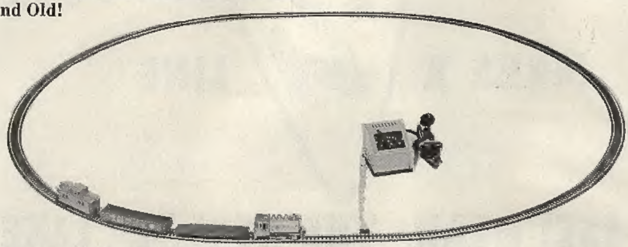
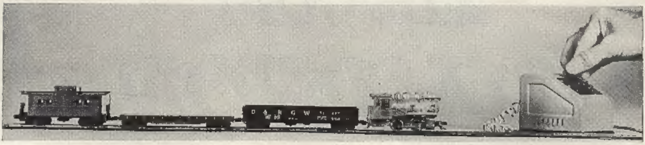
This Set is Packed in a Large Beautiful Box Lithographed in Full Colors—Attracts Customers, Young and Old!

VARNEY MIGHTY MIDGET
TRAIN SET



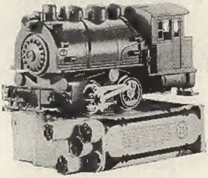
Ready to run! No kits to build, no tools to use, this magnificent sturdy, powerful midget train set is perfect for every adult to buy for a child . . . or for himself. Fully assembled, 16 pieces of track, with DC power-pak, ready to go.



VARNEY — Since 1936 —

T M REG U S PAT OFF

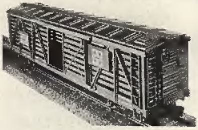
Cars of all kinds! Varney's variety of scale HO cars is equalled only by the real railroads.



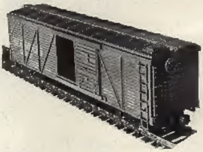
In all modesty we say that this is the most famous locomotive in scale model railroading. A sales record breaker, it has won the affection of scale railroaders all over the country. Powerful (it will pull 20 cars), simple, and handsome—it sells on sight!

Flat car. Latest type. Indented stake pockets. Sprung trucks.

Gondola that rides like a lady, and will carry the loads of an amazon. 4,000 rivets!



Cattle car. Sliding doors. Removable roof. Amazing detail.

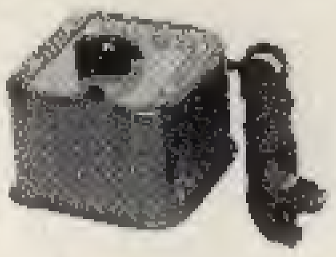


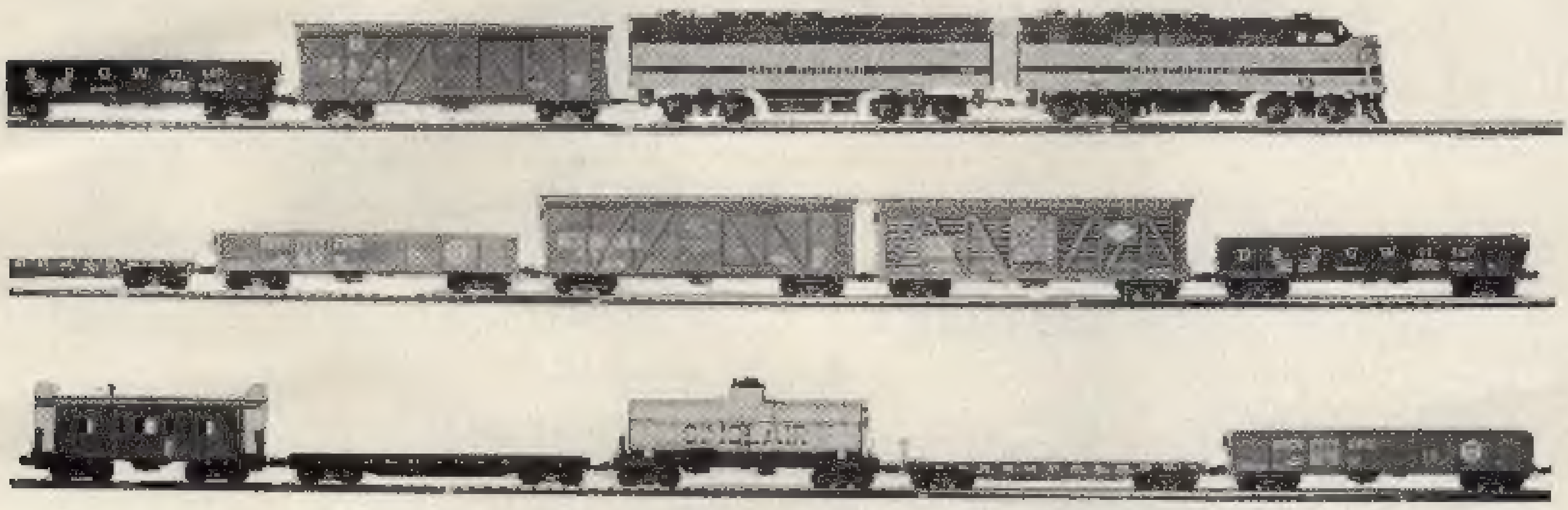
Best box car in the business. Comes in various colors and roads.

88 Wheels a Rollin'— and This Great Big Handsome Buy Will Roll Off Your Shelves Faster Than You Think!

VARNEY TRAINMASTER SET

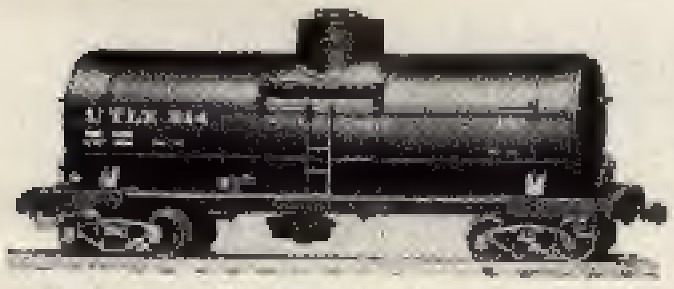
- This huge train set includes an amazing twin-drive loco with trailing B unit and the long train of nine assorted cars shown below. Magnificent detail, sturdy build, and the cars actually lettered with true fidelity. Study these photographs!





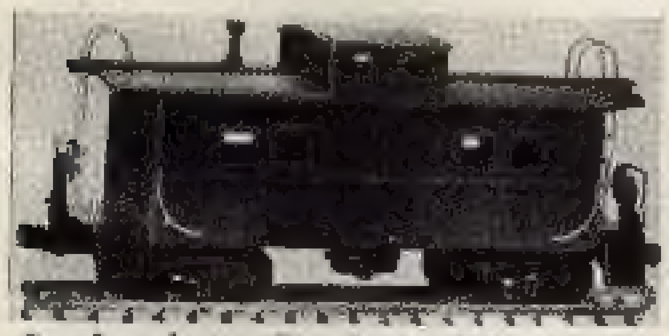
Nowhere a value like this! Complete with 22 pieces of snap-together track, and a DC power pak.

America's finest HO scale model trains!

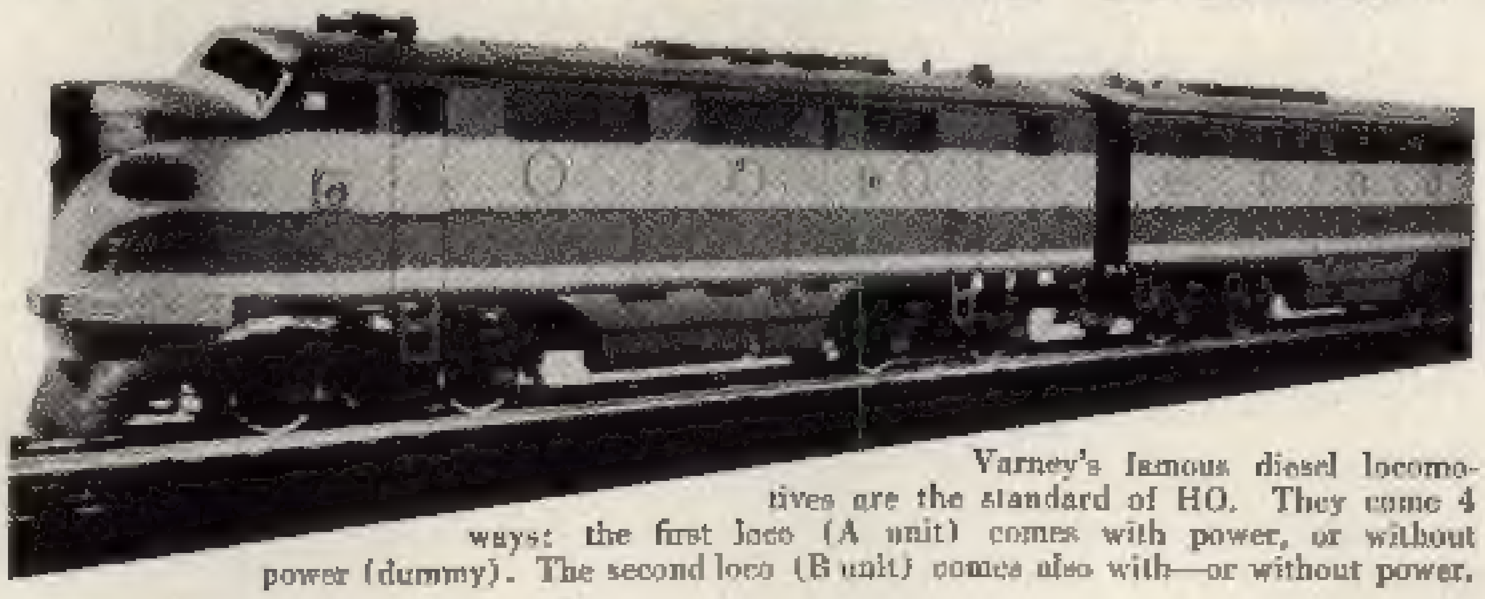


Tank car. Sleek, lettered, an authentic beauty.

Hopper car. Road names are faithful in color and size on Varney scale cars.



Cupola caboose. Popular traditional type—just like the real thing.



Varney's famous diesel locomotives are the standard of HO. They come 4 ways: the first loco (A unit) comes with power, or without power (dummy). The second loco (B unit) comes also with—or without power.

➡ Opportunity for toy merchants!

New and different! You can stop crowds with Varney's HO scale trains. They generate sales. Handled through 24 jobbers. In addition to equipment shown here, Varney has a complete line of track and accessories, streamliners, autos, etc. Write or wire for information.

Gordon Varney

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CORAL GABLES 46, FLORIDA

ADMIRAL 24" TV $199⁹⁵*

with Smart Decorator-Styled Stand Free!

Save $57⁹⁵ while Limited Supply Lasts

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SAVE $57.95
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mahogany finish

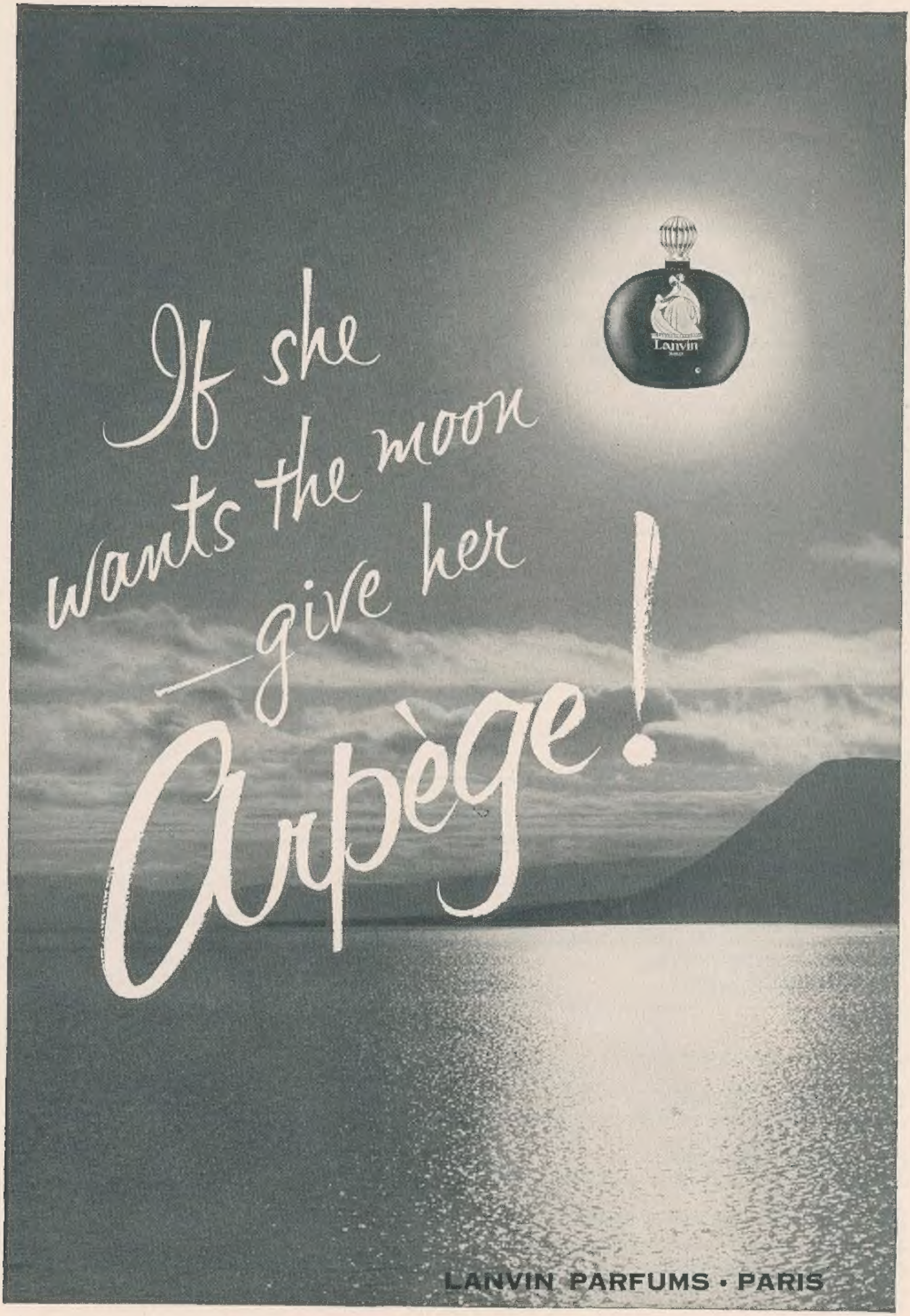
24" TV Console—The London—in stunning contemporary cabinet with brass-tipped tapered legs. Right now your Admiral dealer will give you twice the usual trade-in on your old TV toward this magnificent set!

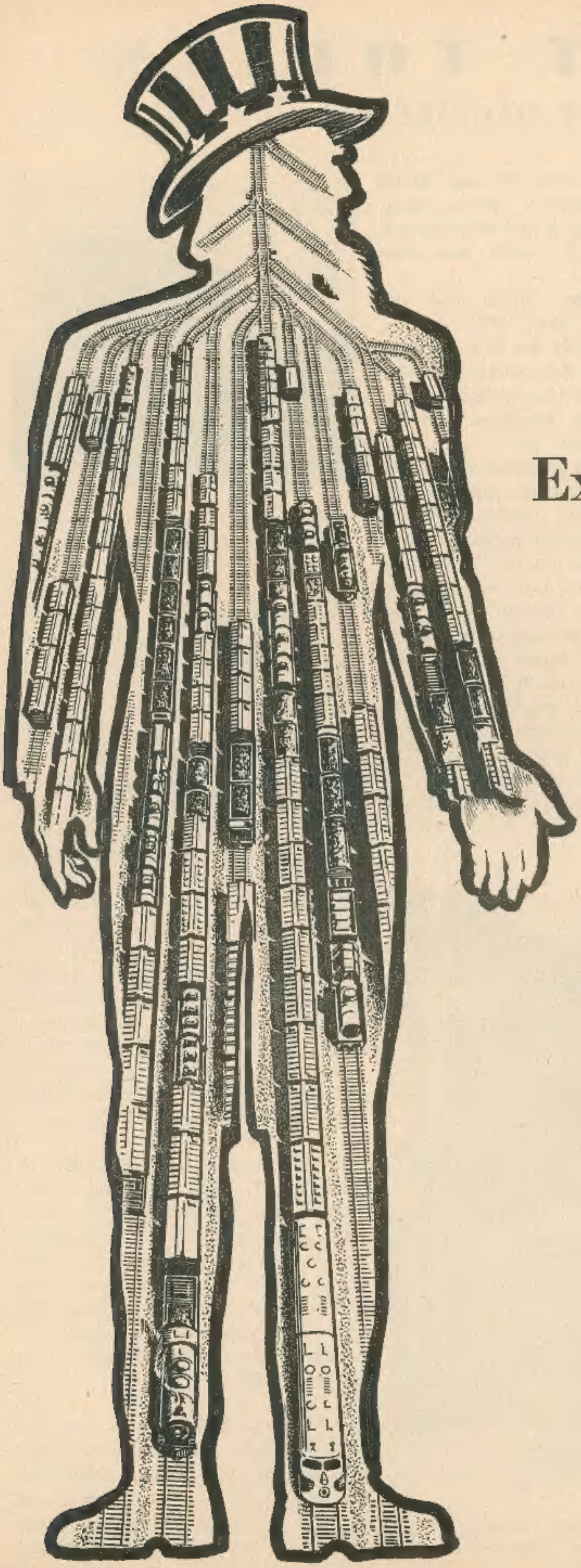
Think of it! You can own this striking ebony-finish 24" Admiral TV—The Honduras—for less than many 21" sets...complete with its matching decorator-styled stand! It's brand-new—factory-fresh—built just a few short weeks ago to sell for $239.95*, and the sturdy custom-built stand would regularly be $17.95 additional! It's your once-in-a-lifetime opportunity to own king-size 24" TV at an unheard-of low price... so hurry, because quantities are strictly limited.

Your home deserves the best . . . that's always
(Choice of 5 Million TV owners)

Admiral®

*Prices slightly higher South, West and Canada. Subject to change without notice.


If she
wants the moon
—give her
Arpège!
Lanvin
LANVIN PARFUMS • PARIS



The Secret of Uncle Sam's Expand-able Arteries

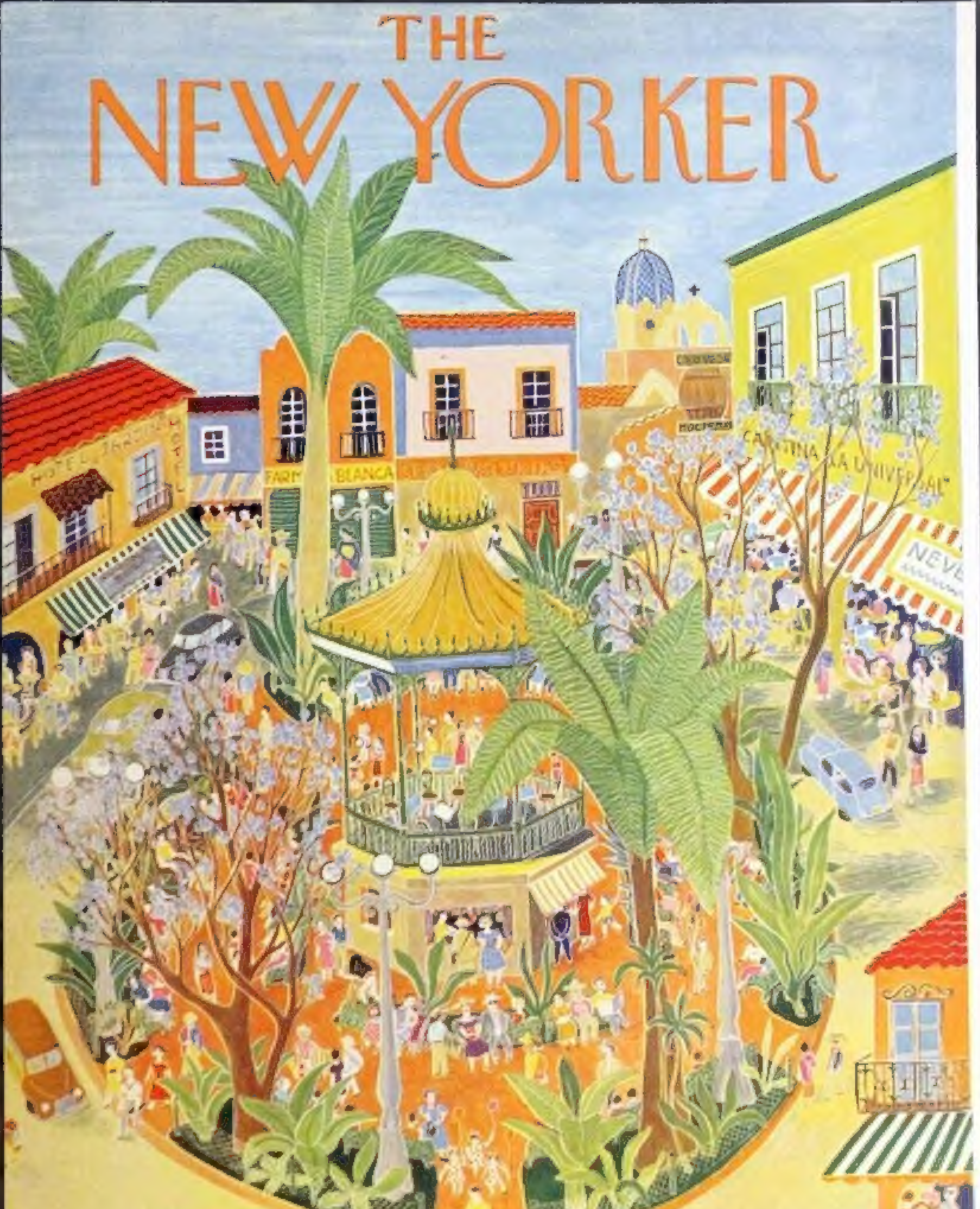
The larger part, by far, of the great lifestream of goods that helps keep you and your country strong and vigorous flows through the nation's vital arteries of transportation – the railroads. And this is done with unique economy in manpower, fuel, and other materials.

Perhaps the most remarkable characteristic of these rail arteries is their inherent ability to expand their capacity more readily and with greater economy than any other form of transportation – particularly in times of national emergency. The secret lies in putting more tons in the cars and more cars in the trains.

But if the nation is to have the full benefit of these advantages, the railroads should have greater freedom to adjust their rates and services promptly – greater freedom to compete with other forms of transportation on an equal basis.

Association of
American Railroads
Transportation Building
Washington 6, D. C.

THE NEW YORKER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HOTEL
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THE NEW YORKER

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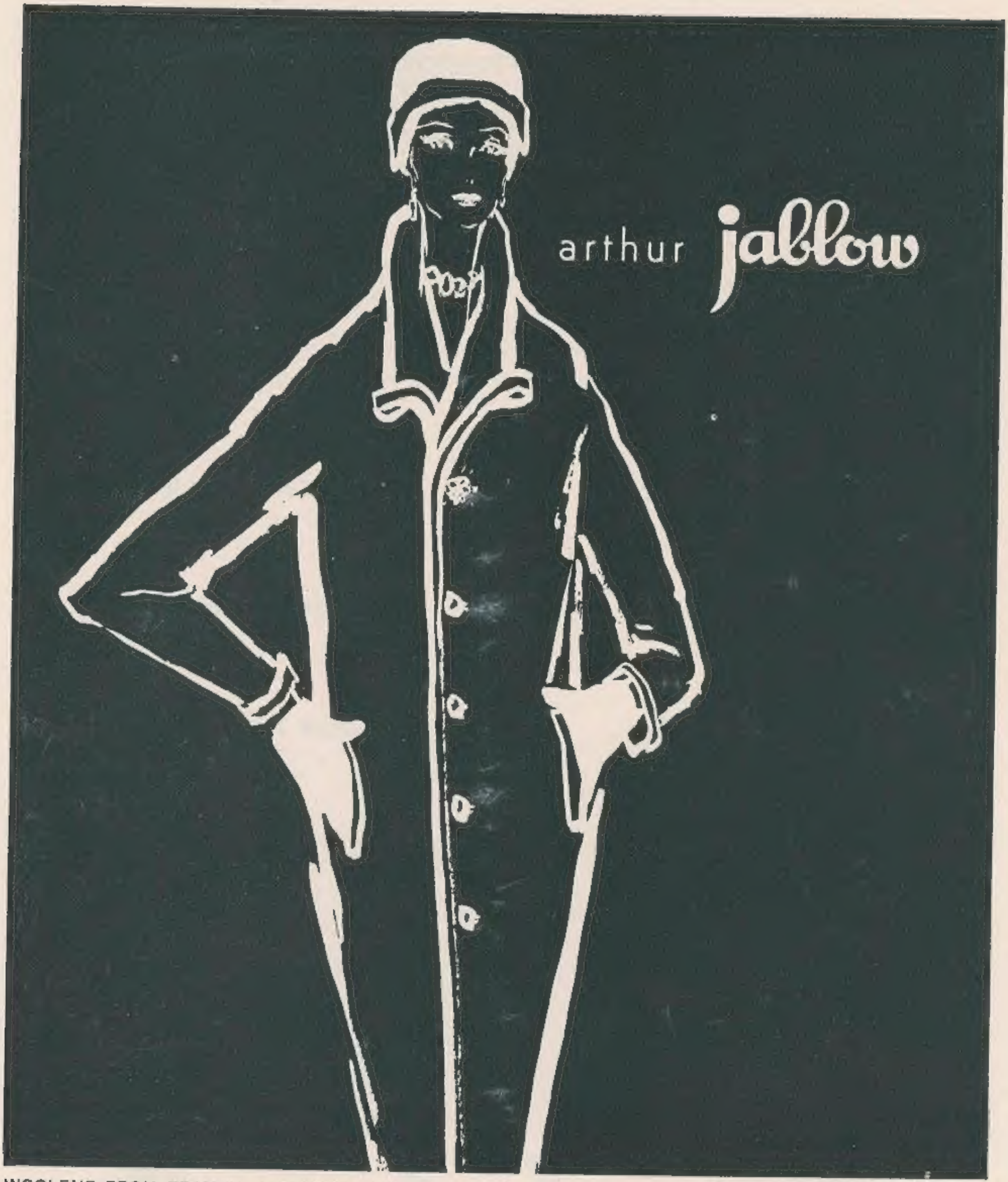
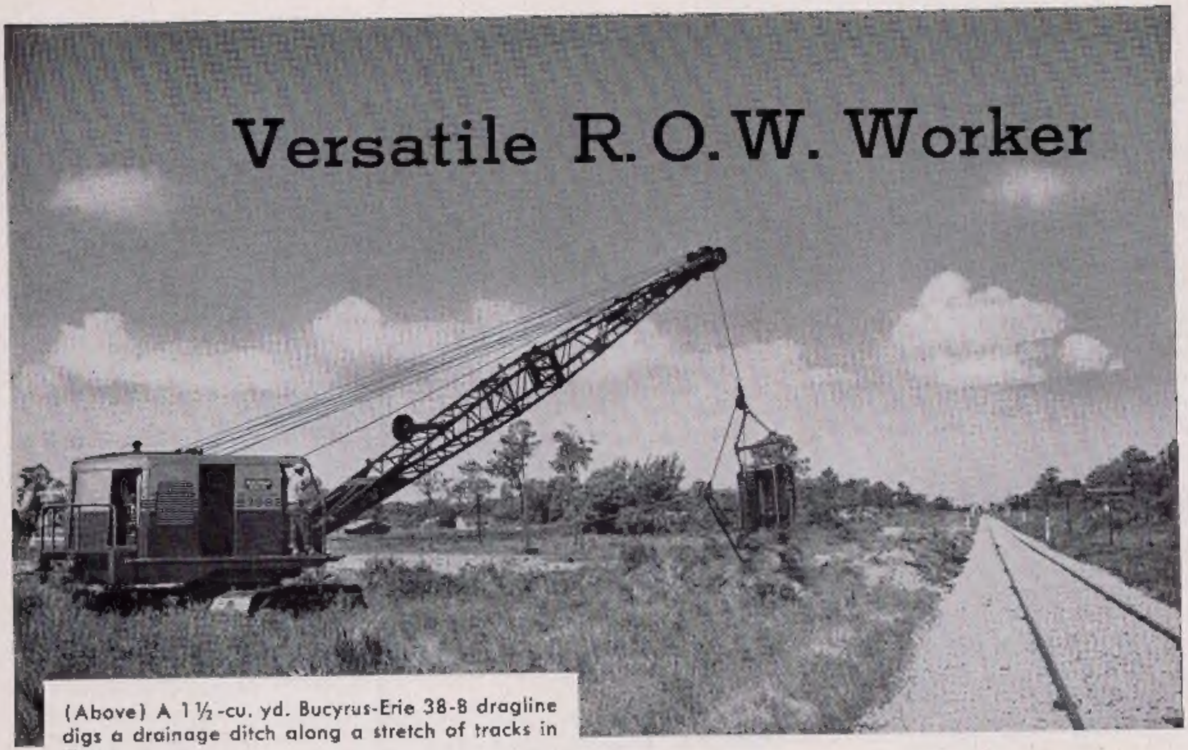


WOOLENS FROM FRANCE MAKE THE GREAT DIFFERENCE IN THE WORLD OF GREAT FASHION. JABLOW CREATES THE DRESSMAKER COLLAR COAT IN BLIN & BLIN'S FABULOUS, LUSTROUS BLACK WOOL.

Blin + Blin WOOLENS FROM FRANCE

T.S.M., 1441 BROADWAY, NEW YORK 18, NEW YORK

Versatile R.O.W. Worker



(Above) A 1½-cu. yd. Bucyrus-Erie 38-B dragline digs a drainage ditch along a stretch of tracks in Florida.

(Below) This ¾-yd. Bucyrus-Erie 22-B dragline is working on construction of a roadbed in South Carolina.

THAT FITS RIGHT INTO YOUR COST-CUTTING PROGRAM

When you look for new ways to cut costs on right-of-way construction and maintenance, look into a versatile Bucyrus-Erie excavator.

Its ability to handle different jobs is multiplied by quick-change front ends — your maintenance crew can convert to shovel, crane, dragline or clamshell right in the field without major changes in main machinery.

On excavating work, powerful crowd action and high-speed dig, swing and dump cycles result in sustained high output. Precision control provides the kind of accuracy needed for time-saving crane work. Sound engineering that assures proper weight distribution, and extra strength without dead weight means less maintenance and real operating economy.

Our distributor in your area has the complete story on Bucyrus-Erie excavators from ⅜- to 4-cu. yd.— see him soon. 128E55

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South Milwaukee
Wisconsin

1880 75 1955
YEARS OF SERVICE
to Men Who
Shape the Earth

ON THE

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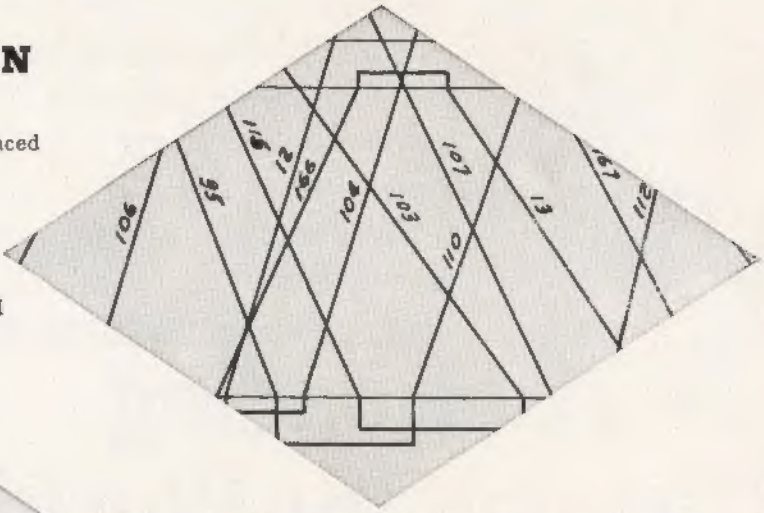
TM UTILIZATION

As planned on paper, 2400 hp. Train Masters at three key points on three divisions have replaced 1500 and 1600 hp. units at a ratio of 1 to 2, affecting better utilization of *all* motive power. They handle nine types of service in all, on a three trick basis, including yard drag service, symbol freight, humping, passenger and mine drag service.



TM POWER

Train Master provides the right combination of power and traction motor capacity to handle jobs beyond the ability of a standard road switcher. Furthermore, two standard road-switchers was an over-investment in motive power. Selecting TMs effected a considerable saving in initial investment over buying units of lesser horsepower and gave better utilization.

. . . again proving that
Your Best Motive Power Investment is in **TRAIN MASTER**

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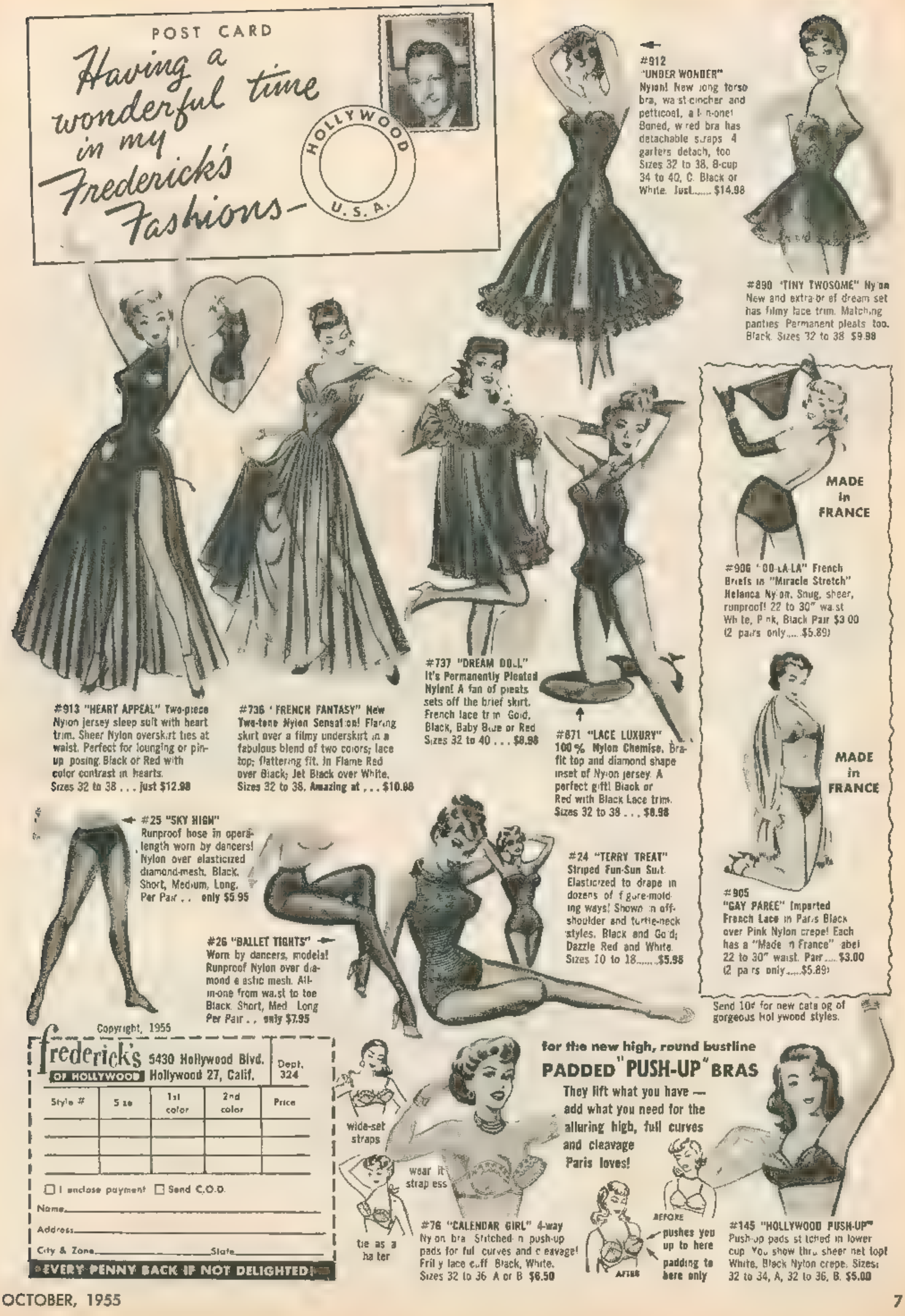
Chicago 5, Ill.

FAIRBANKS-MORSE
a name worth remembering when you want the best

DIESEL LOCOMOTIVES AND ENGINES • RAIL CARS AND RAILROAD EQUIPMENT • ELECTRICAL MACHINERY • PUMPS • SCALES • WATER SERVICE EQUIPMENT • MAGNETOS



Having a wonderful time in my Frederick's Fashions—

#912 "UNDER WONDER" Nylon! New long torso bra, waist-cincher and petticoat, all-in-one! Boned, wired bra has detachable straps 4 garters detach, too Sizes 32 to 38, B-cup 34 to 40, C. Black or White. Just...... $14.98

#890 "TINY TWOSOME" Nylon New and extra-brief dream set has filmy lace trim. Matching panties Permanent pleats too. Black. Sizes 32 to 38 $9.98

#913 "HEART APPEAL" Two-piece Nylon jersey sleep suit with heart trim. Sheer Nylon overskirt ties at waist. Perfect for lounging or pin-up posing. Black or Red with color contrast in hearts. Sizes 32 to 38 . . . just $12.98

#736 "FRENCH FANTASY" New Two-tone Nylon Sensation! Flaring skirt over a filmy underskirt in a fabulous blend of two colors; lace top; flattering fit. In Flame Red over Black; Jet Black over White. Sizes 32 to 38. Amazing at . . . $10.98

#737 "DREAM DOLL" It's Permanently Pleated Nylon! A fan of pleats sets off the brief skirt. French lace trim Gold, Black, Baby Blue or Red Sizes 32 to 40 . . . $8.98

#871 "LACE LUXURY" 100% Nylon Chemise. Bra-fit top and diamond shape inset of Nylon jersey. A perfect gift! Black or Red with Black Lace trim. Sizes 32 to 38 . . . $8.98

#906 "OO-LA-LA" French Briefs in "Miracle Stretch" Helanca Nylon. Snug, sheer, runproof! 22 to 30" waist White, Pink, Black Pair $3.00 (2 pairs only...... $5.89)

#905 "GAY PAREE" Imported French Lace in Paris Black over Pink Nylon crepe! Each has a "Made in France" label 22 to 30" waist. Pair...... $3.00 (2 pairs only...... $5.89)

Send 10¢ for new catalog of gorgeous Hollywood styles.

#25 "SKY HIGH" Runproof hose in opera-length worn by dancers! Nylon over elasticized diamond-mesh. Black. Short, Medium, Long. Per Pair . . only $5.95

#26 "BALLET TIGHTS" Worn by dancers, models! Runproof Nylon over diamond elastic mesh. All-in-one from waist to toe Black. Short, Med Long Per Pair . . only $7.95

#24 "TERRY TREAT" Striped Fun-Sun Suit. Elasticized to drape in dozens of figure-molding ways! Shown in off-shoulder and turtle-neck styles. Black and Gold; Dazzle Red and White. Sizes 10 to 18...... $5.95

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EVERY PENNY BACK IF NOT DELIGHTED!

for the new high, round bustline

PADDED "PUSH-UP" BRAS

They lift what you have — add what you need for the alluring high, full curves and cleavage Paris loves!

#76 "CALENDAR GIRL" 4-way Nylon bra Stitched-in push-up pads for full curves and cleavage! Frilly lace cuff Black, White. Sizes 32 to 36 A or B $6.50

#145 "HOLLYWOOD PUSH-UP" Push-up pads stitched in lower cup. You show thru sheer net top! White, Black Nylon crepe. Sizes: 32 to 34, A, 32 to 36, B. $5.00

Forty 1750-H.P. GP9's delivered to

Missouri Pacific

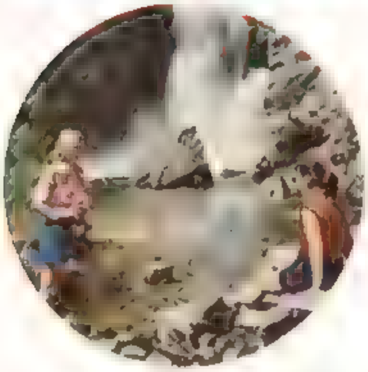
Complete dieselization, with the recent addition of 40 General Motors GP9's to its fleet, will enable the Mopac to dispense with water towers, coaling stations and cinder dumps. And these secondary savings, on top of the well-known fuel and maintenance economies of General Motors locomotives, mean maximum return on investment—enough to pay for the Diesels in 5 years or less.

More than 16,000 General Motors Diesel locomotive units are earning money for railroads on six continents

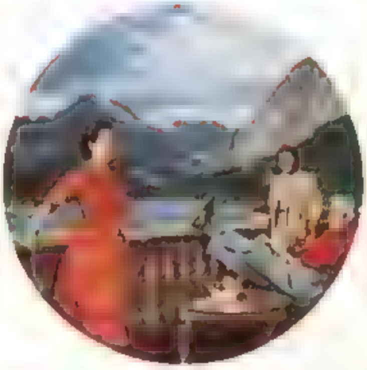
La Grange, Illinois • Home of the Diesel Locomotive In Canada: GENERAL MOTORS DIESEL, LTD., London, Ontario

ELECTRO-MOTIVE DIVISION · GENERAL MOTORS

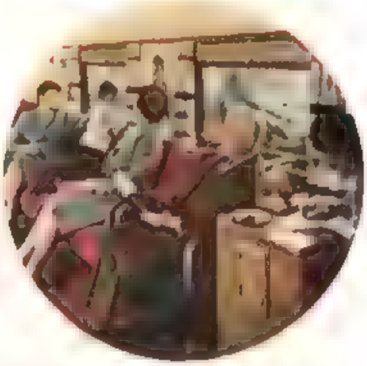
You'll talk for years about your Glacier Park vacation



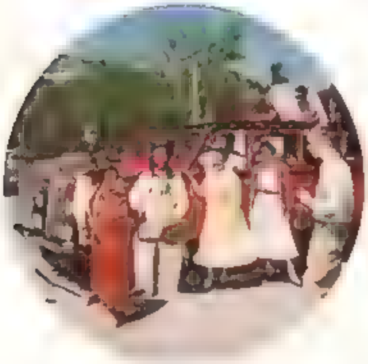
How you explored Montana's Rocky Mountain magic in Glacier National Park—and discovered the secret of world-famous Trick Falls, one of America's wonders.



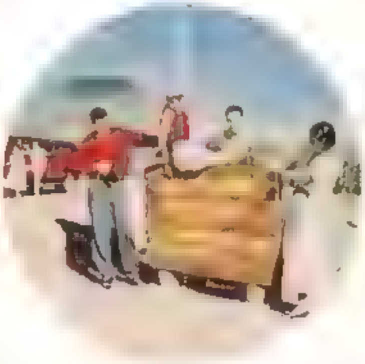
How you relaxed in Nature's own air-conditioning—and thrilled to Glacier's snow-capped peaks—right from the sun deck of your luxurious mountain hotel.



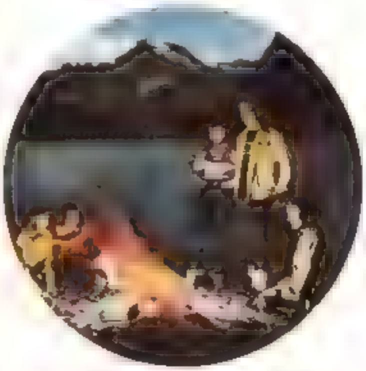
How you vacationed on the way—forgot travel worries on Great Northern's safe, luxurious Western Star—*direct* to Glacier Park through 'Vacationland, U.S.A.'



How you photographed and talked with real Blackfeet Indians who greeted you at the train in full ceremonial dress—part of Glacier's excitingly colorful atmosphere.



How you marveled at the view from Logan Pass—6664 feet high on the Continental Divide—high point on the breath-taking 'Going-to-the-Sun' Highway.



How you harmonized that night on the shore of Swiftcurrent Lake—and promised yourself you'd *come back soon* to glorious Glacier—where there's *more* to see and do.

'See America First'
Go carefree, be car
Go Great Northern Stream

GREAT NORTHERN RAILWAY

For information on Glacier Park, Pacific Northwest or California, write P. G. Holmes, Passenger Traffic Manager, Great Northern Railway, Department G-25, St. Paul 1, Minnesota. Ask for literature about Western vacations.

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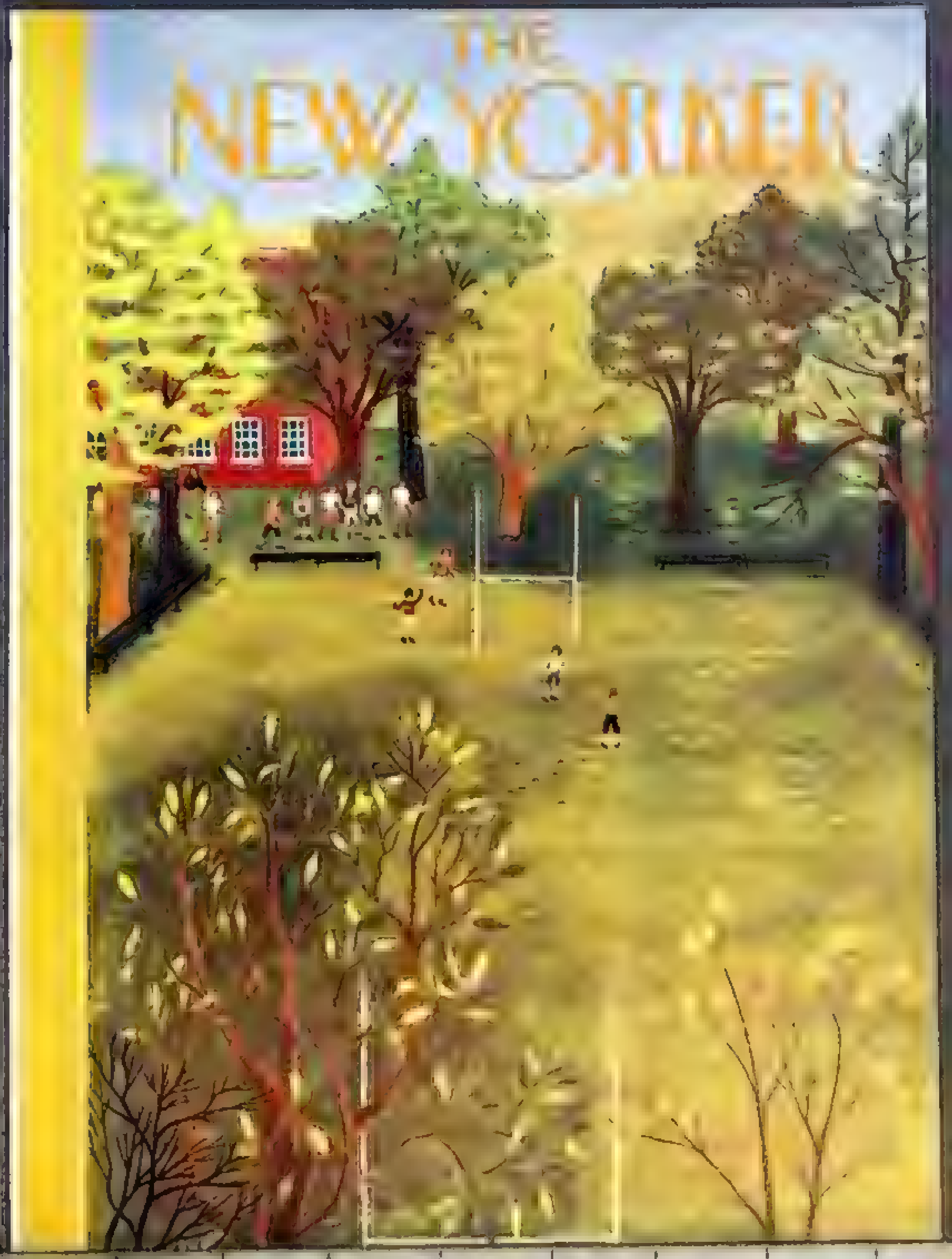
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Price 20 cents

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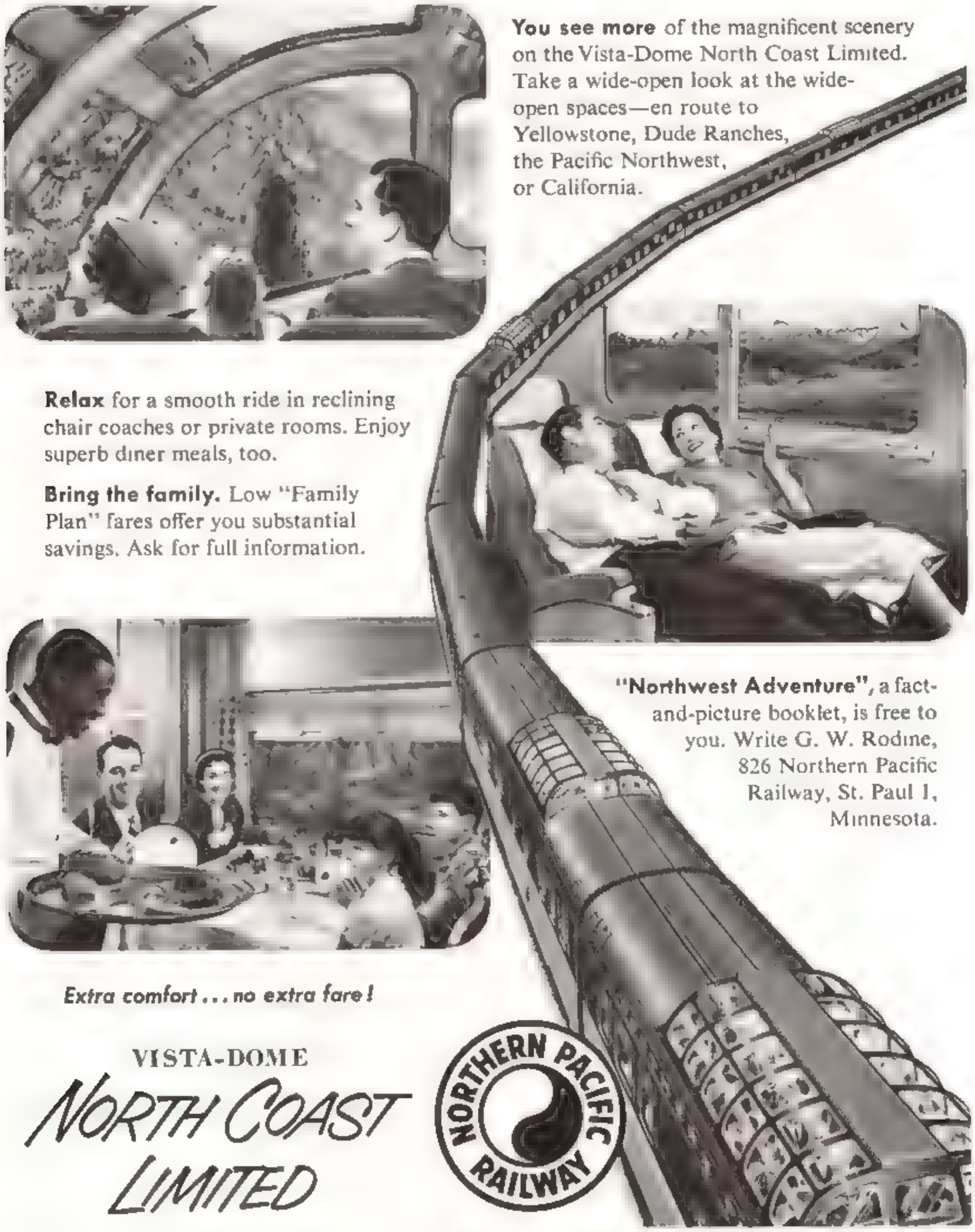
4 VISTA-DOMES

a thrilling *Extra* on the Northwest's *Extra Comfort* train!



You see more of the magnificent scenery on the Vista-Dome North Coast Limited. Take a wide-open look at the wide-open spaces—en route to Yellowstone, Dude Ranches, the Pacific Northwest, or California.

Relax for a smooth ride in reclining chair coaches or private rooms. Enjoy superb diner meals, too.

Bring the family. Low "Family Plan" fares offer you substantial savings. Ask for full information.

"Northwest Adventure", a fact-and-picture booklet, is free to you. Write G. W. Rodine, 826 Northern Pacific Railway, St. Paul 1, Minnesota.

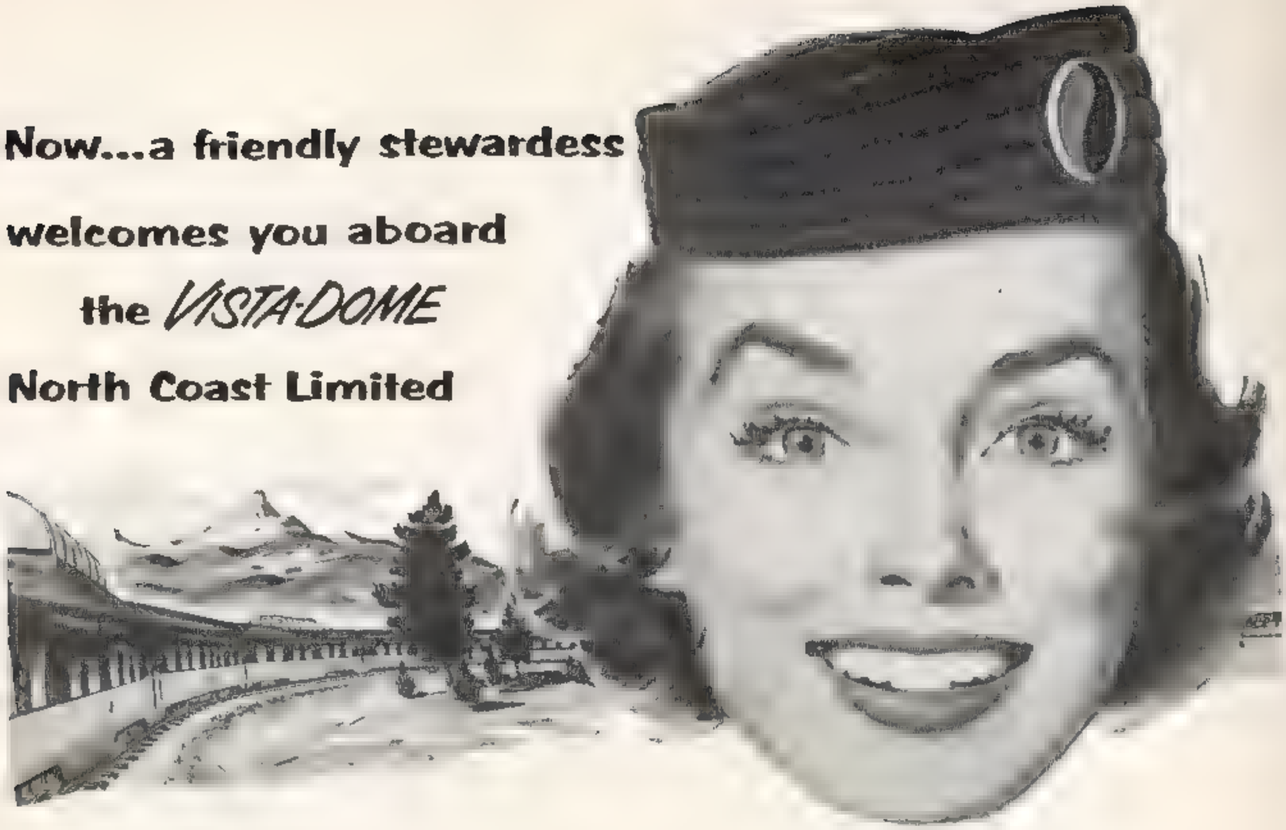
Extra comfort . . . no extra fare!

VISTA-DOME
NORTH COAST LIMITED

NORTHERN PACIFIC RAILWAY

CHICAGO · TWIN CITIES · SPOKANE · TACOMA · PORTLAND · SEATTLE

Now...a friendly stewardess welcomes you aboard the *VISTA-DOME* North Coast Limited



Another thoughtful *Extra* on one of the world's *Extra Fine* trains

CHICAGO • TWIN CITIES • SPOKANE • PORTLAND • TACOMA • SEATTLE

NEW EXTRA SERVICE! A charming stewardess makes you feel at home on the Vista-Dome North Coast Limited. What's more, she's a registered nurse!

4 VISTA-DOMES! You get a thrilling all-around view. See the rugged Rockies, the Cascades, great rivers, forests and rolling plains as never before.

LOW FAMILY PLAN FARES save you money. Bring the children—enjoy an extra fast, extra comfort trip in reclining coach seats or Pullman rooms.

SEND for free booklet "Northwest Adventure." Includes Alaska, California trips. Write G. W. Rodine, 845 Northern Pacific Railway, St. Paul 1, Minn.

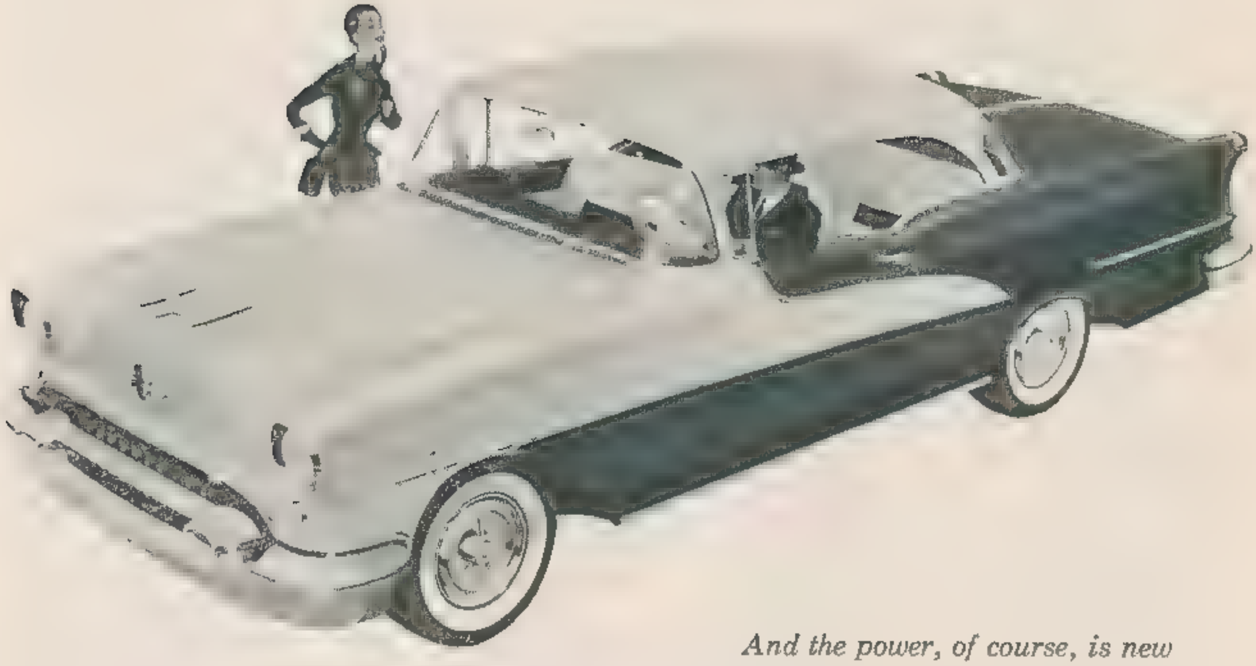
Extra comfort... no extra fare

VISTA-DOME

North Coast Limited

NORTHERN PACIFIC RAILWAY

Artistry by Oldsmobile—the loveliest thing on wheels. With a dashing flair—an elegance—a graceful beauty all its own. New "flying color" styling sets this dramatic Ninety-Eight apart from every other motor car.



And the power, of course, is new "Rocket" Engine power . . . power that's pure poetry in motion. See it, drive it for the thrill of your life . . . at your Oldsmobile dealer's now!

New 1955 Oldsmobile Ninety-Eight DeLuxe
Holiday Coupé. A General Motors Value.

SEE YOUR NEAREST OLDSMOBILE DEALER

HARMONIC REED

STRIKES AGAIN!

IN '54—THE SPITZ JUNIOR PLANETARIUM!

IN '55—THE

SKY ZOO!

Another toy sensation!

Scientifically designed to show all the famous mythological inhabitants of the sky, as seen in the stars! Projects on any ceiling Leo the Lion . . . Taurus the Bull ...Gemini the Twins...and many, many others!

Fascinating...educational! Completely new and different!

Packaged in colorful box with beautifully written book by Armand Spitz, telling the stories of the mythological figures in the sky.

Retails at $14.95

FIRST SHOWING AT THE
TOY FAIR—ROOMS 606-607,
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NEW '55 MODEL!

Spitz
JUNIOR
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Designed for

MR. PEEPERS

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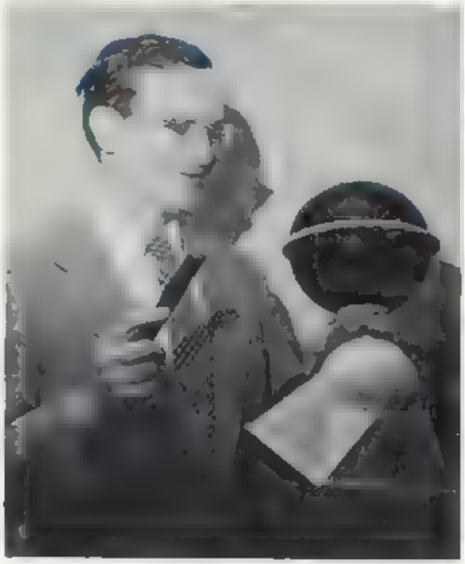

- ***NEW!*** Plug-in Pointer
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- ***NEW!*** Junior Planetarium Association
- ***NEW!*** Consumer Catalog

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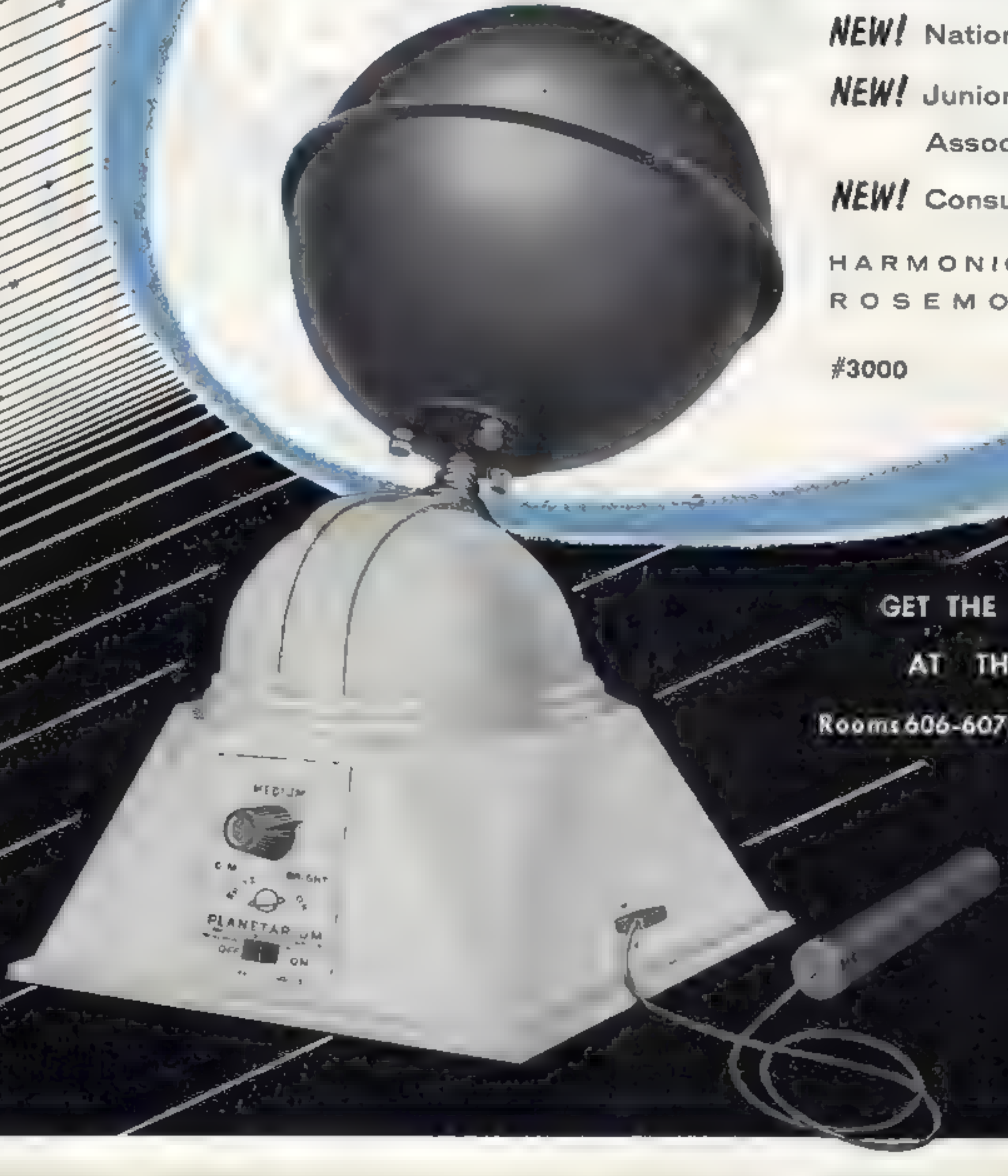
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GET THE WHOLE STORY
AT THE TOY FAIR!
Rooms 606-607, HOTEL NEW YORKER

Retails at:
$14.95

A factual report on lapstrake boats:

New Chris-Craft Sea Skiffs for 1955

CHRIS-CRAFT'S new Sea Skiff Fleet for 1955 includes seven husky models—open boats, express cruisers and semi-enclosed cruisers, 18 through 35 ft. in length. They're traditional in design and seaworthiness. They're advanced in construction, equipment and performance. They are better lapstrake boats than have been built to date.

Chris-Craft Sea Skiffs are exceptionally rugged and watertight, with exclusive new Chris-Craft Sea Skiff Sealer in all seams and joints from keel to seat risers in 18, 22 and 26-ft. models, from keel to sheer in 30 and 35-ft. models. They provide a wide choice of single or twin engines, including Diesel, that produce power to carry big loads at high speeds. They are dry, soft-cushion riding, even in rough water. They have unusual maneuverability and handling ease with positive control at all speeds. The Sea Skiff is a practical, all purpose boat—one you can use for almost anything, from thrilling water sports to heavy-duty utility purposes.

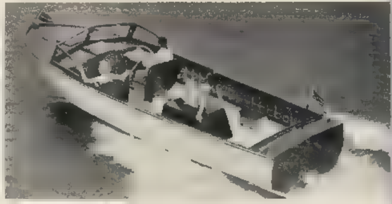
Quality features are standard equipment: sturdy skeg to protect the bottom; bronze shoe to protect the propeller on 18, 22 and 26-ft. models; dependable worm-and-pinion, rod-to-bronze-rudder steering; ventilated bilge; fuel tank mounted below aft deck, vented overboard, water-cooled copper exhaust pipe; and many, many more!

A large selection of optional equipment—such as ventilating or non-ventilating windshield, folding canvas or permanent top, icebox or fish box, toilet, cushions, and many others—plus a choice of attractive hull colors, let you tailor your new Sea Skiff to your individual boating needs.

Read this report on 1955 Chris-Craft Sea Skiffs thoroughly. Visit your Chris-Craft Sea Skiff Dealer or write the factory for complete information. Compare Chris-Craft Sea Skiffs with other boats of this type. Then you'll see why a Chris-Craft is a *better* round bilge, lapstrake boat than any other ever built! Buy *your* new Sea Skiff now!

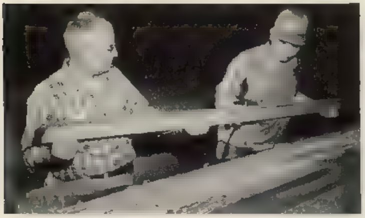
Prices quoted f.o.b. factory, subject to change without notice.

Value plus! New 18-ft. Sea Skiff with 60 h.p. engine, speeds to 25 m.p.h. A practical boat practically priced from $2290. Sea Skiff strakes are 5-ply marine-grade Fir plywood for maximum strength



New 26-ft. Sea Skiff. Room for two berths forward. Frames of Philippine Mahogany and steam-bent White Oak. Engine options to 190 h.p., speeds to 29 m.p.h. Priced from $3600

CHRIS-CRAFT SEA SKIFFS ARE FAR STRONGER, FAR MORE WATERTIGHT!



Seams and joints of all Chris-Craft Sea Skiffs are reinforced with Chris-Craft's synthetic-rubber-based Sea Skiff Sealer. It is both a tenacious adhesive and a watertight sealer. It makes Chris-Craft Sea Skiffs far stronger than ordinary lapstrake boats, provides them with a new kind of long-lasting watertightness.

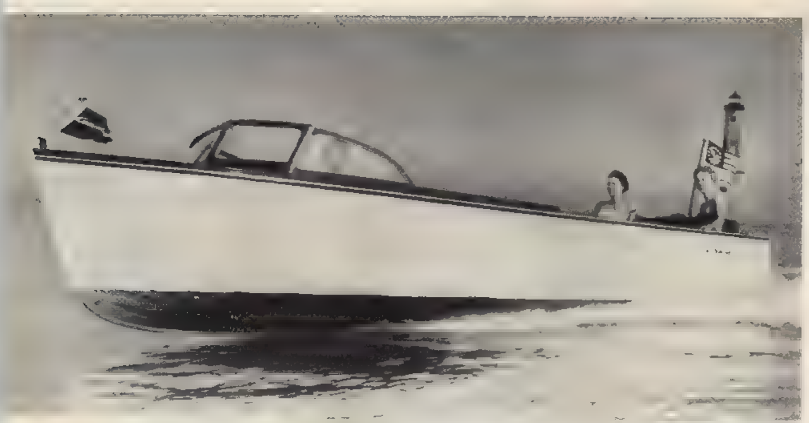
Chris-Craft Sea Skiff Sealer adds strength. Tests showed that a pull of 32 lbs. per sq. in. separated the seams in ordinary lapstrake hull construction—clout nails with putty or compound filler. A pull of 130 to 150 lbs. per sq. in. (*more than four times more force*) was required to tear apart Chris-Craft strakes fastened with copper clout nails and Sea Skiff Sealer. Even then, *the seams held* but the wood around the seams shredded!

Sea Skiff Sealer is elastic. A block of wood, bonded to another block with 1/16-in. thickness of Sea Skiff Sealer, can, with considerable force, be moved transversely about 1/4 in. across the bonded surface of the second block without losing adhesion. When pressure is released, the two blocks return to their original relative position. Applied to Chris-Craft Sea Skiffs, this sealer allows the strakes to "work" *without* affecting the bonding seal.

Sea Skiff Sealer provides a watertight bond. A Sea Skiff using Sea Skiff Sealer *without* copper-clout-nail fastenings was subjected to severe rough-water tests at high speeds. After months of testing, the hull remained *completely intact and watertight*.

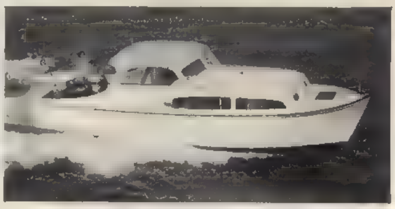
Also, Chris-Craft Sea Skiff Sealer is highly resistant to the effects of water, weathering, fuel and oil. A test patch, exposed to sun and weather continuously for over eight years, showed no tendency toward brittleness or cracking.

New Chris-Craft round-bilge, lapstrake Sea Skiffs—with Sea Skiff Sealer—are far more durable, far more watertight than other boats of this type. And you can get Chris-Craft Sea Skiff Sealer *only* on a new Chris-Craft Sea Skiff. Can *you* afford to buy any other make of lapstrake boat?



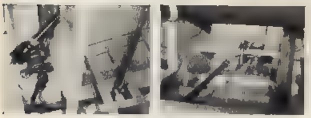
Poise and performance: Brawny 22-ft. Chris-Craft Sea Skiff. Option of 60 or 95 h.p. engine, speeds to 28 m.p.h. Priced from $2980.

Two-sleeper 30-ft. Sea Skiff Semi-Enclosed Cruiser with galley, toilet compartment, clothes locker in full-headroom cabin. Diesel, single or twin engines to 190 h.p., speeds to 25 m.p.h. From $7990.



Big 35-ft. Sea Skiff Semi-Enclosed Cruiser with dinette, galley, toilet compartment, Vee berths forward. Sleeps four. Diesel or twin engines to 260 h.p., speeds to 27 m.p.h. Priced from $12,210

THESE QUALITY FEATURES ARE STANDARD ON CHRIS-CRAFT SEA SKIFFS!



Steering is worm-and-pinion (left), rod-to-rudder (right) — assures instant response and easy maneuverability.

Bronze shoe protects propeller, on 18, 22, and 26-ft. models. Rudder is bronze.

Sturdy skeg provides underwater protection. Bottom paint is anti-fouling.

CHRIS-CRAFT
Sea Skiff
DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS
MARINE ENGINES
SEA SKIFFS
OUTBOARD CRUISERS
BOAT KITS
BOAT TRAILERS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Fuel tank is below aft deck, vented overboard. Fuel shut-off valves at tank and carburetor.

DAVY CROCKETT

Liberty Steel Chest Corp.'s 14-piece tool kit.

No. 943 Davy Crockett Frontier Rifle with powder horn, by Daisy Mfg. Co.

DAVY CROCKETT

Lunch box with vacuum bottle, by Adco-Liberty Mfg. Corp.

BALLAD OF DAVY CROCKETT
Sung by Tennessee Ernie Ford

Unbreakable record, "Ballad of Davy Crockett," issued by Capitol Records.

DAVY CROCKETT
DAVY CROCKETT

Raccoon skin cap manufactured by Weathermac Corp.

FRONTIERLAND
DAVY CROCKETT
HUNTER OUTFIT

L. M. Eddy Manufacturing Co.'s Frontierland hunter outfit.

sands of petitions from children all over the country poured into the Disney office, begging them not to let Davy die. One department store capitalized on this situation by having a promotion in which children came into the store to sign petitions for Davy's life. The promotion exceeded the store's wildest dreams. One official said, "every kid in the city must have come in to sign."

In conjunction with the Disney Davy Crockett merchandise, which is really an outgrowth of the *Frontierland* section of Disneyland Park, now under construction in Anaheim, California, Disney is licensing *Frontierland* merchandise, as well as items relating to *Tomorrowland*, *Fantasyland*, and *Adventureland*.

An impressive and representative group of manufacturers has been licensed by Walt Disney Productions to manufacture and sell merchandise utilizing Walt Disney's Davy Crockett

Licensees

Among the firms licensed to make toys and related items are: Weathermac Corp., N. Y. C., raccoon skin caps; Artcraft Paper Products Co., Cincinnati, O., *Magicpaint* with water pictures; Capitol Records, N. Y. C., records; Columbia Records, N. Y. C., records; Ben Cooper, Inc., N. Y. C., costume; Decca Records, Inc., N. Y. C., records

Dell Publishing Co., Inc., N. Y. C., comic books; L. M. Eddy Mfg. Co., Inc., Framingham, Mass., outfits (hat, holsters, pistols, etc.); Fortune Toys, Inc., Jackson Heights, N. Y., jointed dressed doll; Glitter Products Co., Denver, Colo., Glitter paint set; Halsam Products Co., Chicago, Ill., Frontierland construction set; Hettrick Mfg. Co., Toledo, O., tents; Jacmar Mfg. Co., Inc., N. Y. C., electric quiz game; Jaymar Specialty Co., Brooklyn, N. Y., jigsaw puzzles; Liberty National Corp., N. Y. C., lunch boxes, Louis Marx & Co., Inc., N. Y. C., Frontierland stockade with plastic figures, Peter Puppet Playthings, Inc., Brooklyn, N. Y., Davy Crockett guitar.

Practi-Cole Products, Inc., New Haven, Conn., interlocking building block construction set; RCA Victor, N. Y. C., records, Simon & Schuster, N. Y. C., Little Golden Book, Big Golden Book, stamp book, Little Golden record; Stephens Products Co., Inc., Middletown, Conn., picture projector with toy length film strips, Tru-Vue Co., Beaverton, Ore., picture cards for use in stereoscopic viewer; Welded Plastics Corp., N. Y. C., cardboard hut; Whitman Publishing Co., Racine, Wis., paint book and games; Withington Inc., Buckfield, Me., bow and arrow sets; Daisy Manufacturing Co., Plymouth, Mich., toy guns, powder horns, plastic canteens; and National Leather Mfg Co., Brooklyn, N. Y., school bags; Childhood Interests, Roselle Park, N. J., figurines and puppets; Hassenfeld Bros., Central Falls, R. I., pencil boxes; Transogram Co., N. Y. C., paint sets; Neevel Manufacturing Co., Kansas City, Mo., toy luggage; Sun Rubber Co., Barberton, Ohio, dolls.

◆

Disney Draws Something New—Love Letters

In a recent copyrighted column, radio and television critic John Crosby commented on the flood of fan mail received by the Disney office since the beginning of the "Disneyland" telecasts. According to Crosby, the "Disneyland" program draws many thousands of letters from viewers.

Included among the bouquets and brickbats youngsters send to the Disney studio, says Crosby, are letters professing undying love for Walt Disney himself; many complaining that the child's parents prefer some other program scheduled at the same time, so that the youngsters can't ever see "Disneyland"; letters detailing the young writer's personal problems.

Some of the letters contain substantial and constructive criticisms. One group of teachers complained that their pupils were accomplishing nothing on Thursdays, because the children had stayed up late the night before to watch the telecast.

The story of Davy Crockett

Out of the legendary past comes the toy industry's latest licensing personality. When Walt Disney revived one of the west's greatest sagas for his TV program, he couldn't foresee the tremendous response that the historical figure would create. Now Davy Crockett rides again—this time as hero to toy manufacturers who have tied in with Disney's version of the frontier king.

ONCE in a blue moon an item hits the retail counters and becomes an overnight sensation—a hot item. This phenomenon usuallly causes a few pleasant headaches to the people behind the scenes—the producers, the wholesalers, and even the retailer himself. But it eventually straightens itself out and runs its profitable course.

Today—this minute—the phenomenon is here. Many items, not just one, are equally "hot" and manufacturers are hard put to it to design, produce, and channel the related merchandise fast enough for the waiting public to snap it up.

Song an Immediate Hit

This group of items is the Davy Crockett merchandise. And the man to be thanked for the overwhelming demand for the Crockett items is Walt Disney, who, as part of his television series conceived and planned a series of three programs about the famed frontiersman. The morning following the first program in December record dealers were swamped with inquiries about the song which was used as a theme for the series. Within a very short time the top song on the Hit Parade was *The Ballad of Davy Crockett*

38 Are Licensed

At the time of writing, 38 soft goods and toy manufacturers were licensed by Disney for his Davy Crockett merchandise, and according to report the items were selling as fast as they appeared on the counters. The items include clothing and accessories in the soft goods field, and raccoon skin caps, coloring pictures, records, costumes, comic books, complete outfits, dolls, paint sets, construction kits, tents, games, puzzles, lunch boxes, musical instruments, books, blocks, film projectors with film strips, cardboard hut, bow and arrow sets, toy guns and powder horns, and school bags in the toy field

(Since the Davy Crockett name and story is in the public domain—which means that no one owns the rights to the name or story—some manufacturers are producing Davy Crockett items, based on the historical character, that are not licensed by Disney. Walt Disney, however, has created his version of Davy Crockett as personified by Fess Parker.)

© Walt Disney Productions

Fess Parker, star of Disney's Davy Crockett series.

Parker Signs

Disney had been thinking of doing a feature on Davy Crockett for many years, according to the Disney office, but it was not until he met Fess Parker, a 27-year-old, six-foot-five Texan, that he felt that he had found a suitable man to play the role. As a result, Parker was signed to a five-year-contract—the first adult to sign a contract with Disney Productions.

Here it also can be said that the fantastic response to the programs came as a surprise to the Disney organization. About three quarters of a million dollars was spent on making the original three episodes, and in fact, Disney figured that he would lose money on them. Now, however, he plans to release a full-length, technicolor film called, *Davy Crockett King of the Wild Frontier,* in the early part of the summer. In addition, in the fall, four one-hour television shows will be done on the *Legends of Davy Crockett.* These will be based on fictional episodes in the life of the hero.

Petition Promotion

Probably the most overwhelming reaction to the programs was the response to the last in the series. Thou-

SEA BARON. Waterproof* and shock-resistant. A tough, handsome beauty of a watch. The sleek stainless steel case houses a precision movement of 17 jewels, matches the distinctively styled stainless steel expansion bracelet. Full sweep second hand and luminous numerals and hands.
30-7103-Z-2740 Retail 45.00

BARRACUDA. Automatic! Waterproof* and shock-resistant. Self-winding 17 jewel movement performs accurately and reliably . . . runs indefinitely from the normal movement of your arm. Rustproof, antimagnetic. Case, matching expansion bracelet of stainless steel. Luminous dial.
30-7102-Z-3290 .Retail 55.00

SEA TREASURE. Waterproof*, dustproof 17 jewel movement! Rich yellow rolled gold case with stainless steel back. Lustrous matching expansion bracelet. A distinguished shadow type dial. Luminous numerals and hands. Full sweep second hand. Afloat or ashore . . . this a timepiece that is accurate.
30-7106-Z-3480 . . .Retail 59.50

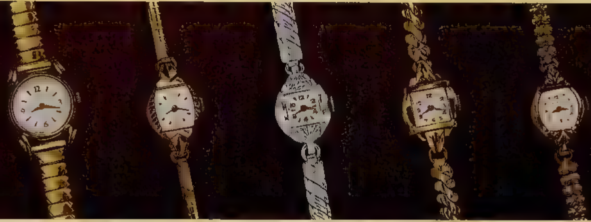
VOYAGER. This is a fully automatic, self-winding watch with a waterproof* case topped in luxurious yellow rolled gold. Stainless steel back. Full sweep second hand. Distinctive skip number dial with luminous hands and hour dots. Matching expansion bracelet. Beauty plus rugged durability.
30-7104-Z-4360 . .Retail 71.50

BENRUS

The splendor of beautifully accurate timepieces . . . in a striking variety of handsome styles . . . backed by the carefully time-true engineering of master artisans of the watchmaking world. Suggested Retail prices include Federal Excise Tax.

HELMSMAN. Automatic, self-winding, 17 jewel waterproof*. Tailored yellow gold filled case with 14K, waffle-type, gold applied dial, matching expansion bracelet. Winds with the wrist movement. Full sweep second hand.
30-7100-Z-5485 Retail 92.50

SEA QUEEN. 17 jewel, waterproof*, precision automatic. Diminutive and delightful self-winding watch. Stainless steel case styled to enhance the loveliness of the dial. Stainless steel expansion bracelet comfortably lovely.
30-7172-Z-3890 .Retail 62.50



SEA SWAN. A waterproof* 17 jewel Benrus "Water Beauty." The first perfect watch for women—perfectly beautiful—perfectly waterproof*. Yellow rolled gold plate top, stainless steel back. The loveliest time on your wrist! Sweep second. Raised numeral dial. Matching expansion band
30-7173-Z-3480 . . 59.50

AMERICAN BEAUTY "A". 17 jewels. Delicately engraved case is beautifully wrought of shining yellow rolled gold plate. Stainless steel back. Matching expansion bracelet. A wonderful value!
30-7174-Z-2420 . 35.75

AMERICAN BEAUTY "B". As above but in white RGP.
30-7175-Z-2420 . 35.75

LADY BERNETTE "W". A brilliantly accurate 17 jewel movement housed in a superbly feminine case of scintillating white rolled gold. Matching expansion band. Stainless steel back.
30-7135-Z-2535 . 39.75

LADY BERNETTE. As above in yellow rolled gold.
30-7152-Z-2535. 39.75

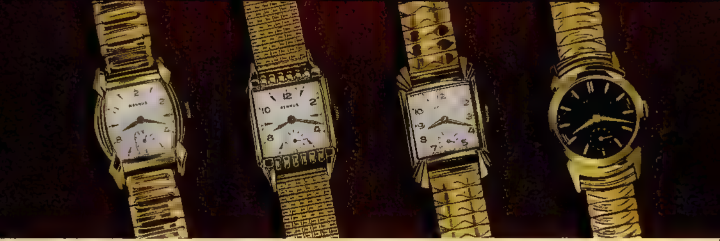
CLAUDETTE. 17 jewel movement precision crafted for lasting reliability. Yellow rolled gold case, stainless steel back. Matching expansion bracelet. A slim, beautiful jewel of a watch.
30-7156-Z-2740 . . 45.00

CLAUDETTE "W". As above in white rolled gold.
30-7157-Z-2740 .45.00

LOLA. 17 jewel movement. Petitely fashionable . . . ruggedly reliable! Matching expansion bracelet spotlights the loveliness of a stainless-steel backed, rolled yellow gold plate case.
30-7176-Z-3290 . . . .55.00

LOLA "W". As above in white rolled gold plate.
30-7177-Z-3290 . .55.00

**Stay waterproof and dust-protected as long as crystal, crown and back are intact and, if removed, expertly replaced.*

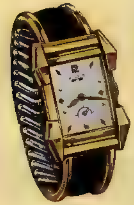


RUGBY. 17 jewel precision accuracy in a gleaming watch of yellow rolled gold with a matching expansion bracelet. Case has stainless steel back. Smart hands, raised numerals of gold adorn a trim dial. Sweep second hand. Equally at home in the drawing room or on the playing fields
30-7110-Z-2535 Retail **39.75**

JOLSON. 17 jewel time-engineered movement. A smoothly modern wrist watch of great distinction. The handsomely crafted mesh-type expansion bracelet spotlights the gracefully fashioned dial . . . blends with the sparkling splendor of a yellow rolled gold case. Stainless steel back
30-7112-Z-2990 .Retail **49.50**

LORD SPERRY. A magnificent 17 jewel movement makes this watch as dependably timeworthy as it is strikingly handsome. Square-hewn case crafted in sunshine-bright 10K yellow gold fill . . .. matched by a ruggedly good-looking expansion bracelet of the same metal. Raised numerals.
30-7114-Z-3985 Retail **65.00**

LORD AUGUST. The jet-black beauty of the dial dramatizes the brilliance of a glittering yellow rolled gold—stainless steel backed case. 17 jewel movement records the passing hours with precision-accuracy. Flashing golden hour markers match the expansion bracelet and hands.
30-7108-Z-3480 Retail **59.50**



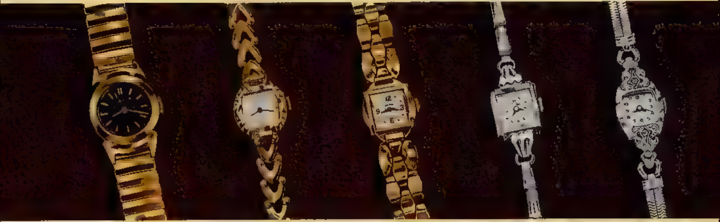
BENRUS

Benrus is known the world over for high fashion, their watches are as up to the minute in styling as the time they keep . . . 17 lifetime ruby jewels safeguard movement . . . official watch of famous air lines. Suggested Retail prices include Federal Excise Tax.

CITATION CRAIG. Luxurious leather framed in smart lines of flowing metal makes this golden-color expansion bracelet a distinguished background for the sleekly modern watch. Gold-filled case, raised figure dial. 17 jewel movement.
30-7115-Z-4360 Retail **71.50**

EMBRACEABLE ANNE. 17 jewels. Smart case, fashion-inspired embraceable bracelet in yellow gold.
30-7150-Z-4360 Retail **71.50**

EMBRACEABLE DIXIE. As above in white gold case and bracelet.
30-7151-Z-4360 . . . .Retail **71.50**



LADY AUGUSTA. Distinctively turned case of yellow rolled gold. Backed by shimmering stainless steel . . dramatizes the smooth good-looks of a shining jet black dial that is ornamented with smart gold numerals and gracefully slender hands. 17 jewels Matching expansion band.
30-7160-Z-3480 . . . . .**59.50**

LADY WISH. So delightfully crafted that it's hard to believe the dainty case conceals a thoroughly workmanlike 17 jewel movement. A superbly fashioned jewel of a watch. Stainless steel backs the glittering loveliness of the yellow rolled gold case top. Matching expansion band.
30-7178-Z-3480 . **59.50**

CITATION CHARLENE. In perfect harmony with the loveliness of a 14K gold applied dial is a single snake bracelet that matches the yellow gold filled case. 17 jewels.
30-7179-Z-4360 **71.50**

CITATION CHARLENE "B". As above in white gold
30-7180-Z-4360 **71.50**

CITATION COUNTESS "A". Magnificence in shining, solid 14K white gold . . matched by the lustrous beauty of a smart expansion bracelet. 17 jewels. 14K gold applied.
30-7182-Z-4970 **85.00**

CITATION COUNTESS. As above, in yellow gold.
30-7181-Z-4970 . .**85.00**

DIAMOND BELLE. The fire of two brilliant diamonds highlight the elegance of a superbly feminine 14K white gold case. Matching bracelet in snake style. 17 jewel movement.
30-7166-Z-4970 **85.00**

DIAMOND SPARK. As above in yellow gold.
30-7167-Z-4970 . **85.00**

**Stays waterproof and dust-protected as long as crystal, crown and back are intact and, if removed, expertly replaced.*

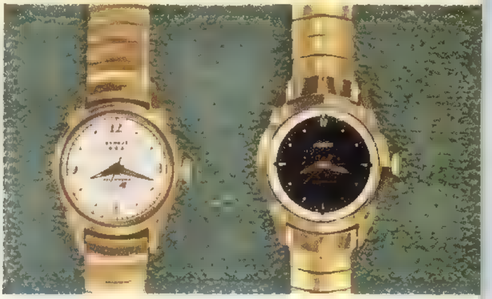
BENRUS

The Watch of Guaranteed Accuracy

Benrus Waterproof Watches have been tested at the equivalent of 60 feet of water and are guaranteed waterproof by Benrus, to retain their waterproof quality, crystal must remain intact. They should be serviced regularly by a competent watchmaker. Using genuine Benrus parts and crown gasket repacked, if necessary.

The retail prices shown on this page include the Federal Excise Tax.

Illustrations Slightly Reduced



7012W5470 "Indicator Yale"

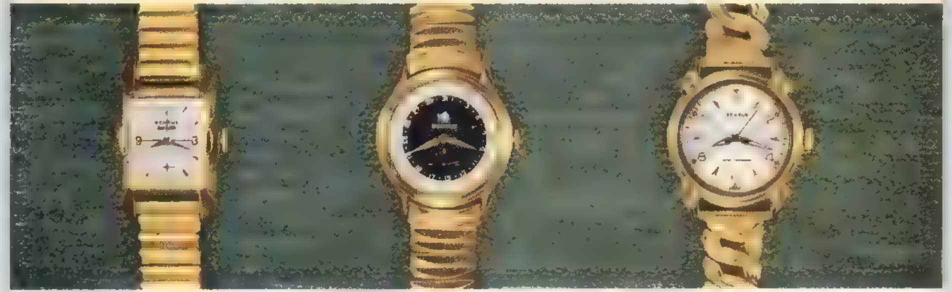
17J Benrus self winding movement. Reminds itself to wind itself! 10K yellow gold filled waterproof* case, dust-proof, reserve power indicator, sweep second hand, gilt figures and hands, luminous dial. Matching expansion band

Established Retail $92.50

7013W4970 "Citation Corvette"

17J Benrus, 10K yellow gold filled waterproof* case, unique 3 dimensional luminous black dial, gilt markers and hands, sweep second hand, matching expansion band

Established Retail $85.00



7014W4360 "Citation Creston"

17J Benrus, 10K yellow gold filled case; 14K gold applied dial, matching expansion band

Est. Retail $71.50

7015W3480 "Moon Z"

17J Benrus Calendar Watch, yellow rolled gold plated top, stainless steel back case. Black dial, gilt figures and hands. Matching expansion band

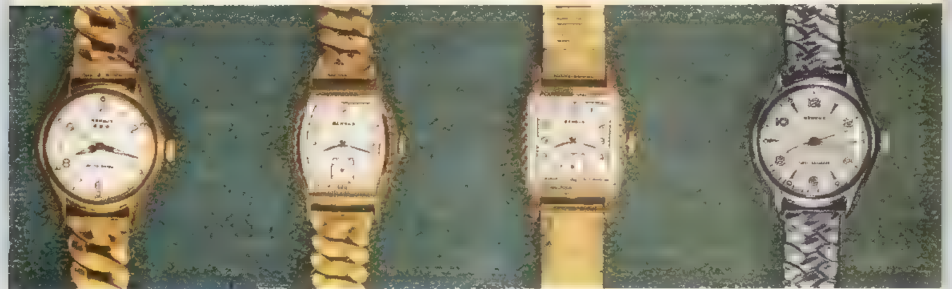
Est. Retail $59.50

7016W4060 "Sailfish"

17J Benrus, very thin waterproof* shock absorbing watch. Yellow rolled gold plated top, stainless steel back, luminous markers and hands, sweep second hand, expansion band

Est. Retail $67.50

Benrus Watches are Nationally Advertised on TV from Coast to Coast



7017W4360 "Voyager"

17J self winding Benrus, yellow rolled gold plated top, stainless steel back, waterproof*, sweep second hand gilt and radium figures with hands, matching expansion band

Est. Retail $71.50

7018W2320 "General"

17J Benrus, yellow rolled gold plated top, stainless steel back, matching expansion band

Est. Retail $35.75

7019W3480 "Lawrence"

17J Benrus, yellow rolled gold plated top, stainless steel back, matching expansion band

Est. Retail $59.50

7020W2740 "Sea Baron"

17J Benrus, stainless steel waterproof* case, shock absorbing, dustproof, dress luminous markers and hands, sweep second hand, matching expansion band

Est. Retail $45.00

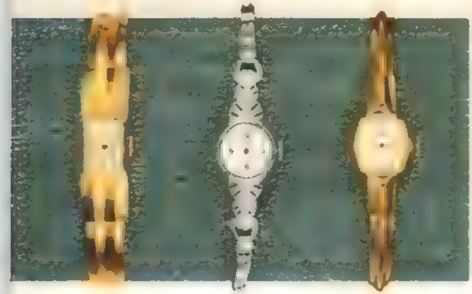
BENRUS

The Watch of Guaranteed Accuracy

You are always right with a Benrus. Ask an expert—or compare for yourself—and convince yourself that for smart style, for guaranteed accuracy, for outstanding value—*you're always right with a Benrus.*

The retail prices shown on this page include Federal Excise Tax

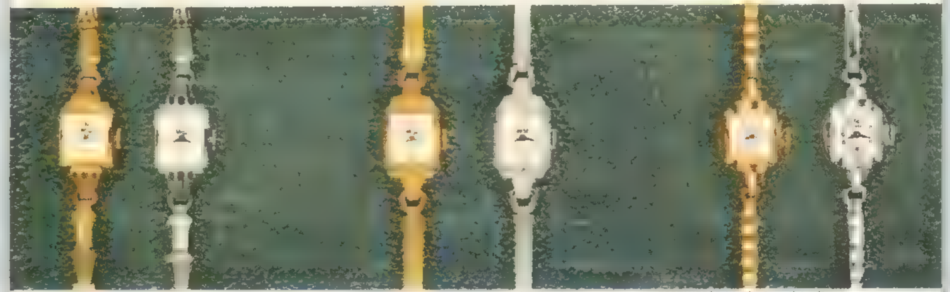
Illustrations Slightly Reduced



7000W4360
"Embraceable Beauty"
"The smartest way to a woman's heart." 17J Benrus, 10K yellow gold filled case and conforming bracelet combination.
Estab. Retail $71.50

7001W5720
"Diamond Pinto"
Exquisite 17J Benrus 2 sparkling diamonds, 14K white gold case, matching expansion bracelet.
Estab. Retail $100.00

7002W3480
"Embraceable Beth"
17J Benrus yellow rolled gold plate top, stainless steel back, gold filled conforming bracelet
Estab. Retail $59.50



7003W4970 "Citation Countess" (yellow)
17J Benrus, 14K yellow gold case, 14K gold applied dial Matching yellow gold filled expansion bracelet
Est. Retail $85.00

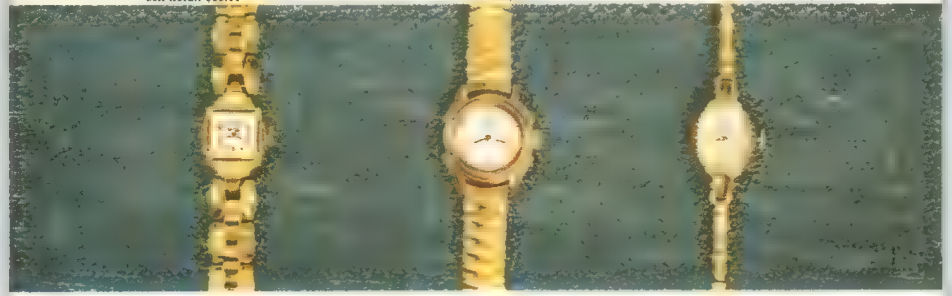
7004W4970 "Citation Countess" (white)
17J Benrus, 14K white gold case, 14K gold applied dial. Matching white gold filled expansion bracelet.
Est. Retail $85.00

7005W3890 "Citation Clara" (yellow)
17J Benrus, 10K yellow gold filled case, 14K gold applied dial, yellow gold filled double snake bracelet
Est. Retail $62.50

7006W3890 "Citation Clara" white)
17J Benrus, 10K white gold filled case, 14K gold applied dial white gold filled double snake bracelet
Est. Retail $62.50

7007W2990 "Lady Jane" (yellow)
17J Benrus, yellow rolled gold plate top, stainless steel back, yellow gold filled expansion bracelet
Est. Retail $49.50

7008W2990 "Lady Jane" (white)
17J Benrus, white rolled gold plate top, stainless steel back, white gold filled expansion bracelet.
Est. Retail $49.50

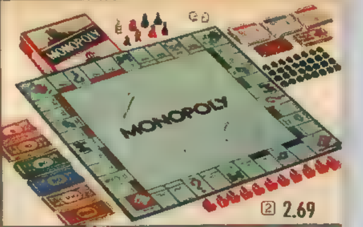


7009W4360 "Citation Charlene"
17J Benrus, 10K yellow gold filled case, 14K gold applied dial Fitted with the exceptionally fine Apex 'Quadra-Flex' yellow gold filled full expansion bracelet.

7010W3985 "Sea Flower"
17J Benrus Water Beauty, the perfect ladies waterproof* watch. Yellow rolled gold plated top, stainless steel back, gilt figures, sweep second hand, full expansion bracelet

7011W2320 "American Beauty"
17J Benrus, yellow rolled gold plated top, stainless steel back, well matched expansion bracelet The unusual beauty and moderate price of this model make it an ideal graduation gift.

HOW TO WIN AT SCRABBLE
THE SCRABBLE WORD GUIDE
1
Scrabble Only
2.69
SCRABBLE
Game Turntable
2.69
Turns On Nylon Bearing


MONOPOLY
MONOPOLY
2 2.69

SORRY
SORRY
3 2.25

Bingomatic
4 2.59

5 2.69
MEET THE PRESIDENTS

BUZZ BUZZ
URANIUM RUSH
6 2.79

DRAGNET
7 2.69

"Whodunit" Game
Mr. Ree!
8 2.29

SUPERMAN
9 1.79

Chess 'n Checkers
10 1.69

Everybody Play!

Items 1 thru 10 shown at left

[1] SCRABBLE. Play America's most popular word game. 2 to 4 players compete to form high-score words. 14-inch square playing board, smooth wood letter tiles, trays. Instructions.
35 J 3325. (1 lb. 11 oz.)..... 2.69

TURNTABLE rotates game to face each player. Pressedwood, rubber border, felt feet, nylon bearing.
R35 J 3326. 21-in. diam. (4 lbs.) 2.69

SCRABBLE WORD GUIDE. Conveniently groups 30,000 words for most effective play. Colorfully bound.
35 J 2951. (6 oz.).... .... 89¢

"HOW TO WIN AT SCRABBLE". Offensive-defensive strategy. Solitaire scrabble. Problems. Durable binding.
35 J 2952. Shipping weight 6 oz....... .... 89¢

[2] MONOPOLY. The trading game. A world favorite with all ages. Buy, rent, sell property, build a "monopoly" become the wealthiest player and win! 3 to 8 can play. 19-in. sq. board, hotels, houses, deeds. Tokens, cards, "money", 2 dice. Instructions.
35 J 3302. (2 lbs. 8 oz.). 2.69

[3] SORRY . . . Move your 4 men around board the way cards say—first player to place all his men in home circle wins. "Men" move forward, backward, overcome penalties shown on cards. 2 to 4 play. 18-in. sq. board, 16 colored playing pieces, cards, instructions.
35 J 3337. (1 lb. 14 oz.) 2.25

[4] BINGO-MATIC . . . Speedy new twist to an old favorite! Turn crank—plastic mixer-selector ejects number. Place numbers called on plastic marking board with non-slip surface. 75 two-color plastic call numbers, 60 cards, box of markers, Selector drum. 5x5 in.
35 J 3328. Instructions. (3 lbs.)...... ....2.59

[5] MEET THE PRESIDENTS makes U.S. history fun! Answer questions about presidents, move president coins from states toward Washington. First to put 8 presidents in White House wins. 20x15-in. U.S. map board 33 coins, question-answer spinner.
35 J 3341. Instructions. (2 lbs.)............... 2.69

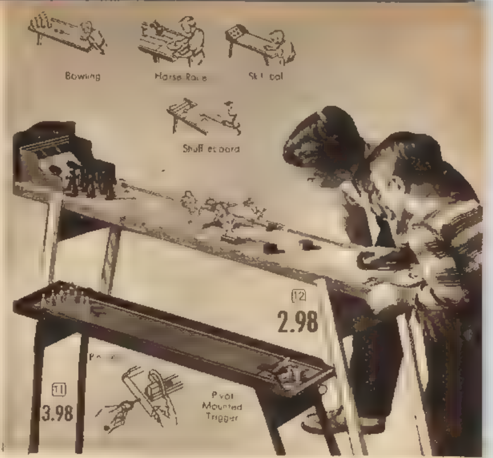
[6] NEW URANIUM RUSH. Find "uranium"—"Geiger counter" lights up, buzzes. Stake claims. Prospectors buy, sell claims . . . wealthiest player wins. Colorful 22x14-in. playing board shows 3 prospecting territories. Claim stakes, cards, harmless electric "Geiger-counter" with batteries. 2 to 4 can play.
35 J 3309. Instructions. (3 lbs.)............... 2.79

[7] DRAGNET BADGE 714 . . . the new thrilling manhunt game for all ages. Draw clue and witness cards, . capture the criminal. First player to bring him in to headquarters wins. Colorful 19-in. sq. playing board 6 rolling squad cars, 7 playing pieces. Score pad and clue cards. 2 to 6 can play.
35 J 3310. Instructions. (3 lbs.)................2.69

[8] MR. REE Who's guilty? 2 to 4 players alternate as sleuths and suspects in this exciting game . . . a different plot every time. Hollow plastic pawns conceal hatchet, revolver, poison bottle, and knife, provide clues. Colorful 18-in. square board. Clue, character cards 100 playing cards. Instructions.
35 J 3343. (2 lbs. 6 oz.). 2.29

[9] CALLING SUPERMAN . . . new, exciting "newspaper" game. 2 to 8 "reporters" travel around the globe to cover Daily Planet assignments. Superman helps players by-pass hazards. First to bring in "scoop" wins. Bright 17-in. sq. board, Superman spinner, 8 plastic playing pieces, travel spinner.
35 J 3348. Instructions. (2 lbs.).. .... 1.79

[10] CHESS AND CHECKERS . . . play the two oldest, most challenging of all games . . . they're both in this handsome new combination set. 15-in. square hinged fiberboard playing surface. 32 Red and White tournament chessmen of high-impact plastic, 1¼-in. and 2½-in. high. 24 plastic checkers. Instructions
35 J 319 1 lb. 14 oz.)........... ...Complete 1.69



[11] DELUXE BOWLING ALLEY

- Sets pins automatically
- Spring-action ball trigger **3.98**
- Fold it for easy storage

The whole family will enjoy this! Pull ring at your end of alley and pins pop into place. Spring-steel trigger is pivot mounted for easy aiming. Wood frame, high-gloss varnish finish. Fiberboard playing surface. 2 "bowling balls", 2-in. pins. 30x8x14-in. high.
R35 J 3394. Mailable. (4 lbs.).. ..3.98

[12] 4-GAME BOWLING ALLEY

- Bell ringing return rack
- Smooth finish wood frame **2.98**
- Legs fold for easy storage

Everyone's favorite . . . Bowling, Horse Race, Shuffleboard, Skillball. Sturdy, natural finish, wood frame. Masonite playing surface. Bell rings when ball returns on automatic return rack. 52x10 x18-in. high. All game accessories and instructions included.
E35 J 3376. Mailable. (11 lbs.)....2.98

Platform Tilts
3.49

MAD MAZE tests skill and control. Tilt platform with control knobs. Guide ball thru maze, prevent it from falling into traps. 14x13x4-inch plastic body, two steel balls.
35 J 3324. (4 lbs.)..............3.49

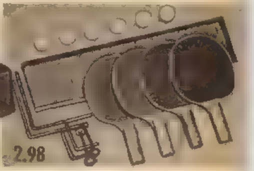


TABLE TENNIS SET. Four lacquered plywood full-size paddles. (2 rubber, 2 sandpaper-faced). Heavy 66-inch regulation size net, adjustable steel standards fit any table, 6 balls.
35 J 3330. (2 lbs. 14 oz.). 2.98

PLAY CABBY. Drive passenger to depot, use your squad car to delay other cabbies . . . first one to depot wins. Violate traffic rules, but don't get caught! 18-inch sq. board, 4 cabs. 4 squad cars, "passenger" discs dice. cup. 2 to 4 play.
35 J 3335. (2 lbs.).............1.55

89¢
20000 Leagues

20,000 LEAGUES UNDER THE SEA Brand-new Walt Disney game. Combat deep-sea hazards, undergo six required adventures, reach Vulcania Island first and win! Colorful 14-inch square board, markers, spinner, rules. 2 or more play.
35 J 3303. (1 lb.) 89¢

Bowman "Plyglas" Boats—No Shipping Charges*

- **DEALERS: Big savings for you! Bowman boats are shipped freight prepaid—no shipping charges east of the Rockies***
- **"Plyglas" construction—Bowman's new combination of fine fiber glass and marine plywood that's so light and sturdy**
- **Boats are built from solid-core resin-bonded marine plywood—all wood parts Chemi-seal impregnated for long life**
- **All seams and joints are covered with a sheet of fiber glass—thus molding a "one-piece" leak-free boat for sure safety**
- **Needs no caulking, no soaking, no upkeep but painting. Won't dry out and shrink—the best for year 'round boating fun**
- **Marine enameled outside finishes and varnished interior finishes—for a look of luxury that lasts the boat's lifetime**
- **All Bowman boats shown here are certified by the Outboard Boating Club—an added guarantee of your safety**
- **All boats shown here are fully assembled. Identical boats are offered in do-it-yourself kits for savings. See page 71**

A BOWMAN PLYGLAS "LOAFER"—CARRY IT ON YOUR CAR TOP

Designed for easy paddling—or for use with small motors! Light enough for easy manipulation but sturdy enough for safety—ideal for car-top carriage. Made of ¼ in. solid-core resin-bonded marine plywood—pine frame with oak chines. New Plyglas feature—fiber-glass covered seams and joints mold the boat into a "one-piece" craft that can't leak. Big keel plus contoured flat bottom for easy manipulation. Built-in full-length floorboards—heavy truss across floor under mid-seat for extra strength. Handsome green marine enamel finish outside—attractive, long lasting, and needs little care. Interior is finished with marine varnish—protective, long-lasting luster that resists scuffing, chipping and water. 12-ft. length. See complete chart below for further specifications.

43338F7463............Freight paid* **$99.50**

B BOWMAN PLYGLAS "VAGABOND" BOATS—IN TWO POPULAR SIZES

They're designed for safety—built for fishing and boating fun! They're light weight and so easy to maneuver—carry one easily on the car top, too! Built from ¼ in. solid-core resin-bonded marine plywood—frame is select oak. All seams and joints are covered with fiber glass—to make it completely leak-free, always. And it never needs soaking or caulking. Bowman specially designed safety bottom for level riding, easier maneuvering, and better performance with motor. Brass fastenings resist salt water. Removable floor mats for easy cleaning. Solid decked bow seat provides dry storage space beneath. Outside finished in beautiful green marine enamel—inside finished with gleaming marine varnish. See chart below for complete specifications. Choice of two popular lengths

43336F9065—12-ft.....Freight paid* $129.50
43337F10115—14-ft....Freight paid* $144.50

C BOWMAN PLYGLAS "RESORTER" FISHING BOATS—THEY'RE LEAK-PROOF

They're wide-beamed and extra deep—favorites on lakes or streams! Designed from marine plywood—⅝ in. 5-ply bottom and ¼ in. sides. Select oak frame—all wood is impregnated with Chemi-seal to prevent leaking. Features fiber glass covering over all seams and joints—makes boat "one-piece" for extra water safety. Never needs soaking or caulking. Bowman safety bottom is designed for easier riding and maneuvering under all conditions. Brass fastenings resist salt water. Removable floor mats. Solid decked bow seat—for extra built-in storage space beneath. Outside finished with handsome long-wearing green marine enamel. Inside with marine varnish finish—stays bright and shiny the year 'round. See chart below for complete specifications. In your choice of two popular lengths.

43334F10465—12-ft. .Freight paid* $149.50
43335F11865—14-ft. .Freight paid* $169.50

D BOWMAN FORMED PLYGLAS "HOBO" BOATS—WITH V-BOTTOMS

Give amazing performance—straight ahead or on fast turns! Bowman's new design and construction—combines fiber glass and marine plywood. Solid-core resin-bonded plywood—⅝ in. 5-ply bottom with ¼ in. sides; 9-ply 1⅜ in. heavy duty transom. All seams and joints covered with fiber glass—stays leak-free with no upkeep. Full V-bottom for easy maneuverability. Brass fastened. Beautifully finished cedar decks hand-rubbed to a high gloss. Floorboards. Outside of boat has lustrous white enamel topside, green bottom, and red splash rails. Inside is finished with shining marine varnish. Chrome-plated brass hardware is weather-and-rust resistant. See chart below for complete specifications. Choice of two popular sizes.

43332F18165—12-ft....Freight paid* $259.50
43333F20265—14-ft.. .Freight paid* $289.50

E BOWMAN V-BOTTOM PLYGLAS "RASCAL"—ALWAYS LEAK-FREE

Streamlined to add to the fun of boating—and add to its safety! Solid-core resin-bonded marine plywood—⅝ in. 5-ply bottom with ¼ in. sides and 1⅜ in. heavy-duty transom. Fiber-glass covering over all seams and joints—needs no caulking, ever. Full V-bottom for tight turns at high speeds. Cedar deck, hand-rubbed to a high polish. Brass fastened. Floorboards. Outside has lustrous white marine enamel topside, green bottom, red splash rails. Inside finished in marine varnish. Chrome-plated brass hardware. Steering wheel and windshield not included. See chart below for specifications.

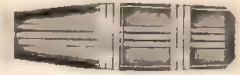
43211F19565—12-ft. . Freight paid* $279.50
43212F21665—14-ft....Freight paid* $309.50

"Rascal" Coastal Model. As above but with wider beam and greater depth. See chart below for specifications.

43331F27965—14-ft....Freight paid* $399.50

*** If you live west of Denver, add 10% to price of boat to cover extra freight charges . . . See build-it-yourself kits on Page 71.**

A



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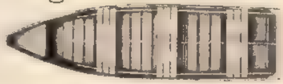

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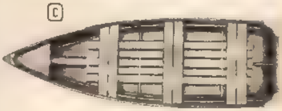

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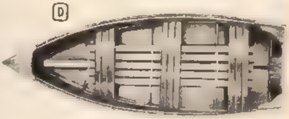

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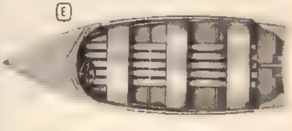

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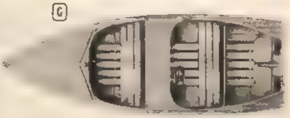


G BOWMAN PLYGLAS "SPORTSTER"

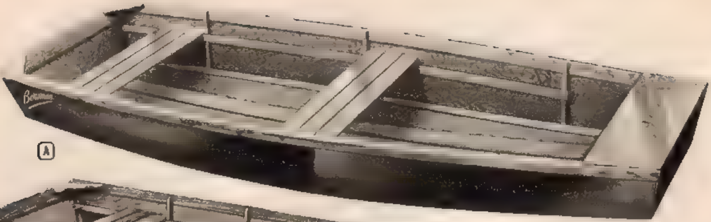
Sporty and modern! Features famous Bowman fiber glass and marine plywood construction that's truly leak-free and safe. Made of solid-core resin-bonded plywood—⅝ in. 5-ply bottom with ¼ in. sides and 1⅜ in. 9-ply transom. All seams and joints covered with fiber glass—needs no soaking or caulking and very little upkeep. Full V-bottom allows easy maneuvering and super-quick turns at fast speeds. Cedar deck is beautifully finished—hand rubbed to a high polish. Brass fastenings for use in salt water. Floorboards. Outside finish is white marine enamel above, green enamel below—red splash rails. Varnished interior. Chrome-plated brass hardware. Steering wheel and windshield not included. See chart at left.

43209F23765—12-ft.. .Freight paid* $339.50
43210F25865—14-ft....Freight paid* $369.50

"Sportster" Coastal Model. As above but wider beam, greater depth. See chart at left.

SPECIFICATIONS FOR BOWMAN PLYGLAS BOATS

Stock No.	Length	Beam	Transom Width	Depth Amid	Bow Depth	Deck Length	Seats	Max H P	Actual Weight
43338F7463	12 ft	42½ in	37½ in	14 in			3	5	90 lbs
43336F9065	12 ft	42½ in	37½ in.	14 in	14½ in		3	5	110 lbs
43337F10115	14 ft	43 in	37½ in	14 in	14½ in.		4	7½	140 lbs
43334F10465	12 ft	49 in	48 in	16½ in	19 in		3	5	12[illegible] lbs
43335F11865	14 ft.	49 in	48 in	17½ in	19 in		4	7½	160 lbs
43332F18165	12 ft	54 in	52½ in	21 in.	25 in	12 in	3	12	150 lbs.
43333F20265	14 ft.	58 in	52½ in	21 in	25 in	12 in	4	6	225 lbs.
43211F19565	12 ft	54 in	52½ in	21 in	25 in	46 in	2	16	165 lbs
43212F21665	14 ft.	56 in	52½ in	23 in.	25 in	54 in	3	22	235 lbs
43331F27965	14 ft	62 in	[illegible] in	26 in	30 in	54 in	3	25	285 lbs
43209F23765	12 ft.	54 in	52½ in	24 in	2[illegible] in	46-10 in.	2	20	200 lbs
43210F25865	14 ft	56 in	52½ in	26 in	26 in	54-12 in.	3	2[illegible]	205 lbs



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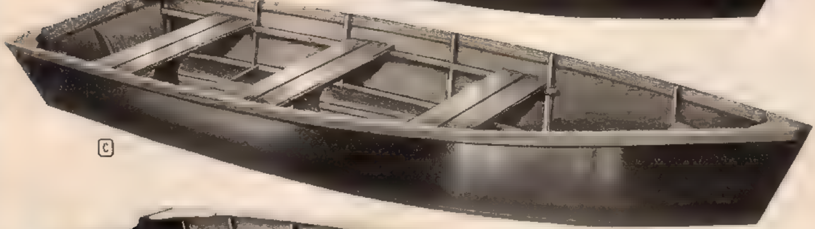


C

D

E

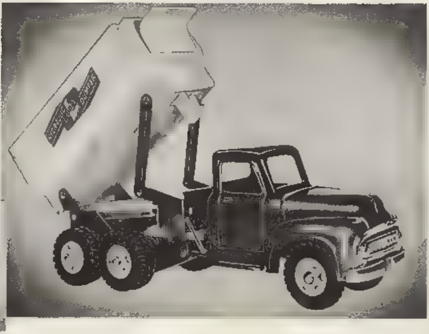
G

BUDDY 'L'

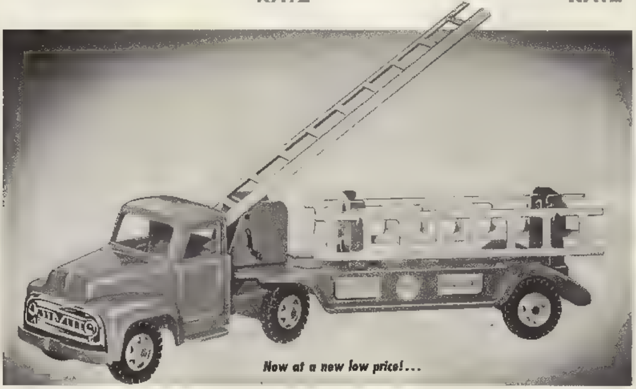
Proven BEST SELLERS with BETTER than ever VALUES!

No. 3859 HYDRAULIC
HI-LIFT DUMPER

- Mammoth size dump truck
- Hydraulic piston Powered lift
- Dual tandem wheels
- 10 rugged rubber tires



TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ



Now at a new low price!...

No. 3711 FIRE TRUCK

- Newly designed cab
- Swivel extension ladder
- Chrome grill
- 6 rugged rubber tires

BUDDY 'L' TOYS...MADE OF HEAVY GAUGE STEEL

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

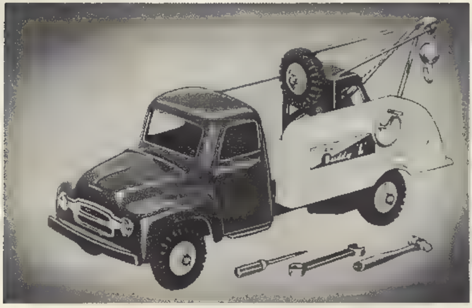
WRITE - WIRE — PHONE

America's Finest Playthings

steel toys

BUDDY 'L'

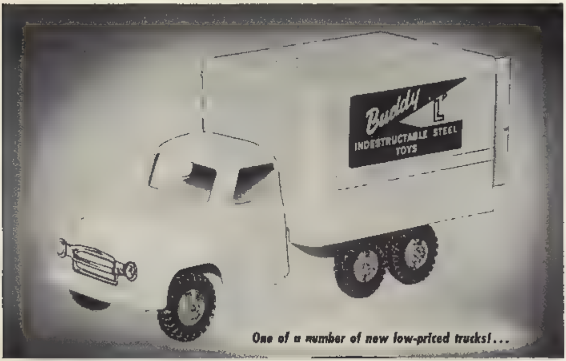
A glimpse of 2 of Buddy 'L' "NEW-FROM-THE-GROUND-UP" trucks!



No. 5420 REPAIR-IT TRUCK

- Play value galore
- Wrecker boom
- Spare tire
- Complete set of tools

TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ



One of a number of new low-priced trucks! . . .

No. 5432 VAN

- Tandem, toggle-action rear wheels
- 6 heavy duty rubber tires
- New styled chrome grill
- Hinged doors in rear

Famous since Grandfather ~~Father~~ was a boy!

WRITE WIRE – PHONE

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

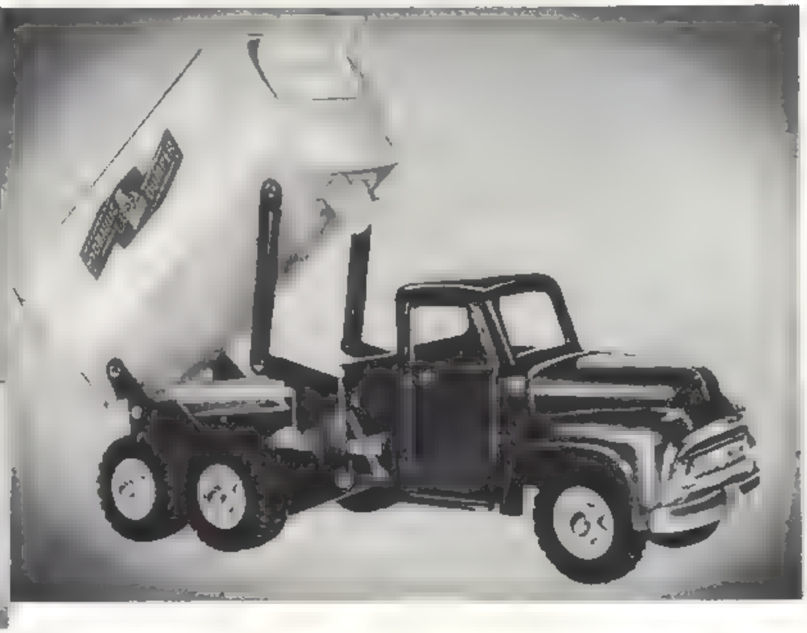
BUDDY 'L' TOYS MOLINE PRESSED STEEL CORP. EAST MOLINE, ILL.

BUDDY 'L'

Proven BEST SELLERS with BETTER than ever VALUES!

No. 3859 HYDRAULIC HI-LIFT DUMPER

- Mammoth size dump truck
- Hydraulic piston Powered lift
- Dual tandem wheels
- 10 rugged rubber tires



TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ

Now at a new low price!...

No. 3711 FIRE TRUCK

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- Chrome grill
- Swivel extension ladder
- 6 rugged rubber tires

BUDDY 'L' TOYS...MADE OF HEAVY GAUGE STEEL

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

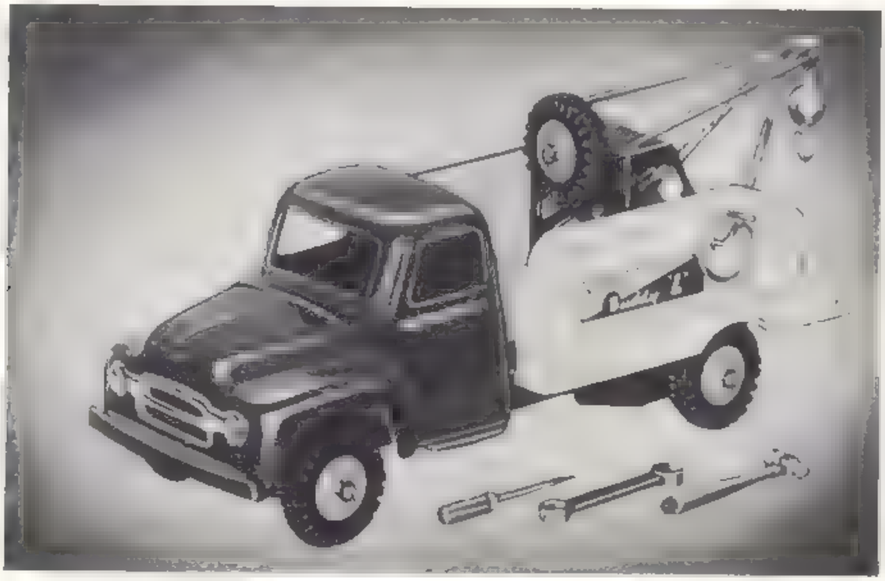
WRITE — WIRE — PHONE

America's Finest Playthings

steel toys

BUDDY 'L'

A glimpse of 2 of Buddy 'L' "NEW-FROM-THE-GROUND-UP" trucks!



No. 5420 REPAIR-IT TRUCK

- Play value galore
- Wrecker boom
- Spare tire
- Complete set of tools

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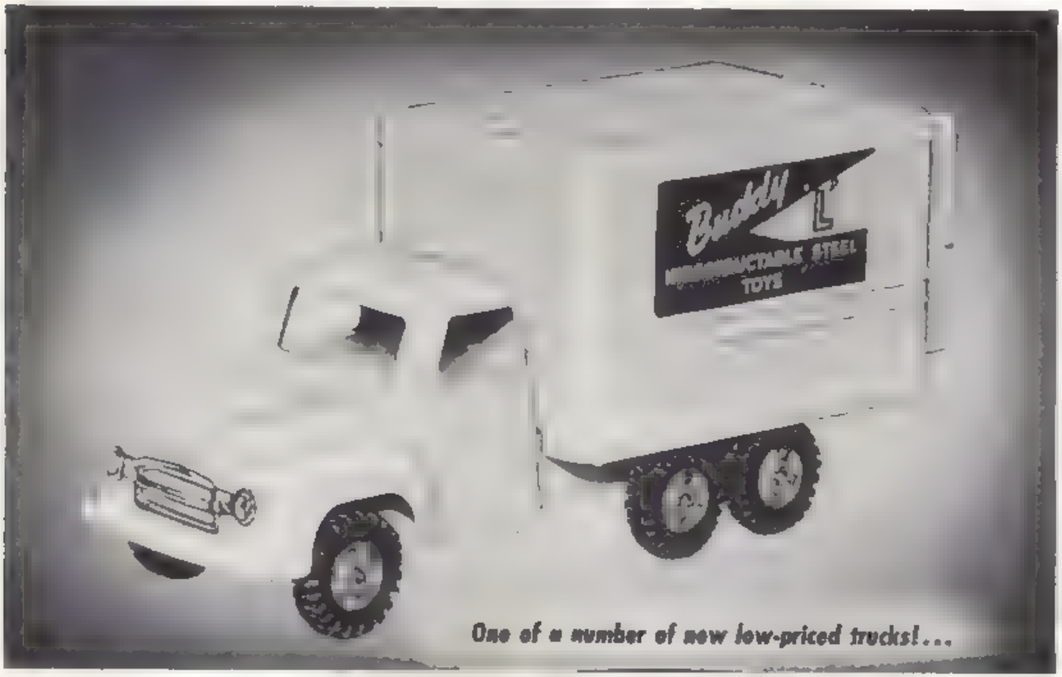

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- New styled chrome grill
- Hinged doors in rear

Famous since Grandfather ~~Father~~ was a boy!

BUDDY 'L' TOYS MOLINE PRESSED STEEL CORP. EAST MOLINE, ILL.

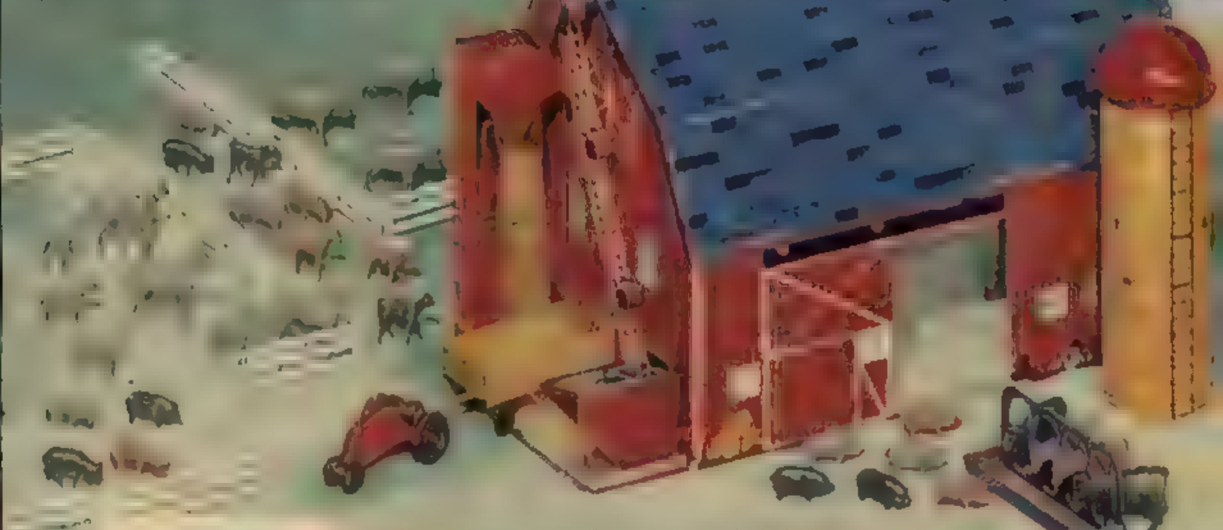
WRITE — WIRE — PHONE

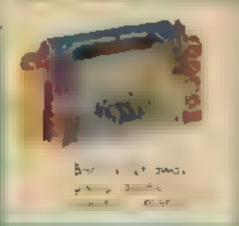
Sole Sales Representatives

HENRY KATZ

ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

for Active Children





NEW! GRAIN HOIST DOUBLES THE FUN

A Spiegel first! Put 36 plastic animals to pasture, lift grain to barn loft with 6-bucket chain hoist. Fill trailer from hopper at bottom of hoist. Feed and bed livestock in 16x10x11-in. high lithographed steel barn with sliding door. Includes plastic tractor and trailer, silo, 16 fence sections, 4 cow stalls, 8 cows, 4 calves, 4 horses, 4 colts, 6 pigs, 8 sheep. Cut-away back gives access to colorfully lithographed interior, showing hayloft, implements, chickens, etc.
35 P 5750. (5 lbs.). . . . . 56 Piece set 2.98

2.98

1
Atomic Rocket launcher
2.79

Turn crank, drawbridge raises gates halt

3

2.98

TOYS FOR ACTION . . . TOYS FOR ADVENTURE

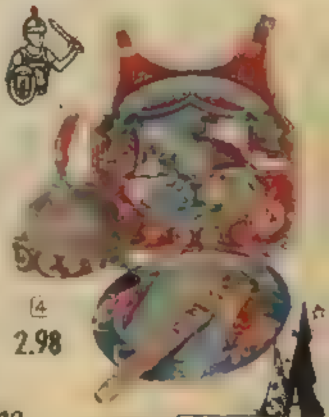
2
2.75

1 **ATOMIC ROCKET LAUNCHER**—the most modern ground weapon reproduced in high-impact plastic. Load and cock launching gun, harmless rocket sails through the air. Raise, lower tubes with ratchet-gear control. Place caps in rocket for blast sound. Ammunition compartment, steel chassis, 2 rockets [illegible] long.
35 P 5 40 (2 lbs.) no caps incl. 2.79

2 **ELECTRIC LANTERN**—Fine for camping, as a night light or for play. Replica of construction engineer's model. 10-inch high steel body has trap door that opens for inserting batteries. Glass globe, switch, bulb. Batteries not included.
35 P 5099. (1 lb. 8 oz.). 2.75

3 **DRAWBRIDGE** really works. Turn crank to raise bridges, let boat pass underneath, cars pass across. Red "Stop and Go" gates halt cars. Plastic bridge, 2 Red watchman's towers, railings, Yellow roadbeds. Fiberboard background. 11 plastic cars about 3-in. long, fire engine, 2 plastic boats. Bridge about 25-in. long.
R35 P 5113. (2 lbs.). 2.98

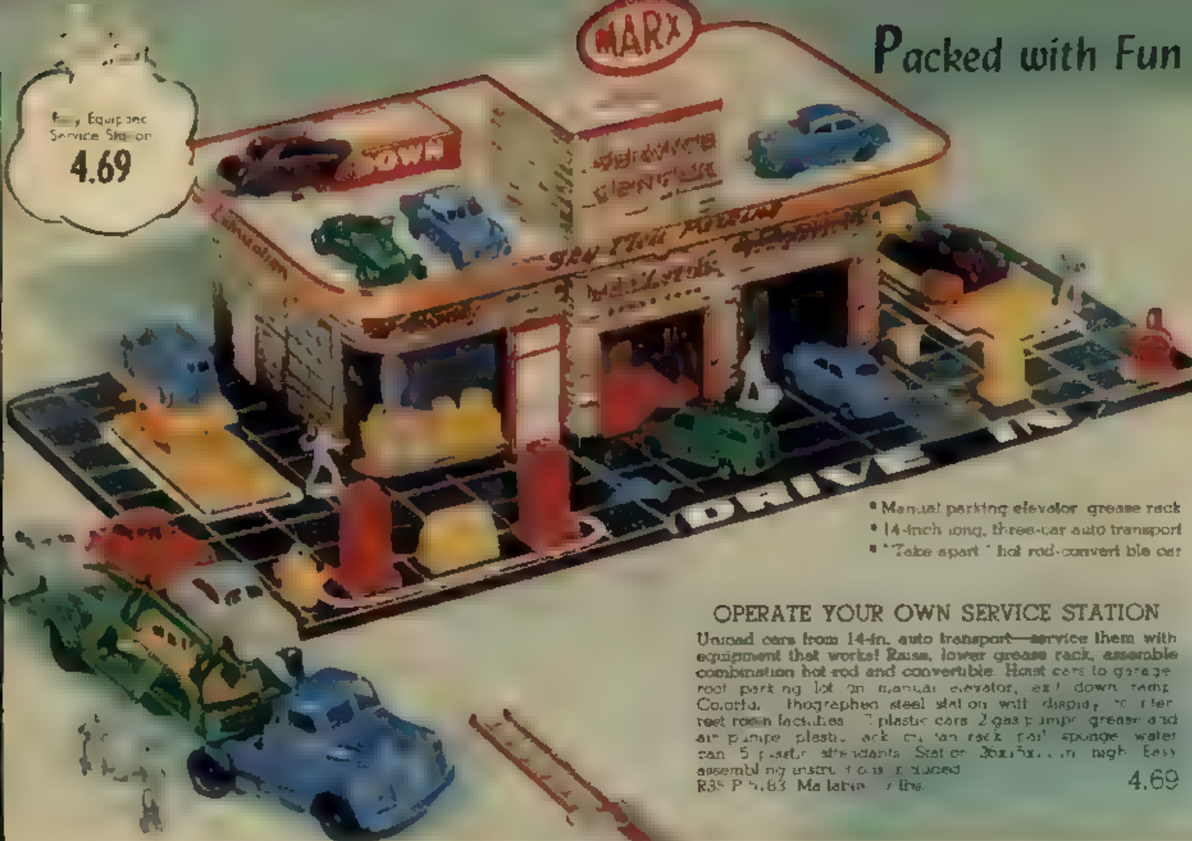
4 **KING ARTHUR ARMOR SET** for little knights. "Excalibur" sword of safe, flexible polyethylene plastic, 17-in. long. High-impact plastic helmet with painted visor. Bright lithographed steel breast plate, colorful 16-inch diameter shield, scabbard.
R35 P 5084 (4 lbs.). 2.98



4
2.98

Packed with Fun

Fully Equipped Service Station
4.69



- Manual parking elevator, grease rack
- 14-inch long, three-car auto transport
- "Take apart" hot rod-convertible car

OPERATE YOUR OWN SERVICE STATION

Unload cars from 14-in. auto transport—service them with equipment that works! Raise, lower grease rack, assemble combination hot rod and convertible. Hoist cars to garage roof parking lot on manual elevator, exit down ramp. Colorful lithographed steel station with display counter, rest room facilities. 7 plastic cars, 2 gas pumps, grease and air pumps, plastic rack, oil can rack, pail, sponge, water can, 5 plastic attendants. Station 26x15x... in. high. Easy assembling instructions included.
R35 P 5183 Mailable [illegible] lbs. 4.69

1
3.29

3
2.69

4
1.79

Meters, windows, guns work

5
36-in. Hook and Ladder Truck
9.98

BUILD-EM CARS AND "EMERGENCY" SPEEDSTERS

2
2.79

- Construction kit sport car replicas
- Detailed plastic—inside and out
- Assemble, take-apart for "repairs"

1 JET CORVETTE. 61 pcs. incl. head lights (battery incl.), 2-pc. body, metal axles, silvered grille, accessories, 5 plastic wheels, light switch, tools. 16x7x4 in. high.
35 P 5161 2 lbs. 14 oz. 3.29

2 ENGLISH JAGUAR. 5[illegible] Pieces in Kit include 2-piece body, removable seats, 6-piece engine, windshield wipers, license plates, fender skirts, silvered accessories. 7 tools. 12x5x4 inches high.
35 P 5162 2 lbs. 2.79

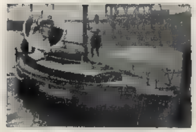
3 12 ACTION AUTOS ... taxis, police, fire chief cars, ambulances, etc. Push car for action. Lithographed steel, rubber tires. 4 inches long. (1 lb. 15 oz.)
35 P 5169 2.69
8 ACTION AUTOS. Shpg. Wt. 1 lb. 6 oz.
35 P 5170 [illegible].79

4 CAR WASH ... pump the handle, cars automatically move on rubber conveyor belt, nozzle sprays, washes car, water returns to large reservoir. Two cars, rubber hose, pump. Plastic base, clear plastic top. 13 inches long. (1 lb. 8 oz.)
35 P 5146 1.79

5 36 INCH FIRE TRUCK. Hook and ladder engine you can "repair." Dual control 44-in. ladder raises, swivels 360°. Rotating removable searchlight throws beam. High impact plastic body, aluminum ladder supports, axles, windshield. Removable vinyl tires, tool box, wrench, etc. 7x36-in. long.
R35 P 5163 (8 lbs.) Mailable. Battery not incl. 9.98

Budget Power fulfills your heart's desire . . . without worry over money

Yachtsmen establish durability of GLOBE "NO-MAR" Fenders



(FRANK TINDLE AND "DUTCHESS" HIS ALL STEEL YAWL)

You'll agree with Frank Tindle — well known Buffalo owner-skipper that: Globe "No-Mar" Fenders are extremely pliable, easy on the rail, *yet so tough nothing seems to hurt them.* The guard type fenders roll with the boat because of their rounded shape.

(COMMANDER RICHARD F MOSER-N- AND HIS 37 FOOT "BOBCAT")

Richard F. Moser — N — Commander Buffalo Power Squadron and skipper of the internationally famous "Bobcat" says: "Globe 'No-Mar' Fenders outlast all others I've used and I've used most of 'em! *They stand up under drastic pounding that flattens, cuts or tears other fenders.* Globe Fenders will really 'take it'!"

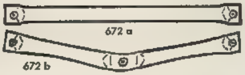
Globe "No-Mar" Fenders won't mildew, rot or get waterlogged. The heavy one piece seamless tubing cover is impregnated with a special compound "the miracle raincoat" that sheds water — yet they float! The rubber impregnated granular material cushions your boat safely. And the heavy brass gromets at each end assure easy secure fastening in lateral or horizontal positions. Under actual working conditions, subjected to the severest tests, "No-Mar" Fenders outwear most fenders three to one!

8 GLOBE NO-MAR FENDERS — A SIZE FOR EVERY BOAT

No.	Diameter	Length	Price
414	4"	14"	$ 5.25
416	4"	16"	5.75
418	4"	18"	6.25
624	6"	24"	8.50
1030	10"	30"	16.00
1048	10"	48"	24.00

GLOBE LONG FENDERS — for "locking thru"

No.	Diameter	Length	Price
672 a	6"	72"	$30.00
672 b	6"	72"	30.00



Globe "No-Mar" Fenders stay gleaming white (or "Coast Guard" orange, if you prefer) when brushed with Globe "Bristol-Coat", the new quick-drying, resurfacing paint for fenders, life-preservers, etc.

Ask your marine dealer for Globe products and the educational booklet "The Art of Fender Tending".

GLOBE WOVEN BELTING COMPANY

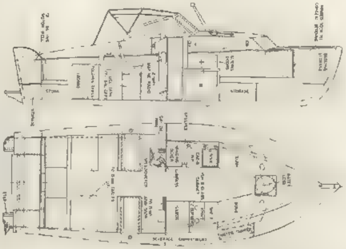
1400 CLINTON STREET BUFFALO 6, NEW YORK

SAFE BOATING IS FUN — DON'T TAKE CHANCES

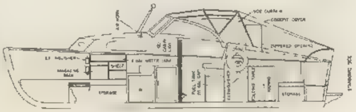
CANDACE II

(*Continued from page 67*)

An awning has been designed to stretch from the craft's folding Navy top to the motor hood, completely enclosing the cockpit against inclement weather. The commodious cockpit—with the use of sleeping bags— allows for comfortable overnight accommodation of two children or adult guests.



Inboard profile of the port side, with arrangement plan of the cabin and cockpit spaces



Inboard profile of the starboard side of the outboard cruiser Candace II

A convertible top keeps occupants of Candace II dry and comfortable in rains and heavy winds. A nine-gallon water tank, large ice chest and liberal cooking area provide all the comforts of dining room meals aboard this miniature cruiser

☆ ☆ ☆

PARKER IN OLIVER OUTBOARD POST

W. Ron Parker, formerly sales engineer for the Oliver Corporation's Aviation Division the past three years, has been named sales promotion manager of Oliver's Outboard Motor Division at Battle Creek, Mich.

The announcement was made by Richard M. W. Cors, sales director of the Oliver outboard motor branch. Oliver recently purchased the outboard motor branch of the Chris-Craft Corporation.

The Oliver Corporation plans to begin production of outboard motors some time in February.

CANDACE II ★

A practical little outboard cruiser which may be moved by trailer to interesting waters

CANDACE II, owned by Mr. and Mrs. William C. Scott, of Milwaukee, is exceptional with appointments not usually found in the typical outboard cruiser. The mid-western couple, veteran cruising enthusiasts, designed and constructed the cabin and cockpit accommodations for the hull, a 21-foot 8-inch Voyager.

Mr. Scott, vice-president in charge of marketing and merchandising for the Outboard Marine and Manufacturing Company, has trailed the boat thousands of miles. Week end and vacation junkets find Candace II most often used on Lake Michigan and in the lake region of northern Wisconsin.

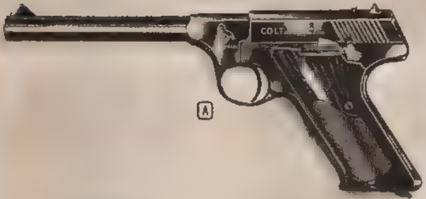
The cruiser is powered by a pair of 25 h.p. Evinrude Big Twins, equipped with electric starters. Evinrude vacuum fuel systems supply the motors from two 20-gallon permanent tanks installed under the bridge seat, giving a wide cruising range independent of fueling stops.

A hinged hood with fiberglass sound insulation covers the motors. A large galley and folding cockpit tables assure ample room in which to prepare and serve food. (*Continued on page 202*)

Fitted with twin Evinrude 25 h.p. electric starting Big Twins, Candace II is fueled by two 20-gallon tanks installed under the bridge seat. The seaworthy craft boasts a large galley, folding cockpit table and a hinged motor hood with fiberglass insulation

Food chest, ice chest and alcohol stove make for a compact galley aboard Candace II. It is located on the starboard side of the cabin

Owned by Mr. and Mrs. William C. Scott, of Milwaukee, Candace II, a 21-foot Voyager, is easily trailed to and launched in almost any body of water. Twin Evinrudes give speeds up to 25 miles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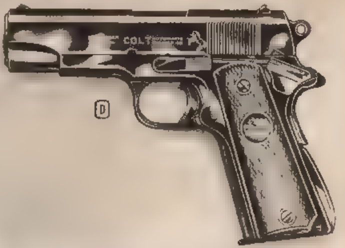
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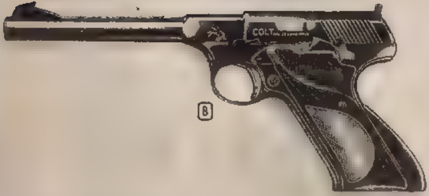
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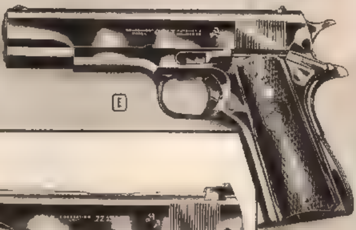
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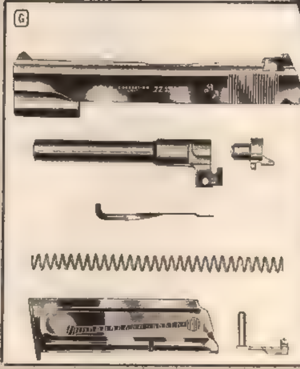
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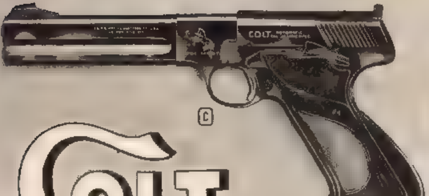

C

Accurate Colt Pistols for Target Range and Trail

A COLT .22 CHALLENGER PISTOL

Handgun shooters go all-out for this new Colt .22 pistol! It has everything you want—smooth action, fine workmanship, accuracy and inherent Colt quality from muzzle to butt. Uses .22 cal. long rifle regular, hi-speed, or hi-velocity cartridges—10-shot magazine. Glareproof fixed sights, grooved trigger, checkered Coltwood stock. Popular glareproof Dual-Tone Blue finish. 6 in. barrel. 10½ in. long. Wt. 31½ oz.

40154V4240....................Retail **$52.20**

Same gun as above, but with 4½ in. barrel. 9 in. long. Weighs 30 oz.

40155A4240....................Retail **$52.20**

B COLT .22 CAL. TARGET WOODSMAN

Carefully balanced and designed for bull's eye accuracy. Ideal as a target weapon or sport gun for small game. Fixed front sight. Adjustable Accro rear sight provides 1 minute clicks for elevation and windage. Grooved trigger, 2 grip adapters, checkered plastic stock, automatic slide stop, magazine safety. Uses .22 cal. long rifle regular, hi-speed, or hi-velocity cartridges—10-shot magazine. 6 in. barrel, 10½ in. overall length. Weighs only 32 oz.

40156V5653—Dual-Tone Blue finish..**$69.60**

Colt Sport Woodsman—like above, but with 4½ in. barrel. 9 in. overall. 30 oz.

C .22 CAL. MATCH TARGET PISTOL

Super-accurate Colt—the choice of champions. Adjustable Accro rear sight provides one minute clicks for elevation and windage, fixed front sight. Uses .22 cal. long rifle regular, hi-speed, or hi-velocity cartridges—10-shot magazine. Perfectly balanced with heavy target barrel, grooved trigger, 2 grip adapters, checkered plastic stock, automatic slide stop, magazine safety. Glareproof Dual-Tone Blue finish. 6 in. barrel. 10⅛ in. long. Wt. 40 oz.

40158V6863....................Retail **$84.50**

Colt .22 as above, but 4½ in. barrel Overall length 9 in. Weighs 36 oz.

40159V6863....................Retail **$84.50**

D COLT COMMANDER AUTOMATIC

So lightweight and easy to handle—so powerful and dependable! Equipped with round hammer, improved safety lock, glare-proof fixed ramp sights, grooved trigger, checkered plastic stock. Ruggedly constructed for year after year of service. Barrel is 4¼ in., overall length 8 in. Choose from three calibers—.45, .38 or 9mm. Magazine capacity: 7-.45s, 9-.38s, or 9-9mms. Dual-Tone Blue finish. Wt. 26½ oz.

40240V6051—.45 caliber..............**$74.50**

40241V6051—.38 caliber Super.......**$74.50**

E .45 GOVT. MODEL AUTOMATIC

A Colt favorite with sportsmen all over the country. This powerful, hard-hitting .45 cal. weapon earned its fame on world battlefields—it's the official side arm of Army, Navy, Air Force, and Marine Corps. Uses .45 cal. automatic cartridges—7-shot magazine. Glareproof fixed rear and ramp front sights, arched housing, grooved trigger, checkered hammer spur. 5 in. barrel, 8½ in. long. Wt. 39 oz.

40160V6051—Dual-Tone Blue finish..**$74.50**

40161V6660—Nickel finish............**$82.00**

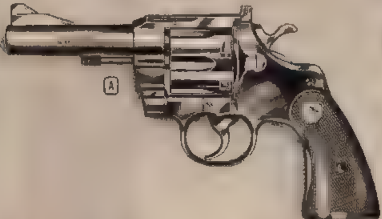
Colt Super .38—Sharp-shooting automatic as described above, but uses .38 cal. super automatic hi-speed cartridges. 9 shot magazine. Two popular finishes.

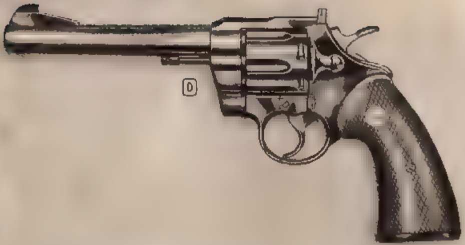
40162V6051—Dual-Tone Blue finish..**$74.50**

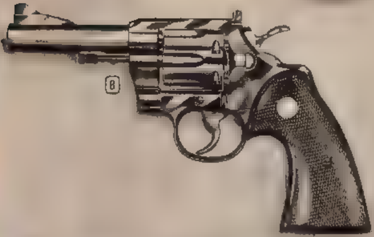
40163V6660—Nickel finish............**$82.00**

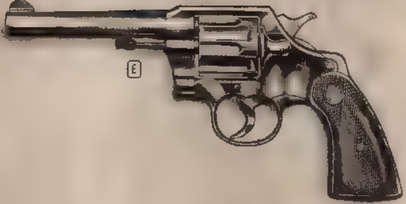
G COLT .22 CAL. CONVERSION UNIT

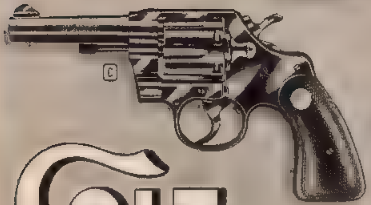
Converts both the .45 cal. Government models and the Super .38 (listed under item (E) above) to economical .22 cal. automatics. Gives you two guns in one. It's so easy to do—no tools, no trouble. Simply interchange parts with those of the .45 or Super .38, and presto . . . you have a .22 cal. automatic. Available in Dual-Tone Blue finish.

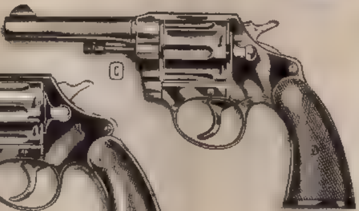


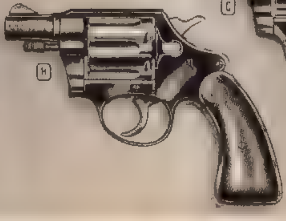












Precision-Made Colt Handguns . . . Finest in the World

A COLT'S NEW TROOPER REVOLVER

Smooth action, target-sight accuracy. Colt Accro rear sight with click adjustment for windage and elevation. Checkered walnut stocks. .38 model—uses .38 special cartridges. Barrel lgth.: 4 in. (9¼ in. overall, 34 oz.)
40247V5771—Dual-Tone Blue finish .$71.05

Same, but .22. Uses .22 long rifle. Wt. 37 oz.
40246V5771—Dual-Tone Blue finish . .$71.05

B COLT'S NEW THREE-FIFTY-SEVEN

Combines top "knock-down" power with target accuracy. Hammer safety, cylinder lock, checkered walnut stocks, adjustable Accro rear sights. Simple windage and elevation adjustment, 1 minute clicks. Shoots both .357 magnum and .38 special cartridges. Choice of barrel length—4 in. (9¼ in. overall, 36 oz.) or 6 in. (11¼ in. overall, 39 oz.) Specify barrel length
40245V7269—Dual-Tone Blue finish. $89.50

C NEW COLT .38 MARSHAL

Built to take a beating! For men who live and work outdoors. .38-cal. Special. Double or single action. Checkered walnut stock. Wide-type fixed front sight and rear sight notch give a fast easy-to-see sight picture. Overall length with 4-in. barrel, 9¼ in. Dual-tone blue finish.
40255V5247—4-in. barrel. 31 oz $64.60
40256V5247—2-in. barrel. 29 oz. $64.60

D OFFICER'S MATCH REVOLVER

Man-sized Colt for serious target shooting! Perfectly balanced, super-accurate! Smooth action, finest workmanship. Adjustable Accro rear sight provides 1-minute clicks for both elevation and windage; undercut ⅛ in. front sight. Modified 6 in. tapered barrel, fast cocking wide hammer spur. Checkered walnut stocks. Order .38 cal. special (wt. 39 oz.)—uses mid-range regular and hi-speed cartridges; or .22 cal. long rifle (wt. 43 oz.)—uses regular or hi-speed cartridges. 11¼ in. long. 6-shot cylinder. Dual-Tone Blue finish.
40244V6437—.38 Special . . . . . . .Retail $79.25
40243V6437—.22 Long Rifle . . . .Retail $79.25

E OFFICIAL POLICE REVOLVER

Split-second, accurate action! Police officers everywhere favor this rugged Colt revolver. Positive safety lock, grooved trigger and hammer spur, glareproof fixed rear sight and ramp style front sight, checkered Coltwood plastic stock. Available in .38 cal. special with choice of 4, 5, or 6 in. barrel; or in .22 cal. long rifle with 6 in. barrel only. Both calibers are built on a .41 frame. Wt. 35 oz. (.38 cal. 6 in. barrel), 38 oz. (.22 cal. 6 in. barrel). 6-shot cylinder. Specify caliber and barrel length when ordering.
40170V5247—Dual-Tone Blue finish. $64.60
40171V5771—Nickel finish $71.05

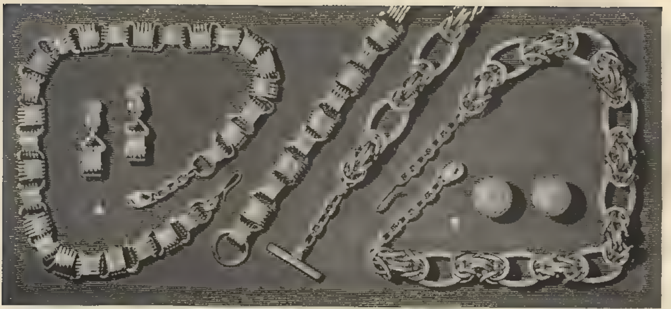
G COLT POLICE POSITIVE REVOLVER

Favorite with policemen—fine for home protection! Grooved trigger and hammer spur, fixed rear and ramp front sights, checkered Coltwood stock. 4-in. barrel, 8¾ in. overall length. Wt. 23 oz. .38-cal. Special (mid-range, regular, or hi-speed cartridges) as shown, or .32-cal. (New Police, S&W short, or long cartridges) 6-shot cylinder. Specify caliber.
40172V5247—Dual-Tone Blue finish . .$64.60
40173V5771—Nickel finish $71.05

H DETECTIVE SPECIAL REVOLVER

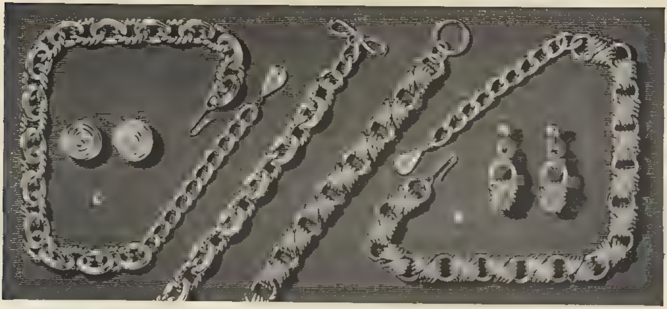
Colt—for pocket or shoulder holster. Glareproof fixed rear and ramp front sights, grooved trigger and hammer spur, checkered plastic stock. 2-in. barrel, 6¾ in. overall length. Wt. 21 oz. .38-cal. Special (mid-range, regular, hi-speed cartridges) as shown, or .32-cal. (New Police, SW short or long cartridges). 6-shot cylinder. Specify .32 or .38 cal.
40168V5247—Dual-Tone Blue finish . .$64.60
40169V5771—Nickel finish $71.05

Colt Cobra. Similar to above but with checkered walnut stock. .38 or .32 cal., two barrel lengths—2-in. has round butt (6¾ in. overall, 15 oz.) and 4-in. has square butt (8¾ in. overall, 17 oz.)—specify caliber and barrel length.
40167V5531—Dual-Tone Blue finish .$68.10



Courtly Jewels presents Golden Tailored Featherweight Fashions

Guaranteed Lifetime Finish . . . Non-Tarnishable . . . Beautifully Gift Packaged



(A) Ascot. Fashion wise, stylized Coils in alternating pattern in this outstanding necklace and earring set.

E2130J-547—Set ....**SUG. RETAIL $10.95**
E2131J-275—Bracelet only ....**SUG. RETAIL 5.50**

(B) Piccadilly. Magnificent knotted clusters combine with encrusted oval links in an elegant necklace and earring set.

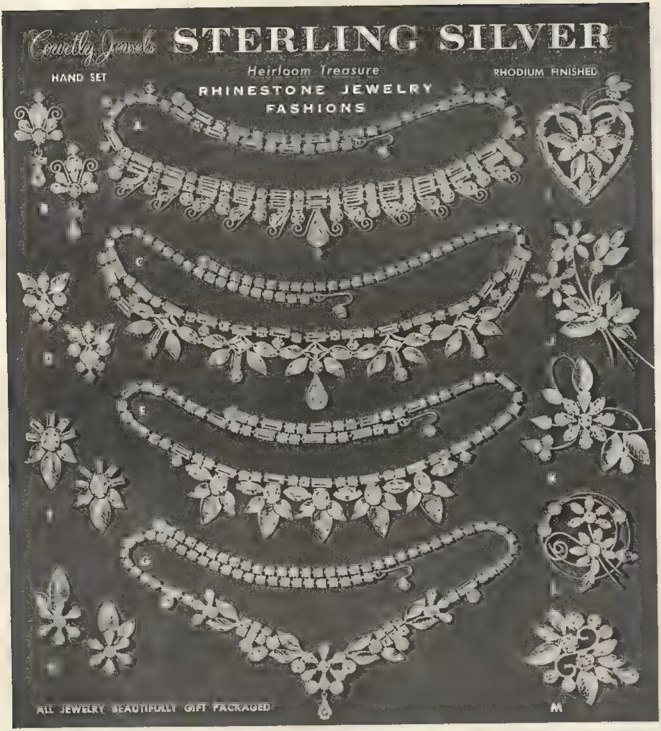
E2132J-647—Set ....**SUG. RETAIL $12.95**
E2133J-325—Bracelet only ....**SUG. RETAIL 6.50**

(C) Savoy. Smartest necklace and earring set of oval smooth—and—swirling links.

E2134J-325—Set ....**SUG. RETAIL $6.50**
E2135J-247—Bracelet only ....**SUG. RETAIL 4.95**

(D) Derbyshire. Glamorous grooved shell-ornament and round smooth links in this jeweler's necklace and earring masterpiece.

E2136J-365—Set ....**SUG. RETAIL $7.95**
E2137J-297—Bracelet only ....**SUG. RETAIL 5.95**



(A) Exquisitely fashioned necklace of baguettes and pear shaped stones, enriched with dainty swirls.
E2077J-1798—Each ... .SUG. RETAIL $35.95

(B) Luxurious drop earrings. Predominant with fashionable pear shaped stones.
E2078J-497—Pair . ...SUG. RETAIL $9.95

(C) Garland Necklace of baguettes, diamond and pear shaped stones.
E2079J-1447 Each ..... . .SUG. RETAIL $28.95

(D) Earrings of engraved leaves with clusters of round and diamond shaped stones.
E2080J-447—Pair .... SUG. RETAIL $8.95

(E) Leaf-lovely necklace combining smart oval faceted stones with baguettes and round stones.
E2081J-1297—Each ...... .SUG. RETAIL $25.95

(F) A halo of baguettes surround round stone center of this handsome leaf drop earring.
E2082J-375 -Pair ....SUG. RETAIL $7.50

(G) Dress-Up floral cluster necklace of round, pear shaped and baguette stones.
E2083J-1147 Each .... SUG. RETAIL $22.95

(H) Leaf Earrings with lovely drop of pear shaped and round stones
E2084J-347 Pair . ...SUG. RETAIL $6.95

(I) Sweetheart pin of round stones and baguettes with exquisitely engraved leaves
E2072J-825—Each ....SUG. RETAIL $16.50

(J) Fancy floral spray pin of engraved leaves, round and oval faceted stones.
E2073J-798—Each .... SUG. RETAIL $15.95

(K) Lovely looping of engraved leaves round and pear shaped stones in a magnificent pin.
E2074J-737—Each . ... SUG. RETAIL $14.75

(L) A swirl of round pin—Combining navette and round stones.
E2075J-675—Each ....SUG. RETAIL $13.50

(M) High note pin with luster—lovely leaves, round and pear shaped stones.
E2076J-497—Each .... .SUG. RETAIL $9.95

"Captain" a Cruis Along

TRADE MARK

BUCCANEER

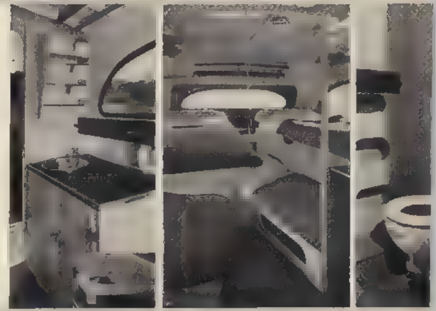
FAST! RUGGED! SEAWORTHY! THE CRUIS-ALONG BUCCANEER WITH CLINKER BUILT HULL

The clinker built boat that can take rough water and make you love it. 19 feet long, 7 foot beam, it is designed for dryness, level riding and sea worthiness in open waters. Perfect for fishing and family parties Speed up to 33 miles per hour depending on engine option. Hinged and insulated engine box. Two steering positions, stern tiller as well as forward wheel to make trolling easy, inlet running comfortable. Extras include marine toilet, fish tank as well as Navy top, side curtains and cockpit cover.

VACATIONER 22

COMPLETELY EQUIPPED AND READY TO CRUISE THE CRUIS-ALONG VACATIONER 22

Everything you have ever wanted in a pleasure boat! Large cockpit, beautiful interior that can sleep four. Completely equipped galley . . . enclosed marine toilet . . . amazing stowage space. Super-Hyplane hull combining best features of round bottom hull and fast planing Vee bottom, steps up speed, guarantees a level ride. Self bailing cockpit, spray rail and choice of engine installations. Hinged and insulated engine box. PLUS more standard equipment than you have ever seen in a cruiser of this size and price.



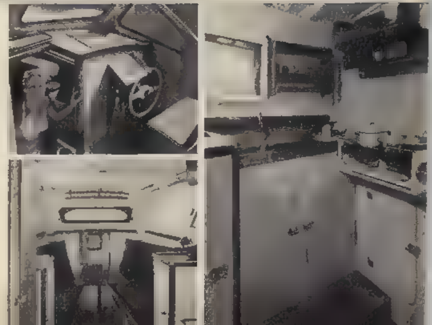
EXPRESS 26

THERE IS NO FINER EXPRESS CRUISER IN ITS SIZE AND CLASS THAN THE CRUIS-ALONG EXPRESS 26 THAT'S COMPLETE FROM STEM TO STERN

It's handsome! It's comfortable! It's luxury afloat. Sleeps four in large cabin with fully enclosed head, completely equipped galley. Four hanging lockers, lots of stowage space. It has a huge cockpit, flying bridge and is mahogany planked with oak frames. Hinged and insulated engine box, self-bailing cockpit and Super-Hyplane hull that insures non-pounding, speedy riding at speeds up to 27 miles per hour depending on engine installations. With Navy or hard top.

SEE THE BIG THREE FOR 1955 AT THE
MOTOR BOAT SHOW OR AT YOUR CRUIS-ALONG DEALER

M. M. Davis & Son, Inc., Solomons 4, Md.
Boat builders for over 75 years



You'll be proud to

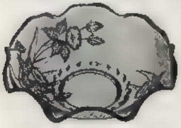
THE CRUIS-ALONG

THE CRUIS-ALONG

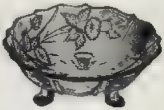
THE CRUIS-ALONG

Daffodil Pattern – Sterling Silver on Crystal

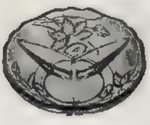
Each piece is hand decorated . . . Kiln fired for lifetime service . . . Rhodium treated (non-Tarnish) for permanent brilliance. Sterling silver bands prevents chipping of edge.



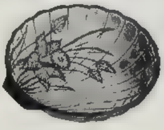
8 inch Diam.
CRIMPED
BON BON DISH
6901B441 Each $7.50



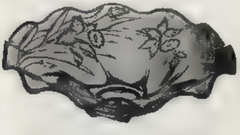
7 inch Diam.
3 TOED
BON BON DISH
6902B441 Each............$7.50



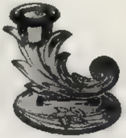
6 inch Diam.
3 COMPARTMENT
RELISH DISH
6903B441 Each $7.50



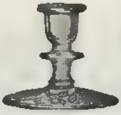
6 inch Diam.
SHELL
BON BON DISH
6904B333 Each $5.65



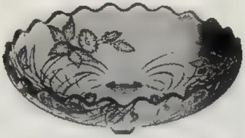
11½ inch Diam. 4½ inch High
CRIMPED
CENTERPIECE
BOWL
6905B916 Each...........$15.50



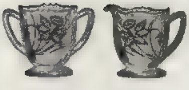
4 inch
SMARTLY
DESIGNED
CANDLESTICK
6906B735 Each $12.50



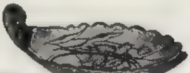
4 inch
FLOWERED
PATTERN
CANDLESTICK
6907B735 Each $12.50



10 inch Diam. 4 inch High
FLOWERED
FRUIT
BOWL
6908B735 Each... ...... $12.50

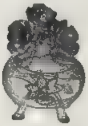


4 inches High
FOOTED
SUGAR AND
CREAMER
6909B588 Each . $10.00

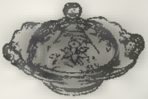


An Ideal Gift
For Every
Occassion

9 inch
CURVED
HANDLE
PICKLE DISH
6910B441 Each $7.50

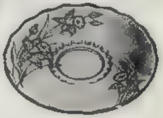


6 inch
FLOWER
LIGHT BOWL
AND BLOCK
6911B406 Each... $6.90

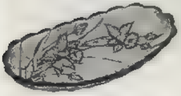


Smartly Designed
For
Smart Homes

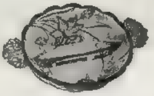
4 inch Diam. 3½ inch High
COVERED
BUTTER
DISH
6912B554 Each . . $9.35



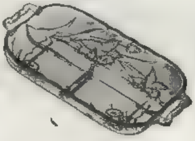
8 inch Diam.
FLOWERED
TID BIT
PLATE
6913B441 Each $7.50



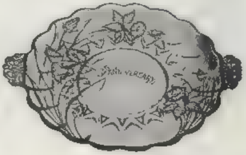
11 inch Diam.
CELERY OR
ROLL TRAY
6914B554 Each ... $9.35



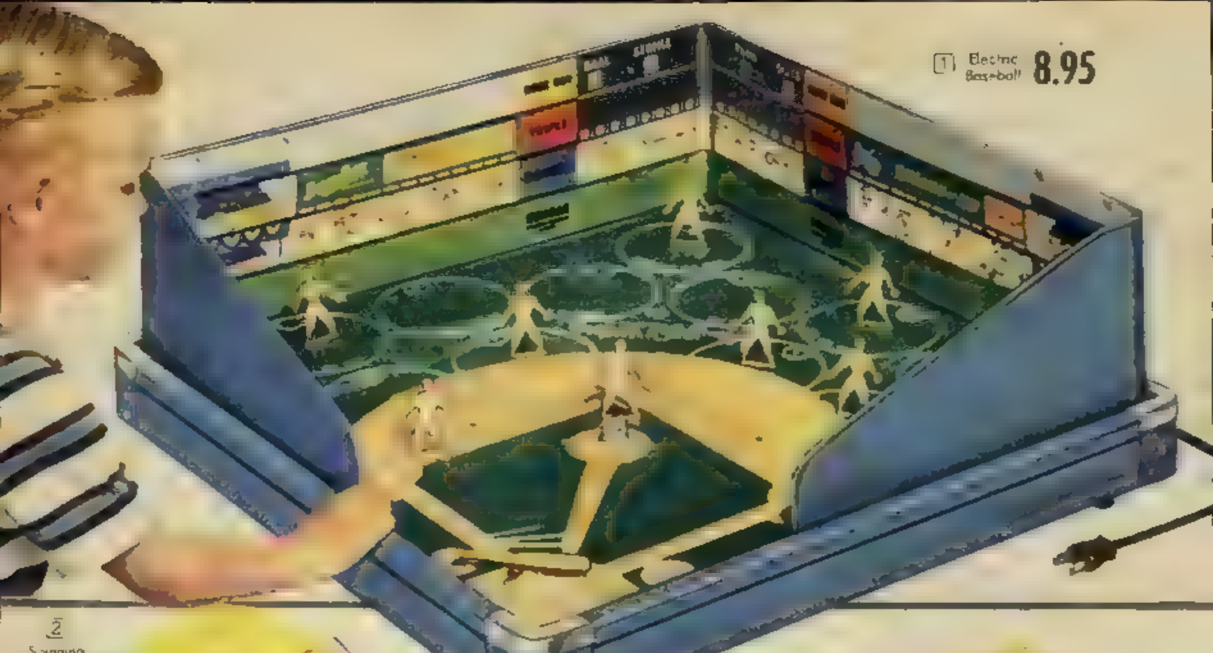
6 inch Diam.
2 COMPARTMENT
RELISH DISH
6915B406 Each...... .... $6.85



12 inch
3 COMPARTMENT
RELISH DISH
6916B735 Each $12.50



12 inch Diam.
2 HANDLE PLATE
25th and 50th ANNIVERSARY
6917B882 Silver "25th". Ea. $15.00
6918B808 Gold "50th". Ea. 13.75

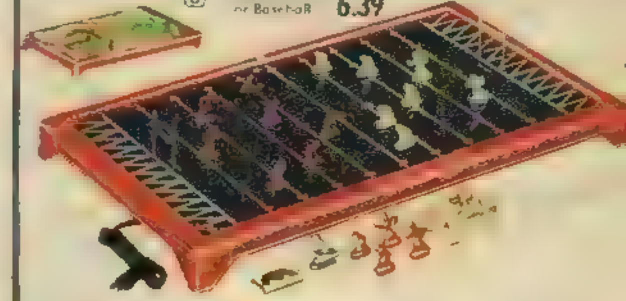


1 Electric Baseball **8.95**

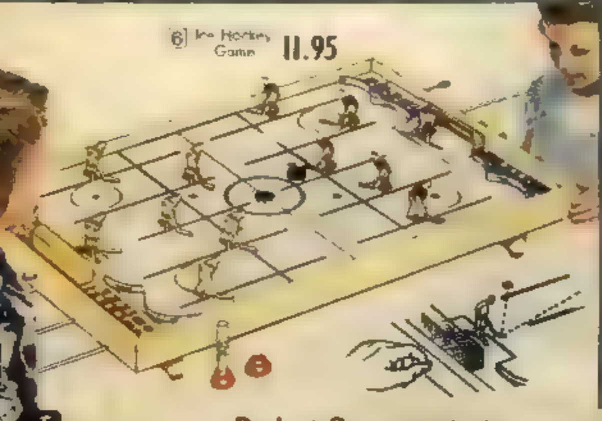
2 Spinning Dart Game **2.69**

3 5 Game Electric Pinball **4.98**

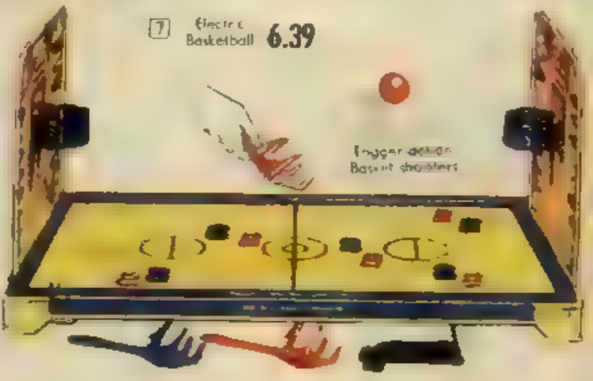
4 "Bas Ket" Basketball Game **3.59**



5 Electric Football or Baseball **6.39**



6 Ice Hockey Game **11.95**



7 Electric Basketball **6.39**

Trigger action
Basket shooters

Budget Power protects peace of mind with free Prudential Life Insurance

Test Your Skill!

Items 1 thru 7 on facing page

[1] ELECTRO-MAGNETIC BASEBALL GAME

- Operate pitcher with electric push button
- Test batting eye with spring-operated bat
- Game scores balls, strikes, runs and outs

"Play ball"! Win this pennant right in your own home. Push the button, pitcher throws ball to batter—opponent "swings" spring operated bat, hits ball for base hit or an out. Place players for best defensive play. Runs, hits, errors show on 2 big league scoreboards. Play on colorfully lithographed steel diamond, backed by grandstand and bleachers. 9 metal players in field 2 magnetic balls, wood bat, base markers. Measures 23x23x8 inches high Sure to please your youngster.
R35 P 3361 Mailable. (10 lbs.) 8.95

[2] SPINNING TARGET GAME TESTS AIM

Hit the bull's eye! Throw darts at brightly colored revolving target . . use it indoors, outdoors, on wall or floor. Sturdy masonite target on wood tripod, spins on axle. Comes with 3 weighted balanced darts with unbreakable polyethylene plastic feathers, safe rubber suction-cup tips. Target measures 24 in. diameter Instructions for 3 games included. Mailable.
R35 P 3339. Shpg wt. 5 lbs. . . . . .Set 2.69

[3] PLAY FIVE-GAME ELECTRIC PINBALL

Electric scoring pockets light up when you score! Play "Poosh M Up," "21" "Put and Take," "Baseball" and "Pennants" on colorfully lithographed playing surface. Strong spring action trigger release, select lacquered wood frame with recessed glass top. Game measures 2_x13x2 inches high Comes complete with batteries and instructions
R35 P 3364 Mailable. (11 lbs.) 4.98

## [4] "BAS-KET" . . . REAL GAME THRILLS

Fast, action packed basketball game has all the excitement of real game. Flip control lever . . shoot for basket from anywhere on the court. As many as six people can play Net baskets attached to two colorful 15x12 in. backboards at ends of the court, rotating scoreboard on each backboard. Plastic ball. Court 21x13x3-in. high. Complete with instructions.
35 P 3383. (3 lbs 8 oz.) 3.59

[5] PLAY ELECTRIC FOOTBALL, BASEBALL

Real football in miniature! Players run, tackle, pass, kick Set up offensive defensive plays, score touchdowns. Teams actually move by electrical vibrations, ball-carrier "runs" down field until he is "tackled"! 11 man teams, include kicker, passer Enameled metal field yard-markers, goals. 25x15 in. wide.
R35 P 3362 Mailable (6 lbs.) Guide book. . . . 6.39

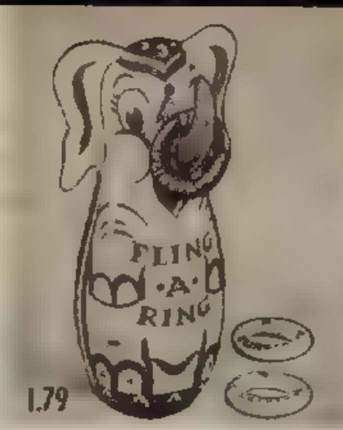
ELECTRICAL BASEBALL (See small picture). Players run, steal bases, hit, etc. All by electric vibration Same size as Electric Football.
R35 P 3315 Mailable (6 lbs.) Guide book . . . 6.39

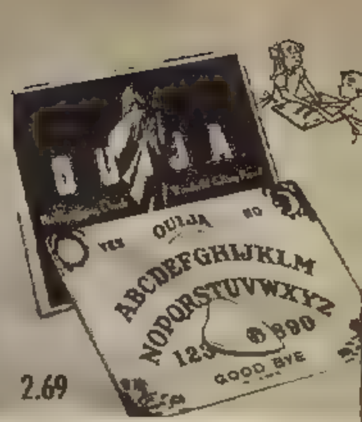
[6] EXCITING ICE HOCKEY FOR THRILLS

All the speed and excitement of a professional hockey game! Takes real skill, 'cause you actually control the players . . . pass puck, shoot goals, play forward, defense, and goal. Players "skate," turn in any direction by controlling levers at either end of the rink. Hard wood frame, bright ice-color surface of tough masonite. 12 metal "players" stand 2¼ in high. Set includes 1-in rubber puck, 2 scoreboards and hour-glass for timing play periods Instr 29x18x4 in. high.
R35 P 3378. Mailable (15 lbs.) 11.95

[7] NEW! ELECTRIC BASKETBALL GAME

Action—Speed—all the thrills of the real game! Actually shoots baskets from any position on basketball court. "Teams" move by electric vibration, really pass ball back and forth . . block, foul one another Player shoots for his "men" with basket-shooter. Lithographed steel backboards, scoreboards. 5 Red, 5 Blue "players," plastic basketball 2 styrene plastic basket-shooters with trigger action. 25x15 in. wide. Rules.
R35 P 3354. Mailable (8 lbs.) 6.39



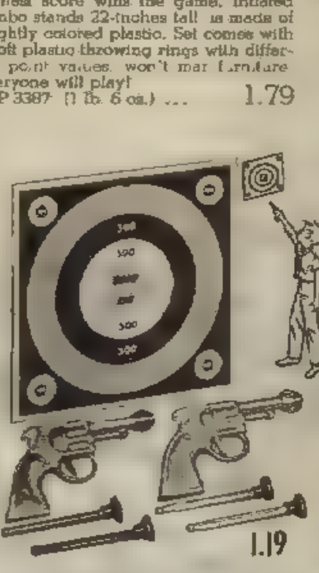


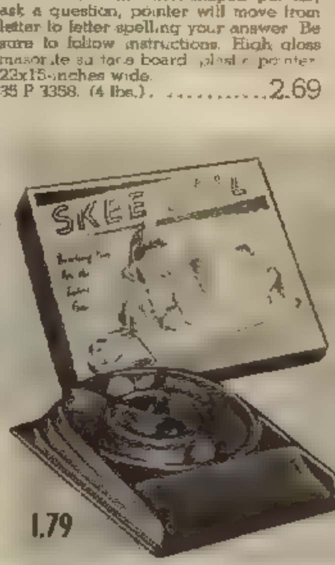
FLING-A RING GAME

Test your aim—toss the plastic "life savers" over smiling Jumbo's trunk . . highest score wins the game. Inflated Jumbo stands 22-inches tall is made of brightly colored plastic. Set comes with 3 soft plastic throwing rings with different point values. won't mar furniture Everyone will play!
35 P 3387 (1 lb. 6 oz.) . . . 1.79

JUST ASK OUIJA . . .

How does it work? We don't know . . . it seems to possess supernatural powers Place hands on heart-shaped pointer, ask a question, pointer will move from letter to letter spelling your answer Be sure to follow instructions. High gloss masonite surface board plastic pointer 23x15-inches wide.
35 P 3358. (4 lbs.) 2.69





HIT THE BULL'S EYE

Try your skill . . . test your aim . . shoot safe darts from plastic pistol Red, White. Blue 10-inch sq target of lithographed steel with easel stand. Set it on the floor, or hang it on the wall. Two 6½-inch spring-action pistols, 4 harmless rubber suction-cup darts.
35 P 3342 (1 lb. 8 oz.) 1.19

SKEE BALL'S FAMILY FUN!

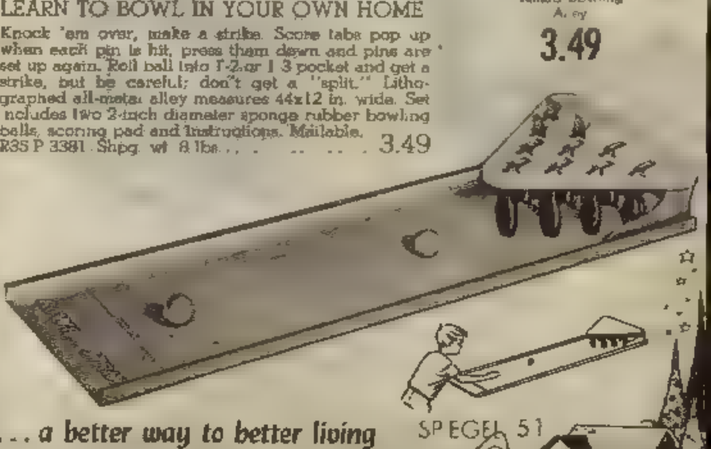
Play in your home or on the lawn the whole family will want to join in! Takes skill to win Roll 2-inch bright wood balls into 4 recessed pockets with different point values. Plastic goal stand 16x12-in. wide. Three bowling balls 2 inches in diameter
35 P 3393 (1 lb. 10 oz.) 1 79

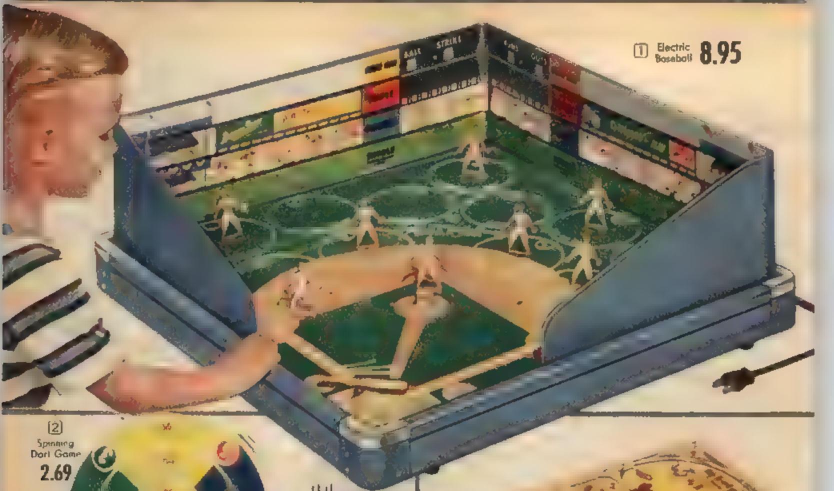
LEARN TO BOWL IN YOUR OWN HOME

Knock 'em over, make a strike. Score tabs pop up when each pin is hit, press them down and pins are set up again. Roll ball into 1-2 or 1 3 pocket and get a strike, but be careful; don't get a "split." Lithographed all-metal alley measures 44x12 in. wide. Set includes two 2-inch diameter sponge rubber bowling balls, scoring pad and instructions. Mailable.
R35 P 3381 Shpg wt 8 lbs. 3.49

Jumbo Bowling Alley

3.49





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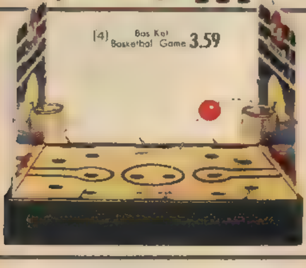

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6 Ice Hockey Game 11.95

7 Electric Basketball 6.39

Trigger-action Basket shooters

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R35 J 3361. Mailable. (10 lbs.) 8.95

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E35 J 3339. Shpg. wt. 5 lbs. . . . . Set 2.69

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R35 J 3364. Mailable. (11 lbs.) 4.98

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35 J 3383. (3 lbs. 8 oz.) 3.59

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R35 J 3362. Mailable. (6 lbs.) Guide book. 6.39

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R35 J 3315. Mailable. (6 lbs.) Guide book 6.39

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E35 J 3378. Mailable. (15 lbs.) . . . . 11·95

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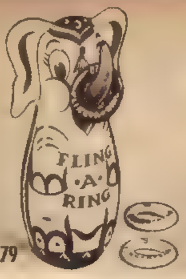
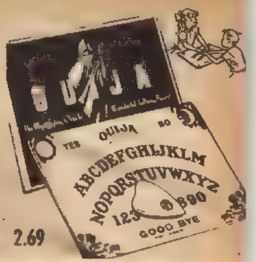
R35 J 3354. Mailable. (8 lbs.) 6.39





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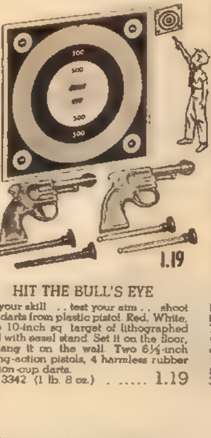

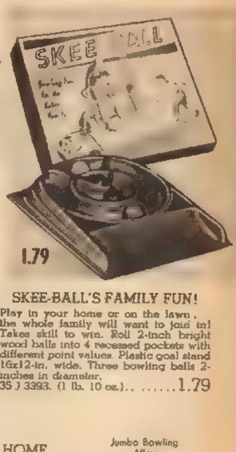

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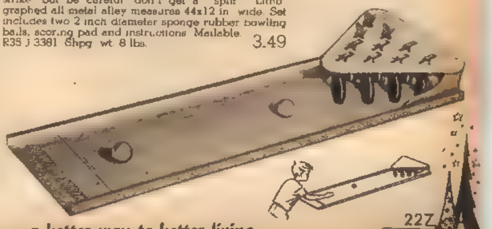
R35 J 3381. Shpg. wt. 8 lbs. 3.49

Jumbo Bowling Alley
3.49



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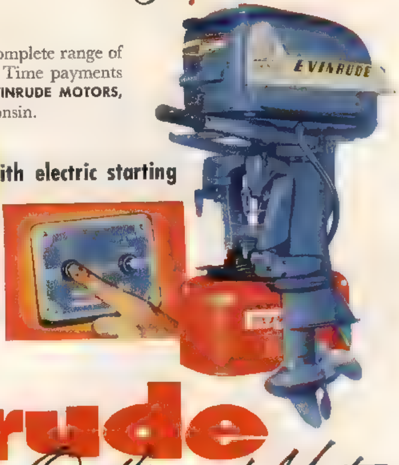

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Last word in fine outboard performance! Big Twin's 25 thrilling horsepower, now velvet smooth and whisper quiet. *Plus* finger-touch starting . . . electric starting that you *know* is right . . . tested and proved in millions of miles of owner service. **$525**

Standard Big Twin Aquasonic . . . $430

*Power ratings are OBC certified brake HP at 4000 RPM tested in accordance with SAE test code. Prices f.o.b. factory, subject to change without notice.

Evinrude quiet Outboard Motors

A DIVISION OF OUTBOARD, MARINE & MANUFACTURING COMPANY
In Canada, Manufactured by Evinrude Motors, Peterborough

beyond the sound barrier.

Something New . . something wonderful has happened to outboard boating!

Gone is the barrier of jangling sound that stood between you and complete enjoyment of the water!

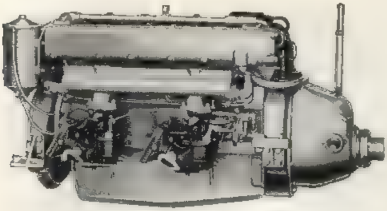
Gone are the strident engine noises the raucous "lows" the shrill "highs"—throughout the full range of objectionable sound frequencies. We've tuned them out...or sealed them in...muffled them...canceled them! *At all speeds*—slow, medium, top! We've left you nothing to *hear* but the swish of the bow wave beneath the motor's pleasant purr.

Gone, too, is nerve wracking vibration. Gone is the arm-tiring tingle of the steering handle. Gone is all "engine shake" from the hull . . . completely isolated from boat and passengers by the all-direction cushioning of Aquasonic mountings. We've left you nothing to *feel* but the boundless surge of power that is utterly smooth!

Here is your future in boating fun . . . *Whispering Power*, smooth as sailing! It's yours to enjoy in any size boat, small family runabout to cruiser. See your Evinrude dealer — look for his name under "Outboard Motors" in the yellow

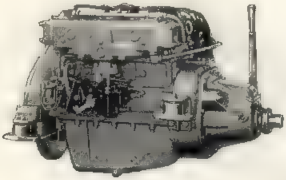
WRITE FOR FREE CATALOG!

Big full-color catalog describes complete line of Evinrude models for 1955 Priced as low as $145 for the Lightwin with famed Fisherman Drive Send for your copy today!



NEW 175 hp SIX—Model 175 (and companion Model 165) are two completely new engines, featuring water-heated intake manifolds, seven main bearings, 12-volt electrical systems. Already tested in noted stockboats

MOST POPULAR FOUR (Below) – Model 620, 60 hp at 3200 rpm, is a quality engine at a sensationally low price, achieved through quantity production. For small cruisers, runabouts, and particularly popular with kit boat builders.



GRAYMARINE BRINGS YOU...

your widest choice of engine

25*hp* 60*hp* 75*hp* 100*hp* 115*hp* 135*hp* 150*hp*

GRAY FOURS—Gray is the acknowledged leader in 4-cylinder marine engines, and builds more of them than anyone else. Choose from eleven models listed in the 1955 Graymarine line—from the 16 hp Light Four, for auxiliary sailboats and small craft, up to the 90 hp Fireball Four-90 for a compact, stock high-speed engine.

Gray—the most widely used engine in American stockboats!

GASOLINE ENGINES

LUGGER SERIES—For work in the lower speed range from idle to 2400 rpm. Best for Auxiliaries, Trolling, Workboats.

	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Light Four-69	16	1800	69	370	31
SeaScout Four-91	25	2000	91	385	31
Lugger Four-112	31	2200	112	400	31
Lugger Four-162	42	1800	162	565	35
Lugger Six-226	73	2400	226	710	40
Lugger Six-244	83	2400	244	825	44
Lugger Six-330	96	2400	330	1070	49

EXPRESS SERIES—For full throttle operation to 3000 and 3200 rpm. Recommended for maximum efficiency in cruising work.

	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Express Four-69	26	3200	69	370	31
Express Four-162	63	3000	162	565	35
Express Six-226	93	3200	226	710	40
Express Six-244	102	3200	244	825	44
Express Six-330	124	3200	330	1070	49
Express Six-427	150	2800	427	1250	54
Super Six 330	155	2800	330	1070	49

PHANTOM SERIES—For high output, designed for light fast boats. Best for Runabouts.

	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Phantom Four-45	45	3600	91	390	31
Phantom Four-75	75	3600	162	540	35
Phantom Six-112	115	3600	226	675	41
Phantom Six-135	135	3600	244	800	44

GRAY SIXES—Only Gray can offer you such variety as 20 models of 6-cylinder marine engines to answer your specific requirements. These range from 73 to 200 horsepower, 226 to 427 cu. in., with various types developed especially for big, fast runabouts, regular and express cruisers (used singly or in pairs), and for utilities and workboats. As an example, Model 110 was specifically designed for water skiing, with pulling power, fast acceleration, and good idling.

FIREBALL SERIES—Special high speed, carrying the standard Graymarine guarantee, for operation right up to 4000 rpm.

	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Fireball Four-50	50	4000	91	395	31
Fireball Four-90	90	4000	162	540	35
Fireball Six-140	140	4000	244	800	44
Fireball Six-160	160	4000	244	785	44

(GASOLINE ENGINE MODELS FROM 140 TO 427 CU. IN. ARE AVAILABLE EITHER WITH HYDRAULIC OR MANUAL TYPE GEAR)

WIDE-RANGE MODELS—Used in cruiser, workboat, and runabout installations. These are somewhat more conservative than the high-output Phantom Series, with top output reduced slightly to promote better economy and idling.

	Cyl.	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Model 620	4	60	3200	140	525	34
Model 100	6	100	3400	226	660	41
Model 110	6	110	3600	226	700	41
Model 115	6	115	3400	244	785	44
Model 150	6	150	3400	330	1050	49
Model 165	6	165	3400	363	1050	49
Model 175	6	175	3400	363	1070	49
Model 185	6	185	3400	427	1245	54
Model 200	6	200	3400	427	1250	54

VISIT GRAY'S EXHIBIT AT EVERY MAJOR BOAT SHOW

It pays dividends to give the user what he wants, and this is easy for us to do because all Graymarine engines have a single source. This enables us to maintain basic control of design and quality, from the cylinder block foundry to the finished engine.

You will see that all Graymarine engines have a uniform pattern of accessory arrangement, which does not change even when the engine is equipped for fresh water cooling system. Note similarity of appearance. This consistency also applies to the internal design, because all have Individual Intake Porting, and water between all bores—items of extra value which—though unseen when you look at the engine, are nevertheless important in marine work.

Graymarine has concentrated on building the best marine engines for 48 years. We have no other activity. You, the user, benefit from this undivided responsibility. Last year you gave us the biggest year in our peace time history, for which we thank you.

sizes and types!

175 *hp* **200** *hp* + *many others*

. . . An equally wide choice of equipment

No other manufacturer equals Gray's unusual variety of standard and optional equipment, and accessories. The Gray engine for your boat can be fitted out to answer your exact boating needs, whether your problem be one of installation, fresh or salt water operation, extra electrical loads, etc. This saves you time and expense—and adds to your comfort and satisfaction. A few are listed here:

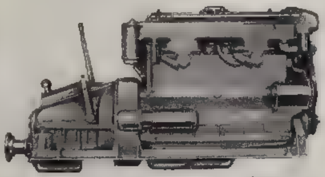
- Gray's exclusive Fresh Water Cooling system
- Manual or hydraulic reverse gears and controls
- Heavy-duty reduction gears; Gray Vee Drive gear
- Gray "Thermogard" automatic temperature control
- Wide choice of sea water pumps
- Gray's own Water-Cooled Exhaust Elbow
- Many types of rubber and solid engine mounts
- Oversize generators, radio shielding, etc.

SOLD AND SERVICED THROUGHOUT THE WORLD

LIGHTWEIGHT GRAYMARINE DIESELS

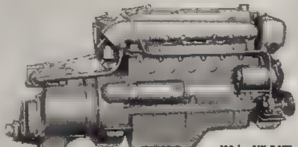
FOR CRUISERS OR WORKBOATS

30 *hp* **50** *hp* **100** *hp* **135** *hp*



135 hp SIX-D572

The streamlined SIX-D572 is similar in design and general appearance to the lightweight 100 hp Graymarine Diesel, and is rated 135 hp at 2200 rpm. Small Gray models include two 4-cylinder Diesels of 30 and 50 horsepower.



100 hp SIX-D427
Weight 1475 lbs.

Cruiser and workboat owners will be particularly interested in Gray's four-cycle Diesel SIX-D427, rated 100 hp at 2200 rpm and weighing only 1475 lbs.

Originally developed for and extensively used by the U. S. Navy, this fine Graymarine Diesel reflects the know-how achieved in Gray's sixteen years' experience in manufacturing Diesel marine engines.

DIESEL ENGINES

Four cycle Horsepower figures are continuous service ratings. Weights include reduction gear.

	HP	RPM	Piston Displ.	Weight (Lbs.)	Length (Inches)
Four-D157	30	1800	157	1100	50
Four-D260	50	1800	260	1400	55
Six-D427	100	2200	427	1475	67
Six D572	135	2200	572	2510	72

GRAYMARINE

710 CANTON AVENUE · DETROIT 7, MICHIGAN
SUBSIDIARY OF CONTINENTAL MOTORS CORPORATION

HILL TOYS Presents – the LINE

ROY ROGERS

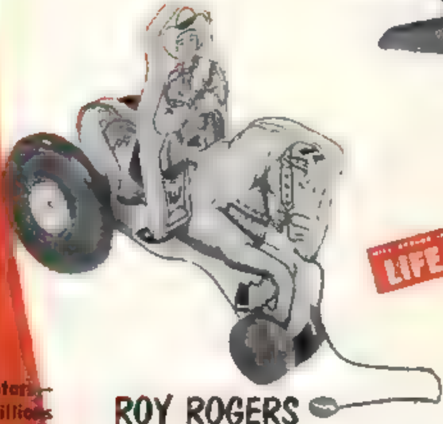
has captured the hearts and loyalty of millions of Roy Rogers fans . . . seen and heard weekly by more than 40 million on his NBC TV and Radio shows!

ROY ROGERS
HOBBY HORSE

LIFE

ROY ROGERS
ROCKING HORSE

HILL TOYS—the line of the TV Stars—delivers a pre-sold audience of millions who view their favorite NBC-TV STARS every week!



LIFE

ROY ROGERS
ACTION PULL TOY

LIFE

ROY ROGERS
COVERED WAGON

Consumer advertising makes the selling connection between HILL TOYS, NBC-TV STARS, and your customers!

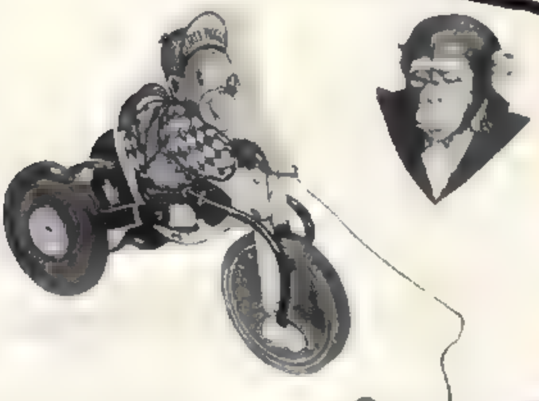
Send For Our Colorful
1955
Catalog

HILL
TOYS
AND
BELLS
SINCE 1889

# of the TV STARS!

FEATURING

NBC TV STARS



J. FRED MUGGS

famous chimp on the NBC-TV "TODAY" Show

ACTION PULL TOY

PINKY LEE

Star of the NBC-TV "PINKY LEE" Show

DANCING TOY

SCOOP!

HILL TOYS is first with a beautiful, authentic replica of the streamlined telephone! One look tells you it will be the telephone sales sensation of 1955!

DING DONG BELL!

DING DONG SCHOOL BELL

TRADE MARK OF MISS FRANCES' DING DONG SCHOOL

HILL TOYS — a complete line of Telephones, Hobby Horses, Push and Pull Chimes, Action Toys, Riding Toys, Bicycle Bells

The N. N. Hill Brass Company

Room 463 • 200 Fifth Avenue
New York 10, N. Y. • ORegon 5-4595

Factory: East Hampton, Conn.

AMERICA'S FINEST SELECTION OF BLANKETS
TOPS IN QUALITY, WARMTH AND BEAUTY

Illustrated in Full Color on Opposite Page

Beautiful wool blankets in various sizes and prices to fit your particular needs. **PEARCE**—a traditional name in quality blankets since 1805! . . . **CHATHAM**—nationally advertised blankets in modern styling. . . . **HUDSON'S BAY**—Woven in England and famous throughout the world. Available in a brilliant array of Decorator colors both pastel and deep-tone. Each blanket in a beautiful gift box. Variety of sizes—**twin-bed, double-bed, extra-large double-bed** and the new expansive **king sizes.** The ideal **Gift of a Lifetime for Beauty and Comfort.**

100% Wool
PEARCE
MFG CO.
LATROBE, PA.
EST. 1805

HUDSON'S BAY
Point
BLANKETS

CHATHAM
Blankets
CHATHAM MANUFACTURING CO., ELKIN, N. C.

(A) PEARCE "Beauty"

This magnificent blanket represents Pearce craftsmanship at its best. Of 100% Fine Select wool with a soft downy nap that gives greater warmth and perfect sleeping comfort. Bound with extra-wide 8" acetate satin. **Extra-heavy 4 lbs.** in weight—packed in luxurious white ground treasure box with cluster of roses illustrated on cover. **In extra-large double-bed size 76" x 90"** Choice of Rose Pink (illustrated), Citron Yellow, Delph Blue or All White. **Specify color.**

5707C2080—Extra large Double-bed Size (76" x 90") **Sugg. Retail $31.50**

(C) PEARCE "Pride"

The Pearce Pride is a gorgeous blanket designed for healthy restful warmth. Made from 100% Fine Select Wool . . . velvet soft and fluffy with exquisite 8" acetate satin binding. Heavy weight in choice of **twin-bed size 65" x 90" or extra-large double-bed size 76" x 90".** In attractive green gift box. Available in Rose Pink, Citron Yellow (illustrated) Hunter Green or White. **Specify color and size.**

5710C1360—Twin bed Size (65" x 90") ....**Sugg. Retail $19.95**
5711C1520—Extra-large Double-bed Size (76" x 90") **Sugg. Retail 22.50**

(E) PEARCE "Scotch Plaid"

A beautiful All Wool creation, an adaptation of the Famous Dress Stuart Plaid. In sparkling color combination of Red, Hunter Green and White with Gold overplaid. Retains deep, soft nap even after repeated laundering. The soft brushed wool finish and extra-wide 7" Red acetate satin binding are excellent features of this blanket. 72" x 90" size in attractive green gift box.

5547C1195—Double-bed size (72" x 90") . . **Sugg. Retail $17 95**

(G) PEARCE "Featherlite"

A luxurious, **lightweight** 100% All Wool summer blanket. With 4" wide acetate satin binding in a weight of approximately 3 lbs. In very attractive white ground treasure box with a cluster of roses illustrated on cover. Closely woven and finely fibered . . . the ultimate in a summer blanket 72" x 90" double-bed size. In new, cool pastels Rose Pink, Almond Green or Delph Blue (illustrated) **Specify choice.**

5280C1195—Double-bed size (72" x 90") . **Sugg. Retail $17.95**

(J) HUDSON'S BAY "4 Point Multi-Stripe"

World renowned, woven by skilled craftsmen in England. Deep warm nap—edges which need no binding. Rich, beautiful colors. **Extra-heavyweight of 6 lbs.** Made of 100% Virgin Wool for a lifetime of comfort and beauty in 72" x 90" double-bed size. White with Multi stripe of bold, attractive colors. Gift box in striking multi-colors.

5713C2795—Double-bed size (72" x 90") .... **Sugg. Retail $39 00**

(L) HUDSON'S BAY "4 Point Scarlet"

Famous 100% All Wool Scarlet blanket with Black bar. Ideal for the great out-of-doors. **First** made by the original Hudson's Bay Co. in the 18th Century. **Manufactured in England** to serve generations of

(B) PEARCE "Kingsdown"

An outstanding value in 100% Fine Wool this blanket possesses velvet softness and feather fluffiness for complete relaxation. Lovely wide 8" acetate satin binding—attractive green gift box. Choice of Rose Pink, Green (illustrated), Citron Yellow or White. **Available in double-bed size 72 x 90" or new king size 80 x 90". Specify color & size.**

5708C1195—Double-bed Size (72" x 90") .. ..**Sugg. Retail $17.95**
5709C1360—King Size (80" x 90") .... **Sugg. Retail 19.95**

(D) PEARCE "Arcadia"

This new Pearce blanket has a new deep downy nap . . . made from 100% fine wool. Popular priced, edged with 7" acetate satin binding. Truly a blanket value! Packed in attractive green box. In double-bed size (72" x 90") only. Available in Rose Pink (illustrated), Citron Yellow, Green or Crimson Red. **Specify color.**

5712C1115—Double-bed size (72" x 90") ....**Sugg. Retail $16.50**

(F) CHATHAM "Shorewood"

A 100% All Wool Blanket in an ideal medium weight. Soft-textured, just the right warmth for all seasons. In the popular 72" x 90" size with 7" acetate satin binding. Unconditionally guaranteed for five years against moth damage. A remarkable quality in the lower price range of wool blankets. Attractive floral gift box. Choice of bright new colors: Pink, Riveria Red, Blue or Green (illustrated) **Specify color selection.**

5313C1085—Double-bed size (72" x 90") . **.Sugg. Retail $16 25**

(H) CHATHAM "Shaftsbury"

Chatham's long-famous heavyweight 100% All Wool blanket. Brushed nap, constructed to give the finest in comfort, beauty and durability. In a 4 pound winter-weight and luxuriously bound with 8" acetate satin. Guaranteed for five years against moth damage. 72" x 90" double-bed size, attractive floral gift box. Choice of Riviera Red (illustrated), Hunter Green, Blue or Yellow. **Specify color.**

5548C1370—Double-bed size (72" x 90") ....**Sugg. Retail $20.50**

(K) CHATHAM "Purrey"

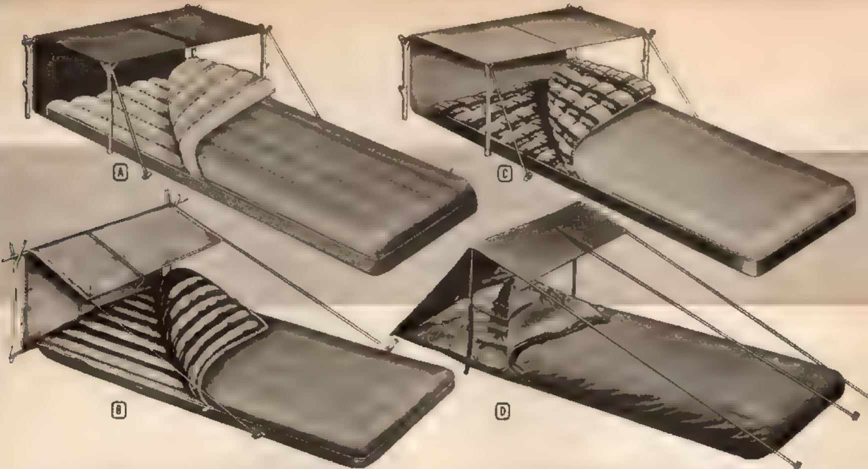
Nationally advertised with a proven selling record for many years. The most **famous medium-price solid color blanket** in the country. A combination of 88% high staple rayon and 12% wool gives cosy warmth without excess weight. Outstanding quality so reasonably priced because of its **patented** scientific blend and construction. 7" acetate satin binding in the popular 72" x 90" size. Beautiful gift box. Guaranteed for five years against moth damage. Choice of Pink (illustrated), Yellow, Flamingo Red, Blue or Green **Specify color.**

5432C795—Double-bed size (72" x 90") .... **Sugg. Retail $10.95**

(M) CHATHAM "Lamsdown"

Chatham's Deluxe blanket of extra-fine quality in a beautiful **suede-like finish.** Of pure 100% All Wool, elegantly bound with 7" acetate satin 72" x 90" size. **Guaranteed against moth damage for five years.**

(A)
(B)
(C)
(D)
(E)
(F)
(G)
(H)
(J)
(K)
(L)
(M)



A "WHITE LAKE" NYLON-FILLED SLEEPING BAG

Outer top cover of olive-drab nylon pima cloth—water-repellent, wind and mildew-proof. Filled with 3 lbs. of 100% new nylon that won't bunch or shift. Rustproof double-pull zipper extends down one side, across bottom. Cotton flannel inner lining. Air mattress pocket. Outer bottom covering and hood canopy are made of rubber. In handy "Pac-Sac" carrying case. Cut size 36 x 80 in.
44265A1495—Shipping weight 7½ lbs...............Retail $24.00

B WARMLY INSULATED DACRON-FILLED BAG

Lightweight, yet warm. Water-repellent forest green poplin—with flannel lining. 100% fluffy dacron filling. 100-in. zipper, 3-in. weatherstrip at sides and bottom. 2 air mattress pockets—join 2 bags to sleep 3 people. Headflap. Cut size 36 x 80 in
44217A2070—With 2½ lbs. filling Shpg wt. 8 lbs.....Retail $34.50

As above but extra large—Cut size 42x 84 in. for roomy comfort.
44284A2700—With 4 lbs. filling. Shpg. wt. 10 lbs......Retail $45.00

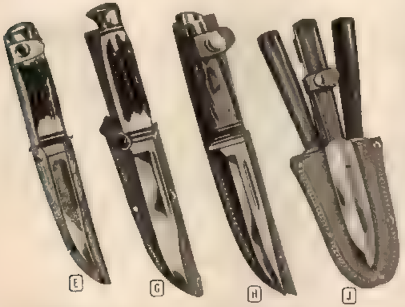
C "MAJESTIC" DACRON-FILLED SLEEPING BAG

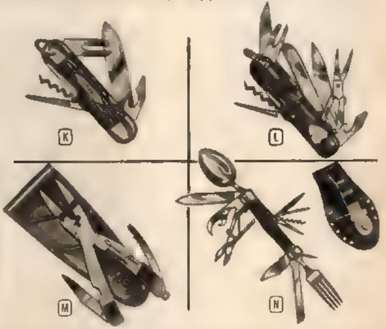
Entire outer covering and headflap of durable olive-drab nylon pima cloth—water-repellent, wind and mildew-proof. Plaid cotton flannel lining. Inner quilt filled with 3 lbs. of soft 100% dacron. Full length double-pull zipper across bottom, down one side. Has 2 air mattress pockets—join 2 bags to sleep 3 people comfortably In handy "Pac-Sac" carrying case. Cut size 36 x 80 in.
44264A1887—Shipping weight 8 lbs...................Retail $29.95

D 100% DOWN-FILLED LIGHTWEIGHT SLEEPING BAG

Lightweight, compact. Water-repellent heavy forest green poplin. High-count down-proof balloon cloth lining. 100% duck down filling. 3-in. weatherstrip. Zipper side, bottom. 2 air mattress pockets—join 2 bags to sleep 3. Detachable hood. Cut 36 x 80 in.
44139A2550—With 2 lbs. filling Shpg wt. 8 lbs.......Retail $42.50

As above but with extra bison cloth lining for colder weather
44285A3300—With 3 lbs. filling. Shpg. wt. 10 lbs......Retail $55.00





FISHERMEN AND HUNTERS FIND MANY USES FOR THESE SMARTLY DESIGNED KNIVES AND COMBINATION GADGETS

E **Sportsman's Knife.** 4-in. honed steel blade. Etched design on blade. Genuine stag handle. Bold tooled design on handsome leather sheath.
44281A250—Wt. ½ lb......$4.00

G **Stag Hunting-Knife.** Sharp saber-ground steel blade with narrow blood groove Stag handle Leather sheath Wt. ½ lb.
44276A240—4¾-in blade .$4.00
44275A165—3½-in. blade .$2.75

H **Hunting Knife.** 4½-in. saber-ground blade High-carbon steel blade. Handle of laminated wood. Length 8¼-in. Leather sheath.
44280A250—Wt. ½ lb.... .$4.00

J **Throwing Knives Set.** 3 knives with 4-in. saber-ground blades. Length 7½ in. overall. 1 red, 1 green, 1 blue handle In saddle leather snap sheath.
44277A200—Wt. 1 lb..... $3.35

K **Scout Pocket Knife.** An imported knife Imitation stag handle. Steel spear, pen blades; bottle, can openers; screw driver, toothpick. 4½ in. folded.
44246A75—Wt. ½ lb......$1.25

L **Swiss Army Knife.** Imported knife. Many uses—includes toothpick, openers, screw driver Drop-forged steel blades Blades 1⅞-in., 2⅞-in.
44247A417—Wt. ½ lb... . $6.95

M **Fisherman's Friend.** 12 uses in one: plier, jack-knife, screw driver, fish skinner, hook tier, sharpener, remover. Chromed steel With case
44151A417—Wt 1 lb.......$6.95

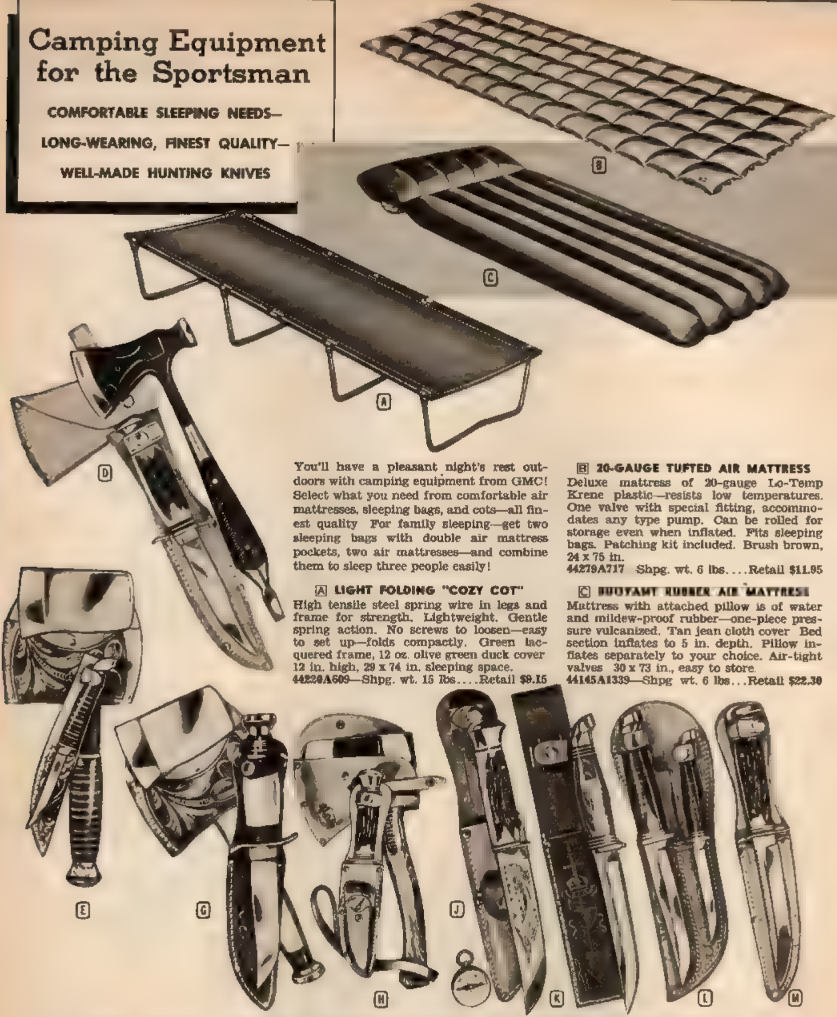
N **Thalson "Vari-Use" knife** and tool kit. High carbon steel, sharp blades. Bone stag handle Spoon, fork, opener, scissors—and many others!
44274A330—Wt. 1 lb.......$5.50

Camping Equipment for the Sportsman

COMFORTABLE SLEEPING NEEDS—

LONG-WEARING, FINEST QUALITY—

WELL-MADE HUNTING KNIVES



You'll have a pleasant night's rest outdoors with camping equipment from GMC! Select what you need from comfortable air mattresses, sleeping bags, and cots—all finest quality. For family sleeping—get two sleeping bags with double air mattress pockets, two air mattresses—and combine them to sleep three people easily!

A LIGHT FOLDING "COZY COT"
High tensile steel spring wire in legs and frame for strength. Lightweight. Gentle spring action. No screws to loosen—easy to set up—folds compactly. Green lacquered frame, 12 oz. olive green duck cover 12 in. high, 29 x 74 in. sleeping space.
44220A609—Shpg. wt. 15 lbs....Retail $9.15

B 20-GAUGE TUFTED AIR MATTRESS
Deluxe mattress of 20-gauge Lo-Temp Krene plastic—resists low temperatures. One valve with special fitting, accommodates any type pump. Can be rolled for storage even when inflated. Fits sleeping bags. Patching kit included. Brush brown, 24 x 75 in.
44279A717 Shpg. wt. 6 lbs....Retail $11.95

C BUOYANT RUBBER AIR MATTRESS
Mattress with attached pillow is of water and mildew-proof rubber—one-piece pressure vulcanized. Tan jean cloth cover. Bed section inflates to 5 in. depth. Pillow inflates separately to your choice. Air-tight valves 30 x 73 in., easy to store.
44145A1339—Shpg wt. 6 lbs...Retail $22.30

KNIVES AND AXES—FOR THE MAN WHO ENJOYS HUNTING OR CAMPING WITH QUALITY EQUIPMENT

D Combination Set. Stag-handle, 4-in. steel blade; 10-in. axe, plastic handle; acts as hammer, axe, screw driver, nail puller. Leather case
44278A390—Set. 1 lb..... $6.50

E Huntsman's Pal Set. Knife has 3¼ in. curved blade. 10½ in. long axe with cutlery-steel blade, won't chip or break. Leather handles and holder.
44166A500—Set. 2 lbs $8.00

G Campers' Set. Sharp 5 in. swedge-back knife blade of high-carbon steel; cutlery steel axe blade. Yellow plastic handles. In embossed leather case.
44167A700—Set. 2 lbs.. $11.95

H Hunter's Friend. Imported set with compass. 5-in. knife blade of high-carbon steel, staghorn handle. 12½-in. axe of surgical steel. Leather case.
44152A777—Set 2 lbs.. .$12.95

J Knife-compass Set. Engraved knife with 5-in. high-carbon steel blade. Has handy built-in compass. Each in its own section of the leather case.
44174A417 Set. 1 lb...... $6.95

K Robeson Knife. Hollow-ground blade of high-carbon stainless steel. Handle of densified brown formica. With case.
44282A430—5-in. ¼ lb.... $7.00
44283A310—3½-in. ½ lb.. $5.00

L 2-pc. Knife Set. High-carbon steel blades. Large knife, 4½-in. blade; small, 3¼-in. Leather handles. In buckskin carrying case.
44250A360—Set. 1 lb...... $6.00

M Hunting-fishing Knife. Imported. 4¾-in. stainless steel hollow-ground Solingen blade. Serrated back edge, blood groove. Leather case.
44173A297 -Wt 1 lb.. . . $4.95

Some fun!... and Some Profits!

NEW 22" PINKY LEE INLAND SPORTS TRIKE

perks up your sales with the only versatile vehicle on the market!

the only vehicle that honestly fits all youngsters from 2 to 6!

[illegible]

BIG! BRIGHT! RED! puts a gleam in a child's eye

22 inches big! Yes—in the full adjusted position—(middle of crank to back of seat). Inland Sports Trike is big enough for the biggest 6 year old.

Length overall 37"
Width overall 18"
Height overall 19"

LONG! LOW! STREAMLINER!

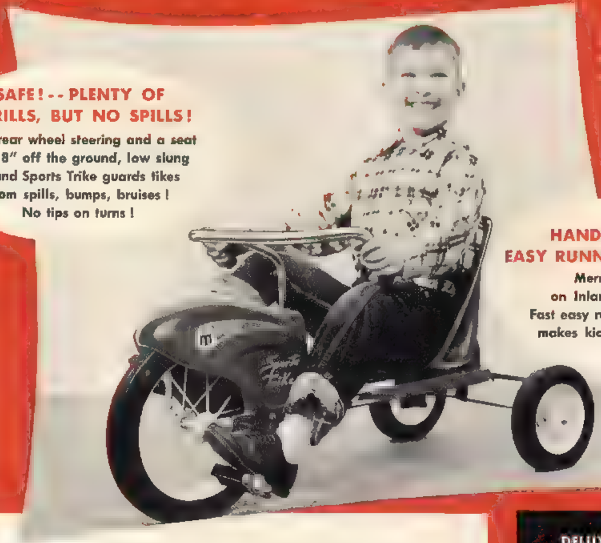
[illegible]

INLAND manufacturing corp. [illegible]

INLAND SPELLS A·C·T·I·O·N

HEALTH-BUILDING NEW [illegible] PINKY LEE INLAND SPORTS TRIKE

[illegible]



SAFE! -- PLENTY OF THRILLS, BUT NO SPILLS!

With rear wheel steering and a seat only 8″ off the ground, low slung Inland Sports Trike guards tikes from spills, bumps, bruises! No tips on turns!

HANDLES LIKE A CAR! EASY RUNNING! EASY TURNING!

Merrily they roll along on Inland's big oversize tires. Fast easy running Inland Sports Trike makes kiddies feel like jet pilots.

Check ALL the Payoff Features of Inland! Let the Profits Roll In!

- FAST-EASY RUNNING — SAFE
- SLIDING SAFETY SEAT ADJUSTMENT
  (Automatic Finger-Tip-Lock)
  7 Positions Forward or Back
- PRACTICALLY NO ASSEMBLY
- NO TIPPING ON TURNS — SEAT ONLY 8″ ABOVE SIDEWALK
- FIXED FRONT WHEEL (Power with no steering interference)
- REAR WHEEL (AUTO TYPE) STEERING —
  Permits Straight Forward Pedaling
- HONESTLY FITS ALL KIDDIES 2 TO 6 YEARS
- RUGGED CONSTRUCTION — REINFORCED DOUBLE FRAME
- FRONT FORK INTEGRAL WITH FRAME —
  NO BRAZED JOINTS TO BREAK

DELUXE -- 54ST2

- Red with special trim
- 12x1:75″ Front Tire
  (16 spoke wheel)
- 8x1:50″ Rear Tires
- Chrome Handle Bars
- Chrome Forkends
- New Dirt Free Bearings
- Blue Handle Bar Grips

1 to a Carton KD.
Ind. Carton Size
14½ x 13½ x 35¾″
Wght. pkgd. 23 lbs. app.

STANDARD -- 54ST1

- Red with White Trim
- 12x1:25″ Front Tire
- 8x1:25″ Rear Tires
- White Enameled Handle Bars
- Front Wheel Powdered
  Oilless Bearings

1 to a Carton KD.
Ind. Carton Size
14½ x 13½ x 35¾″
Wght. pkgd. 21 lbs. app.

ANOTHER
INLAND
PRODUCT

MILLIONS and MILLIONS OF CHILDREN WILL SEE PINKY and HIS SPORTS TRIKE ON NBC-TV

NBC

[illegible]

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[illegible]

INLAND manufacturing corp. [illegible]

HOW PROUD YOU'LL BE
TO COMMAND A SHEPHERD!

Again for 1955 SHEPHERD has the answer for those who seek the thrill of owning a truly fine boat. Choose from direct or V-drive 18, 22 or 24-foot models—or go your way aboard the matchless 27-foot express cruiser with forward cabin. All are of true custom construction in gleaming mahogany—all are superlative performers—all have grace and beauty to catch even the sophisticated eye. There is nothing finer afloat than SHEPHERD—yet you can command one at a price that belies its quality. See your dealer or write to:

JAFCO
MARINE BASIN, Inc.
2192 Niagara St., Buffalo 7, N.Y.

[illegible] EXPRESS CRUISER
with cabin forward.
[illegible] twin power V-drive. Speeds to [illegible]
Priced from $12,995
f. o. b. Buffalo.

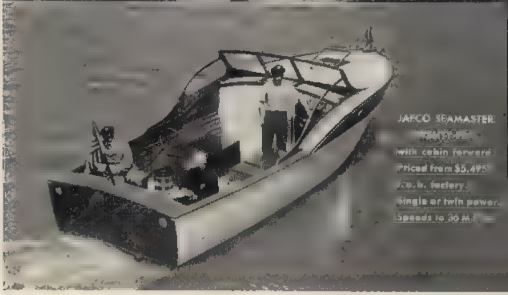
Single or twin power
V-drive. Speeds
[illegible]
at Buffalo.

SHEPHERD 18'
DIRECT DRIVE
Power options to
140 H. P. Speeds
to 37 M.P.H.
Priced as low as
$3,195 f. o. b. Buffalo.

'55 JAFCO SEAMASTER
. . . best utility for your money!

JAFCO SEAMASTER
EIGHTEEN
[illegible] from $2[illegible]
f. o. b. factory.
Speeds to 38 M. P. H.

JAFCO [illegible]
TWENTY-ONE
[illegible]
from $2,[illegible]
[illegible]



JAFCO SEAMASTER
[illegible]
with cabin forward
Priced from $5,495
f. o. b. factory.
Single or twin power.
Speeds to 36 M.[illegible]

Cast off—for fun—fishing—or toting a man-size cargo of luggage, camp gear and supplies. You're master of any waterway with a JAFCO SEAMASTER! Take your choice from three fine models. Each is a big money's worth—masterfully and staunchly built with solid Philippine Mahogany planking—speedy, maneuverable, dry and level riding. Compare specifications! Compare values! You'll agree SEAMASTER is all the name implies. See them at your JAFCO SEAMASTER dealer or write direct to:

JAFCO

MARINE BASIN, Inc.
[illegible] Niagara St., Buffalo 7, N.Y.

'55 JAFCO SEAMASTER

... best utility for your money!

JAFCO SEAMASTER
EIGHTEEN
priced from $[illegible]
f.o.b. factory.
[illegible]

[illegible]
priced at Buffalo
[illegible]

JAFCO SEAMASTER
TWENTY-FIVE
with cabin forward
Priced from $5,495
[illegible]

Cast off—for fun—fishing—or toting a man-sized cargo of luggage, camp gear and supplies. You're master of any waterway with a JAFCO SEAMASTER! Take your choice from three fine models. Each is a big money's worth—masterfully and staunchly built with solid Philippine Mahogany planking—speedy, maneuverable, dry and level riding. Compare specifications! Compare values! You'll agree SEAMASTER is all the name implies. See them at your JAFCO SEAMASTER dealer or write direct to:

JAFCO

MARINE BASIN, Inc.
2192 Niagara St., Buffalo 7, N.Y.

HOW PROUD YOU'LL BE TO COMMAND A SHEPHERD!

Again for 1955 SHEPHERD has the answer for those who seek the thrill of owning a truly fine boat. Choose from direct or V-drive 18, 22 or 24-foot models—or go your way aboard the matchless 27-foot express cruiser with forward cabin. All are of true custom construction in gleaming mahogany—all are superlative performers—all have grace and beauty to catch even the sophisticated eye. There is nothing finer afloat than SHEPHERD—yet you can command one at a price that belies its quality. See your dealer or write to:

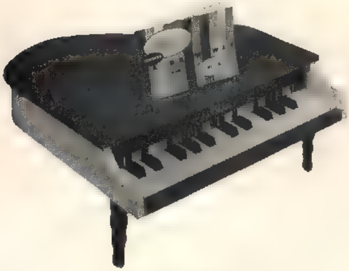
JAFCO
MARINE BASIN, Inc.
[illegible] Niagara St., Buffalo 7, N.Y.

EXPRESS CRUISER
with cabin forward
[illegible]
Priced from $12,995
f. o. b. Buffalo

SHEPHERD 24
[illegible]

SHEPHERD 18
DIRECT DRIVE
Power options to
140 H.P. Speeds
to 37 M.P.H.
Priced as low as
$3,195 f. o. b. Buffalo.

TOY PIANOS



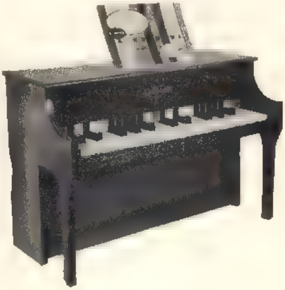
25-KEY PIANO

Well constructed 25-key piano made of hardwood with walnut finish. Measures 13⅜" deep, 13⅞" wide, 6¼" high. Keyboard has plastic keys showing sharps and flats. Tone bar of heavy cast iron fitted with tone wires for bell-like tones. Color song book and color key chart included. Brown and cream finish. 6/ctn., wt 31 lbs. No. 2509.

STOCK No. 71—88181
JAYMAR SPECIALTY CO

J43-25 F **Retail** **$4.98 ea.**

Inv.________________ Pur.________________



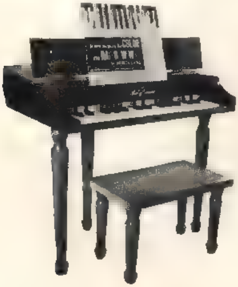
25 KEY PIANO

Well designed replica of spinet piano, made of hardwood. Keyboard consists of 25 plastic keys including sharps and flats. Tone bar is made of heavy cast iron fitted with tone wires to give a range of two octaves and is chromatically tuned. Color chart song book is furnished. Walnut finish. Size 9¼" x 14" x 6½". Six to carton, wt. 23 lbs. No. 2513.

STOCK No 71—88185
JAYMAR SPECIALTY CO

V43-90 D **Retail** **$5.98 ea.**

Inv.________________ Pur.________________



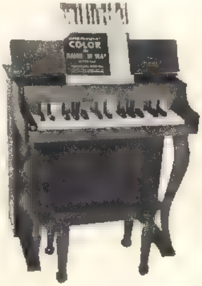
BABY GRAND PIANO

Replica of baby grand made of highly polished simulated mahogany hardwood, 13½" high, 18½" wide, 15¼ deep. Has 30 plastic keys, including sharps and flats. Piano bench measuring 8" in diameter and 8" high is included. Music books, included. 1/ctn., wt. 10 lbs. No. 3025.

STOCK No. 71—88188
JAYMAR SPECIALTY CO.

L39-74 T **Retail** **$14.98 ea.**

Inv.________________ Pur.________________



SPINET PIANO WITH BENCH

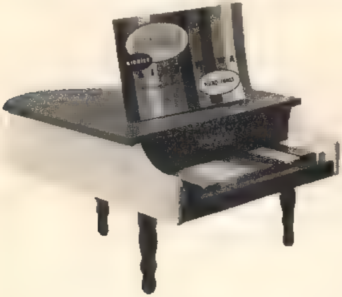
Well designed replica of spinet piano made of hardwood finished in simulated walnut. Size 22" high, 20" wide, 13½" deep. Has 30 plastic keys including sharps and flats. Furnished with bench measuring 9¾" high, by 12" wide by 8" deep with curved legs. 12 page song book included. 1/ctn., wt. 24 lbs. No. 3015

STOCK No. 71—88190■★
JAYMAR SPECIALTY CO

X419-50 L **Retail** **$29.95 ea.**

Inv.________________ Pur.________________

TOY PIANOS



8-KEY PIANO

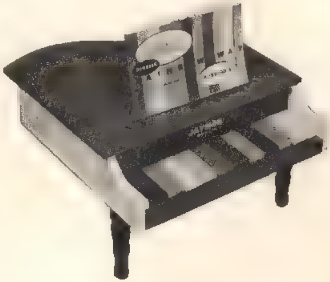
This is a miniature grand piano made of sturdy wood with red and cream enamel finish. Piano is equipped with eight plastic keys that are colored differently for easy identification. Piano measures 10½" x 8¼" x 5¼" No. 803

STOCK No. 71—88171

JAYMAR SPECIALTY CO.

C41-49 P Retail $2.29 ea.

Inv.__________ Pur.__________



10-KEY PIANO

Another miniature grand piano with beautiful green and cream finish on hardwood construction. Has 10 colored plastic keys that are easily distinguishable. Piano size is 11" x 9⅞" x 6¼". No. 1003

STOCK No. 71—88176

JAYMAR SPECIALTY CO.

R81-95 E Retail........................$2.98 ea.

Inv.__________ Pur.__________

13-KEY PIANO

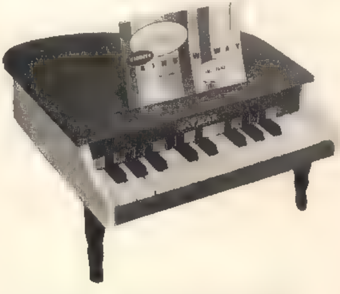
Well constructed piano, 5½" high, 8¼" wide, 10½" deep, made of hard wood. Keyboard has 13 plastic keys, including sharps and flats. Tone bar of heavy cast iron fitted with tone wires for real bell-like tone. Has color song book and color key chart. Red and cream finish. 12/ctn. Wt. 31 lbs. No. 1309

STOCK No. 71—88177

JAYMAR SPECIALTY CO.

B31-95 T Retail........................$2.98 ea.

Inv.__________ Pur.__________



20-KEY BABY GRAND PIANO

Hard wood piano, 6¼" high, 11⅜" wide, 11½" deep. Has 20 plastic keys including sharps and flats. Tone bar of heavy cast iron fitted with tone wires for real bell-like tones. Furnished with color song book and color key chart. Blue and cream finish. 6/ctn. Wt. 23 lbs. No. 2009

STOCK No. 71—88178★

JAYMAR SPECIALTY CO.

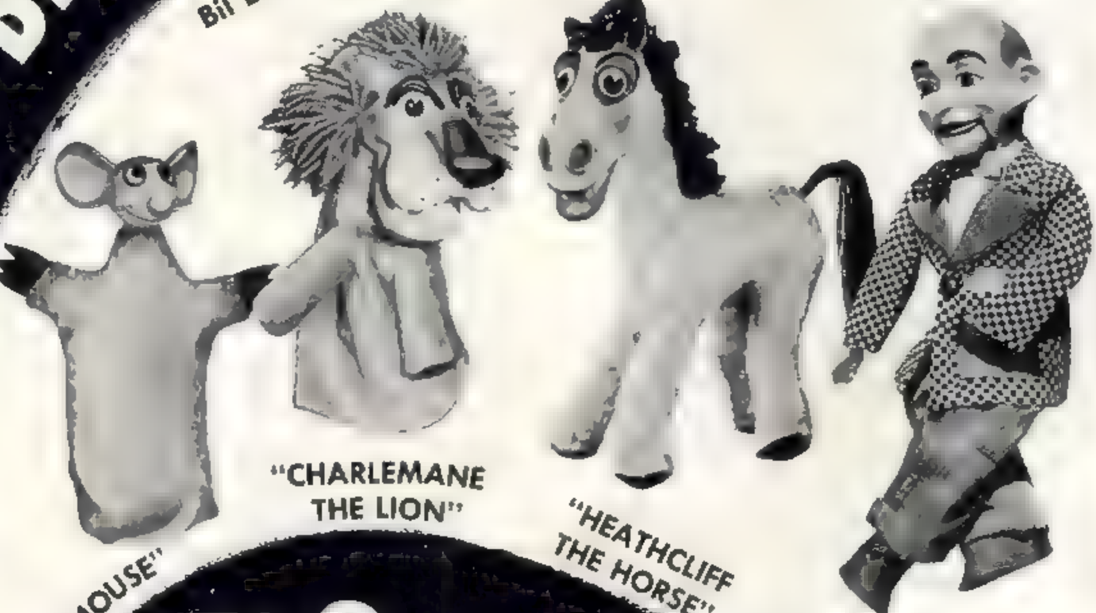
X32-60 P Retail........................$3.98 ea.

Inv.__________ Pur.__________

JURO presents THE BIGGEST PARADE OF

Bil Baird's celebrated puppets

Paul Winchell's



"FLANNEL MOUSE"

"CHARLEMANE THE LION"

"HEATHCLIFF THE HORSE"

"KNUCKLEHEAD"

JURO CELEBRITY

Write for Free 1955 catalog:

JURO **NOVELTY CO., INC.** *Factory Showrooms:* 18 East 18th St., New York 3, N. Y.
Showroom: Room 112, 200 Fifth Ave., New York, N. Y.

TV'S TOP STARS JURO CELEBRITY DOLLS

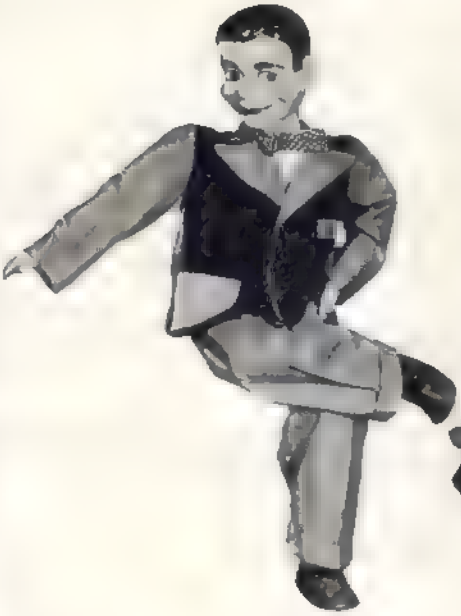
TOP PERSONALITIES

☆☆ PRESOLD WEEKLY ON RADIO & TV

☆☆☆ TO OVER 60 MILLION FANS

world-famous puppets

Arthur Murray's Original Dancing Dolls



"JERRY MAHONEY"

"WALTZING BRIDE"

"CAN-CAN"

"DANCE ME, HILDA"

COMING!
Exciting new
items inspired by these
TV favorites:

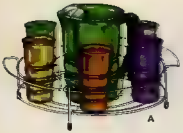
DOLLS

PINKY LEE

HERB SHELDON

"THE CHILDREN'S HOUR"

SUPERBLY DESIGNED • PROFITABLY PRICED • BEAUTIFULLY PACKAGED • HEAVILY PROMOTED



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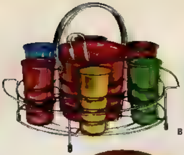

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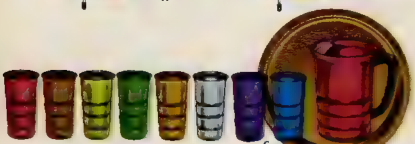

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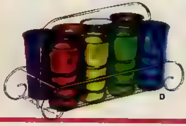

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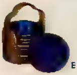


E

[illegible]

Festive, sparkling beverage services in anodized aluminum . . . vivid, bright colors as long-lasting as the metal itself and protected against stains, mars, scratches. Tumblers in assorted colors as illustrated. Gift packaged.

(A) 8-PIECE KROMEX TUMBLER-PITCHER-CARRIER SET. Consists of 2-qt. pitcher and six 12-oz. tumblers in assorted colors. 15"-diameter chrome carrier. Pitcher has ice guard and black plastic handle. State pitcher color code-letter when ordering: Red . **A** Gold . **B** Green **C**

27-5352-700 (Set) Wt. 5 lbs.
27-5352-630 (6 or more sets) .... .Retail **10.50**

(B) 9-PIECE KROMEX TUMBLER-ICEBUCKET-CARRIER SET. Consists of 2-qt. icebucket and six 12-oz. tumblers in assorted colors. 15"-diameter chrome carrier. Aluminum tongs. State icebucket-color code-letter when ordering:
Red . **A** Gold . . **B** Green . . **C**

27-5318-663 (Set) Wt. 5 lbs.
27-5318-597 (6 or more sets). Retail **9.95**

(C) 8-PIECE KROMEX TUMBLER-PITCHER-TRAY SET. Consists of six 12-oz. tumblers, a 2-qt. pitcher, and a 13½" tray in anodized aluminum. State pitcher color code-letter when ordering: Red . . **A** Gold . . **B** Green . . **C**

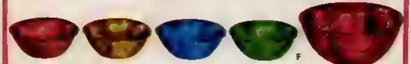
27-5355-730 (Set) Wt. 3½ lbs.
27-5355-657 (6 or more sets) .... .Retail **10.95**
27-5376-263 Pitcher only. Wt. 1½ lbs.. Retail **3.95**
27-5327-433 8 Tumblers only. Wt. 1½ lbs..Retail **6.50**

(D) 9-PIECE KROMEX TUMBLER-CARRIER SET. Eight 12-oz. tumblers and a chrome carrier. Tumblers available in Anodized assorted colors or in polished aluminum. 2½ lbs.

27-5340-500 (Set) Assorted colors.
27-5340-450 (6 or more sets)............ Retail **7.50**
27-5341-433 (Set) Polished aluminum.
27-5341-390 (6 or more sets)... ....Retail **6.50**

(E) 9-PIECE KROMEX COASTER SET. A decorative carrier holds eight 3" coasters in assorted colors. 4½" high.

27-5387-167 (Set) Wt. ½ lb.
27-5387-150 (12 or more sets) .... Retail **2.50**



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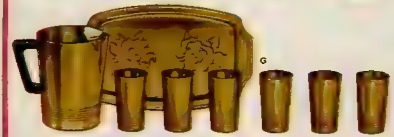


G

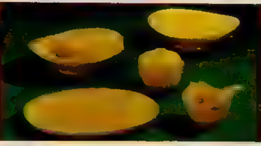
Regal Anodized Aluminum

(F) 5-PIECE REGAL RAINBOW SNACK BOWL SET. Adds a note of festivity to serving occasions. Perfect for popcorn, candy, pretzels, fruit, nuts. Includes a 4-qt. bowl in red with 4 individual bowls in assorted colors.

27-53650-330 Set. Wt. 2 lbs. . ... Retail **4.95**

(G) 8-PIECE REGAL TUMBLER-PITCHER-TRAY SET. Smartly styled 2½-qt. ice-lipped pitcher with bakelite handle. Six 12-oz. tumblers and a 10"x17" all-purpose serving tray. Set available in choice of 2 colors. State color-letter when ordering: Cherry Red. **A** Sunset Gold **B**

27-5353-663 Set. Wt. 5 lbs.... .. .. .Retail **9.95**
27-5374-263 Pitcher only. 2 lbs.. ....Retail **3.95**



42-PIECE DINNER SET. "Florence" by Prolon. Moulded of finest Melmac with brilliant colors that are dishwasher-permanent. Guaranteed against chipping, breaking and cracking. Setting for six includes six each of 10" dinner plates, salad plates, bread and butter plates, bowls, cups, saucers—one divided vegetable dish, one open vegetable dish, one platter, one cream pitcher and one covered sugar bowl. State color-code letter when ordering:
Sunset Red.. . ..**A** High Noon Yellow. .**B**
Dawn Gray. . . . **C** *Fiesta Pack. . . . .**D**
*(Fiesta pack consists of Red and Gray plates, yellow cups and bowls, black saucers and serving containers).

27-6408-3135 Set. Wt. 19½ lbs..Retail **49.50**

6-PIECE SERVICE SET. "Florence" by Prolon. New, modern styling in firey-colored moulded Melmac dinnerware. Pieces mix, match, or blend perfectly in any setting. They will not break, crack, chip or craze under normal household use and are guaranteed by the manufacturer for a period of one year's time. Another feature is that their color will always remain just-bought bright, and it will withstand years of dishwasher cleaning. The set includes one 12½" platter; two vegetable dishes (one open and one divided); a cream pitcher, and a covered sugar bowl. State color-code letter.
Sunset Red.. . . . ..**A** Dawn Gray. . . . .**B**
High Noon Yellow..**C** Midnight Black .**D**

27-6410-797 Set. Wt. 4½ lbs.. Retail **11.95**

20-PIECE DINNER SET. "Florence" by Prolon. Modern, moulded Melmac dinnerware for America's contemporary living. Each piece is manufacturer-guaranteed against breaking, cracking, chipping under normal household use. They are easy to clean by hand or in dishwashers and the vivid, refreshing colors remain always bright. Dinner set for four people includes four 10" dinner plates, four 6¾" plates, four bowls, cups and saucers. State code-letter:
Midnight Black and High Noon Yellow. . . **A**
Sunset Red and Dawn Gray .... **B**
Rainbow Assortment . **C**
*(Rainbow Assortment consists of 5 pieces in each of the above-listed colors).

27-6405-1330 Set. Wt. 9 lbs... Retail **19.95**

Heller Colorama

Superbly styled cold-drink services in gay, sparkling colors. The colors are scientifically fused into quality aluminum for a lifetime of practically mar-proof brilliance. Tumblers sold only in assorted colors. Gift packaged.

(A) 7-PIECE HELLER TUMBLER-PITCHER SET. Six 14-oz footed tumblers in assorted colors and a 2½-qt. ice-lipped pitcher. Tray available separately in choice of color. State pitcher color-letter: Gold **A** Chart **B** Green. **C** Red **D**
27-5356-667 Set. Wt. 5 lbs. . . . . Retail **9.95**
27-5380-400 12"x21½" Tray only. Wt. 2 lbs. Retail **5.98**
27-5379-333 Pitcher only. Wt. 2 lbs. Retail **4.98**
27-5348-467 8 Tumblers only. Wt. 1 lb. Retail **6.95**

(B) 9-PIECE HELLER TUMBLER-CARRIER SET. Consists of eight beautiful Anodized aluminum 12-oz. tumblers each in a different color The sparkling colors are special-processed not to peal, chip, tarnish or stain. Wrought iron carrier with white banding on handle.
27-5343-400 Set. Wt. 2 lbs. . . . . . Retail **5.98**

(C) 8-PIECE HELLER COASTER OR ASH TRAY SET. Eight small, moulded Anodized aluminum coasters—each in a different color With their slightly raised cigarette-rims, the coasters make excellent ash trays.
27-5388-200 Set . . . Retail **2.98**

(D) 8-PIECE HELLER ASSORTED-COLOR STEIN SET. 12-oz steins in Anodized aluminum. Ideal for iced drinks.
27-5323-534 Set. Wt. 3 lbs. . . . . Retail **7.95**

4-PIECE HELLER ALL-COPPER STEIN SET. Brilliant Anodized copper with large, comfortable handles. 12-oz. cap.
27-5324-267 Set. Wt. 1 lb., . . Retail **3.98**

(E) 8-PIECE HELLER SHERBET SET. A colorful and practical service for seafood-cocktails, fruits, sherbets, custards, ice cream sundaes, etc. Each base is finished in a different, bright Anodized color that won't chip, peel, tarnish or stain. Smart crystal-glass cups fit securely into base and are easily removable for washing.
27-5373-433 Set. Wt. 2 lbs. . . . . Retail **6.49**

(F) 8-PIECE HELLER BANTAM TUMBLER SET. All-purpose 8-oz. tumblers. Made of quality moulded aluminum with special-processed color: Anodized against chipping, peeling, or cracking. They are unbreakable, alcohol and stain resistant. Packed in transparent gift tube.
27-5342-300 Set. Wt. 1 lb. . . . Retail **4.49**

(G) 7-PIECE HELLER TUMBLER-PITCHER SET. Six 12-oz. tumblers in assorted colors. 2-qt. pitcher with ice lip. Tray available separately in choice of color. State pitcher color-letter: Gold **A** Chart . **B** Green . **C** Red . **D**
27-5357-467 Set. Wt. 3 lbs. . . . . Retail **6.95**
27-5378-183 14½" Tray only. . . . . Retail **2.75**
27-5377-200 Pitcher only. . . . . Retail **2.98**
27-5345-333 8 12-oz. Tumblers only . . . . . . Retail **4.98**
27-5347-467 8 16-oz. Tumblers only. . . . Retail **6.95**

20-PIECE PROLON DINNER SET. A sculptured look for lasting beauty. Shatter-free, clatter-free, stack with a whisper. Includes four 10¼" plates, four 6½" plates, four 9-oz. bowls, four cups and saucers. State color-code letter: Cranberry Red , **A** Stone Gray **B** Forest Green **C** Chartreuse **D** 5 pcs. in each color . **E**
27-6416-1183 Set. Wt. 9 lbs Retail **17.75**

53-PIECE PROLON DINNER SET. Service for 8 includes eight 10¼" dinner plates, eight 6½" plates, eight 5-oz. dishes, eight cups and saucers, eight 9-oz. bowls, a cream and sugar, 15" platter, 11" vegetable dish. State: Cranberry Red **A** Stone Gray **B** Forest Green. . **C** Chartreuse **D**
27-6418-3100 Set. Wt. 17 lbs . Retail **48.95**

PROLON MODERN DINNERWARE. China-like texture . . . informal sculptured styling . . unbreakable. Moulded of Melmac—completely shatter-free and the surfaces will withstand hot foods or boiling water, retaining the decorator color. Guaranteed against breakage, chipping, crazing.

5-PIECE PROLON SERVICE SET. Set consists of one large 15" platter, one 11" vegetable dish, a cream pitcher, a sugar bowl with cover. The perfect accessory pieces for in or outside. State color-code letter: Cranberry Red . **A** Stone Gray . **B** Forest Green. . **C** Chartreuse . **D**
27-6422-664 Set. Wt. 3 lbs. . . . Retail **9.95**

16-PIECE PROLON BREAKFAST SET. Unbreakable Melmac in bright, modern colors that never fade The ideal starter set and perfect for "foursome" serving. Includes four 9" plates, four 6½" plates, four cups and saucers. State color-combination code-letter: Cranberry Red and Stone Gray **A** Forest Green and Chartreuse **B**
27-6415-863 Set. Wt. 6 lbs. Retail **12.95**

35-PIECE PROLON DINNER SET. Service for 6 includes six 10¼" dinner plates, six 6½" plates, six 5-oz. dishes, six cups and saucers, cream and sugar, 15" platter, 11" dish. State color-code letter when ordering: Cranberry Red and Stone Gray . **A** Forest Green and Chartreuse **B**
27-6417-2278 Set. Wt. 11 lbs.. . Retail **35.95**

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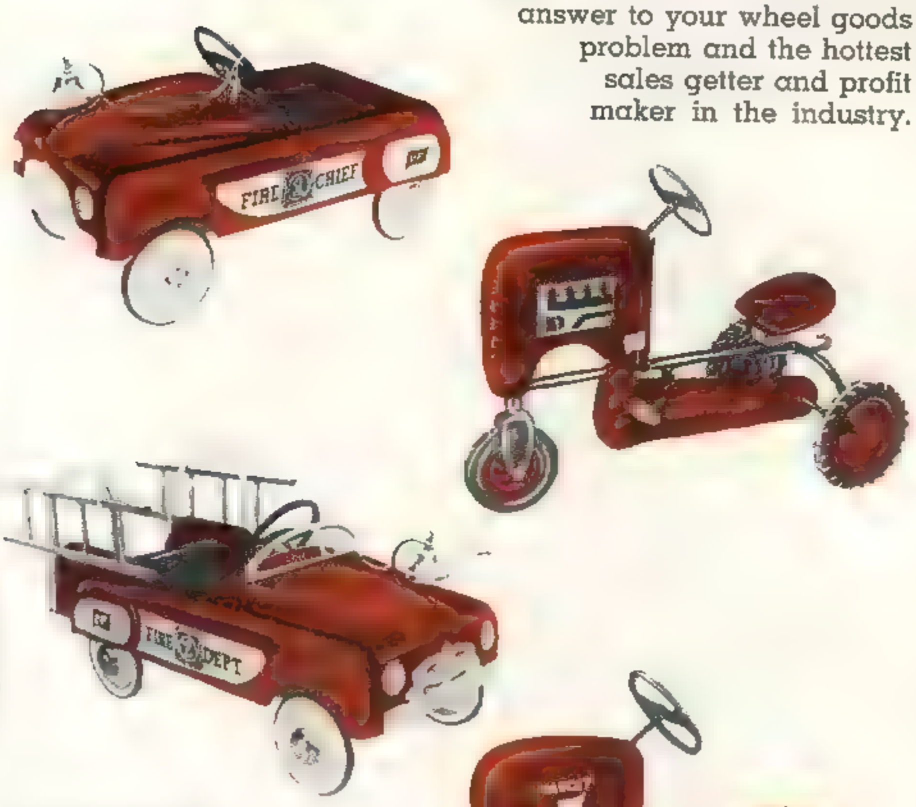

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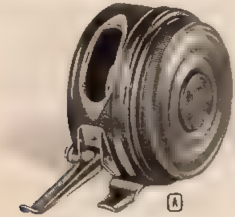
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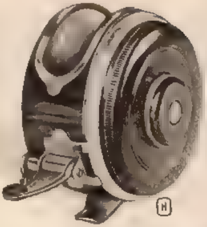
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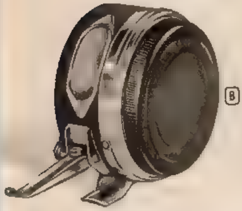
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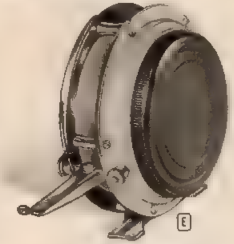
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Ocean City
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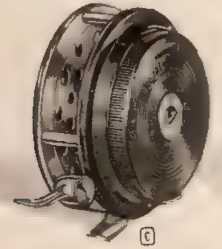
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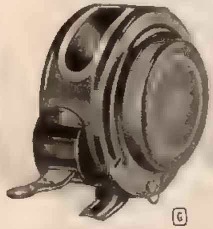
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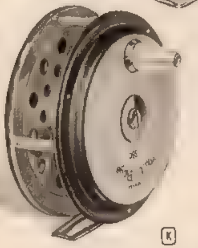
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Finest Vertical Fly Reels by Famous Manufacturers

A MARTIN "83" BLUE CHIP REEL

Martin's top quality. Vertical reel with non-slip silent wind. Adjustable release lever. Audible click. Spring release knob. No-tool take-down. Chromed brass frame. Hand-polished interior parts. Extra spool, spool case, leather reel bag. Capacity—80 yds. "G" level line. Actual wt. 7.83 oz.
45117A1500..................Retail **$25.00**

B MARTIN FLY-WATE REELS

Model 48—Ideal for the light tackle outfit. Vertical reel with free-stripping mechanism, non-slip silent wind. Release lever adjusts to any angle for any rod. Easy no-tool take-down. Green anodized aluminum frame, rustproof metal trim. Capacity—80 yds. "G" level line. Act. wt. 7.83 oz.
45120A630 ....Retail **$10.50**

Model 47—As above, but capacity—50 yds. "G" level line. Actual weight 7.75 oz.
45269A597 .... Retail **$9.95**

C BRONSON "390" ROYAL-MATIC REEL

Fully automatic vertical fly reel. Exclusive Bronson governor-controlled retrieve. Free stripping Silent wind. Rugged bronze bearings. Cross-bolt construction for quick take-apart. Blue-green anodized aluminum frame. Aluminum spool holds extra line. Capacity—30 yds. HCH line with 50 yds. 15-lb. test backing. Actual wt. 9 oz.

D HEDDON AUTOMATIC FLY REELS

An automatic fly reel with all the stripping ease of a single action reel—yet it retrieves automatically. Braking lever responds to slightest pressure. Extra-large spring. Spool is entirely free of brake resistance. Anodized in rich bronze-gold color. Medium size reel. Capacity—25 yds. "D" level line, 30 yds. "HEH" line. Actual wt. 8¼ oz.
45307A630 .. ..Retail **$10.50**

As above, but large size reel. Capacity—30 yds. "C" level line, 30 yds. "GBG", 75 ft. 9-thread linen filler. Actual wt. 8¾ oz.
45308A660 ....Retail **$11.00**

E MARTIN "23" AUTOMATIC REEL

Martin's strongest, simplest automatic reel. Adjustable release lever. Audible click. Pull free stripping. Line may be played without injuring mechanism -even when fully wound. Open spool—line dries quickly. Maroon anodized finish, non-rust trim. Capacity—80 yds. "G" level line. Actual wt. 8.37 oz
45270A570 . . .. .Retail **$9.50**

G HORROCKS-IBBOTSON "7" FLY REEL

Easy-to-operate upright model. Completely automatic—with free stripping and spring tension release. Needs no adjustment. New style line guides. Lightweight aluminum frame, blue anodized finish. Capacity—75 yds. "G" level line. Actual wt. 8½ oz.

H SOUTH BEND OREN-O-MATIC REELS

Model 1140—Strips freely—picks up retrieved line automatically. Knurled head cap adjusts spring tension. Easy no-tool take-down. Aluminum alloy frame, maroon anodized finish. Gleaming chrome-plated trim. Capacity—80 yds. "G" level line. Actual weight 9⅛ oz.
45103A690..................Retail **$11.50**

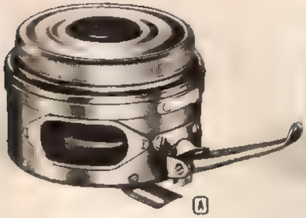
Model 1130—As above, but capacity—50 yds. "G" level line. Actual weight 8½ oz.
45102A660..................Retail **$11.00**

J OCEAN CITY "90" FLY REEL

Combines the best features of automatic and single action reels! Powerful steel spring for smooth, quick line retrieve. One-screw take-down for easy cleaning. Lightweight die-cast aluminum frame. Precision-hobbed gears for smooth casts. Capacity—80 yds. "G" level line. Actual wt. 10 oz.
45273A750..................Retail **$12.50**

K BRONSON "380" MULTI-ROYAL

Only fly reel with 2½-to-1 gear ratio for a really fast retrieve! Multiple action. Adjustable click-type drag operates only when stripping line—no drag on retrieve. Simple cross-bolt take-down. Reverses for left hand use. Maroon anodized aluminum frame with bronze spool bearings. Capacity 50 yds. "D" level line Actual wt. 6 oz.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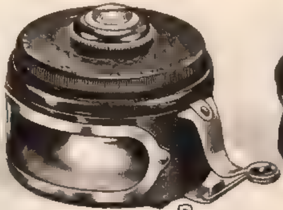
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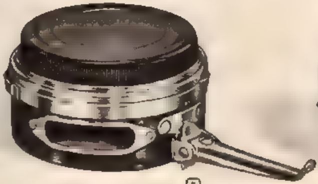
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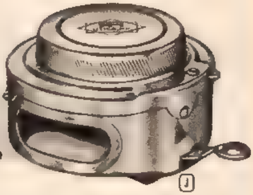
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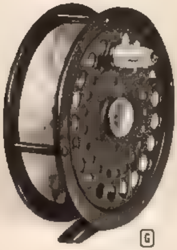
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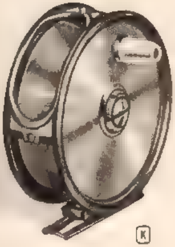
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Famous-Brand Horizontal and Vertical Fishing Reels

A MARTIN "73" BLUE CHIP REEL

Horizontal reel with non-slip wind, adjustable release lever. Audible click. Spring release knob removes tension without revolving reel. All working parts hand-finished. Bronze exterior in satin chrome finish. Complete with extra spool, spool case, and leather reel bag. Capacity—80 yds. "G" level line. Actual wt. 7.68 oz.

45118A1500...... ....Retail **$25.00**

B MARTIN "38G" FLY-WATE REEL

Lightweight yet powerful. Non-slip silent wind, and free-stripping mechanism. Audible click warns when line is being stripped. Spring release knob removes tension without revolving spool. Anodized aluminum frame—green finish. Capacity—80 yds. "G" level line. Actual weight 7.68 oz.

45119A630...................Retail **$10.50**

C PFLUEGER MEDALIST REEL

The aristocrat of all single action reels. Lightweight and durable. Adjustable drag operates only while line is going out. Audible click. 13/16 in. pillars. Shot can be added to spool hub to adjust weight. Stainless steel line guard. Nickalum in gun metal satin finish. Capacity—90 yds. "G" level line. Actual wt. 5¼ oz.

45343A615....................Retail **$10.00**

As above, but larger. Capacity—115 yds. "G" level line. Actual weight 6 oz.

D SHAKESPEARE TRU-ART REELS

Model 1837—Made to satisfy discriminating anglers. Line strips freely from either side of reel. Knurled ring releases spring tension quickly, smoothly. Tempered steel spring wind. Brass gears. Aluminum alloy frame in green finish. Capacity—80 yds. "G" level line. Actual wt. 9 oz.

45108A680...................Retail **$11.00**

Model 1835—As above, but capacity—50 yds "G" level line. Actual wt. 9.13 oz.

45107A600...................Retail **$10.00**

E MARTIN "37G" FLY-WATE REEL

Popular horizontal reel with release lever for positive fingertip control. Spring release knob removes tension without revolving line spool. Easy takedown for cleaning. Lightweight frame of green anodized aluminum with non-rust trim. Capacity—50 yds. "G" level line. Actual wt. 7.75 oz.

45137A597....................Retail **$9.95**

G SHAKESPEARE "1895" REEL

Economically priced—but made with the famous Shakespeare quality. Lightweight "intrinsic" reel. Perfectly balanced to prevent canting. Smooth-running aluminum spool. Hardened steel cadmium-plated click. Aluminum alloy frame with weather-resistant baked enamel finish. Capacity—100 yds. "G" level line. Actual weight 5 oz.

H SOUTH BEND "1180" FLY REEL

A favorite in the low-priced field. Retrieves 25 yds. of line at one time. Strips freely. Automatic line brake. Tempered steel drive spring. Lightweight aluminum frame with maroon headcap, chrome release trigger and line guard. Capacity—80 yds. "G" level line. Actual weight 8½ oz.

45207A465... . . ..Retail **$7.75**

J UTICA "5" AUTOMATIC FLY REEL

New, easy-to-use fly reel strips freely, retrieves 25 yds. of line at one time. Spring tension release. Easy take-down permits quick efficient cleaning. Needs no adjusting. Constructed of the finest lightweight aluminum with anodized finish and rust-proof metal trim. Heavy-duty wearing quality for long-lasting service. Capacity—50 yds. "F" level line. Actual wt. 6¼ oz.

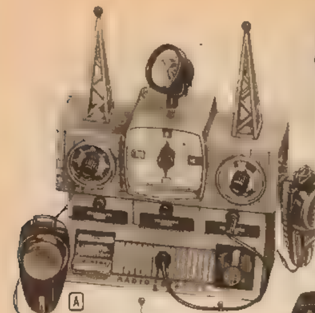
45288A390....................Retail **$6.50**

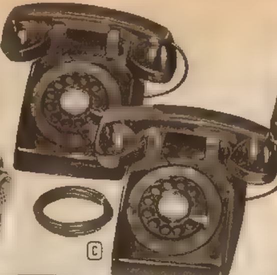
K OCEAN CITY PLYMOUTH REELS

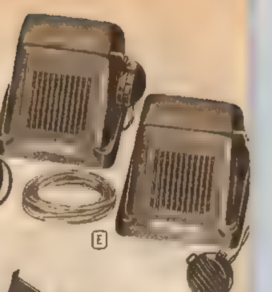
Model 77—Single-action duo-drag fly reel, adjustment knobs for silent drag and off-on click drag. Converts for right or left hand. Easy no-tool take-down. Aluminum frame in gun metal finish. Capacity—100 yds. "G" level line. Act. wt. 6 oz.

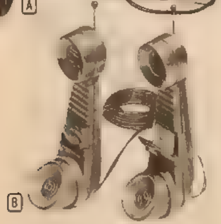
45115A450....................Retail **$7.50**

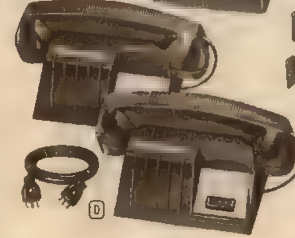
Model 76—As above, but capacity—60 yds. "G" level line. Actual weight 5 oz.

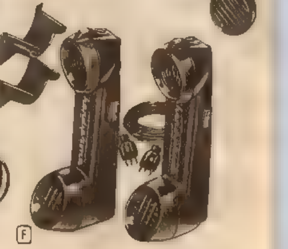












"Inter-com" Sets, Radios to Build, Sound Truck

Ⓐ ELECTRONIC TOY "RADIO STATION." (Ages to 10.) "Operators" can send, receive voice or code messages. Switchboard transmitter has 2 "mikes," telegraph key (buzzes, clicks), revolving beacon, "signal detector," automatic "decoder," "Log." Durable plastic. 50-ft. wire. Needs 2 Radio A batteries, (1) on opposite page. Abt. 12½ in. high.
48 W 2212—Ship. wt. 1 lb. 4 oz....... 5.85

Ⓑ 2-WAY "WALKIE-TALKIE." (Ages to 10). Electro-magnetic; no batteries or plug in needed. Send, receive "secret" messages from as far as 50 ft. Message panel, wave-length meter, antenna. Plastic. 50-ft. wire. Inst.
48W2214–Abt. 10 in. high. Wt. 14 oz. Set 2.69

Ⓒ TO Ⓕ BATTERY-OPERATED PHONES. Skilfully engineered, educational fun for children convenient step-savers for adults. Talk from room to room, house to garage, or wherever wires will reach; longer distances with more, heavier wires. Signal buzzers; instructions. Batteries not included

(C) NEW! DELUXE CRADLE PHONES. Shiny black plastic replicas of latest style telephone equipment. Dials turn to "ring" signal in receiver phone. Phones abt. 8⅜ in. long. 50-ft. wire. Needs 4 Radio A batteries; (1), opposite page.
48 T 2267—Ship. wt. 2 lbs. 4 oz. 2-Phone Set 6.85

(D) "TELECOM" INTER-PHONE. New, improved; when you signal, buzzer really sounds in receiver phone. 8½ in. plastic phones; bases with signal buzzers. 50-ft. wire. Needs 2 Radio A batteries; (1) opp. page.
48 W 2213—Ship. wt. 2 lbs.... ...2-Phone Set 5.85

(E) NEW. "BEL-COM" SYSTEM. "Jr. Executives" talk into "mike," voice is amplified at other end. Dark red plastic cabinets 6½x5½x3¼ in.; 4-in. speakers, speaking microphones. 50-ft. wire. Needs 4 Flashlight batteries; (2) opp. page.
48 T 2209—Ship. wt. 3 lbs.....2-Phone Set 8.95

(F) "HANDIPHONE" INTER-COM Sleek, powerful. Buzzer sounds in receiver. 7½-in. plastic phones; signal, talking buttons; wall hangers. 50-ft. wire. Needs 2 Flashlight batteries; (2) opp. page.
48 W 2227—Ship. wt. 1 lb.....2-Phone Set 4.29

Ⓖ TO Ⓙ REAL RADIO KITS. (10 to 14 yrs.) For "junior" radio amateurs. Parts for precision-engineered radios, instr diagram shows placement. Assemble with screwdriver, operate on Standard Broadcast Band. Tested, Approved by Wards Lab. Attractive fiberboard cases. Batteries not incl.

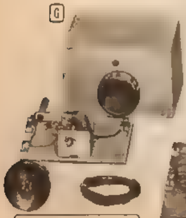
(G) NEW CRYSTAL KIT. Nationally adv. for $4.95. Tuning condenser, 1000 Ohm earphone receiver, 50-ft. wire. Fixed crystal; no batteries needed. Wt. 1 lb. 4 oz. Base 4x5 in.
48 T 2243 . ...3.95

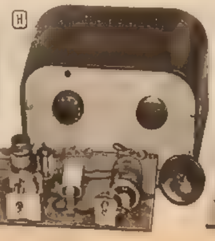
(H) NEW 1-TUBE RADIO KIT. Nationally adv. for $7.95. Powerful enough for local stations. Earphone receiver, 50-ft. wire. Needs 1 Radio A, 1 Radio BC battery (NEDA 412); (1), (4) opp. page. Wt. 2 lbs. 8 oz.
48 T 2244—Base 5x8 in. 6.49

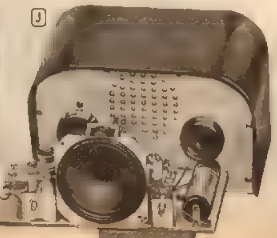
(J) NEW 2-TUBE RADIO KIT. Nationally adv. for $14.95. Greater range, reception power; for local, distant stations. 4-in. Alnico speaker. Needs 1 Radio B battery (NEDA 204), 1 Radio A-1½ V battery (NEDA 20); (3), (6) opposite page. Wt. 3 lbs. 8 oz.
48 T 2245L—Base 10x5½ in. 11.95

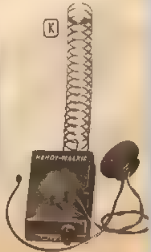
Ⓚ NEW! "HANDY WALKIE" HAND RADIO. (8 yrs. up). Miniature 1-tube set, all ready for scouting trips, sporting events, outdoor play. Compact, well engineered, easy to operate; for local stations, Standard Broadcast Band. On-off switch, volume control. Removable 8-in. antenna, earphone, headband. 10 ft. of ground wire for indoor use.

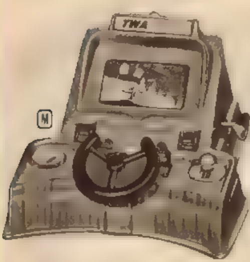
Colorful plastic case 4¾x2⅞x1⅛ in. Needs 1 Flashlight battery (buy 2 for "spare"), 1 30 V Radio B battery (NEDA 210); (2), and (5) on opposite page
48 T 2249—Inst. Ship. wt. 1 lb. 4 oz. 7.95











..."Geiger Counter," "Wrist Radio," other "Electronics"

L **ELECTRONIC MOBILE TRUCK.** (Ages to 12) Speak through powerful loud-speaker, focus big, long-beam searchlight, operate "electronic switches" for buzzer and blinker signal systems. Detachable microphone—voice is amplified through cradle-mounted permanent magnet speaker. Switches on control panel operate revolving searchlight and loud signal buzzer. Trailer can be detached when speaker is not being used. Big mobile unit rolls on 6 wheels with heavy-duty tires; durable plastic in battleship gray with gilt grillework. Tinted windshield, "silver" hubs. Batteries and 10 ft. of microphone wire included. Size 22 x 6 x 8 in. Instructions.
48 T 2217 L—Ship. wt. 3 lbs. 14 oz..... 8.95

BATTERIES FOR ITEMS ON THESE PAGES

Article No.	Type	Ship. wt.	Price
(1) 62 W 23	Radio A	4 oz.	Ea. 10c
(2) 85 W 3256	Flashlight	3 oz.	2 for 23c
(3) 62 W 48	Radio B	1 lb. 4 oz.	Ea. $2.69
(4) 62 W 86	Radio C	4 oz.	Ea. 98c
(5) 62 W 87	30 v Radio B	4 oz.	Ea. $1.30
(6) 62 W 27	1½ v Radio A	8 oz.	Ea. 24c

MONTHLY TERMS, Pg. 105. Save this Catalog You can order all Toys until October 1, 1956

M **TWA JR. PILOT TRAINER.** (Ages to 12). Wind the "engine," switch on "radio signal beam", pull the "throttle" and you're off. "Wheel" controls plane's flight on world map "radar screen", signal buzzer, flasher keep plane on beam. Plastic instrument panel has "altimeter", magnetic compass, other "indicators". Colored map of TWA routes, distances. Needs 2 Radio A batteries; (1) at left below 13¾ x 12¼ x 7¾ in.
48 T 2281L—Ship. wt. 3 lbs. 14 oz. . . 5.85

N **TOY "ATOMIC GEIGER COUNTER".** (Ages to 10). Buzzes, flashes, registers 'radiation' when "prospector" moves it over objects containing iron Electro-magnetic earphone; realistic "technical" indicators. Plastic. Needs 1 Radio A battery; (1) left.
48 W 2210—8 x 4½ in. Ship. wt. 1 lb. 8 oz.. 3.39

P **DICK TRACY WRIST RADIO.** (Ages to 10) 2-way electro-magnetic "radios" really work—transmit voice clearly both ways, send "buzz" and "click" signals. 2-unit set of black and red plastic with adjustable hand straps. 50-ft wire. Battery incl. Larger unit abt. 4½ x 3¼ in.
48 T 2218 Ship. wt. 1 lb. 2 oz.........Set 3.49

wrist radios

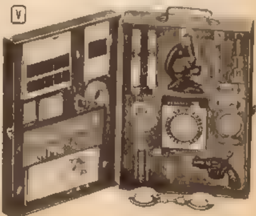
R **"WESTERN UNION" TELEGRAPH SET.** (8 yrs. up) Enameled steel signal sets 3 x 5 in. to send, receive code messages; buzzes, flashes, clicks, 50 ft. of wire. Morse Code inst., miniature telegram blanks. Needs 4 Radio A batteries; (1) at left.
48 T 2268—Ship. wt. 1 lb. 8 oz..........Set 2 29

T **TV-RADIO RADAR STATION.** (Ages to 7) Big, realistically lithographed steel monitor board like those in communication centers. Panel with "controls" and knobs flasher, clicker, buzzer. Play dials with moving indicators, moving "TV", "sound control" screens; "transmitters". Needs 1 Radio A battery; (1) at left. 27x10½x14¾ in.
48 T 2280 M Inst. Wt. 4 lbs 3.79

J **WALT DISNEY DONALD DUCK PROJECTOR.** (Ages to 10). Easy to use; cardboard box makes "theater"—or can project on any flat surface. Plastic projector abt. 8 in. high; 4 reels film—2 Donald Duck, 2 Davy Crockett (each reel has 25 pictures) Battery, bulb incl.
48 T 2045—Wt. 2 lbs.. 2.79

V **"DRAGNET—BADGE 714" CRIME LAB.** Modern investigator equipment for young "Agents": FBI finger-print method—no inks or messy materials; powder and print record-cards; microscope, tweezers, invisible ink, magnifying glass, alarm whistle, Agent's badge, handcuffs, flashlight gun with battery. Case 13⅛ x 9½ x 3¼ in. Instructions.
48 T 2208—Ship. wt. 2 lbs. 2 79

U
DONALD DUCK



JOEL ALEKSANDER

LOUIS ANDERSEN

PAUL BURG

ABE CHAPMAN

BERNARD FARBER

DICK FRANK, AL FRANK

JACK GARVER

HIX JALOF, HAROLD LEWIS

HARRY MELLMAN

MORRIS MILMAN

LEND US YOUR EARS, TOO . . . 'CAUSE WE'VE GOT A SELLEVISION STORY!

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6600 NORTH DAMEN
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MINNEAPOLIS 16, MINNESOTA

PAUL BURG
276 BARBERRY ROAD
HIGHLAND PARK ILLINOIS

ABE CHAPMAN
POST OFFICE BOX 1019
SHREVEPORT, LOUISIANA

BERNARD FARBER
2390 NORTH DECATUR ROAD N.E.
ATLANTA, GEORGIA

DICK FRANK, AL FRANK
A. J. FRANK COMPANY
200 FIFTH AVENUE
NEW YORK 10, NEW YORK

JACK GARVER
595 WHITE STATION ROAD
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JALOF AND LEWIS SALES
1206 SOUTH MAPLE
LOS ANGELES, CALIFORNIA

HARRY MELLMAN
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NEW YORK 24, NEW YORK

We're on the road now, but for more information, write, wire or phone!

95.8% OF ALL TV SETS IN AMERICA WILL BE TUNED TO MATTEL FOR 52 WEEKS!

MATTEL, INC. TOYMAKERS

"You can tell it's Mattel... it's Swell!"

95.8% OF ALL TV SETS IN AMERICA WILL BE TUNED TO MATTEL FOR 52 WEEKS!

The Mickey Mouse Club, Walt Disney's new program from 5 to 6 p.m. every day in all time zones beginning October 3 — will capture every child between 2-14 and their parents. MATTEL IS THE ONLY TOY SPONSOR

look to

Mattel, Inc

5432 West 102nd Street
Los Angeles 45, California

Mickey Mou

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The MATTEL name and seal will be synonymous with TOYS — the one established brand name in the industry. These toys will be on the air every week between now and Christmas. We know what's going to happen and we're gearing up to meet demand. Have you ordered enough?

MATTEL, INC.
M
TOYMAKERS

DECORATIONS

(A) All Plastic Fully Illuminated Candy Cane. Traditionally colored. For indoor and outdoor use. Lead cord with plug. Illuminated with three C7½ lamps. Individually boxed.

E1105H-314—Shpg. Wt. 4 lbs.........Sug. Retail $4.50

(B) Illuminated Plastic Church Scene. Made of durable plastic—realistically decorated—mounted on simulated snow-capped base—trimmed with miniature Christmas trees—Swiss music box—one G-14 Candelabra base lamp—add-on plug—Individually boxed

E1145H-567 Shpg. Wt. 5 lbs. ....Sug. Retail $8.50

(C) 15 Light Outdoor Set—15 Light Multiple sets—when one goes out the rest stay lit—120 volt intermediate base set with 15 assorted, inside colored C-9½ General Electric bulbs. Complete with No. 18 heavy duty plastic wire, female connector and extension plug. Rubber gaskets seal each socket.

E1102H-472—Shpg. Wt. 3 lbs........Sug. Retail $ 6.80

25 light Outdoor Set, same as above.

E1104H-770—Shpg. Wt. 4 lbs. .... . Sug. Retail $10.95

(D) Illuminated Plastic Stocking. Large illuminated plastic Christmas stocking in full color—2G-14 lamps—add-on connector—outdoor or indoor use.

E1141H-350—Shpg. Wt. 4 lbs. .... SUG. RETAIL $5.00

(E) Outdoor Candles. 53" high overall. Base is 13" square by 9" high. Completely weatherproof. One 150 Watt PAR 38 outdoor lamp lights entire length of translucent fiberglass candle and realistic flame tip. Decorated with a holly leaf design and "Season's Greetings" in colorful lettering. Four foot lead cord and plug.

E1101H-1667—Shpg. Wt. 17 lbs....SUG. RETAIL $25.00

(F) Sno-Man. This bright, new, weatherproof sno-man will bring added joy to the holiday season. Height 30". Full color illuminated. Vinylite plastic. Indoor or outdoor use. Complete with a 6 ft. lead cord, outdoor type add-on plug. 25 watt standard base lamp lights up the entire figure.

E1103H-433—Shpg. Wt. 4 lbs...... SUG. RETAIL $6.50

(G) Bubble-Lite Trees. Trees with bubbling action. Colorful candles of bubbling light. Trees of bright visca. Metal frame construction. Finished in green or white.

E1094H-690—18" High—9 lights (Green)

Shpg. Wt. 6 lbs.................SUG. RETAIL $10.50

E1096H-690—18" High—9 lights (White)

Shpg. Wt. 6 lbs.................SUG. RETAIL 10.50

E1098H-1520—26" High—18 lights (Green)

Shpg. Wt. 11 lbs.............. .SUG. RETAIL 23.00

E1100H-1520—26" High—18 lights (White)

Shpg. Wt. 11 lbs.............. .SUG. RETAIL 23.00

E1137H-2300—36" High—20 lights (Green)

Shpg. Wt. 13 lbs................SUG. RETAIL 35.00

E1139H-2300—36" High—20 lights (White)

Shpg. Wt. 13 lbs................SUG. RETAIL 35.00

(H) "Twinkling" Set. Each Bulb Flashes On and Off. 20-Light "Twinkling" Set, Miniature base, imported clear bulbs with built-in flashers; multiple wired—if one bulb goes out the rest continue to operate. Novel "twinkling" effect makes this set perfect for retail business display as well as home use as unusual decoration on tree or wreath. Complete with transformer, operates on 120 volt current, AC ONLY. 6 feet of cord to transformer, 4 feet between transformer and first socket, 18" spacing between sockets. In individual box.

E1106H-735—Shpg. Wt. 3 lbs.. . SUG. RETAIL $10.50

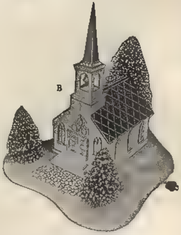
(J) 15 Light Indoor Set—15 LIGHT—120 Volt Candelabra base set with fifteen assorted color C-7½ General Electric Bulbs, ROYAL KLIPS, female connector and extension plug. If one goes out the rest stay lit. Packaged in new full-color cellophane-window box.

E1111H-360—Shpg. Wt. 2 lbs.......SUG. RETAIL $5.10

25 Light Indoor Set, same as above.

E1116H-603—Shpg. Wt. 3 lbs..... .SUG. RETAIL $8.55

A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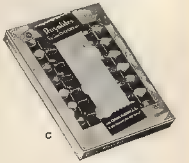

C

H

J

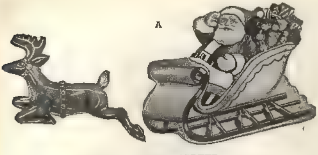
G

F

E
Season's Greetings

D
Season's Greeting

NOMA CHRISTMAS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PLASTIC ILLUMINATED SANTA SLEIGH AND REINDEER

(A) Traditional Jolly Santa in Sleigh drawn by prancing Reindeer in life-like colors. Each equipped with Standard Base Lamp lead cord and add-on-plug. Reindeer size 35" long, 24" high. Santa Sleigh 28" long, 37½" high. Fully equipped for mounting or hanging. Packed one complete set to carton, weight 12 lbs.

E1133H-1200 . . . . Sug. Retail $17.95

PLASTIC REINDEER

Same specifications as above. Standard package 1 Weight 5 lbs.

E1135-533. . . . . Sug. Retail $7.95

TREE TOP ORNAMENT

(B) Angel lite Tree Top Illuminated, Angel of translucent plastic with silver wings.

E1110H-118—Shpg. Wt. 1 lb. . . . . Sug. Retail $1.69

SANTA FIGURE

(C) 2½' Illuminated Plastic Santa Figure. Weatherproof construction for use outdoors as well as indoors.

E1127H-933—Shpg. Wt. 8 lbs. . . . . Sug. Retail $14.00

LARGE SANTA FACE

(D) Illuminated Santa face plaque. Suitable for indoor or outdoor use. 14" full color molded plastic.

E1125H-313—Shpg. Wt. 4 lbs. . . . . Sug. Retail $4.47

ILLUMINATED PLASTIC CHRISTMAS TREE STAND

(E) Equipped with one candelabra base lamp. Lights up and bathes the bottom of the tree in beautiful soft light. 4 foot lead cord with add-on plug. Water well. Sturdy construction. Packed in individual corrugated containers.

E1109F-315—Shpg. Wt. 3 lbs. . . . . Sug. Retail $4.50

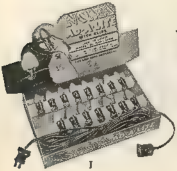
9 LIGHT PLASTIC MULTIPLE CANDOLIER

(F) C7½ orange candelabra base lamps. Lamps burn independently. Ivory-colored plastic. Equipped with switch in base, 4 foot lead cord and add-on plug. 17" long and 10" high.

E1107H-450—Shpg. Wt. 3 lbs. . . . . Retail $6.79

NOMA
BUBBLE-LITES
BUBBLE-LITES
G

NOMA
SAFETY PLUG
H



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SAFETY PLUG
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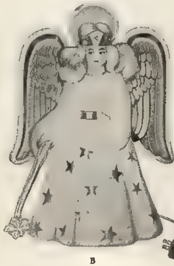
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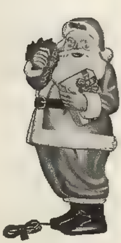
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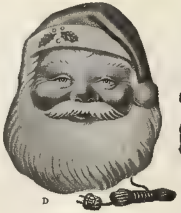
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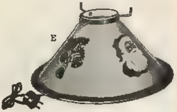
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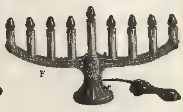

F

8 LIGHT BUBBLE-LITES

(G) Series. Indoor set. Easy to place on tree. Flame resistant plastic base.

E1112H-192—Shpg. Wt. 2 lbs. . . . . Retail $2.75

25 LIGHT SETS

(H) With new protective safety plug. Indoor set. 25 light multiple type indoor set. Independently burning lights, easy to fasten to tree. Add on connector for attaching more sets. Safety Fuse Plug.

E1131H-672—Shpg. Wt. 3 lbs. . . . . Retail $9.55

15 LIGHT SET. Same as above.

E1120H-395—Shpg. Wt. 2 lbs. . . . . Retail $5.60

7 LIGHT SET. Same as above.

E1114H 190—Shpg. Wt. 1 lb. . . . . Retail $2.70

BOX OF LAMPS. C7½ 1120 volt multiple to fit above.

E1126H-105—Shpg. Wt. 8 oz. . . . . Retail $1.50

15-LIGHT AD-A-LITE

(J) 15-light multiple type indoor set. Place the lights where you want them. Easy to dress your tree and to place the lights to the best advantage. Safety Fuse Plug

E1115H-458—Shpg. Wt. 2 lbs. . . . . Retail $6.60

7-LIGHT SET. Same as above.

E1117H-225—Shpg. Wt. 1 lb. . . . . Retail $3.20

BOX OF 10 LAMPS. C7½ to fit above.

E1126H-105—Shpg. Wt. 8 oz. . . . . Retail $1.50

15 LIGHT RED CAMP MULTIPLE OUTDOOR OUTFIT

(K) Independently burning lamps. Weatherproof base and spring keeps lamps tight. Rubber washers seal out moisture

E1119H-512—Shpg. Wt. 3 lbs. . . . . Retail $7.35

25-LIGHT OUTDOOR SET. Same as above.

E1121H-853—Shpg. Wt. 4 lbs. . . . . Retail $12.20

BOX OF 10 LAMPS. C9½ to fit above.

E1128H-127—Shpg. Wt. 8 oz. . . . . Retail $1.85

Noma

MULTIPLE TYPE SETS

Indoor or Outdoor Ad-A-Lite Sets

C-7½ candelabra base weatherproof lamps. Turn lock pin-type sockets. Equipped with sturdy clips for attaching to tree branches. No. 18 twin cord. Safety fuse plug and add-on connecror. Extra fuse for replacement.

No.	No. Lts.	Retail Sets	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG167-3403SF	15	6.59	24	34		

Noma

SERIES TYPE BUBBLE-LITE SET

Indoor Bubble-Lite Set

Loop type set. 15 volt No. 420 bubble-lites. Flume resistant plastic. Equipped with spring clips. 16 in. spacing between sockets, 3 ft. lead with add-on plug.

No.	Lights	Retail	L.P.L.	P.L.
EG167-508	8	$2.79		

Pkd. 20 ea.-20 lbs.

NOMA SAFETY FUSES

Glass cartridge fuse for Christmas set safety plug. Size 1/4 x 1 in. 4 in a box.

125 Volts, 5 Amps.

No.	Retail	Packed	L.P.L.	P.L.
EG167-404	$0.25 bx.	36 bxs.		

P.L. weight 1/2 lbs.

Noma

SERIES TYPE SET

Indoor Set

Loop type set. 15 volt C-6 lamps. 16 in. spacing between sockets, berry beads, 3 ft. lead with add-on plug.

No.	Lights	Retail	L.P.L.	P.L.
EG167-110	8	$1.39		

Pkd. 50 ea.-26 lbs.

C-6 SERIES LAMPS

Miniature base. 15 volt. Cone shaped. Colors; red, green, orange, blue and white 10 lamps (all one color) to a box. N.L.S.

No.	Color	No.	Color
EG167-C-6-R	red	EG167-C-6-B	blue
EG167-C-6-G	green	EG167-C-6-W	white
EG167-C-6-O	orange		

	Retail	Packed	Weight	Box
All Nos.	2/15¢	100 bxs.	10 lbs.	

C-7½ MULTIPLE LAMPS

Candelabra base. 120 volt. Colors; red, green, orange, blue and white. 10 lamps (all in one color) to a box.

No.	Color	No.	Color
EG167-C-7½-R	red	EG167-C-7½-B	blue
EG167-C-7½-G	green	EG167-C-7½-W	white
EG167-C-7½-O	orange		

	Retail	Packed	Weight	Box
All Nos.	$0.14	50 bxs.	9 lbs.	

C-9½ OUTDOOR LAMPS

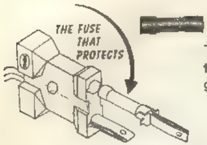
Intermediate base. 120 volt. Inside coated. Colors; red, green, orange, blue and white 10 lamps (all one color) to a box. N.L.S.

No.	Color	No.	Color
EG167-C-9½-R	red	EG167-C-9½-B	blue
EG167-C-9½-G	green	EG167-C-9½-W	white
EG167-C-9½-O	orange		

	Retail	Packed	Weight	Box
All Nos.	$0.17	50 bxs.	21 lbs.	

Suggested retail prices include federal excise tax.

NOMA LIGHT SETS FEATURE SAFETY FUSE PLUGS



The Safety Fuse Plug on Noma sets is an outstanding feature and is the greatest contribution to safety. No more dangerous overloads. No more troublesome trips to the fuse box. Safeguards entire tree. A twist of two fingers replaces the fuse.

Noma

MULTIPLE TYPE INDOOR SETS

3010SF

Independently burning C-7½ candelabra base lamps. Equipped with washers to keep lamps tight in sockets, prevents trouble from metallic decorations. Wires sealed in sockets, berry beads, add-on connector for attaching additional sets, 3 foot lead with safety fuse plug. 18 in. spacing. Extra fuse for replacement.

NOMA SAFETY PLUG

3425SF

No.	No. Lts.	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG166-3010SF	7	$2.69	24	19		
EG166-3415SF	15	5.69	24	34		

No.	No. Lts.	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG166-3420SF	20	$7.79	12	24		
EG166-3425SF	25	9.69	12	29		

Noma

WEATHERPROOF OUTDOOR MULTIPLE TYPE SETS

3005SF

NOMA SAFETY PLUG

3020SF

3025SF

Independently burning C-9½ intermediate base weatherproof lamps, straight line construction, plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washers seal out moisture. 18 in. spacing. 3 foot lead. Safety fuse plug and add-on connector for adding additional sets. Extra fuse for replacement.

No.	No. Lts.	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG166-3005SF	7	$3.49	24	29		
EG166-3215SF	15	7.39	12	26		

Independently burning C-9½ intermediate base weatherproof lamps, straight line construction, plastic coated wire. Spring contacts keep lamps tight in sockets. Rubber washers seal out moisture. 18 in. spacing. 3 foot lead. Safety fuse plug and add-on connector for adding additional sets. Extra fuse for replacement.

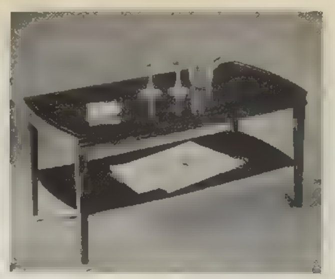
No.	No. Lts.	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG166-3020SF	20	$9.95	12	33		
EG166-3025SF	25	12.29	12	41		

Suggested retail prices include federal excise tax.

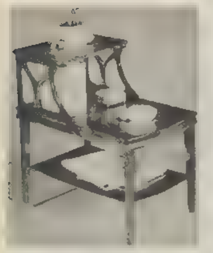
TRADITIONAL GENUINE MAHOGANY TABLES

by *Porter*

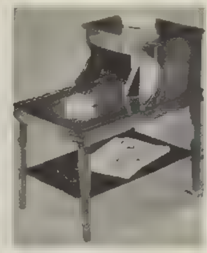
Constructed of Genuine Solid Mahogany and Mahogany Veneers. Hand finished for lasting lovliness. Each table carries the Mahogany Association Tag. All tables have thick plate glass insets. Shipped F.O.B. Wisc. Factory.



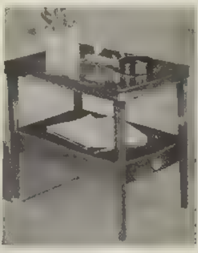
MAHOGANY COCKTAIL TABLE
Glass inset 36"x18"x17" high. Shipping Wt. 29 lbs.
31/190 Y1995 Retail $29.95



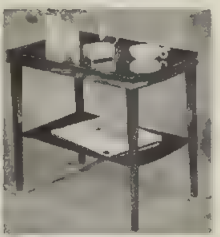
MAHOGANY STEP TABLE
Glass inset 25"x16"x26" high
Shipping Wt. 22 lbs.
32/190 Y1995 Retail $29.95



MAHOGANY STEP TABLE
Glass inset 25"x16"x26" high.
Shipping Wt. 25 lbs.
33/190 Y2200 Retail $33.50



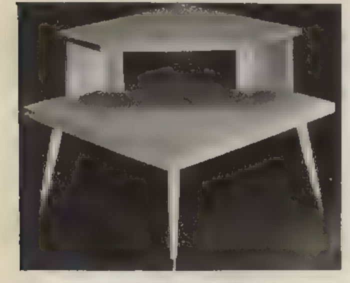
MAHOGANY COMMODE TABLE
Glass inset 25"x16"x23" high.
Shipping Wt. 24 lbs.
34/190 Y2200 Retail . . $33.50



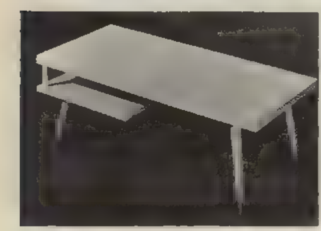
MAHOGANY CHAIRSIDE TABLE
Glass inset 25"x16"x23" high
Shipping Wt. 19 lbs.
35/190 Y1730 Retail. $26.50

MODERN PLASTIC TOP TABLES

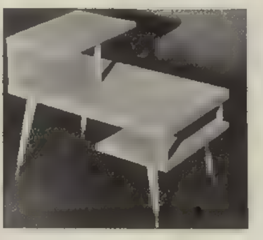
A fine quality, sturdy constructed group of tables. Hand finished for lasting lovliness. Legs have brass fittings. Beautiful limed oak finish. This group also available in blond mahogany or dark mahogany finish, but has wood top. Inquiries invited. F.O.B. Wisc. Factory.



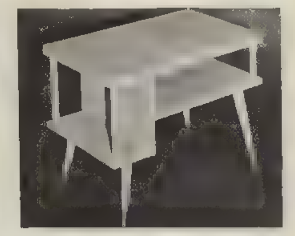
CORNER TABLE
Plastic Top, Limed Oak Finish. 29¾"x29¾"x24" high. Wt. 47 lbs.
36/190 Y3535 Retail. $53.50



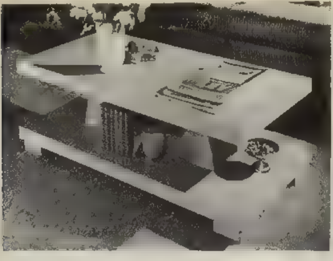
COCKTAIL TABLE
Plastic Top, Limed Oak Finish. 42"x20"x15½" high. Wt. 34 lbs.
37/190 Y2660 Retail $39.95



STEP TABLE, Limed Oak Finish. Plastic Top. 29"x17"x22" high. Wt. 32 lbs.
38/190 Y2660 Retail $39.95



END TABLE Limed Oak Finish. Plastic Top. 27"x17"x22" high Wt. 29 lbs.
39/190 Y2660 Retail $39.95



MODERN MAHOGANY TABLES

by *Porter*

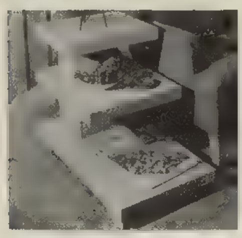
All tables on this page are made of Honduras Solid Mahogany and Mahogany faced veneers. Each table carries the Mahogany Association tag—your guarantee that all exposed parts are made of authentic Mahogany. All tables on this page are available in Blond Mahogany or Dark Mahogany. Specify. F.O.B. Wisconsin factory

"TIERPORT" MODERN TABLES

COCKTAIL TABLE

Handsome 2-tier table, distinctively crafted for today's modern living 44"x22"x15" high. Wt. 44 lbs. Blond or Dark Mahogany finish

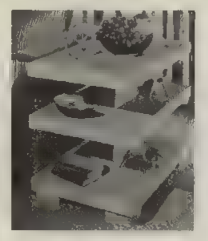
20/190 Y4260 Retail $63.95



STEP TABLE

3-Tier Step Table. Blond or dark mahogany. 29"x17"x23" high. Wt. 33 lbs.

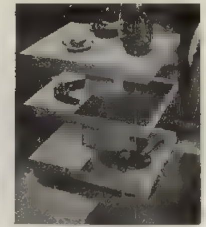
21/190 Y3995 Retail.......$59.95



END TABLE

3-Tier End Table 26"x17"x23" high. Ship. Wt. 35 lbs. Blond or dark mahogany finish.

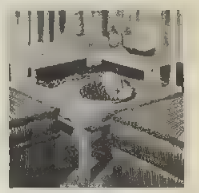
22/190 Y3995 Retail $59.95



LAMP TABLE

3-Tier Motif Table Blond or dark mahogany finish. 22"x19"x25¼" high. Ship. Wt. 33 lbs.

23/190 Y3995 Retail $59.95



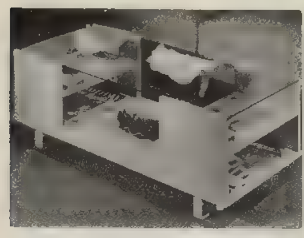
CORNER TABLE

2-Tier. Gracefully styled. Blond or dark mahogany. 32"x32"x24" high. Wt. 57 lbs.

24/190 Y5595 Retail $83.95

"GLASS TOP" MODERN TABLES

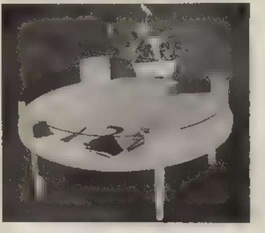
Striking modern "glass top" tables with smooth flowing lines. Durably constructed for the utmost in beauty and utility. Rejuvenate your room accessories with up-to-the-minute Porter "glass top" tables. All glass top tables have ¼" thick plate glass tops with polished edges. Available in blond or dark mahogany finish. Specify



PICTURE WINDOW COCKTAIL TABLE

Blond or Dark Mahogany finish. 21"x48"x16¼" high Wt. 75 lbs.

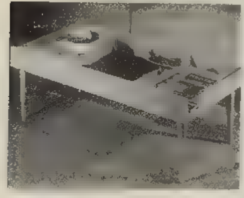
25/190 Y4470 Retail..................$67.95



ROUND COCKTAIL TABLE

Blond or dark mahogany finish. 32" dia., 13¾' high. Wt. 48 lbs.

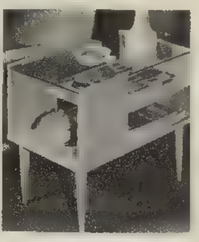
26/190 Y3570 Retail.........$53.95



COCKTAIL TABLE

Blond or dark mahogany finish. 21"x44" x15" high Ship. Wt. 53 lbs.

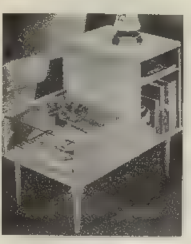
27/190 Y3135 Retail....$47.50



END TABLE

Blond or dark mahogany finish. 17"x27"x22" high. Wt. 35 lbs.

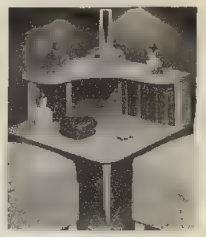
28/190 Y3135 Retail..$47.50



STEP TABLE

Blond or dark mahogany finish. 17¼"x28"x24" high Wt. 37 lbs.

29/190 Y3470 Retail $52.50



CORNER TABLE

Blond or dark mahogany finish. 30"x30"x24" high. Wt. 46 lbs.

30/190 Y3975 Retail. $59.75

the plastic known to be tough enough for toys . . . models . . . premiums

Since the end of World War II, Acetate has been the acknowledged *quality* plastic for toys. Both the toy and plastics industry know Acetate as the ***original high impact plastic,*** and that nothing has happened in plastics research—or improvements made in other toy plastics — to unseat Acetate from its acknowledged leadership in combining these toy-quality essentials:

High impact strength

Great all around durability

Fine surface finish and permanence

Excellent machinability without stress failures

Good bond and cementability

Freedom from unpleasant odors

ACETATE PLASTIC
Toy
HONOR
ROLL

Mr. Toy Buyer write for your copy of this buying guide to quality toys. Just ask for the Celanese Acetate Toy Honor Roll.

To assist toy buyers and chain buying headquarters in obtaining durable, play-safe plastic toys that can be promoted with confidence, we have prepared an HONOR ROLL OF ACETATE TOYS. This brochure is profusely illustrated with the quality toys of America's leading toy manufacturers. It contains complete information about every toy: catalog number, size, retail price, etc., and can be used as a dependable buying guide by the retailer.

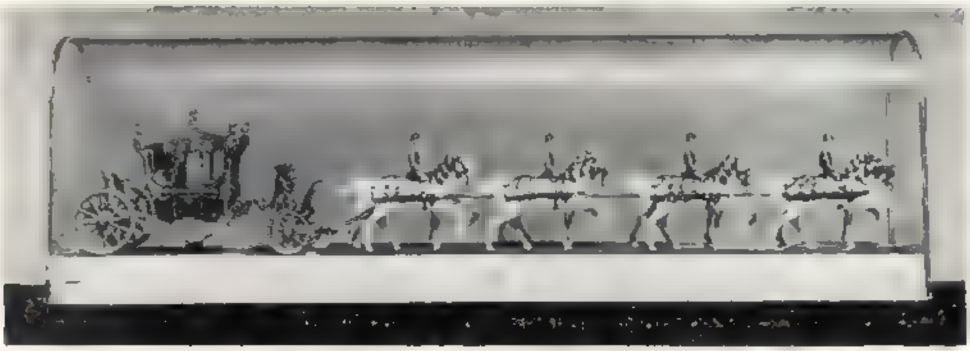
If you are manufacturing toys and are using Acetate plastic, you are invited to submit them for listing in this Honor Roll.

Celanese Corporation of America, Plastics Division, Dept. 131-C, 290 Ferry Street, Newark 5, N. J. Canadian affiliate, Canadian Chemical Company, Ltd., Montreal and Toronto.

Celanese*
PLASTICS

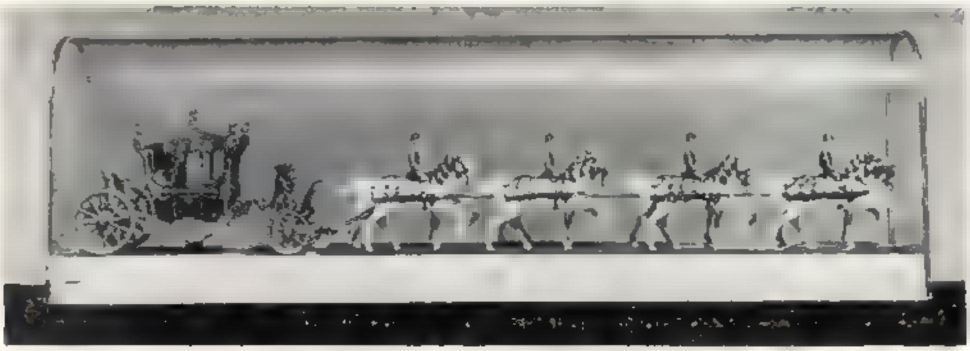
*Reg. U. S. Pat. Off.

Acetate —



Wherever toys and hobbycraft are sold you will find displayed Revell's famous Miniature Masterpieces. Made of Celanese Acetate these scale replicas represent the finest in model design and construction. Mr. Henry Blankfort of Revell, Inc., Venice, California, has this to say about Acetate: "We use Celanese* Acetate because it permits the finest detail, so important in reproducing authentic model kits."

Acetate —



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- **High impact strength**
- **Great all around durability**
- **Fine surface finish and permanence**
- **Excellent machinability without stress failures**
- **Good bond and cementability**
- **Freedom from unpleasant odors**

ACETATE PLASTIC
Toy
HONOR
ROLL

Mr. Toy Buyer write for your copy of this buying guide to quality toys. Just ask for the Celanese Acetate Toy Honor Roll.

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Celanese*
PLASTICS

*Reg. U. S. Pat. Off.

ROYAL "QUIET DELUXE" PORTABLE TYPEWRITER. Pictured above. The world's most rugged portable with all of Royal's wonderfully efficient features—

> **Magic Margins:** The quickest and easiest way to set margins . . . merely position carriage, press button and margin is set
>
> **Speed Selector:** Exclusive feature that enables the operator to adjust carriage speed to typing needs by turning selector knob.

Also includes Visible Tabulation • Line Meter, exclusive feature that tells operator exact number of writing lines left on any size sheet of paper • Touch Control • Full-size office typewriter keyboard • Push Button Top • Automatic Paper Lock • Finger-Form Keys • Balanced Speed Space Bar • Increased Paper Capacity • Rapid Type Bar Acceleration • and rich, non-glare Dove Gray Velvetone finish with Green keys. Pica or Elite type, specify preference. Complete with a sleek, contour-shaped Fiberglas carrying case. Machine weight, 13 lbs. Shpg. wt., 10½ lbs.

2334M9717 Retail, each **$119.75***

ROYAL "KEYSTONE" PORTABLE TYPEWRITER. Not illustrated. Top performance at a medium price. Has many deluxe features, including—Speed-King Keyboard and high-speed key action • Locked Shift Freedom • Finger-Flow Keys of non-glare plastic • Finger Comfort Carriage Controls • "Touch-Control" to tailor touch on keyboard • Rapid Ribbon Changer • Line Finder K[illegible] • [illegible] zed Scales • Picture Window W[illegible] • [illegible] in Quiet • "Magic Margin" in both right and left sides. Pica or Elite type, specify. Has non-glare Dove Gray Velvetone finish with Green keys. Complete with contour carrying case. Machine weight, 12½ lbs. Shpg. wt., 20 lbs.

2335M7975 Retail, each **$98.15***

"Royal Portable Typewriters are sold to dealers for resale purposes. Minimum retail prices must be maintained in all states where Fair Traded prices are effective."

*Includes Federal Excise Tax

REMINGTON "QUIET-RITER" PORTABLE TYPEWRITER [illegible] designed portable, [illegible] thought possible [illegible]

> **Exclusive Miracle Tab** [illegible]
>
> **Simplified Ribbon Changer** [illegible] no fuss, no muss

Also includes large Sized Pa[illegible] • Standard 42 key Keyboard • Finger [illegible] Margin Set • Simplified Ribbon Changer [illegible] • Paper Scale and [illegible] Lever • Three-Position Paper Bail • Synchronized [illegible] • Touch Regulator • Variable Line Spacer • Carriage Centering Device • [illegible] Shift • Hinged Top Cover • Single, Double and Triple Spacing • Super Strength Frame—keeps working parts in perfect alignment for years of service. Beautifully finished in non-glare Gray Velour. Pica or Elite type, specify. Machine weight, 18 lbs. Shpg. wt., 23 lbs.

2336M9700 Retail, each **$120.50***

REMINGTON "TRAVEL-RITER" PORTABLE TYPEWRITER. Not illustrated. The new [illegible] has been designed for those who want a low priced machine with traditional Remington quality. Equipped with essential typewriter operating features—Segment Shift • Full 42-key, 84 character Keyboard • Positive Paper Feed • Twin Roller Paper Bail with graduated scale • Single and Double Line Spacer • Adjustable Left Hand Margin • Paper Release • Automatic and Manual Ribbon Reverse • Shift Lock • Standard Space Bar • Removable Top Cover • and beautiful [illegible] finish with Gray keys. Complete with sturdy Black grained fabric covered [illegible] Case. Machine weight, 11 lbs. Shpg. wt. 15 lbs.

2337M4033 Retail, each **$74.33***

"Remington Rand Portable Typewriters are sold to dealers for resale to ultimate users. Minimum Fair Trade price in states having Fair Trade Laws must be maintained."

No. 2340M14940

No. 2338M1975

No. 2342M3935

DANSEN DYNAGRAPH [illegible] prints 60 copies per minute [illegible] Features—Automatic [illegible] • Semi-Automatic Inking • [illegible] any size from Post Cards [illegible] ×11" letter size • Removable Drum and Steel Chassis

2338M1975 [illegible] Retail, each **$89.50**

2339M925 Supply Kit **3.25**

UNDERWOOD "LEADER" ADDING MACHINE [illegible] capacity, 7 digits, total [illegible] incorporates division feature. As No. [illegible] supply Manual Model. Overall size, 9½"×9½"× [illegible] and 32 lbs. respectively.

2340M14940 [illegible] Model Retail, each **$270.40***

2341M15155 [illegible] **104.35***

ROYAL PREMIER CHECK PROTECTOR [illegible] repeats without reset [illegible] form imprint. Finished in Black [illegible]. As No. 2343M2595 can supply Series 1000 Model, which allows amount set up to be seen before impression is made. Crackle finish. Both models are factory reconditioned and fully guaranteed [illegible]

2342M3935 Royal Premier Retail, each **$50.95**

2343M2595 Series 1000 **30.95**

SMITH-CORONA ADDING MACHINE [illegible] • Easily Read Type • [illegible] free unit. Shpg. wt. 24 [illegible]

2344M7755 Retail, each **$95.45***

SMITH-CORONA SPECIAL CASH REGISTER [illegible] tion! Special Transactions indicated as [illegible] Refund, Charge, No Sales, and Re[illegible] ing Cash Drawer • Coin Bank [illegible] for protection ag[illegible] bination [illegible] Machine and Cash Register [illegible] Cash Drawer measures 14" [illegible] Shpg. wt. [illegible]

2345M12210 Retail, each **$159.50**

*Includes Federal Excise Tax.

No. 2344M7755

No. 2345M12210

NEW UNDERWOOD "DELUXE" PORTABLE TYPEWRITER. Pictured above. This new Underwood model combines attractiveness, quality, typing ease, and quiet efficiency a lifetime assistant presented in beautiful Two-Tone Ivy Green! Improved modern [illegible]

Key-Set Tabulation. Enables you to set, clear, and operate the Tabulator from the keyboard, eliminating "fussing" in the back

See-Set Margins. You see both left and right hand margins—set them with the touch of a finger

Also includes Touch Tuning • Full-Size Spaced Keyboard • Finger-Form Keys • Balanced Segment Shift • Variable Line Spacer • Simple Margin Release Key • Carriage Centralizing Lock • Positive Two-Color Ribbon Control • Single, Double and Triple Spacing • and a Glare-Dispelling Finish that's easy on the eyes. Pica or Elite type, specify preference. Complete with smart, Brown Taupe, tapered carrying case with chromium fittings. Case size, 7⅝"x13⅝"x13¾". Machine weight, 14 lbs. 14 ozs. Shpg. wt., 24 lbs.

3346M9245 Retail, each **$144.15***

NEW UNDERWOOD "LEADER" PORTABLE TYPEWRITER [illegible] Keytops Pica type only. Complete with attractive Green Carrying Case—size [illegible]"x13½"x13½" Machine Weight, 12 lbs. 8 ozs. Shpg. wt., 22 lbs.

3347M6041 Retail, each **$74.41***

*Includes Federal Excise Tax.

NEW SMITH-CORONA "SUPER" PORTABLE TYPEWRITER. Pictured above. Big machine performance [illegible]. It's an aristocrat among portable typewriters! [illegible] designed and incorporating all of Smith-Corona's deluxe features

Key-Set Tabulator: Convenient, time-saving, and accurate

Compact Design: Reliable and Efficient operation with minimum [illegible]

[illegible] • Super-Speed [illegible] preference. [illegible]

3348M9430 Retail, each **$116.00***

SMITH-CORONA "SKYRITER" PORTABLE TYPEWRITER. Not illustrated. One of the finest in light-weight portables—perfect for travelers because of its light weight, only 9 lbs., and small size—"so compact it fits into a brief case." Features Colorspeed Keyboard—Platen Ratchet Release • Centrally actuated Vibrator • Margin Release • Paper Release • Retractable Paper Supports • Quickset Margin Stops • Backspacer • Carriage Centering Lever for returning typewriter to case • Typeclear Speed Booster • Line Space Carriage Return Lever • Automatic Ribbon Feed and Reverse • Non-fluttering Space Bar • Half-Spacing • Scaled Paper Bail • Touch Selector • Dual Line Lock. The "Skyriter" has an unusually low center of gravity and wide set feet [illegible] prevents creeping while typing. Pica or Elite type, specify preference. Complete with [illegible], light-weight aluminum cover—measures only 1[illegible]"x12"x3" high. Instruction booklet included.

3349M5015 Retail, each **$71.45***

*Includes Federal Excise Tax

No. 3701M6565

COMPLETELY RECONDITIONED STANDARD TYPEWRITERS—All standard model typewriters listed in this comprehensive display have been thoroughly reconditioned by experts—all worn parts have been replaced and each machine features a ONE YEAR GUARANTEE

L. C. SMITH TYPEWRITER [illegible] Keys • [illegible] • [illegible] Bearing K[illegible] easier cleaning • Ful[illegible] Backspacer • Shift Lock • Two Color Ribbon Device • Automatic Ribbon Reverse • Overhead Paper Bail • Single, Double and Triple Spacing • [illegible] tioned model with Grey Crackle [illegible]. Pica or Elite type, specify. Includes dust-proof cover and instruction book.

3701M6565 Retail, each **$91.95**

ROYAL TYPEWRITER. At right. Top performing standard [illegible]size, model 10 typewriter [illegible] Features "Magic Margin" on bo[illegible] • Bar Tabulator with Tab Set and [illegible]ys • Standard 42-Key Keyboard • Full [illegible]age with 9¼" Writing Line • Backspacer • Two Color Ribbon Device • Automatic Ribbon Reverse • Shift Lock • Overhead P[illegible] Bail • Single, Double and Triple Spacing. Reconditioned [illegible] Crackle [illegible]

3702M9325 Retail, each **$130.50**

REMINGTON TYPEWRITER. [illegible] Late model 17 [illegible] useful fea[illegible] • 11" Carriage [illegible] Backspacer • Two [illegible] Cutter • Auto[illegible] Tabulator with Tab Set and Clear Keys • [illegible] • Overhead Paper Bail • [illegible] for keyboard your touch • [illegible] type, spec[illegible]

3703M6875 Retail, each **$96.25**

UNDERWOOD TYPEWRITER. At right. Fast and smooth operating model "S" standard office size typewriter with all of the latest improvements. Features Standard [illegible] Key Keyboard • 11" Carriage • Full 9¼" Writing Line • Bar Tabulator with Tab Set and Clear Keys • Backspacer • Two Color Ribbon Device with handy Stencil Cutter • Visible Margin Set and Release for quick operation • S[illegible] Keys • Overhead Paper B[illegible] • [illegible] Triple Spacing. Thoroughly reconditioned model with Grey Crackle finish. Pica or Elite type, specify. Cover and instruction book included.

3704M7500 Retail, each **$105.00**

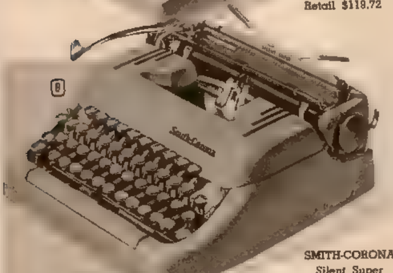
No. 3702M9325

No. 3703M6875

No. 3704M7500

ROYAL
Quiet Deluxe
Retail $119.72

SMITH-CORONA
Silent
Retail $113.10



SMITH-CORONA
Silent Super
Retail $122.65

REMINGTON
Quiet Riter
Retail $120.50

Famous-Name Portable Typewriters

◀ Holiday Case—doubles as luggage. Holder lifts out of 16-gauge aluminum case. Brown vinyl cover inside and out.

A ROYAL "QUIET DELUXE" PORTABLE TYPEWRITER

Royal's finest portable! Easy to carry—and so quiet! Full-size Speed King keyboard with Finger Flow keys. Magic Margins—both margins set from keyboard. Push-button top—just press button for easy touch control. Has greater paper capacity—insert large envelopes. Line meter shows number of lines left at bottom of page. Fast-acting space bar and tab setting—left and right shift keys, line finder returns to correct writing line. Automatic ribbon reverse. Single, double, and triple spacing. Two-color ribbon and stencil. End-of-line bell. Gray finish. Light fiber-glass carrying case.

20294W9194—Pica Type. Shpg. wt. 20 lbs............Retail $119.72
20295W9194—Elite Type. Shpg. wt. 20 lbs............Retail $119.72

B SMITH-CORONA "SILENT SUPER" WITH HOLIDAY CASE

Tabulating portable in the Holiday Case that doubles as a snag-proof overnight case. Silent Super has the major features of standard office typewriter. Effective sound-deadening removable cushioned platen, plus a key-set tabulator! Set, clear, and tabulate right from the keyboard. Amazing Page-Gage saves time and temper—warns you when only 2½ in. left at bottom of page. Has Quickset margins, quadruple touch selector. Synchronized line space lever. Typebar speed booster for faster, more accurate typing. All this plus full-size Colorspeed keyboard with rimless keys, 84 character keyboard. Has tip-touch back spacer, line retainer, floating shift. Dual-drive ribbon feed—one-stroke reverse. End-of-line bell. Variable line spacing—single, double, and triple space. Two-color ribbon and stencil. Rigid body construction serves a lifetime. Gray finish, green keys. Brown luggage-type case

20462W9438—Pica type. Shpg. wt. 20 lbs............Retail $122.65
20463W9438—Elite type. Shpg. wt. 20 lbs............Retail $122.65

Silent Super as above, but with gray luggage-type carrying case.
20300W9240—Pica type. Shpg. wt. 20 lbs............Retail $120.50
20301W9240—Elite type. Shpg. wt. 20 lbs............Retail $120.50

C SMITH-CORONA "SILENT" PORTABLE TYPEWRITER

Aristocrat of portables—lets you type in silence, lets you type in ease! Fast, efficient portable improves your speed and accuracy. Built to take the wear-and-tear of continuous typing with freedom from mechanical difficulties. Full office-size keyboard with rimless non-glare keys—it's built for speed. Fast type bars print and snap back instantly—almost impossible to jam. Piano-key action—keys operate with the "touch" you prefer. Quickset margins, floating shift and tip-touch back-spacer. Synchronized line space lever plus line retainer. Paper-finger and bail hold paper in place. Adjustable paper guide warns when you're 2½ in. from page bottom—retractable paper support and dual-action paper release. Cushioned tabulator. 2-color ribbon and stencil. Silent platen is removable for cleaning and may be interchanged with harder platens. End-of-line bell. Gray ripple finish—green Colorspeed keys. Handy, lightweight luggage-type carrying case.

20250W8640—Pica type. Shpg. wt. 17 lbs............Retail $113.10
20251W8640—Elite type. Shpg. wt. 17 lbs............Retail $113.10

D NEW REMINGTON "QUIET RITER" PORTABLE

A portable with big-machine features! Streamlined appearance, efficient performance—and so quiet! Perfect for home, school, and small business—complete portable typewriter with every needed convenience for faster, more accurate typing. Exclusive Miracle Tab sets and clears tab stops right from the keyboard with just a flick of the finger. Patented simplified ribbon changer—reduces ribbon changing to an easy operation. Larger-size paper cylinder and sure-grip paper feed give clearer printwork and positive feeding. Visible margins set with fingertip ease. Standard 4-row keyboard has 84 characters, finger-speed keys, personal touch regulator. Right and left shift keys, shift locks, and all controls are located just as they are on standard typewriters. Single, double, and triple spacing. End-of-line bell. Super-strength frame construction. Luggage-type carrying case.

20292W9244—Pica type. Shpg. wt. 24 lbs.. . .... .Retail $120.50
20293W9244—Elite type. Shpg. wt. 24 lbs. ... .Retail $120.50

All typewriters listed on these two pages are available in either ELITE type (12 letters per inch) or PICA type (10 letters per inch).

This is elite type.

This is pica type.

SMITH-CORONA
Sterling
Retail $105.65

ROYAL
Senior Companion
Retail $84.65

SMITH-CORONA
Clipper
Retail $98.25

SMITH-CORONA
Skyriter
Retail $73.77

REMINGTON
Travel Riter
Retail $79.17

Make It Plain—Type It!

A SMITH-CORONA "STERLING" PORTABLE TYPEWRITER

A portable favorite—built for accuracy! Full-size Colorspeed keyboard with rimless glare-proof keys—Quickset margins and super-speed escapement. Page-Gage warns when 2½ in. remain at bottom of page—tip-touch back spacer and floating shift. Type-bar speed booster to prevent jamming. Cushioned tabulator—3-position paper bail, paper table with retractable paper supports. End-of-line bell Single, double, and triple spacing. Two-color ribbon and stencil. Gray ripple finish—non-glare green keys. Handsome luggage-type carrying case

20252W8118—Pica Type. Shpg. wt. 17 lbs..........Retail $105.65
20253W8118—Elite Type. Shpg. wt. 17 lbs..........Retail $105.65

B SMITH-CORONA "CLIPPER" PORTABLE TYPEWRITER

Fast and efficient portable—improves your speed and accuracy! Full-size Colorspeed keyboard with non-glare rimless keys molded to finger shape. Piano-key action lets you type effortlessly—type bars print fast and slip back into place instantly. Page-Gage takes guesswork out of end-of-paper typing—you know exactly how much space you have left. Quickset margins and tip-touch back spacer—easy and fast to operate. Synchronized line space lever and floating shift—sure and accurate, every time. Space lever for single, double, and triple spacing. Super-speed escapement and type bar speed booster. Acoustical vents reduce noise and vibration. Legs are skidproof—typewriter stays in place. Two-color ribbon and stencil. End-of-line bell. Streamlined, sturdy—gray ripple finish with green keys. Luggage-type case.

20254W7590—Pica Type. Shpg wt. 20 lbs.............Retail $98.25
20255W7590—Elite Type. Shpg. wt. 20 lbs.............Retail $98.25

C ROYAL "SENIOR COMPANION" PORTABLE TYPEWRITER

It's a new Royal—fast and efficient! Precision-built portable is an outstanding value. Has essential office-machine features at a modest price. Complete full-size Speed King keyboard with Finger Flow contoured keys. Right and left Magic Margins set directly from the keyboard. Balanced-speed space bar. Line finder returns to correct typing line. Skip-proof type bar action—fast and accurate back spacer. Right and left shift keys—margin release. Paper bail and paper table scale—paper guide. End-of-line bell. Single and double spacing. Two-color ribbon and stencil. Smart gray velvetone finish with gray keys. Fiberglas carrying case.

20445W6798—Pica Type. Shpg. wt. 15 lbs...........Retail $84.65
20446W6798—Elite Type. Shpg. wt. 15 lbs...........Retail $84.65

D SMITH-CORONA "SKYRITER" PORTABLE TYPEWRITER

Small enough to tuck in your suitcase, drawer, or overnight case—ideal traveler! Weighs only 9 lbs. and measures just 4 in. high, 11 in. wide, 12 in. long Takes full-size business stationery. Has the built-to-last construction and the same modern styling as larger Smith-Corona models. 84-character Colorspeed keyboard with keys molded to fit the fingers. Types arithmetic signs, degree mark, exclamation point. Quickset margins—personal touch selector. Has error-control line-retainer ratchet release, retractable paper supports, type-bar speed booster. End-of-line bell. Single and double spacing. Single-color ribbon. Mist gray finish with non-glare green keys. Matching carrying case.

20256W5636—Pica type. Shpg. wt. 10 lbs.............Retail $73.77
20257W5636—Elite type. Shpg. wt. 10 lbs.............Retail $73.77

E REMINGTON RAND "TRAVEL-RITER" PORTABLE

Small, compact, and efficient—so easy to carry and pack! Weighs only 11 lbs. Full-size keyboard with non-glare speed keys—types arithmetic signs, degree mark, exclamation point. Left and right shift keys—back-space key. Segment shift for upper case and capital letters. Twin-roller paper bails with graduated scale, positive paper feed and release lever—titling paper table. Line finder for typing out of regular spacing—writing line 8½ in. wide. Carriage centering and locking device. Automatic and manual ribbon reverse. End-of-line bell. Single and double spacing. Single-color ribbon. Sturdy frame construction. Light gray finish with gray keys. Gray luggage-type carrying case.

20298W6158—Pica type. Shpg. wt. 14 lbs.............Retail $79.17
20299W6158—Elite type. Shpg. wt. 14 lbs.............Retail $79.17

SMITH-CORONA
Sky-Riter
$73.77 retail

REMINGTON RAND
Travel-Riter
$74.33 retail

J
K
VICTOR
L
M

. . . for Home and Office

G SMITH-CORONA "SKYRITER" PORTABLE

Small enough to tuck in your brief case, drawer or overnight case—ideal traveler for plane, train, or car! Weighs only 9 lbs. and measures 3 in. high, 11 in. wide and 12 in. long—takes full size business stationery. A baby brother in the Smith-Corona line—features the same built-to-last construction and the same modern styling as the larger models. 84-character Colorspeed keyboard with keys molded to fit the fingers—sure and even to the touch Quickset margins set with flick of the finger—personal touch-selector adjusts to the touch you prefer. Has error-control line retainer ratchet release, retractable paper supports, and type-bar speed booster. End-of-line bell. Adjusts for single and double spacing. Single color ribbon. Handsome mist gray finish with non-glare green keys. Handy matching carrying case included.

20256W5636—Pica Type. Shpg. wt. 10 lbs....Retail **$73.77**
20257W5636—Elite Type. Shpg. wt. 10 lbs.. Retail **$73.77**

H REMINGTON RAND "TRAVEL-RITER" PORTABLE

Small, compact, and efficient—so easy to carry and pack! Weighs only 11 lbs.—built to make typing easy and accurate. Full-size keyboard with non-glare speed keys that operate with a snappy action just like larger Remingtons. Left and right shift keys—back-space key works with a flick of the finger. Segment shift for upper case and capital letters. Twin-roller paper bail with graduated scale, positive paper feed and release lever—tilting paper table. Line finder for typing out of regular spacing writing line 8½ in. wide. Carriage centering and locking device. Automatic and manual ribbon reverse End-of-line bell. Single and double space selector. Single-color ribbon. Sturdy frame construction—can't slide around when you're typing. Handsome light gray finish—with non-glare gray keys. Complete with gray luggage-type carrying case.

20298W5782—Pica Type. Shpg. wt. 14 lbs....Retail **$74.33**
20299W5782—Elite Type. Shpg. wt. 14 lbs....Retail **$74.33**

This is elite type. This is pica type.	EVERY TYPEWRITER AVAILABLE IN ELITE OR PICA TYPE

J 10-KEY "CHAMPION"

Made by Victor. Compact and handy—easily portable, too. Swift manual operation—simplified 10-key keyboard. Adds, lists, and multiplies—time-saving feather-touch fingering. Automatic ciphers. Has total, subtotal, repeat, and correction features—totaling is done in one fast stroke. Lists to 999,999.99—totals to 9,999,999.99. Gray wrinkle enamel finish. Includes tape, black plastic dust cover to protect machine, instructions. Shpg. wt. 16 lbs

20246W11326......Retail **$138.58**

As above but lists to 9,999.99—totals to 99,999.99. 16 lbs.
20247W9540.......Retail **$116.73**

K VICTOR "CHAMPION"

It's handy, portable, always accurate—and it's no bigger than your telephone! Ideal for home or office—full keyboard for fast operation. Adds, lists, and multiplies—with a flick of the finger. Automatic ciphers—key for correction. Total, sub-total, and repeat keys — one-stroke total operation. Lists to 999,999.99—totals to 9,999,999.99. Gray enamel finish. Includes ribbon, and dust cover to protect your machine — also complete instructions. Shpg. wt. 16 lbs.

20248W11326......Retail **$138.58**

As above but lists to 9,999.99—totals to 99,999.99. 16 lbs.
20249W9540.......Retail **$116.73**

L SMITH-CORONA ADDER

Desk size for handy operation! Full 7-column, 2-color keyboard. Adds and multiplies. Has keys for non-add, clear, repeat, subtotal, and total. Automatic ciphers. Individual column control keys for correction—error key clears entire keyboard. Single stroke total and sub-total. Paper self-straightener—instant tape ejection Lists to 99,999.99—totals to 999,999.99. Gray wrinkle enamel finish. Includes tape, cover, instructions. Shpg. wt. 28 lbs

20258W8910.......Retail **$114.25**

As above but lists to 9,999.99—totals to 99,999.99. 28 lbs.
20259W7854........Retail **$95.45**

M CASH REGISTER

Made by Smith-Corona. Balances cash, keeps day-to-day sales records, codes each sale according to 9 classifications. Tax key keeps exact record—coin bank for tax money. One lock, one key—detail tape locks in place Automatic locks for total and sub-total. Adding machine unit is removable. Lists to 9,999.99—totals to 99,999.99. Beige crackle enamel finish Instructions Shpg. wt. 54 lbs.

20296W14364......Retail **$199.50**

As above but with keys for gas stations. Nine special keys for gas, oil, tire, battery sales, etc. Shpg. wt. 54 lbs.
20297W14364......Retail **$199.50**

A

SMITH-CORONA
Silent Super
$120.50 retail

B

ROYAL
Quiet Deluxe
$119.72 retail

C

REMINGTON RAND
Quiet-Riter
$120.50 retail

D

SMITH-CORONA
Sterling
$105.65 retail

E

ROYAL
Senior Companion
$84.65 retail

Fine Modern Machines . . .

A SMITH-CORONA "SILENT SUPER" PORTABLE

Type in silence! Features keyset tabulator—all tabulating done from keyboard. Full-size Colorspeed keyboard with rimless keys. Page-Gage warns when only 2½ in. left at bottom of page. Fast, jam-proof type bar action—quadruple adjustable touch. Quickset margins, tip-touch back spacer, line retainer, floating shift. Dual-drive ribbon feed—one stroke reverse. End-of-line bell. Variable line spacing—single, double, and triple spacing. Two-color ribbon and stencil. Gray finish with green keys. Includes gray luggage-type carrying case.

20300W9240—Pica Type. Shpg wt. 20 lbs...........Retail **$120.50**
20301W9240—Elite Type. Shpg. wt. 20 lbs...........Retail **$120.50**

"Silent" Portable—as above but without keyset tabulator.

20250W8712—Pica Type. Shpg wt. 17 lbs...........Retail **$113.10**
20251W8712—Elite Type. Shpg. wt. 17 lbs...........Retail **$113.10**

B ROYAL "QUIET DELUXE" PORTABLE TYPEWRITER

Royal's finest portable! Easy to carry—and so quiet! Full-size Speed King keyboard with Finger Flow keys. Magic Margins—both margins set from keyboard. Touch-control indicator—speed selector adjusts for your speed. Line meter shows number of lines left at bottom of page. Fast-acting space bar and tab setting—left and right shift keys, line finder returns to correct writing line. Automatic ribbon reverse. Single, double, and triple spacing. Two-color ribbon and stencil. End-of-line bell. Gray finish. Lightweight fiber-glass carrying case.

20294W9194—Pica Type Shpg. wt. 18 lbs. . ...Retail **$119.72**

C REMINGTON RAND "QUIET-RITER" PORTABLE

Types quietly—use it anywhere! Miracle Tab set is sure and fast—sets and clears tabs from keyboard Finger tip keys—personal touch regulator. Accelerated type-bar action for speed—right and left shift locks. Synchronized carriage scales for margin setting—line-locating lever for fractional spacing. Margin stops at front of machine. Single stroke ribbon changer. Overhead 3-position paper bail. End-of-line bell. Single, double, and triple spacing. Two-color ribbon and stencil. Gray "velour" finish with green keys. Luggage-type carrying case

20292W9244—Pica Type. Shpg. wt. 24 lbs....... . Retail **$120.50**
20293W9244—Elite Type Shpg. wt. 24 lbs. . . . Retail **$120.50**

D SMITH-CORONA "STERLING" PORTABLE TYPEWRITER

A portable favorite—built for accuracy! Full-size Colorspeed keyboard with rimless glare-proof keys—Quickset margins and super-speed escapement. Page-Gage warns when 2½ in. remain at bottom of page—tip-touch back spacer and floating shift. Type-bar speed booster to prevent jamming. Cushioned tabulator—3-position paper bail, paper table with retractable paper supports. End-of-line bell. Single, double, and triple spacing. Two-color ribbon and stencil. Gray ripple finish—non-glare green keys. Handsome luggage-type carrying case

20252W8118—Pica Type. Shpg. wt. 17 lbs..........Retail **$105.65**
20253W8118—Elite Type. Shpg. wt. 17 lbs..........Retail **$105.65**

Smith-Corona "Clipper" Portable—as above but without tabulator, paper bail, and retractable supports on paper table.

20254W7590—Pica Type. Shpg. wt. 20 lbs...........Retail **$98.25**
20255W7590—Elite Type. Shpg. wt. 20 lbs...........Retail **$98.25**

E ROYAL "SENIOR COMPANION" PORTABLE TYPEWRITER

It's a new Royal—fast and efficient! Complete full-size Speed King keyboard with Finger Flow contoured keys. Right and left Magic Margins set directly from the keyboard. Balanced-speed space bar. Line finder returns to correct typing line. Skip-proof type bar action—fast and accurate back spacer. Right and left shift keys—margin release. Paper bail and paper table scale—paper guide. End-of-line bell Single and double spacing. Two-color ribbon and stencil. Smart gray velvetone finish with gray keys. Fiber-glass carrying case.

20445W6798—Pica Type. Shpg. wt. 15 lbs...........Retail **$84.65**

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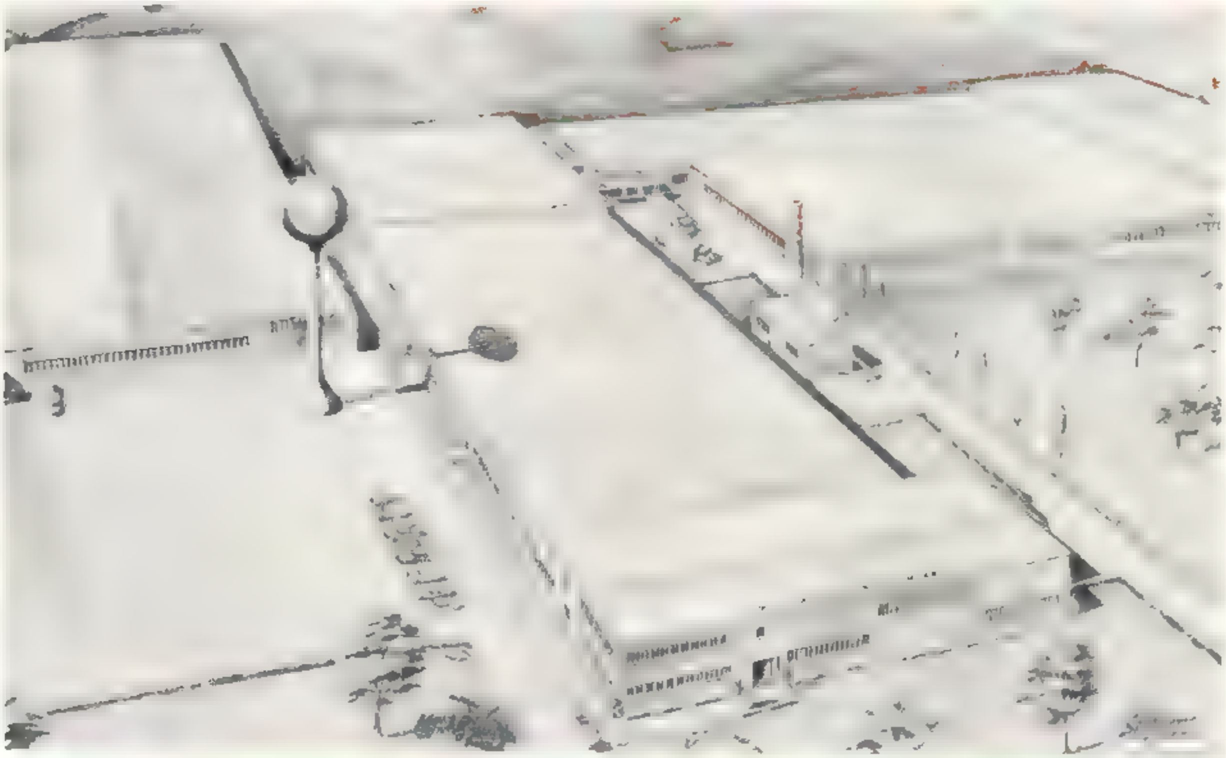
OUT OF THIS
LARGE, MODERN
PLANT COMES...

AMERICA'S FINEST

quality-price line of
scale-model trucks and
road-building toys by

STRUCTO



HIGHLY MECHANIZED TO PRODUCE TOP QUALITY AT MODEST PRICE

STRUCTO TOYS are manufactured at Freeport, Illinois in the world's largest toy factory under one roof. This new, ultra-modern plant utilizes the very latest moving belt and conveyor assembly lines, and other high-speed production equipment. New-type painting facilities give STRUCTO TOYS the finest quality high gloss finish that it is possible to produce. Be sure to see STRUCTO at the Toy Fair.

SEE... the sensational new
1955
STRUCTO LINE

completely
NEW
from top to
bottom

NEW
price range
to broaden
your profit
picture

quality
STRUCTO
toys

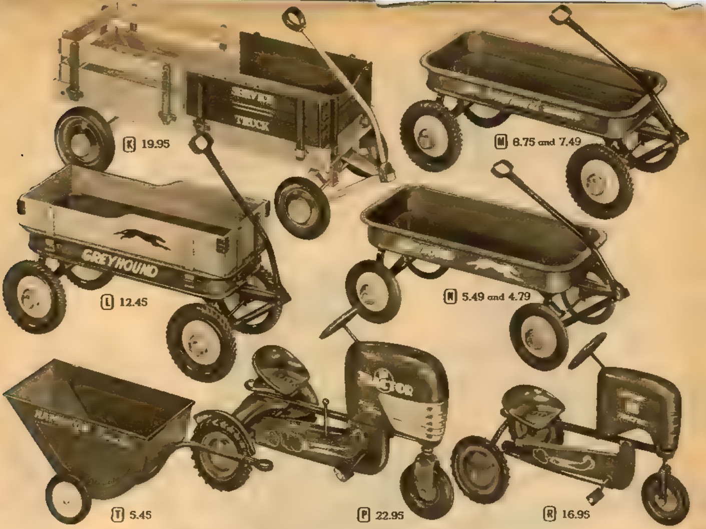
NEW
innovations
NEW
play value

to be shown
at a
NEW
easily-accessible
location

NEW STRUCTO TOY FAIR
LOCATION AT HOTEL
NEW YORKER, NORTH
BALLROOM, MEZZANINE
FLOOR, DIRECTLY OPPOSITE
CENTRAL REGISTRATION BOOTH

1955 CATALOG WILL BE
MAILED ABOUT MARCH 1

STRUCTO MANUFACTURING CO.
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
DISPLAY ROOMS: NEW YORK, Rm. 538, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 730 W. 10th Place; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.



and Wagons for Outdoor Exercise and Play

K HEAVY-DUTY SERVICE TRUCK. Carries 3 ten-gal. milk cans. Remove sides for coaster wagon. Hardwood body reinforced with steel rods is 45 x 16 x 2 in. deep (9¾ in. deep with sides added). Steel cleats hold sides rigid. Single 8½-in. front wheels, dual 9½-in. rear wheels, 1-in. tires. Killion ball bearings. Steel undergear, handle with rubber grip. Natural varnish and red enamel finish.
48 W 5521M—Ship. wt. 53 lbs. *Mailable*....19.95

L STEEL AND WOOD UTILITY TRUCK. Carries 2 10-gallon milk cans. Sides remove for coaster wagon. Steel body 34⅝x16x3¾ in. deep; with sides, 9 in. deep in front, 7½ in. in rear. Steel cleats hold sides. 10-in. wheels, 1¾-in. semi-pneumatic molded rubber tires with chevron tread. Oil-impregnated wood bearings. Easy-to-steer "fifth wheel" construction. Red baked-on enamel, natural varnish finish. Black steel handle, undergear.
48 W 5511M—Ship. wt. 37 lbs. *Mailable*....12.45

M "GREYHOUND" STEEL WAGON WITH BALL BEARINGS. Wheels feature ball bearings for smooth, fast ride. One-piece smooth steel body is built for hard wear. Large size: 34⅝x16x3¾ in. deep. Double disc wheels with 10x1¾-in. chevron tread, semi-pneumatic molded rubber tires. Undergear is heavy channel steel. Easy-steering "fifth wheel" construction. Tubular steel handle with "D" grip. Body finished in bright red baked-on enamel with white and black trim.
48 T 5523 M Ship. wt. 31 lbs. *Mailable*.....8.75

STEEL COASTER WAGON. Like (M) but not so fast. Has long-lasting oil-impregnated hardwood bearings, grooved 1¾-in. tires. *Mailable.*
48 W 5533 M—Ship. wt. 30 lbs 7.49

N STEEL COASTER WAGONS. Well-built wagons at low cost. Constructed and finished like (M) but have oil-impregnated hardwood bearings and 1¼-in. grooved rubber tires. *Mailable.*

48 T 5515 M LARGE SIZE. 34½x16½x3⅞ in. deep. 9-in. wheels. Ship. wt. 27 lbs. 5.49

48 W 5510 M—MEDIUM SIZE. 30x13½x3½ in deep. 7-in. wheels. Shipping weight 16 lbs. 4.79

P NEW DELUXE TRACTOR. (Ages 2 to 6). Largest, smoothest-riding tractor Wards sell. 40 in. long, 28 in. high. Bicycle-type chain drive, completely enclosed for safety, rear fenders and realistic gear shift handle. Heavy-gauge steel frame, step-plate for second passenger; rear hook for (T). Two ball bearings each in front wheel, chain drive and rear frame. Adj. seat mounted on spring; front fork has knee-action for smooth ride. 8-in. front wheel, 10-in rear wheels, tractor-tread 1¾-in. semi-pneumatic tires. Red enamel, white trim
48 T 5805 M Ship. wt. 40 lbs. *Mailable*.....22.95

R KIDDIE TRACTOR. (Ages 2 to 6). Smaller than (P). 35 in. long, 25 in. high. Nylon bearings in front wheel, ball bearings in rear axle hangers and chain drive. Heavy-gauge steel frame, rear hook for (T) below. Adjustable saddle seat, 7½-in. front, 9¾ in. rear wheels, 1¼-in. semi-pneumatic tires. Rear tires have tractor tread. Red and black baked-on enamel finish.
48 W 5807 M Ship. wt. 28 lbs. *Mailable* ...16.95

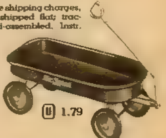
T TRAILER CART. Attach to any velocipede or tractor. Good garden cart too. 24-ga. steel body, 24x16x11½ in. deep. 7-in. wheels, 1¼-in. tires
48 T 5840 M—Red enamel. Wt. 15 lbs. *Mail*...5.45

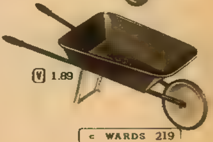
U V TOTS' STEEL TOYS. 1-pc. steel bodies ½-in. rubber tires. Red enamel finist.

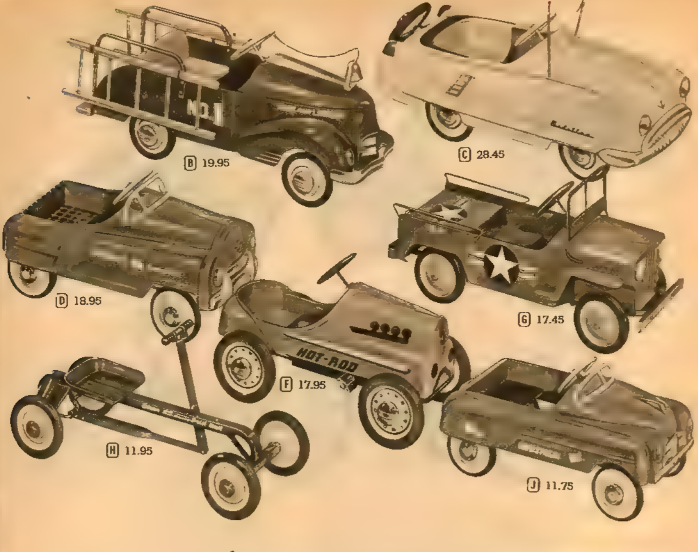
(U) 48 W 5513 M—Wagon. 21x10⅝x2¾ in. deep. 4¾-in. wheels. Wt. 5 lbs. 8 oz..1.79

(V) 48 W 5514 M—Wheelbarrow. 17⅞x 15x6½ in. deep. 7-in. wheel. Wt. 6 lbs. 1.89

To reduce shipping charges, wagons shipped flat; tractors semi-assembled. Instr.







Sturdy, Smooth-Riding Autos, Tractors

A **KID-E-CAR WASH.** Cleans and polishes toy cars, wagons, bikes, etc. Set includes "service station" cap, 25 car-wash tickets, bucket, 2 brushes, sponge, detergent, miniature Simonize cleaner, wax, Brillo cleaning pad and polishing cloth.

48 T 5833—Ship. wt. 3 lbs. 6 oz. 2.69

A
BRILLO
VEL

B **HOOK AND LADDER PEDAL DRIVE FIRE TRUCK.** (Ages 3 to 6). Has big firebell with chain, rear step-plate for extra rider, 2 sturdy hardwood ladders. Heavy-gauge steel; wood seat, step-plate. Adj. pedals. 8-in. disc wheels with ⅝-in. rubber tires. Nickel plated rails. Red finish, white trim.

48 T 5481R—Abt. 48 in. long. Ship. wt. 45 lbs. 19.95

C **"KIDILLAC" CHAIN DRIVE AUTO.** (Ages 3 to 7). A streamlined car with the smart styling of a real automobile; has aerial, rear-view mirror, removable spare wheel. Chain drive mechanism for smooth riding, easy pedaling. Body is smooth heavy-gauge, one-piece steel. Rear axle, pedal crank turn on ball bearings. 2-pc. pedals. Comfortable shaped seat. 8-in. disc wheels have 1¼-in. semi-pneumatic rubber tires. Chartreuse (lt. green) finish with red, black and silver color trim.

48 T 5803 R—Abt. 45 in. long. Ship. wt. 46 lbs.28.45

D **"JETLINER" CHAIN DRIVE CAR.** (Ages 2 to 6). Modern low lines. Easy-running ball bearings in front wheels, rear wheel hangers and sprocket assembly. Heavy-gauge smooth steel body. Adj. pedals. 7½-in. disc wheels, ⅝-in. solid rubber tires. Blue and white; plaid seat.

48 T 5830 R Abt. 36½ in. long. Wt. 31 lbs. . .18.95

E **DELUXE JUNIOR STEERING WHEEL.** Suction cup holds rubber shaft to dashboard. 10-in. plastic wheel turns completely around. Shifts to high, low, reverse; has horn and shift indicator.

48 T 5832 Ship. wt. 2 lbs 2.49

Shipping Information. Items (F), (G) and (H) are *Mailable*, others are shipped promptly from Stock by Freight, Truck, or by Express. Partly-assembled; complete assembling instructions included.

F **"HOT ROD" CHAIN DRIVE RACING CAR.** (Ages 2 to 5). Young speed demons will get a thrill driving this hot rod—chain drive mechanism makes it smooth riding, easy to pedal. Heavy-gauge steel body; ball bearing rear axle and pedal crank. 2-pc. pedals. 10-in. nylon bearing wheels; 1¾-in. semi-pneumatic tires. Orange enamel finish; black and white trim. *Mailable.*

48 T 5800 M—Abt. 35 in. long. Ship. wt. 42 lbs.17.95

G **"AIR FORCE" JEEP.** (Ages 2 to 6). Finished like a real Air Force Jeep in official blue baked-on enamel with realistic markings. Has two-level seat, retractable steel windshield (no glass), tow ring on rear bumper. Sturdy welded steel construction. Adjustable pedal drive with ball bearing rear axle hangers, push rods. 8-in. wheels; 1¼-in. semi-pneumatic puncture-proof tires.

48 T 5829 M—Length 41 in. Ship. wt. 30 lbs. . 17.45

H **IRISH MAIL** (Ages 3 to 7). Recommended by many doctors—develops shoulders, arms, legs, chest. Child propels with arms, steers with feet. Heavy-gauge steel construction. Adjustable seat, rubber hand grips. Ball bearings in front wheels, rear hangers and crank shaft. 9-in. wheels have 1½-in. semi-pneumatic rubber tires. Red baked-on enamel finish with white trim. *Mailable.*

48 T 5831M—41 in. long. Ship. wt. 23 lbs. . .11.95

J **"BLUE STREAK" PEDAL DRIVE AUTO.** (Ages 2 to 5). A jaunty roadster; easy to climb in and out. Heavy-gauge steel body; ball bearing rear axle and pedal crank. Adj. block rubber pedals. Seat has tough fiber pad. 7½-in. disc wheels, ⅝-in. rubber tires. Lt. blue and white enamel finish; plated hubcaps, hood ornament. Dummy headlights.

48 W 5419 R—Abt. 35 in. long. Ship. wt. 31 lbs.11.75

Handsome Genuine Leather Holster Sets

A WARDS FINEST DOUBLE HOLSTER, PISTOL SET. A truly handsome set that will make your young "sharp-shooter" swagger with pride. Beautiful natural color top grain cowhide is rich with "jewels," horsehead conchas, nickel spots Shaped, form fitting belt, about 3¾ in. wide, has "silver" Western buckle, adjusts from 26 to 38 in., holds "silver" dummy bullets. Big holsters, 11 in. long, loop to belt, have buckled straps, plastic thigh thongs. Two 12 inch "Cowboy" repeating pistols have side chamber that "breaks open" for loading, cylinder revolves as gun is shot.

48 T 3327—*With cap-shooting pistols. Ship. wt. 4 lbs. 9.45

B DE LUXE "LONE RANGER" DOUBLE HOLSTER, PISTOL SET. One of our finest sets . . . will lend real authority to any Lone Ranger scout. Top grain natural color cowhide set is trimmed with scalloped leather cut-outs, big "horse and rider" conchas, gleaming "jewels," nickel spots. Hip-fitting contour belt, about 3 in. wide, adjusts to fit waists from 26–36 in., has Western engraved buckle, loop. Attached large holsters, about 11 in. long, fringed with white leather, have plastic thigh thongs. Two 9½-in. "Texan Jr." repeating pistols, "break action" barrels. With black "Lone Ranger" mask.

48 T 3326—*With cap-shooting pistols. Ship. wt 3 lbs. 8 oz 7.95

C "PONY BOY" DOUBLE HOLSTER, PISTOL SET. Rugged gear, ready for plenty of rough shooting. Black genuine leather in plain and embossed basket weave, contrasting trim of conchas, stars, leather rosette cut-outs. Cowboy belt, abt. 2 in. wide, adjusts from 22 to 30 in., has wooden "bullets," "Pony Boy" buckle. Attached decorated holster, abt. 10¼ in. long, cross tabs, felt backing. Two 8½-in. "Western" pistols have "break action." Ship. wt. 2 lbs. 4 oz.

48 T 3322—*With cap-shooting pistols......3.65

D "PONY BOY" SINGLE HOLSTER AND PISTOL SET. A fine outfit for the sturdy cowboy who needs only one gun. Bright red and white genuine leather . . . scalloped leather fringe, flashing "jewels" and concha trim. Belt, about 2 in. wide, adjusts from 22 to 32 in., has large medallion. 11-in. holster has belt loop, bullet clip and "bullets." 8¼-in. "Sure-Shot" repeating gun has "break action." Ship. wt. 1 lb. 4 oz.

48 T 3318 *With cap-shooting pistol.......1.69

48 T 3319 With non-shooting pistol........1.69

E "PONY BOY" "SURE SHOT" DOUBLE HOLSTER, PISTOL SET. Cordovan and white genuine leather, basket weave embossing. True Western style set has leather cut-outs, concha, bright "jewel" trim. Belt, about 1¾ in. wide, adjusts from 22 to 32 in. Holsters, about 11 in. long have big leather belt loops. Two 8¼-in. "Sure-Shot" repeating pistols have "break action." Shipping wt. 1 lb. 12 oz.

48 T 3320—*With cap-shooting pistols... .2.75

48 T 3321—With non-shooting pistols.......2.75

F JET AUTOMATIC RIFLE. Six-shot repeater fires hollow plastic balls as far as 40 ft. Plastic stock, aluminum barrel. About 29 in. long

48 W 3352 L—6 Balls incl. Ship. wt. 1 lb. 12 oz. 2.49

48 W 3353 -12 Extra Balls. Ship. wt. 4 oz..... 57c

G DOUBLE BARREL SHOTGUN. Pull triggers to release corks, hear loud report. "Break action" heavy-gauge steel barrels; Western scene on "sure-grip" plastic stock. About 29 in. long.

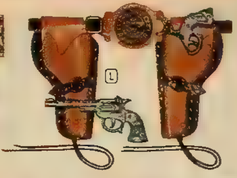
48 T 3303 L—2 corks incl. Ship. wt. 2 lbs. 4 oz. 1.69

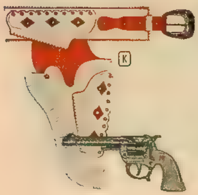
H "REX MARS" SPARKLING SPACE GUN. Wind it—pull trigger—it rat-a-tats as it fires harmless cosmic sparks. Plastic muzzle, grip, stock; steel body. About 21½ inches long.

48 T 3386 L—Flint incl. Ship. wt. 1 lb.......1.65

*In Accordance with State Laws, Residents of Iowa, and Minors Under 16 in Ohio May Order Only Guns That Do Not Shoot Caps.

X-92
MARS PATROL
H
G
F





with Metal Pistols... Authentic-Looking Rifles

J LONE RANGER DOUBLE HOLSTER, PISTOL SET One of our finest. With 23K gold foil transfer strip so you can write your name on holster! Handsome top grain cowhide, tooled, embossed. Ornate belt, about 2¾ in. wide, adjusts from 24–38 in., "Lone Ranger" buckle, 6 "silver bullets," "jewels." Attached fancy holsters, 10¼ in long, cross tabs, thigh thongs. 2 9½-in. "Texan Jr." repeaters, "break action" Wt. 3 lbs. 8 oz.

48 T 3323—*Cap-shooting pistols 5.79

K "TEX" SINGLE HOLSTER, PISTOL SET Fancy red and white leather, trimmed with fringe, scallops, conchas. Belt, abt. 2 in wide, adjusts from 22–28 in., red felt backing, Western buckle. Attached fringed holster, abt. 9¾ in. long holds 7-in. "Tex" repeater with "break action." Wt. 1 lb. 10 oz.

48 T 3308—*With cap-shooting pistol.. 2.69

48 T 3309—With non-shooting pistol.. 2,69

L "LONE RANGER" DOUBLE HOLSTER, PISTOL SET Genuine leather. ¾-in. width belt adjusts up to 32 in., has big "Lone Ranger" girdle. 7¾-in. holster, cross tabs, buckles, thigh thongs. 7-in. single shot "Star" guns.

48 T 3315—*Cap-shooting pistols. Wt. 1 lb 8 oz.. . . 1.69

48 T 3316—Non shooting pistols. Wt. 1 lb. 8 oz..... 1.69

M "STAR" SINGLE HOLSTER, PISTOL SET. Genuine leather, basket weave embossing, star, concha trim. Belt, about ¾ in. wide has big concha, adjusts 22–32 in. Fancy 9¼-in. holster; single shot 7-in. "Star" pistol.

48 T 3313—*Cap-shooting pistol. Ship. wt. 1 lb. .... 85¢

48 T 3314 Non-shooting pistol. Ship. wt. 1 lb........ 85¢

N "BLACK PIRATE" SINGLE HOLSTER, PISTOL SET for a small "Captain Kidd." Cordovan color genuine leather; gilt nailheads, skull, crossbones, red "jewels." Belt, abt. 1 in. wide, adjusts from 25–29 in. Holster has big flashy gold color pirate "buckle." Double barrel pirate cap pistol abt. 9½ in. long. Black eye patch

48 T 3305—*Cap-shooting pistol. Wt. 1 lb. 4 oz. ... 2.45

P COWBOY SPURS. Leather strap, "jeweled" concha. Nickel plated blunt end rowels, heel chain. Fit most children's shoes.

48 T 3312—Ship. wt. 6 oz. ....Pair 95¢

R WESTERN GLOVES. Leather cuffs, suedecloth hands, fringe; large "jeweled" concha Small (5), Medium (6), Large (7).

48 T 1777—Ship. wt. 8 oz. *State size*. . . 1.69

T "DRAGNET" HOLSTER, GUN SET. Small sleuths need authentic equipment for "plain clothes" work. Leather detective-type holster, adj. shoulder, chest straps, underarm gun pocket, dummy "bullets." "Dick" pistol, "Jr. Detective" badge. Ship. wt. 12 oz.

48 T 3310—*Cap-firing gun.. . ... .1.79

U ELECTRONIC FLASHLIGHT GUN Projects powerful vari-colored "space rays," makes noise. 9-in. plastic gun. Wt. 2 lbs.

48 T 3331—2 batteries included 1.59

V BIG GAME HUNTER'S CAP-SHOOTING RIFLE has a remarkably accurate telescopic lens sight that magnifies for long range shots. Replica of high powered hunting rifle with molded plastic stock, grip in walnut color. Gun makes loud report, smoke comes out of muzzle. Ship. wt. 1 lb. 4 oz.

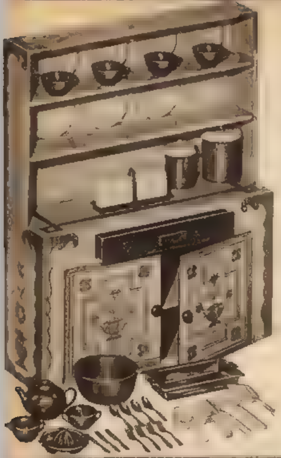
48 T 3330 L—*Cap-shooting gun. About 36 in long..................... 3.69

W "OVER AND UNDER" CAP-SHOOTING SHOTGUN. A beautifully detailed, accurate replica of a modern "Over and Under." Plastic stock, grip resemble fine wood. 2 steel barrels. Pump lever; peep sight. Rubber recoil pad. Gun gives loud report, shoots smoke. Ship. wt. 1 lb. 8 oz.

48 W 3304 L—*Cap-shooting gun. About 35 in. long...............2.69

*IN ACCORDANCE WITH STATE LAWS, RESIDENTS OF IOWA AND MINORS UNDER 18 IN OHIO MAY ORDER ONLY GUNS THAT DO NOT SHOOT CAPS.

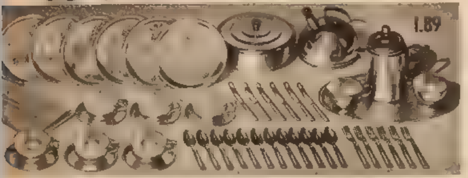
She'll Entertain in Style with These



METAL CHINA CABINET

- Plastic utensil drawer
- 44-Pc. sturdy plastic utensil, tea service
- Complete service for 4

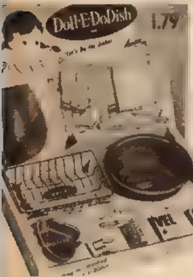
Beautifully lithographed in colorful Pennsylvania Dutch designs, this sturdy 16x5x21-in. high metal cabinet has 2 doors that open and close; shelves for storing her tea set. She can use the durable plastic utensils to prepare food for doll parties! Service for 4 incl. 4 each; plates, cups, forks, tea pot with cover, sugar bowl and creamer, mixing bowl, 2 canisters with covers, juicers, casserole, strainer, pancake turner, scoop, salad fork and spoon, 5-pc. spice rack. Perfect for the little girl who loves playing "house"! Mailable Shipping weight 8 lbs.
R35 J 5900. . . . . 4.98

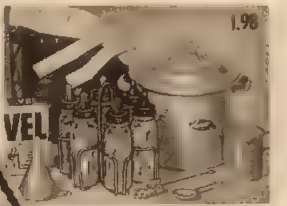


GLEAMING 55-PIECE ALUMINUM TEA AND COFFEE SERVICE

- Whistling tea kettle, hammered serving tray and snack bowl

Smart little hostesses love entertaining guests with this gleaming service for six! Appealing nursery rhyme characters on 4½-inch plates. 55-pc. set includes 6 each: plates, saucers, cups, forks, knives and napkins. 12 spoons; sugar bowl and creamer, beautiful 8-in serving tray. Red trimmed 5-inch covered snack bowl, coffee pot, whistling tea kettle that really whistles. She'll treasure this set for years.
35 J 6007 (1 lb. 8 oz.) 55 pcs. 1.89





10-PC DOLL-E-DO DISH SET—everything needed to wash and dry dishes! 11x12-in. plastic apron, 9-in. enameled pan, 9x7-in dish drainer. Sink strainer, cloth, metal handle mop, sponge, bottle brush. Small filled boxes of Vel and Ajax. She'll love being "mother's little helper" with these! Mailable.
R35 J 5933. (3 lbs.). 1.79

DOLL-E-NURSER, APRON

- Just like baby sister's
- Ideal for drink 'n wet dolls

Just what she needs to mix dolly's formula. Extra fun with drink 'n' wet dolls (see pg. 200). 6 miniature "Even-Flo" bottles have 3-pc. take-apart nipples and stoppers. Blue enameled 5x4-in. sterilizer with removable metal rack holds 6 bottles. Plastic funnel, measuring cup, a full box of Vel, bottle brush, spoon and child's 11x12-inch Green and Yellow plastic apron.
R35 J 6019. Mailable. (3 lbs.). . . . 1.98

Items 1 thru 7 at right

## [1] 31-PC. PLAY FOOD, CLOTH SET

- Everything a hostess needs for a complete "dinner"!

So delicious looking . . . your dolly will "eat" everything on her plate! Beautifully detailed, perfectly scaled plastic . . . just the right size for little hostess dish sets sold below. Menu includes 2 tempting turkeys; 4 servings each of green peas, carrots, steaks, corn on the cob, golden brown biscuits and pie. Also 2 loaves sliced bread, wooden salt and pepper shakers and a scalloped 18x18-in. plastic tablecloth.
35 J 6018. (12 oz.) . . . . Set, 31 pcs. 1.39

[2] NEW THIRD DIMENSIONAL PATTERN

- 55-pc. set includes real gold-plated pieces

Exquisitely designed "cherub" motif with raised antique gold pattern on rims of plates and saucers protected with clear, hard plastic layer . . . gives lovely 3rd dimensional effect! She'll feel like a princess when she serves from the gold-plated 7½-inch tea urn, sugar bowl and creamer. Tea urn has push button spout and cover, all cutlery and cup handles are plated with real gold. Incl. 6 each plates, saucers, ivory color cups, "crystal" goblets, sherbet dishes; teaspoons, knives, forks, 2 shakers, napkins.
35 J 6099. (3 lbs.). . . . . Plastic Set, 55 pcs. 4.89

## [3] 54-PC. BANNERWARE TEA SERVICE

- With genuine silver-plated butter and cake knives

So big, she can entertain her friends with real tea and food—learn how to be a perfect hostess while having fun! How her eyes will sparkle when she sees the beautifully detailed candy dish that converts to a charming centerpiece for gum drops and other snacks! Just remove the handle and place the sugar plum tree in the center. Complete 54-pc. plastic service includes 6 each: White 5½-in plates, cups, Red saucers, "crystal" and "ruby" goblets, forks, knives and spoons. Sculptured Red teapot with cover, sugar bowl, creamer and Black 6x9-in. serving tray. Plastic tableware also includes genuine silver-plated butter knife and cake knife, salt and pepper shakers, napkin holder and paper napkins. A set she'll use constantly!
35 J 6095. (2 lbs. 14 oz.) . . . . Set 54-pcs. 2.98

## [4] "GOLDEN GLOW" TEA SET FOR 4

- Styled to give her parties real elegance

She'll set a lovely table when everything harmonizes! 4 each lithographed metal plates, saucers, 2-tone plastic cups, Yellow plastic 6-in. tea pot with cover; "ruby" and "crystal" goblets and sherbet dishes with matching pitcher creamer and sugar bowl. 4 each plastic spoons, knives, forks; large 6x9-in. plastic tray salt and pepper shakers, napkins.
35 J 6098. (2 lbs.) . . . . Set 41 pcs. 1.98

## [5] 30-PC. 2-TONE "DUCK" TEA SET

- Novel "starter" set for tiny-tot hostesses

Delightful service for four! Pick the plastic duck teapot up by its cute little tail, tea pours from its beak! Duck teapot measures about 7 in. long, matching sugar bowl and creamer. Two-tone Green and White plastic dishes are extra large. Includes 4 each cups, saucers, 6½-in. plates, knives, forks, spoons. 6½-in. long plastic knives cut soft foods—can't harm little fingers. Scores a hit with wee hostesses.
35 J 6053. (2 lbs.). . . . . Set, 30 pcs. 2.29

[6] COLORFUL METAL TEA SET FOR 6

- Adds a cheery note to any dolly's tea party

32 pieces brightly lithographed in lovely designs on metal . . . the perfect set for wee homemakers. Includes 6 each. 4-in. plates, cups, saucers, butter plates. Sugar bowl, creamer, tea pot with lid, 10x8-in. serving tray, cake dish with cover, Lazy Susan.
35 J 6087. (1 lb. 13 oz.). . . . . Set, 32 pcs. 1.00

[7] TEA STAND, "STARDUST" TEA SET

- Makes a sparkling decoration for table or shelf

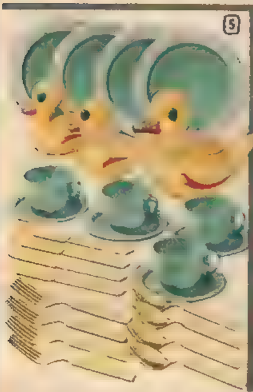
Your little hostess can display her "Stardust" plastic dishes in all their sparkling glory! Slotted 12x5x11-in metal stand holds dishes, gracefully curved handle has hooks to hold cups. Includes 4 each. 6-in. plates, saucers, cups. Gleaming genuine copper plated tea kettle with cover.
35 J 6097 Shipping wt. 3 lbs. . . . . . . Set, 15 Pcs. 2.79

① Play Food 'n Table Cloth 1.39

② 55-Pc. Set for 6 4.89

③ 54-Pc. for 6 2.98

④ 1.98



⑤

⑥ Metal Tea Set for 6 1.00

⑦ New! Stand with Tea Service 2.79

A

New Remington Travel-riter

(A) REMINGTON TRAVEL-RITER

42-Key 84 Character Keyboard with 5 educational characters including: Plus, Equal, Division and Degree characters and Exclamation point.

Plastic non-glare keys fit the fingers for accurate, speedy typing.

Lightweight, yet sturdily constructed. Only 11 lbs. without case; 15 lbs. with case.

Attractive Non-glare Gray Finish plus strong, carrying case finished in black grained fabric.

Permanent Card Writing Finger on writing line guide holds cards for writing from extreme top to bottom and from edge to edge.

Offers modern styling plus the above big-typewriter features. Right and left shift keys and shift lock offers easy switch to capital letters and upper case characters Keyboard has back space key, and standard space bar. Adjustable left hand margin Tilting paper table gives easy access to margin setting Bell indicates end of line. Full 8½" writing line Single and double line space selector. Left and right cylinder knobs and carriage release levers. Automatic and manual ribbon reverse. Positive paper feed. Twin roller paper bail with graduated scale. Carriage centering and locking device. Carrying case has removable top cover Pica or Elite type (specify). 15 lbs.
No. 5Q-4045. Index 1-5813. LIST **74^{33}***

*** Remington Sales Policy**

Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained

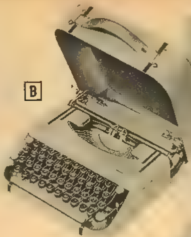
(B) SMITH-CORONA "SKY-WRITER"

- **Weighs only 8 lbs.**
- **Fits in Briefcase**
- **Full Size Keyboard**

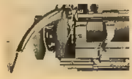
Lightweight, small, meets all normal typing needs. Features Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster and Touch Selector. Full-size 84 character keyboard, takes full size stationary. 3" high, 11" wide, 12" long. 9 lbs. Complete with cover. Specify Pica or Elite.

No. 5Q-4038.
Index 1-5603. LIST **71^{65}**

B



Smith-Corona



with Page-Gage PLUS THESE FEATURES

Page-Gage—As typist gets down to within 2½" of bottom of page, red figures show exactly how much space is left, and keeps showing right down to the end.

Quickset Margins — Pointers press down and slide to desired marginal positions.

Colorspeed Keyboard—Rimless, non-glare keys shaped to cup fingertips. Characters can't wear off.

Line Space Lever — Single, double and triple spacing Close to keyboard for easy reach and faster carriage return

Line Retainer -Automatically "remembers" writing line when ratchet is released to type between lines.

Typebar Speed Booster Speeds up return stroke Lessens chance of jamming.

Super Speed Escapement—Permits fast typebar action Almost impossible to jam the keys'

(C) SMITH-CORONA "CLIPPER"

Has all the features listed above plus Tip-Touch Back Spacer, Acoustical Vents, Typebar Speed Booster, Skid proof Feet, Piano Key Action, Floating Shift. Complete with handsome carrying case finished in new and attractive Silver Birch color. Specify Pica or Elite. 19 lbs

No. 5Q-4035.
Index 1-7527. LIST **95^{08}**

(D) SMITH-CORONA "STERLING"

Has all the features listed for the above model plus 3-position Paper Bail in place of Paper Fingers, Adjustable Paper Guide, Retractable Paper Supports and exclusive Cushioned Tabulator. Carrying case included. Specify Pica or Elite. 19 lbs.

No. 5Q-4036.
Index 1-7932. LIST **100^{38}**

(E) SMITH-CORONA "SILENT"

New!

Aristocrat of Smith-Corona portables! All the features of above models plus Line Retainer, Paper Fingers and Bail, numerous sound-deadening devices, and unique removable silent platen that may be changed with hard platen for manifolding or card and label writing. Carrying Case included. Specify Pica or Elite. 19 lbs.

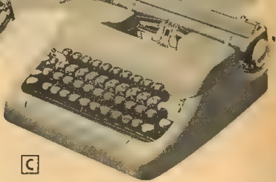
No. 5Q-4037.
Index 1-8337. LIST **105^{68}**

(F) SMITH-CORONA "SUPER" . . . NEW

Incorporates all the excellent features of above models plus new automatic key-set tabulator. "Set" key and "Clear" key, directly on keyboard, allow for columnar listings, etc without fumbling in back of machine. Beautifully styled. Attractive gray finish. Carrying case included. Specify Pica or Elite. 19 lbs.

No. 5Q-4042.
Index 1-9147. LIST **116^{28}**

Smith-Corona Portables



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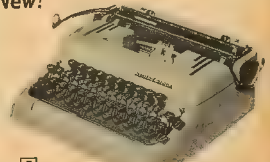

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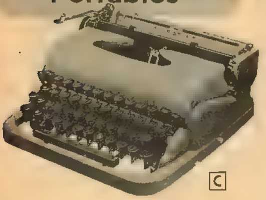
TYPEWRITERS NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

New Underwood Portables



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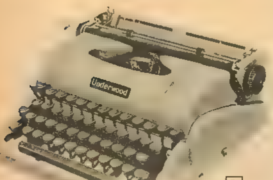

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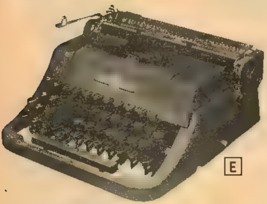

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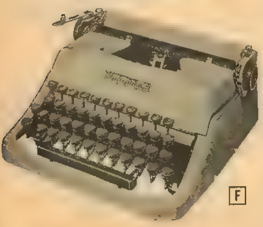
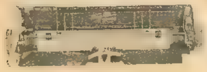


F

Underwood

with "See-Set" Margins



See-Set Margins enables typist to set both left and right hand margins simultaneously to any pre-determined writing line, up to 9" long Finger-tip control.

"Key Set" Tab—Sets stops; as close as wanted, clears stops quickly directly from keyboard Tab set, Tab clear and Tab keys directly on keyboard—no fussing in back.

Finger Form Keys—Designed to fit fingertip. Non-glare keys.

Single Margin-Release Key Right and left margins released by key on keyboard.

Variable Line Spacer—Pull-out type; releases cylinder enabling writing on ruled paper

(C) UNDERWOOD "DELUXE" ... NEW

Designed for easy, efficient typing . . . color styled for new smartness. Beautiful, non-glare 2-tone Ivy Green finish with attractive, chrome-fitted carrying case. Features include "See-Set" margins—typist sees both left and right margins, sets them with touch of the finger; Key-set tabulation provides tab setting and clearing directly on keyboard. Personalized touch tuning for light or heavy typing. 84-character keyboard has finger-form keys for easy, fast typing. Single, double and triple spacing. Balanced segment shift. 2-color ribbon and stencil control. Automatic ribbon reverse. Variable line spacer. 9" writing line. Paper guide and bail. Margin release key controls left and right margins. Centralizing lock adjusts carriage into position for closing case. Pica or Elite type (specify). 24 lbs.

No. 5Q-4041.
Index 1-8976. LIST **114^{15}**

(D) UNDERWOOD "FINGER-FLITE"

Underwood "Finger-Flite" typewriter is NOT AVAILABLE AT PRESENT TIME.

(E) UNDERWOOD "UNIVERSAL" ... NEW

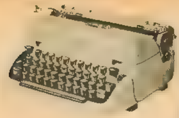
Beautifully styled. Green non-glare finish with chrome-fitted carrying case. "See-Set" margins enable left and right margins to be set by flick of the finger Individualized touch tension. 84-character keyboard with finger-form keys. Single, double and triple spacing. Positive 2-color ribbon and stencil control. Automatic line-finder returns cylinder to original line after using variable line spacer. 9" writing line Paper guide and bail. Simple margin release key for right and left margins. Carriage centralizing lock for closing case. Pica or Elite type (specify) 23 lbs.

No. 5Q-4040. Index 1-7425. LIST **95^{00}**

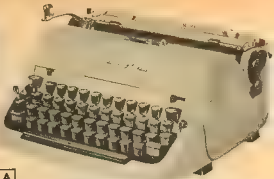
(F) UNDERWOOD "LEADER" ... NEW

Easy touch action. 84 character keyboard with finger-formed keys features common arithmetic signs and back spacer, right and left shift keys and shift lock. Balanced segment shift. 9" writing line. Carriage and paper release lever. Adjustable hand margins with right hand bell indicator Automatic line finder. Manual or automatic ribbon reverse. Adjustable paper fingers. Single, double and triple spacing. Pica type only. Non-glare tan finish, green keytops. Green carrying case included. 22 lbs.

No. 5Q-4027, Index 1-6021. LIST **74^{41}**



B



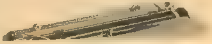
A

New Remington Portables

Remington

with Exclusive Miracle Tab PLUS THESE FEATURES

Miracle Tab—Sets and clears tab stops from keyboard with flick of the finger. Perfect for typing lists of names, dates, etc



Visible Margins—Lets typist see where to set both right and left margins with fingertip ease without moving carriage. Stay in place—never slips

Patented Simplified Ribbon Changer—Semi-automatic . . . reduces ribbon changing to one easy operation.

Exclusive Large Size Paper Cylinder—Has sure-grip paper feed . . . gives clearer printwork and positive feeding of carbon packs, cards and envelopes. Extra long carriage return lever.

Standard Keyboard—42 keys, 84 characters and all operating controls—**placed just as they are on office typewriters.**

Finger Speed Keys Newly designed, formed to fit the contour of the finger. Non-glare key tops give a new sureness of touch.

Super-Strength Frame—Exclusive features keeps every working part in perfect alignment . adds years of efficient service.

(A) REMINGTON "QUIET-RITER"

Every feature shown above plus many more are incorporated into this amazing portable typewriter to offer the typist "big machine" results. Newly styled, modern, neat appearance. New fixed paper table and scales with built-in paper edge guide. Single, double and triple line space selector. 3-position paper bail. Personal touch regulator allows typist to adjust machine for light, medium or firm typing. Line locating lever, synchronized paper scales. Warning bell rings 5 spaces before end margin locks margin release key enables typist to type past lock or in left margin. Automatic ribbon reverse. Non-glare grey velour finish. Sturdy, deluxe luggage-type carrying case included with touch method instruction booklet. Specify Pica or Elite type 16 lbs.

No. 5Q-4025. Index 1-10358. LIST **120^{50}***

(B) REMINGTON "NEW" PORTABLE

Same as above but without Miracle Tab. Specify Pica or Elite type. 16 lbs.

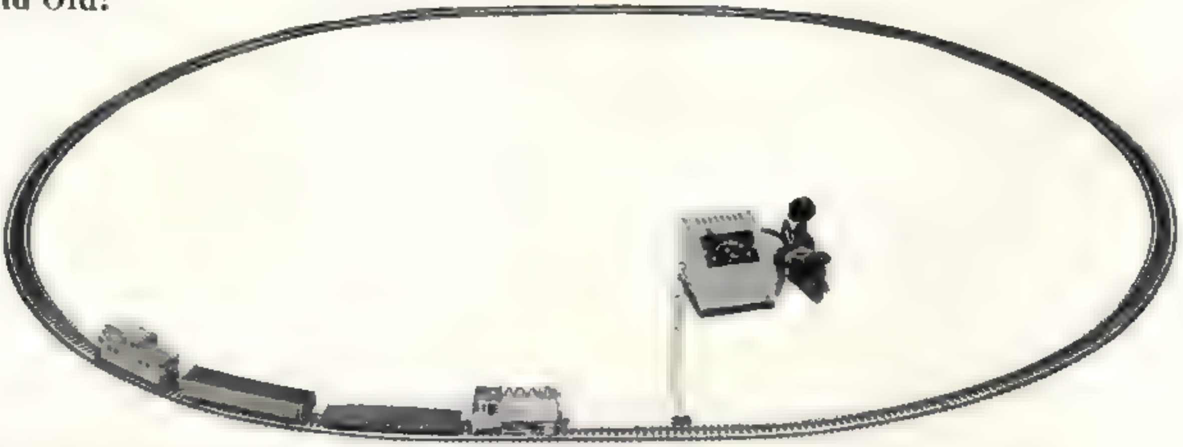
No. 5Q-4024. Index 1-8024. LIST **109^{40}***

* Remington Dealers Note:

Sold to dealers for resale to ultimate users only Minimum Fair Trade price in states having Fair Trade laws must be maintained.

This Set is Packed in a Large Beautiful Box Lithographed in Full Colors—Attracts Customers, Young and Old!

VARNEY MIGHTY MIDGET
TRAIN SET

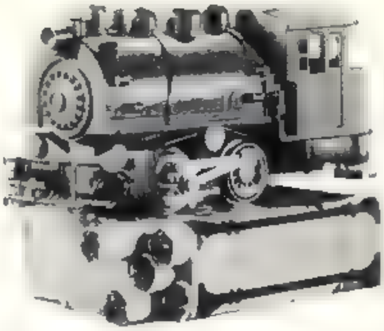


Ready to run! No kits to build, no tools to use, this magnificent sturdy, powerful midget train set is perfect for every adult to buy for a child . . . or for himself. Fully assembled, 16 pieces of track, with DC power-pak, ready to go.

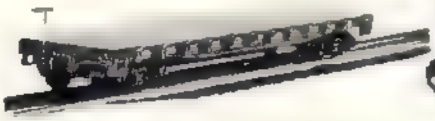
VARNEY — Since 1936 —

T M REG U S PAT OFF

Cars of all kinds! Varney's variety of scale HO cars is equalled only by the real railroads.

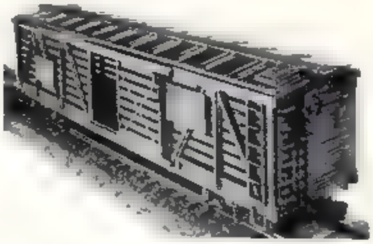


In all modesty we say that this is the most famous locomotive in scale model railroading. A sales record breaker, it has won the affection of scale railroaders all over the country. Powerful (it will pull 20 cars), simple, and handsome—it sells on sight!

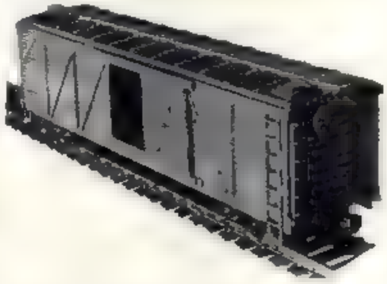


Flat car. Latest type. Indented stake pockets. Sprung trucks.

Gondola that rides like a lady, and will carry the loads of an amazon. 4,000 rivets!



Cattle car. Sliding doors. Removable roof. Amazing detail.

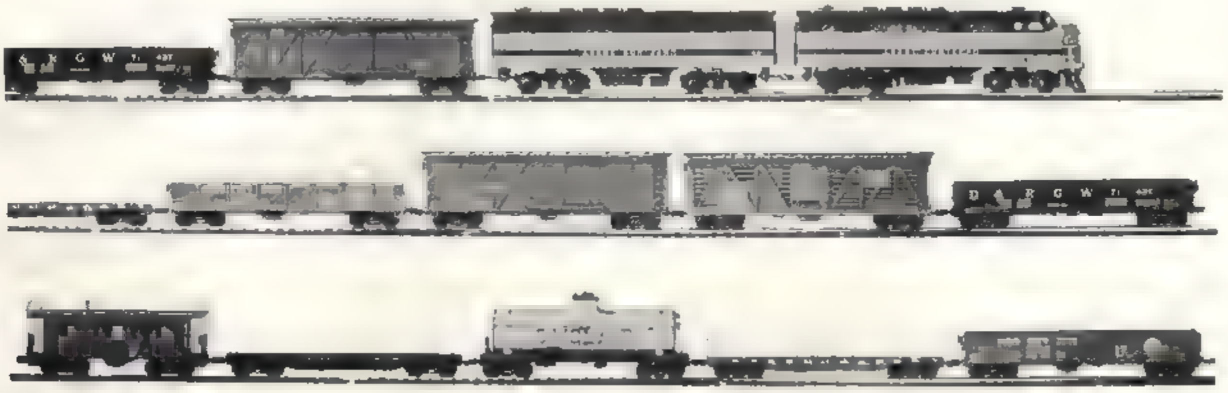


Best box car in the business. Comes in various colors and roads.

**88 Wheels a Rollin'—
and This
Great Big Handsome
Buy Will Roll
Off Your Shelves
Faster Than You
Think!**

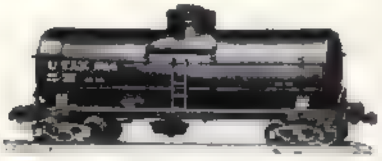
VARNEY TRAINMASTER SET

● This huge train set includes an amazing twin-drive loco with trailing B unit and the long train of nine assorted cars shown below. Magnificent detail, sturdy build, and the cars actually lettered with true fidelity. Study these photographs!



Nowhere a value like this! Complete with 22 pieces of snap-together track, and a DC power pak.

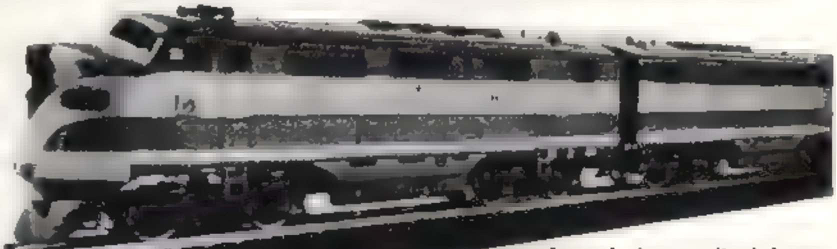
America's finest HO scale model trains!



Tank car. Sleek, lettered, an authentic beauty.

Hopper car. Road names are faithful in color and size on Varney scale cars.

Cupola caboose. Popular traditional type—just like the real thing



Varney's famous diesel locomotives are the standard of HO. They come 4 ways: the first loco (A unit) comes with power, or without power (dummy). The second loco (B unit) comes also with—or without power.

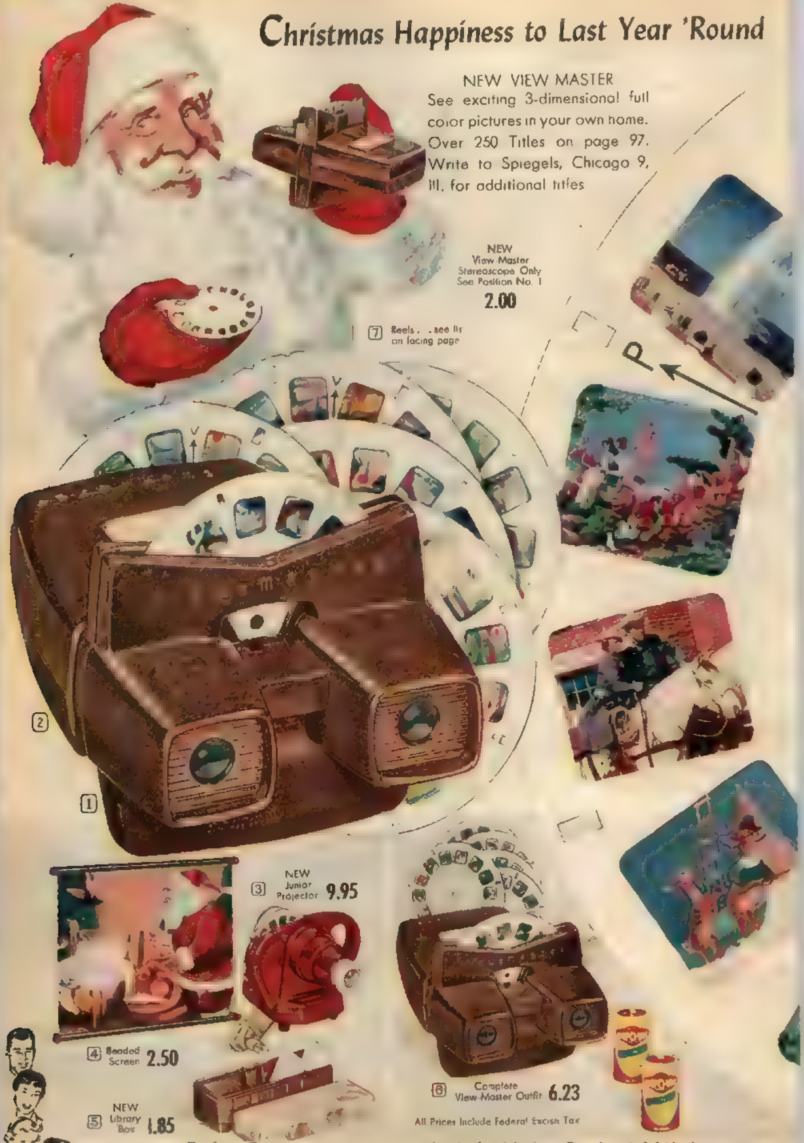
➜ Opportunity for toy merchants!

New and different! You can stop crowds with Varney's HO scale trains. They generate sales. Handled through 24 jobbers. In addition to equipment shown here, Varney has a complete line of track and accessories, streamliners, autos, etc. Write or wire for information.

Gordon Varney
4401 PONCE DE LEON BLVD.
CORAL GABLES 46, FLORIDA

Christmas Happiness to Last Year 'Round

NEW VIEW MASTER
See exciting 3-dimensional full color pictures in your own home. Over 250 Titles on page 97. Write to Spiegels, Chicago 9, Ill. for additional titles



NEW
View-Master
Stereoscope Only
See Position No. 1
2.00

7 Reels . . . see list on facing page

3 NEW Junior Projector **9.95**

4 Beaded Screen **2.50**

5 NEW Library Box **1.85**

6 Complete View-Master Outfit **6.23**

All Prices Include Federal Excise Tax

with "3-D" Full Color Pictures

TRUE-TO-LIFE KODACHROMES—BIGGEST SELECTION

[1] **VIEW MASTER STEREOSCOPE**—educational and intriguing! Fun for children and adults. Full color '3-D' scenes just as your eyes would see them in "come-to-life" realism. Finger flick scene changing. New modern design. Easy for children to operate—just hold viewer up to light. Lenses accurately ground and polished. Sturdy Brown plastic body. Order early!
55 J 3940M. Postpaid. 2.00

[2] **Light Attachment** for Stereoscope. Better viewing, illumination Fastens on back Order batteries below.
55 J 3941M Postpaid 2.00

Two Batteries For light attachment
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Electric Transformer. Continuous lighting for light attachment No batteries needed 10 ft cord, 115v, 60 cycles AC
55 J 3931M Postpaid 3.50

[3] **JUNIOR PROJECTOR** easy and safe to use! Perfect for your View Master reels Projects non stereo pictures in full color up to 16x18 in Changes scenes automatically with flick of lever Fun for the whole family 110 120V 60 cycle AC PPd
55 J 3928M Bulb included . 9.95

[4] **BEADED PROJECTION SCREEN**—glass beaded fabric surface gives pictures clearness and brightness. Set up quickly for table or wall Rolls up compactly Screen 18x24 in
55 J 3111M (2 lbs 4 oz.) 2.50

[5] **LIBRARY BOX** every youngster needs this all-in-one plastic storage box. Holds one viewer and 100 reels (not included) Complete with set of 12 index cards.
55 J 3943M Postpaid 1.85

[6] **VIEW-MASTER OUTFIT**—fascinating fun for ages 6 to 60 Includes Stereoscope light attachment 2 batteries, choice of 6 View Master reels in color See our large variety of reels—55 J 3901 -below State catalog number, 6 reel numbers and titles
55 J 3945M Postpaid Outfit 6 23

[7] **3-D PICTURE REELS IN FULL COLOR** For 3 D viewer or non stereo projectors 7 full color scenes to each reel, sold only in units listed for each group State catalog number reel numbers and titles Example 55 J 3901 FT2 Hansel & Gretel

UNIVERSAL FAVORITES

Choose from our large reel selection (254 titles) listed below State catalog number, reel numbers and titles.
55 J 3901M State choice. Postpaid . . . . Sold only in lots of 6 reels for 2.00

	COWBOYS
940	The Rodeo U S A
945	Roy Rogers and Horse, Trigger
946	Roy Rogers Holdup
950	Gene Autry and Horse, Champion
951	Gene Autry Kidnapping
955	Hopalong Cassidy & Horse, Topper
956	Hopalong Cassidy and Rustlers
960	Cisco Kid and Pancho
	CHILDREN'S STORIES
FT-1*	Little Red Riding Hood
FT-2*	Hansel and Gretel
FT-3*	Jack and the Beanstalk
FT 5*	Cinderella
FT-6*	Goldilocks and 3 Bears
FT-7*	The Three Little Pigs
FT 8*	Little Black Sambo
FT 9*	The Ugly Duckling
FT 10*	Sleeping Beauty
FT 11*	Pied Piper of Hamelin
FT 12*	Thumbelina
FT 13*	Rumpelstiltskin
FT 25*	Rudolph, Red-Nosed Reindeer
FT 30*	The Night Before Christmas
SP 9058	Santa's Workshop, North Pole
710*	Fire Fighters in Action. U S.A
800	Bugs Bunny and Elmer Fudd
810	Tom and Jerry, Cat Trapper
820	Woody Woodpecker and Pony
821	Woody Woodpecker Collector
822	Andy Panda Mystery Tracks
823	Chilly Willy Penguin
	ARABIAN NIGHTS
FT 50A*	Aladdin's Lamp Part I
FT 50B*	Aladdin's Lamp Part II
FT 51*	The Magic Carpet
	ALICE IN WONDERLAND
FT 20A*	The White Rabbit
FT 20B*	The Mad Hatter's Tea Party
FT 20C*	The Croquet Game and Trial
	MOTHER GOOSE RHYMES
MG-1*	Miss Muffet to Jack and Jill
MG 2*	Little Boy Blue to King Cole
MG 3*	Bo Peep to Cat and Fiddle
	RELIGIOUS XMAS STORIES
XM-1*	Mary and Joseph
XM-2*	The Shepherds
XM-3*	The Wise Men
	ADVENTURES
SAM 1*	Sam Sawyer Flies to the Moon
SAM 2*	Sam Sawyer Finds a Treasure
SAM 3*	Sam Sawyer in Land of Giants
SAM 4*	Sam Sawyer in Darkest Africa
SAM 6*	Sam Sawyer Flying Pirates
976A	Tarzan Finds a Son
976B	Tarzan Saves Explorer
976C	Tarzan Rescues Lion
	SPECIAL EVENTS
155	Miss America Contest
272	Tournament of Roses, Pasadena
	MOVIE, TV STARS
740	Movie Stars I
74	Movie Stars II
742	Movie Stars III
745	TV Stars I
746	TV Stars II
747	TV Stars III
	ANIMALS
901	Wild Animals of Africa
910	Wild Animals, Africa I, U S.A.
911	Wild Animals, Africa II, U.S A
912	Wild Animals of India, U S A

913	Wild Animals of No. America
914	Wild Animals of So. America
925	Elephants, St Louis Zoo
926	Chimpanzees, St Louis Zoo
927	Lions, St Louis Zoo
942	Cattle Roundup, Branding
701	A Day At The Circus I
702	A Day At The Circus II
703	A Day At The Circus III
715*	Down on the Farm, U S.A
720*	Bullfight in Spain
	NATIONAL PARKS
16	Bryce Canyon I Utah
26	Grand Canyon, So Rim I Ariz.
27	Grand Canyon, So. Rim II, Ariz
46	Glacier I Montana
101	Rocky Mt Trail Ridge Rd., Col
115	Sequoia I California
126	Yellowstone Grand Canyon, Wyo.
127	Yellowstone Mammoth Area
128	Yellowstone, Old Faithful Area
131	Yosemite I California
141	Zion I, Utah
169	Everglades of Florida
176	Petrified Forest, Arizona
251	Carlsbad Caverns I, N Mex
252	Carlsbad Caverns II N Mex
299	Hot Springs, Arkansas
355A	Gt. Smoky Mts I Tenn & N. C
355B	Gt. Smoky Mts II
339A	Mammoth Cave I Kentucky
	UNITED STATES TRAVELS
	ALABAMA
335	Bellingrath Gardens, Mobile
	ARIZONA
175	Navajo Indians, N Mex & Ariz
177	Painted Desert
	CALIFORNIA
111	Redwood Highway I
112	Redwood Highway II
198A	San Francisco
201	Santa Catalina Island
219	Hollywood
220	Homes of Movie Stars Hollywood
221	Los Angeles
284	Death Valley
	COLORADO
51	Garden of the Gods
53	Park of the Red Rocks
234	Cave of the Winds
245	Pikes Peak
246	Denver & Mountain Peaks
	DISTRICT OF COLUMBIA
136	Washington I
137	Washington II
	FLORIDA
160	St Augustine
161A	Silver Springs
162	U S Hwy I Daytona Key west
163	Miami Beach
164A	Cypress Gardens
164B	Water Skiing Cypress Gardens
165	Miami
166	Marine Studios Marineland
	IDAHO
206	Sun Valley Winter
	ILLINOIS
298	Lincoln New Salem, Springfield
333	Chicago
	KENTUCKY
342	Race Horses of Bluegrass
	LOUISIANA
332	The Mardi Gras, New Orleans

	MASSACHUSETTS
278	Boston
	MICHIGAN
248	Mackinac Island
	MISSISSIPPI
334	Natchez The Old South
	MISSOURI
372	Colorful Ozarks
	NEVADA
8	Hoover Boulder Dam Power
11	Hoover Boulder Dam
	NEW ENGLAND STATES
277	Autumn Foliage
	NEW HAMPSHIRE
265	White Mountains
	NEW JERSEY
154	Atlantic City
	NEW MEXICO
175	Navajo Indians
286	Indian Tribal Ceremonial
	NEW YORK
81	Niagara Falls
82	Niagara Falls in Winter
156	New York City I
157	New York City II
158	New York City III
	OREGON
212	Mount Hood
96	Scenic Coast of Oregon
151	Columbia River Highway
	SOUTH DAKOTA
203A	The Black Hills I
203B	The Black Hills II
204	Badlands
	TENNESSEE
338	Lookout Mountain
	VIRGINIA
76	Mt. Vernon
77	Interior Washington's Home
	WISCONSIN
124A	Dells of Wis. River
	FOREIGN TRAVEL
61	Hula Dancers, Hawaii
63	Honolulu, Island of Oahu
65	Volcanic Eruption Puna, Hawaii
68	Flowers of Hawaii I
73	Waikiki, Island of Oahu
309	The Eskimos, Alaska
319	Lake Louise, Alberta, Canada
320	Indian Days Banff
375	Niagara Falls, Ont Canada
501	Mexico City Mexico
595	Island of Bermuda
1001	London I England
1013	Windsor Castle, England
1401	Paris 1 France
1402	Paris 2 France
1411	Our Lady of Lourdes Shrine
1420	Battlefields of Normandy
1425	French Riviera
1601	Rome, Italy
1605	Holy Year 1950 Rome
1606	Venice, Italy
1903	Windmill Land, Holland
2017	St. Moritz Switzerland
2721	St. Peter's Basilica
3029	Natives of Zululand, Africa
3100	Victoria Falls, Africa
3303*	Grt Pyramids & Sphinx
4000*	Jerusalem "The Holy City"
4006*	Bethlehem Judea

3-REEL STORY PACKETS

2 Packets 2.00

42 Pictures! Each Title below is a packet of 3 reels Sold lots of 2 packets only State 2 titles
55 J 3927M Ppd 2 Packets 2.00

LIST OF ENTERTAINMENT PACKETS

- *Christmas Story XM1 XM2 XM3
- *Cowboy Stars Adventures 946 951 956
- *Fairy Tales I (FT1 FT2 FT3
- *Fairy Tales II FT5 FT6 FT13
- Performing Animals (925 926 927
- *Adventures of Tarzan 976A 976B 976C
- *Snow White 7 Dwarfs
- *Rudolph Shines Again
- *Tom Corbett Space Cadet
- *Canonization of Blessed Pius X
- Woody Woodpecker
- Buffalo Bill Jr
- *United Nations
- *Wonders of Deep
- *20,000 Leagues Under the Sea
- *Coronation of Elizabeth II
- *Baseball Stars
- Dale Evans, West
- *Robin Hood
- *Rin Tin Tin
- *Wild Birds
- *Butterflies

LIST OF SCENIC PACKETS

- Black Hills Badlands South Dakota
- Carlsbad Caverns, New Mexico
- Cypress Gardens, Florida
- Crater Lake, Oregon
- Dells of Wisconsin
- Glacier National Park, Montana
- Grand Canyon I Arizona
- Grand Canyon II Arizona
- Great Smoky Mts Tenn and N Car
- Mammoth Caves, Kentucky
- Miami, Florida
- New York City New York
- Niagara Falls, N Y and Ontario
- Painted Desert, Ariz
- Rainier National Park, Wash
- Silver Springs, Florida
- Yellowstone National Park, Wyoming
- Yosemite National Park, California

LIST OF STATE PACKETS

- *Alabama
- *Arizona
- *Arkansas
- *California
- *Florida
- *Georgia
- *Idaho
- *Iowa
- *Kansas
- *Kentucky
- *Maine
- *Massachusetts
- *Michigan
- *Missouri
- *North Carolina
- *Ohio
- *Oklahoma
- *Oregon
- *Pennsylvania
- *South Carolina
- *South Dakota
- *Tennessee
- *Texas
- *Washington
- *Wisconsin

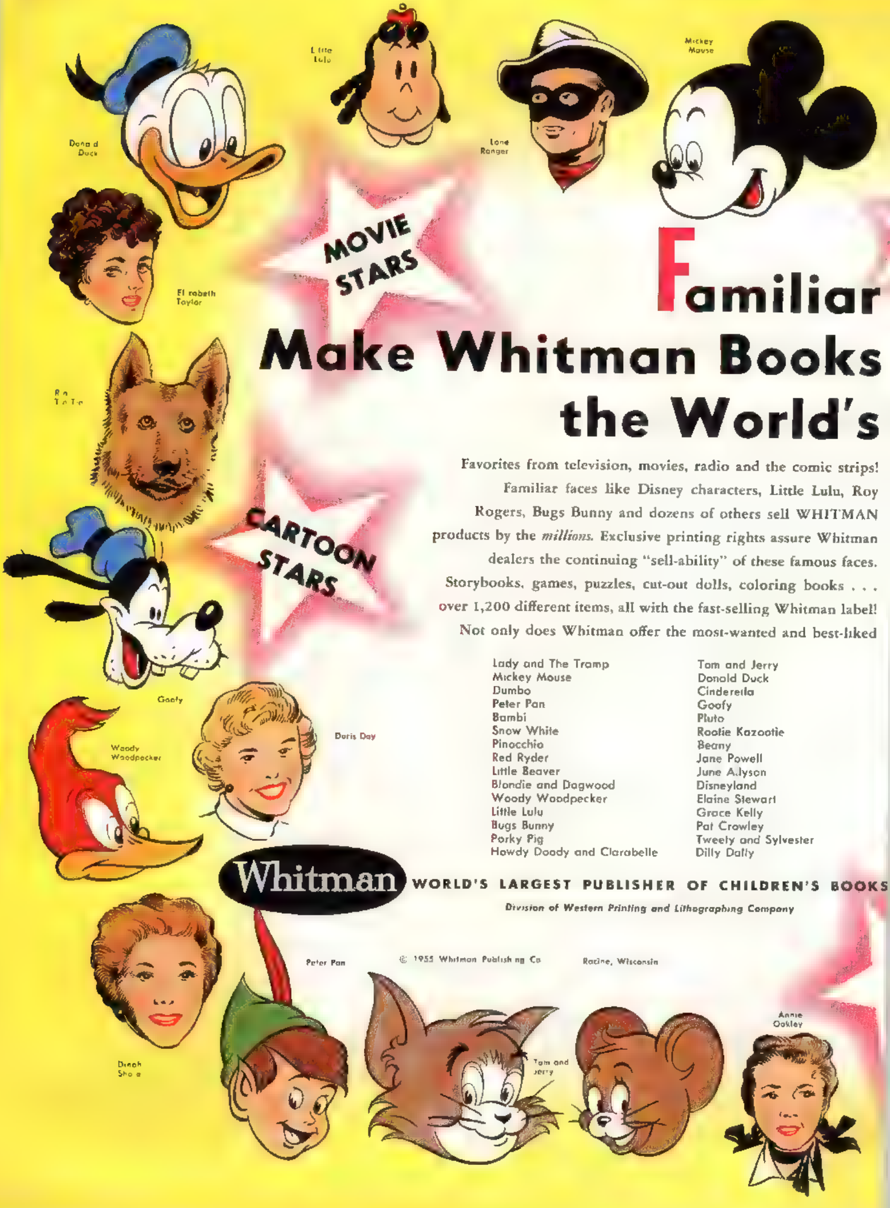
RELIGIOUS STORIES

Individual reels only
Postpaid.
55 J 3914M. Ea. reel 50¢

CH-1*	Angel Gabriel and Zacharias
CH-6A*	The Birth of the Savior I
CH-8*	The Wise Men Find Jesus
CH 15*	Jesus Water into Wine
CH 40*	Jesus Answers A Prayer
CH 47*	The Good Samaritan
CH 49*	Jesus Our Good Shepherd
CH55A*	Prodigal Son I

*All reel titles marked with asterisk (*) also include printed story scene by scene Write Spiegels for complete listing

See Page 287 for Spiegel Budget Power . . . a better way to better living



Donald Duck
Little Lulu
Lone Ranger
Mickey Mouse
Elizabeth Taylor
MOVIE STARS
Rin Tin Tin
CARTOON STARS
Goofy
Woody Woodpecker
Doris Day
Dinah Shore
Peter Pan
Tom and Jerry
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Bugs Bunny
Porky Pig
Howdy Doody and Clarabelle

Tom and Jerry
Donald Duck
Cinderella
Goofy
Pluto
Rootie Kazootie
Beany
Jane Powell
June Allyson
Disneyland
Elaine Stewart
Grace Kelly
Pat Crowley
Tweety and Sylvester
Dilly Dally

Whitman WORLD'S LARGEST PUBLISHER OF CHILDREN'S BOOKS

Division of Western Printing and Lithographing Company

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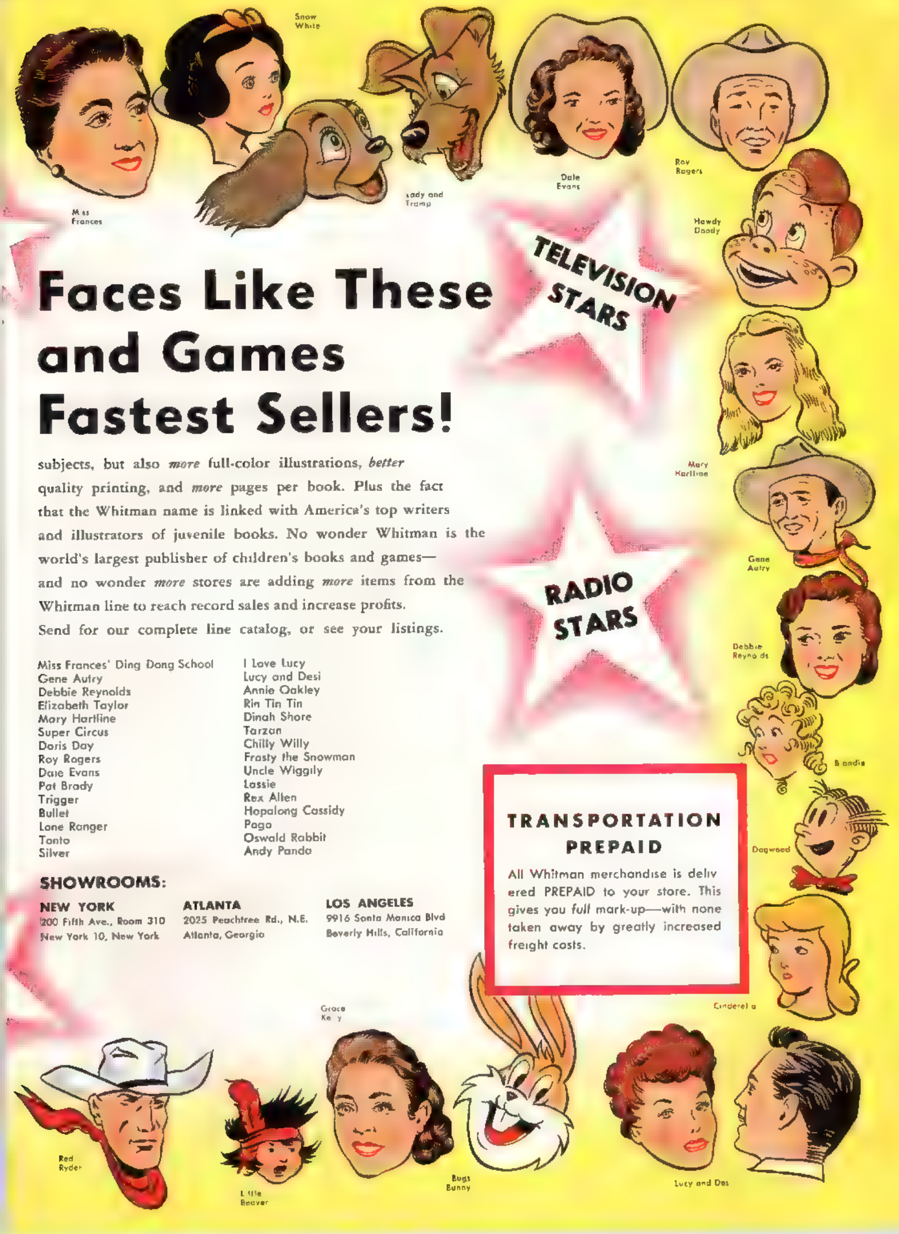
Miss Frances
Snow White
Lady and Tramp
Dale Evans
Roy Rogers
Howdy Doody
TELEVISION STARS
RADIO STARS
Mary Hartline
Gene Autry
Debbie Reynolds
Blondie
Dagwood
Cinderella
Lucy and Desi
Bugs Bunny
Grace Kelly
Little Beaver
Red Ryder

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subjects, but also *more* full-color illustrations, *better* quality printing, and *more* pages per book. Plus the fact that the Whitman name is linked with America's top writers and illustrators of juvenile books. No wonder Whitman is the world's largest publisher of children's books and games—and no wonder *more* stores are adding *more* items from the Whitman line to reach record sales and increase profits. Send for our complete line catalog, or see your listings.

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Tonto
Silver
I Love Lucy
Lucy and Desi
Annie Oakley
Rin Tin Tin
Dinah Shore
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Frosty the Snowman
Uncle Wiggily
Lassie
Rex Allen
Hopalong Cassidy
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EQUIPPED 3-SPEED "TOURIST" BIKE 46.95

A Imagine the joy this full size 26-in. Hercules English lightweight bike will give on Christmas morning and for years to come. The ideal gift for any adult or teen-ager—combines year 'round pleasure with healthful exercise. The "Tourist" is designed for smooth, easy-riding comfort. Her-Cu-Matic 3-speed hub lets you shift gears just like a car. Caliper rim brakes—provide positive stop-action. Includes the Miller Generator set, consisting of heavily chromed headlight, taillight and generator (no batteries needed). With chromed tire pump; tan coil spring saddle and matching ¾-size tourist bag (wrench and oil can included), full length chain guard; kickstand; and 26x1⅜-in. Dunlop high pressure tires with Butyl tubes. Act. wt. only 36 lbs. Ship. wt. 46 lbs. Only $5 Down on Wards Monthly Payment Plan.

60 W 2904 R—Men's Model. Metallic Ruby and Cream trim edged with Gold color. . .Cash $46.95

60 W 2905 R—Women's Model. Metallic Blue and Silver color trim edged with Gold color. .Cash $46.95

STANDARD 26-IN. AND 24-IN. "TOURISTS" 38.45

B Give them a Christmas thrill, that will be remembered throughout the year—a new Hercules English lightweight bike—tops in quality, performance, value. Same fine quality as the equipped model at left but designed for those who wish to purchase accessories individually. Features of the Standard include the Her-Cu-Matic 3-speed hub; caliper rim brakes; full length chain guard; kickstand; and high pressure Dunlop tires with Butyl tubes. *Tire Sizes.* 26x1⅜ in. and 24x1⅜ in. *Colors:* Men's and Boy's models metallic Green, Women's and Girl's models metallic Blue. All have Gold-color lining and White panel on rear mudguard. 26-in. size: Actual weight 36 lbs. Ship. wt. 46 lbs. 24-in. size: Actual weight 32 lbs., Ship. wt. 42 lbs. $4 Down.

60 W 2900 R—26-in. Men's Model . . . Cash $38.45

60 W 2901 R—26-in. Women's Model . Cash 38.45

60 W 2902 R—24-in. Boys' Model. . . . Cash 38.45

60 W 2903 R—24-in. Girls' Model. . . .Cash 38.45

HAWTHORNE STANDARD TANK IN TWO SIZES

C Wards most popular tank model bike—now offered in adult 26-in. and junior 24-in. sizes. Guaranteed to give years of riding pleasure, with streamlined styling and design. Bright Delta Jet-Rocket headlight on fender; large Stimsonite reflector on trim luggage carrier. Enameled chain guard. Chrome-plated springs on saddle. Loud Delta horn concealed in tank. Kickstand. Wards Riverside Mate balloon tires with long-lasting Butyl tubes. Colors: Men's, Boy's—Black enameled with White trim. Women's, Girls'—metallic Blue with White trim. Bendix 2-Speed Power Brake is optional at slight extra cost (see below).

26-IN. SIZE. Tire size 26x2.125 in. 10% Down.
60 W 3056 R—Men's Model. Ship. wt. 64 lbs. .$48.95
60 W 3057 R Women's Mod. Ship. wt. 64 lbs. 48.95

24-IN. SIZE. Tire size 24x2.125 in. 10% Down.
60 T 3058 R—Boys' Model. Ship. wt. 56 lbs $44.95
60 T 3059 R—Girls' Model. Ship. wt. 56 lbs. . 44.95

EQUIPPED CHROME STYLED BIKES IN ALL 3 SIZES

D Smart chromed styling, like the newest cars and equipped with de luxe accessories. Comes in all 3 sizes—one for every member of the family. Bendix or New Departure brakes. Delta headlight spotlights the road for night riding. Other de luxe features: trim-looking luggage carrier with fender reflector, double action chrome plated springs on saddle, chain guard, kickstand, sparkling chromed fenders and rims, Riverside Mate whitewall tires, butyl tubes. *Colors:* Men's—Black, White trim, Women's—metallic Blue, White trim. Optional 2-speed brake on all but 20-in size. 10% Dn. on Terms.

24-IN. SIZE. Tires 24x2.125 in. Ship. wt. 49 lbs.
60 W 2984 R Boys' $41.95; 60W2985 R—Girls' $41.95

26-IN. SIZE. Tires 26x2.125 in. Ship. wt. 54 lbs.
60W2986 R—Men's. $4.50 Dn. Cash. $42.95
60W2987 R—Women's $4.50 Dn. Cash 42.95

20-IN. SIZE. Tires 20x2.125 in. Ship. wt. 42 lbs.
60 W 2982 R—Boys' $39.95; 60W2983 R—Girls' $39.95

NEW HAWTHORNE LIGHTWEIGHTS IN ALL SIZES

E New single-speed bikes are made to Wards specifications in America—your guarantee of built-in safety, riding comfort. Features include: New Departure coaster brake, chain guard, kickstand, spring saddle, U.S. Royal tires, Butyl tubes. Colors: Men's, Boys'—metallic Ruby, Cream trim, Women's, Girls'—metallic Blue, White trim. 2-speed brake optional on all but 20-in. size.

20-IN. SIZE. Tires: 20x1.375 in. Ship. wt. 35 lbs.
60W3042 R Boys' .$32.95; 60W3043 R Girls' $32.95

24-IN SIZE. Tires: 24x1.375 in. Ship. wt. 45 lbs.
60W3044 R—Boys'.$34.95; 60W3045 R Girls' $34.95

26-IN. SIZE. Tires: 26x1.375 in. Ship. wt. 48 lbs
60 W 3046 R Men's. $4 Down. . . . . . .Cash $35.95
60 W 3047 R—Women's. $4 Down. . . . .Cash 35.95

F BIKE BALANCER. Shown on bike (E). For youngsters learning to ride. Fits 16-, 20- or 24-in. bikes.
60 W 3656—Easily installed. Wt. 3 lbs. $2.25

HAWTHORNE MIDDLEWEIGHT BIKE IN 3 SIZES

G The newest idea in bikes for youngsters, teenagers, and adults combines riding comfort with lightweight construction. Features new, narrow-gauge 1¾-in. U.S. Royal tires and Butyl tubes for easier pedaling, safer ride. Accessories include: Torpedo style headlight, New Departure or Bendix coaster brakes; lightweight coil spring saddle and tourist bag, chain guard, kickstand. Neat color styling, white head, rims and trim. Colors, Boys', Flamboyant Red; Girls', Flamboyant Blue. Optional 2-speed brake on all but 20-in. size. 10% Dn.

24-IN SIZE. Tires 24x1¾ in. Ship. wt. 45 lbs.
60W2994 R Boys .$35.95; 60W2995 R—Girls' $35.95

26-IN. SIZE. Tires 26x1¾ in. Ship. wt. 49 lbs.
60 W 2996 R Men's. $4 Down. . . . . .Cash $36.95
60 W 2997 R—Women's. $4 Down. . . .Cash 36.95

20-IN. SIZE. Tires 20x1¾ in. Ship. wt. 40 lbs.
60W2992R—Boys' $34.95, 60W2993R—Girls' $34.95

NEW DAVY CROCKETT ALL-AMERICAN BIKE

H There won't be a happier youngster anywhere when he sees this bike on Xmas morning. It's perfect for his pioneering or school trips. All new, real Western style coloring—metallic brown with cream head and trim. Davy's autograph alongside his rifle "Betsy" are pictured on the tank; plus other scenes of Davy on the chain guard, fender flap, pedal and plates. Bright headlight spotlights the trail. Decorated hand grips and luggage carrier carry out the Western theme. New Departure or Bendix brakes. Cushioned saddle seat. Kick stand. Smooth riding balloon tires, butyl tubes. Bendix 2-speed brake optional for 24-in. size only.

24-IN. SIZE. Tires 24x2.125 in. $4 Down on Terms.
60 T 3004 R—Ship. wt. 53 lbs. . . . . . . .Cash $39.45

20-IN. SIZE. Tires 20x2.125 in. $4 Down on Terms.
60 T 3002 R Ship. wt. 46 lbs. . . . . .Cash $37.95

FOR FULL DESCRIPTION OF BIKES AND ACCESSORIES SEE FALL GENERAL CATALOG PAGES 840 TO 843.

NEW AMERICAN-MADE LOW-PRICED STANDARD

J A thrilling gift for youngsters on Christmas morning and for years to come too. Budget priced yet has all the Hawthorne quality features . accessories not included, purchase separately as you need them. New Departure or Bendix coaster brakes, spring saddle, kickstand, chain guard, Riverside Mate balloon tires with Butyl tubes. *Colors:* Men's, Boys'—metallic Ruby with White trim. Women's, Girls'—metallic Blue, White trim. Optional Bendix (2-speed brake on all but 20-in.

24-IN SIZE. Tire size 24x2.125-in. 10% Down
60 T 2974 R—Boys' Model. Ship. wt. 51 lbs. . $32.95
60 T 2975 R—Girls' Model. Ship. wt. 51 lbs. . . 32.95

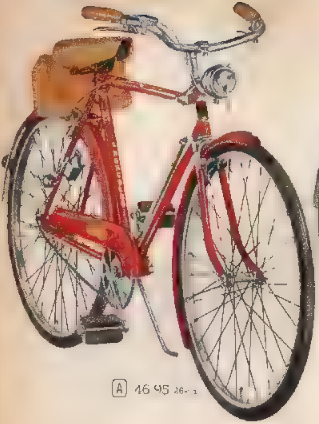
26-IN. SIZE. Tire size 26x2.125-in. 10% Down.
60 T 2976 R—Men's Model. Ship. wt. 55 lbs. . $34.95
60 T 2977 R—Women's Model. Ship. wt. 55 lbs. 34.95

20-IN. SIZE. Tire size 20x2.125-in. 10% Down.
60 T 2972 R Boys' Model. Ship. wt. 43 lbs. . $29.95
60 T 2973 R—Girls' Model. Ship. wt. 43 lbs. . 29.95

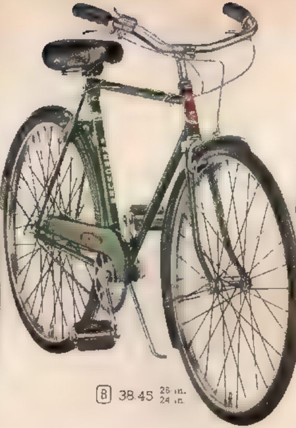
WARDS BICYCLE GUARANTEE. All bicycles sold by Wards are fully guaranteed. Any part which might fail due to defective materials or workmanship under normal care and usage will be replaced by Montgomery Ward & Company.

IMPORTANT SHIPPING NOTICE. All bikes, except American models equipped with Bendix 2-speed power brake, are shipped promptly from Stock by Freight, Truck or Express. Pay shipping charges from nearest house. *State transportation desired.*

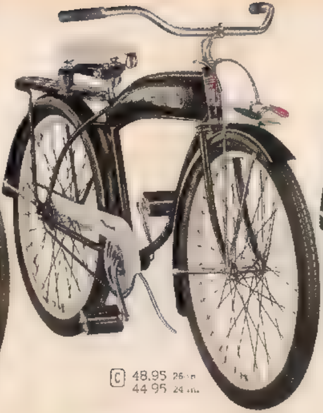
BENDIX 2-SPEED POWER BRAKE. Makes hill climbing easier; provides faster getaway; makes pedaling easier; provides 32% more braking power. Handle-bar controls for speed; brakes operate just like regular bikes. Unit fits any 26 or 24-in. Hawthorne bike. To order write "with Bendix 2-speed power brake" after name of bike, and add $7.95 to the price of the bike you wish. Bike comes completely installed from Factory near South Bend, Indiana or Utica, New York—order from nearer. Allow extra week.



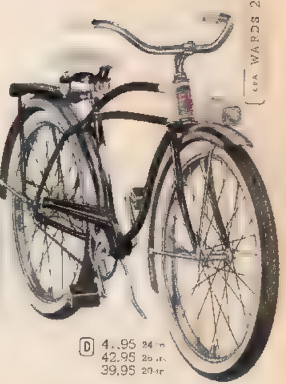
A 46 95 26-in



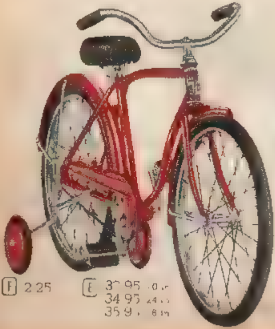
B 38.45 26-in. 24-in.



C 48.95 26-in
44 95 24-in.

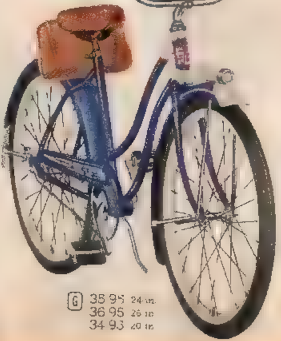


D 41.95 24-in
42.95 26-in
39.95 20-in

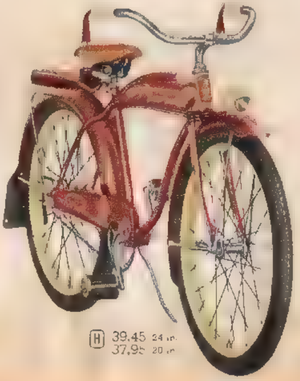


F 2.25

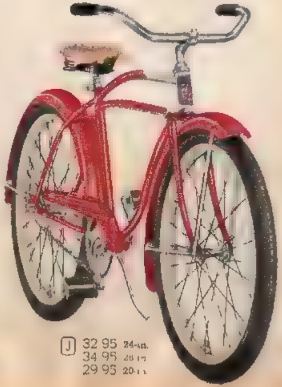
E 32 95 20-in
34 95 24-in
35 95 26-in



G 35 95 24-in.
36 95 26-in
34 93 20-in



H 39.45 24-in.
37.95 20-in



J 32 95 24-in.
34 95 26-in
29 95 20-in.

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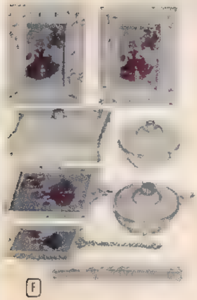

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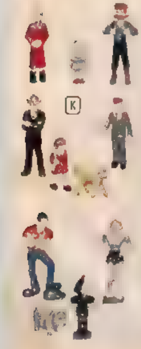

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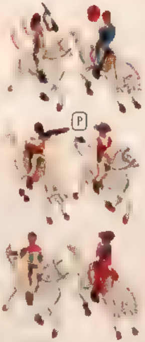

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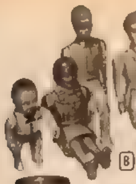
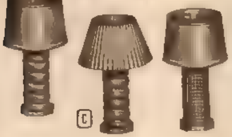
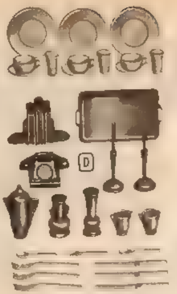
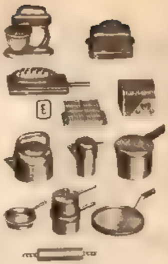








Doll-house, Beauty Kits, Hand-painted Miniatures

Front View of (A)

BEAUTIFUL BIG FURNISHED DOLL HOUSE 3.79

A (Shown opposite, front view left). Six-Room Doll House with Sundeck, and a Complete Set of Plastic Furniture. Large size, 25½x15½x9½ in., sturdy 2 story suburban Colonial style metal house with attached utility room for laundry and sewing, open sundeck. Smoothly rolled reinforced metal house has no sharp edges to hurt little hands. Outside (shown left) is attractively lithographed to resemble gleaming white clapboard and stone with a picture window and smaller shutter trimmed windows Stylish looking interior is lithographed to resemble latest trends in wallpaper, rugs, draperies, pictures . . . there's even a "pretend" fireplace and bookshelves in living room, wee shower curtains and mirror in the bathroom. Rear of house is open (see opp. pg.) so a little homemaker can have hours of fun arranging furnishings Three vinyl plastic "people" included. Furniture is of artistically molded plastic. Sofa is about 3⅝ in. long, others proportionate.

Living-Dining Combination has comfortable Sofa, Chairs, Tables, Television Set, Lamp; Eighteenth Century reproductions in Dining Area include Table, Chairs, Hutch Cabinet and a Buffet Server.

Kitchen Furnishings include latest style Stove, Sink, Refrigerator, Table and Chairs.

Nursery is Furnished with a wee Crib, Play Pen, Chest and a Potty Chair.

Bedroom Furnishings: Bed, Vanity and Bench, Chest, Boudoir Chair, Night Table.

Bathroom: Tub, Sink, Stool, Hamper.

Utility Room contains automatic type Washing Machine, Mangle, Stepladder, Laundry Basket, Double Wash Tub, Base Cabinet, Stool, Sewing Machine and Chair.

Sundeck is Attractively Furnished with Umbrella Table, Chaise Lounge and Chairs.

48 T 4457 M Shipped flat, easily assembled. *Mailable*. Ship. wt. 6 lbs. 4 oz. . 3.79

DOLL HOUSE ACCESSORIES 87¢ AND 89¢

B FIVE PC. FAMILY of washable tinted plastic. Figures fit furniture in House (A). Father, Mother, Brother, Sister jointed at waist, knees, shoulder can sit, kneel, etc. Baby's arms and legs move. Father 4¼ in. tall

48 T 4480 Ship. wt. 5 oz.. .. 5 Pc. Family 89c

C THREE MINIATURE TABLE LAMPS that really light. A little girl will love these little plastic lamps in assorted colors . . three styles of lamps, 2 different kinds of shades that are removable With batteries, bulbs, they really light when you turn shade.

48 T 4455—About 2½ in. high. Wt. 6 oz. 3-Pc. Set 87c

D MINIATURE TABLEWARE SET for kitchen or dining room of doll house. Assorted bright colors, washable plastic: Full set of dishes for 3 with knives, forks, spoons; tray, tea set, vases, tall candlesticks, tiny cradle type telephone, books in bookends.

48 T 4512—Ship. wt. 4 oz.....................31-Pc. Set 87c

E MINIATURE KITCHEN UTENSILS, APPLIANCES in finely detailed molded plastic—assorted colors, silver and white. Wee kettles, boiler with removable lid, mixer with removable bowl, 'pop-up' toaster, kitchen radio, bread board, will simply delight any little girl.

48 T 4520 -Ship. wt. 4 oz. . . 12-Pc Set 87c

DRESSER SET, 2 BEAUTY KITS WITH "PRETEND" 1 WITH REAL "GROWN-UP" COSMETICS

"LITTLE CINDERELLA" SET 1.45

F Her own little-girl size dresser accessories. Hand mirror and stylon bristle brush are clear transparent plastic with pretty "Cinderella" backs. Also has 2 framed pictures, clear plastic comb, 2 powder boxes and jewelry box. Mirror about 10⅛ in. long. Ship. wt. 1 lb. 2 oz.

48 T 4750 -8-Pc. Set.. . $1.45

You May Order from These Pages until Oct. 1, 1956.

"LADY LOVELY" KIT 1.49

G Pretty lined cardboard case, plastic fittings to delight a "young lady": vanity with mirror, drawer that opens, space for 2 photos; rouge, powder compacts; real hand mirror; "lipstick" tube that turns; cuticle cleaner, buffer, emery board; comb; cotton balls and holder. 2 bottles "perfume", soap, "nail polish", tissues, powder, cream holders, wash cloth. Kit, 14¾x8⅝ in.

48 T 4769—Wt. 1 lb. 12 oz...$1.49

BETSY McCALL "PRETTY PAC" 4.49

H Regular model's hatbox in pretty plaid, zipper top, holds real nationally-advertised beauty and health essentials: Hazel Bishop's Lipstick, Nail Polish; Lustre-Creme Shampoo; Charbert's "Consent" Cologne; Nylon Bristle Hair Brush; Comb; Colgate Dental Cream; Tek Tooth Brush; Camay Soap; Chap-Stick, Emery Board, Betsy McCall Good Grooming Bk. Kit, 11-in. diam. Price incl. 6c Fed. Tax on taxable items.

48 T 4796—Wt. 1 lb. 14 oz.....$4.49

"LADY LOVELY" KIT 2.69

J Travel kit for a little girl. Molded pink plastic satchel holds fittings in blue and gold-colored plastic. There's a real perfume atomizer with rubber bulb; harmless "perfume"; a vanity with metal mirror, drawer that opens, space for 2 photos; "lipstick" tube that turns; polyethylene squeeze bottle; metal hand mirror; rouge box; powder compact; powder and cream boxes; soap, and comb. Satchel about 10½ in. long.

48 T 4662—Wt. 1 lb. 8 oz.......$2.69

HAND-PAINTED IMPORTED MINIATURES FOR HOURS OF PLEASANT ENTERTAINMENT 1.59 TO 1.95

Figures described below are made of durable, washable plastic, carefully molded, realistically detailed with costumes and poses typical of the characters they depict. Hand-painted in bright colors, plenty of flashing gilt. (K) is imported from Holland, (L) to (P) from France.

K 12 Comic Strip Figures: Dick Tracy, Jr., B.O. Plenty, Gravel Gertie, Sparkle, Lil Abner, Daisy Mae, Mammy, Pappy Yokum, Salomey, Orphan Annie, Sandy. Abt. 2½ in. tall.
48 T 2769–Wt. 6 oz.12-pc. Set $1.69

L 15 Sioux Indians (14 braves, 1 squaw). Warriors decked out in flashing warpaint, bear bows, arrows, tomahawks, etc. All are in characteristic action poses. About 2 in. tall. Ship. wt. 6 oz.

48 T 2772—15-pc. Set.$1.59

M 15 Brave Cowboys to fight the Indians. Some posed standing, some reclining, ready to fire. All bear weapons, wear typical colorful Western gear. About 2 in. tall. Ship. wt. 6 oz.

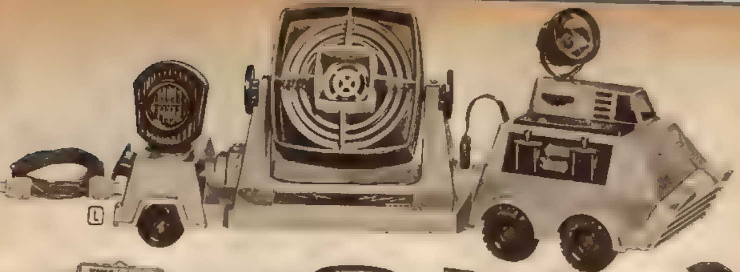
48 T 2773—15-pc. Set.$1.59

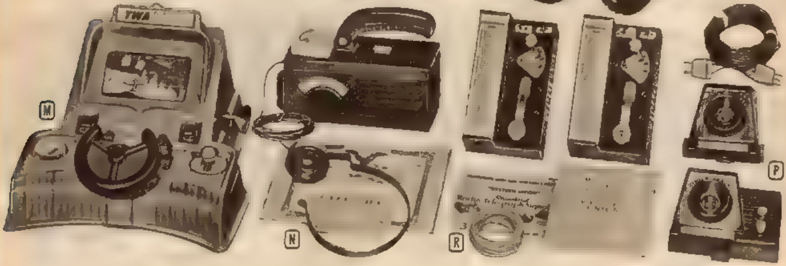
N 8 Indian Riders with 8 Prancing Warhorses. Made separately so that riders and mounts can be switched. Indians in warlike poses, bearing weapons. Horses about 2½ in. high. Ship. wt. 8 oz.

48 T 2770—16-pc. Set.$1.95

P 8 Cowboys with 8 running Broncos. Action-posed cowboys and horses are separate . . . mounts can be arranged as child pleases. Typical Western garb. Horses abt. 2½ in. tall. Wt. 8 oz.

48 T 2771—16-pc. Set.$1.95





..."Geiger Counter," "Wrist Radio," other "Electronics"

L ELECTRONIC MOBILE TRUCK. (Ages to 12) Speak through powerful loud-speaker, focus big, long-beam searchlight, operate "electronic switches" for buzzer and blinker signal systems. Detachable microphone—voice is amplified through cradle-mounted permanent magnet speaker. Switches on control panel operate revolving searchlight and loud signal buzzer. Trailer can be detached when speaker is not being used. Big mobile unit rolls on 6 wheels with heavy-duty tires; durable plastic in battleship gray with gilt grillework. Tinted windshield, "silver" hubs. Batteries and 10 ft. of microphone wire included. Size 22 x 6 x 8 in. Instructions.
48 T 2217 L—Ship. wt. 3 lbs. 14 oz......8.95

BATTERIES FOR ITEMS ON THESE PAGES

Article No.	Type	Ship. wt.	Price
(1) 62 W 23	Radio A	4 oz.	Ea. 10c
(2) 86 W 3258	Flashlight	3 oz.	2 for 23c
(3) 62 W 46	Radio B	1 lb. 4 oz.	Ea. $2.69
(4) 62 W 66	Radio B-C	4 oz.	Ea. 68c
(5) 62 W 67	30V Radio B	4 oz.	Ea. $1.30
(6) 62 W 27	1½VRadioA	8 oz.	Ea. 24c

MONTHLY TERMS, Pg. 105. Save this Catalog. You can order all Toys until October 1, 1956.

M TWA JR. PILOT TRAINER. (Ages to 12). Wind the "engine," switch on "radio signal beam", pull the "throttle" and you're off ."Wheel" controls plane's flight on world map "radar screen"; signal buzzer, flasher keep plane on beam. Plastic instrument panel has "altimeter", magnetic compass, other "indicators". Colored map of TWA routes, distances. Needs 2 Radio A batteries; (1) at left below. 13¾ x 12¼ x 7¾ in.
48 T 2281 L—Ship. wt. 3 lbs. 14 oz............5.85

N TOY "ATOMIC GEIGER COUNTER". (Ages to 10). Buzzes, flashes, registers "radiation" when "prospector" moves it over objects containing iron. Electro-magnetic earphone; realistic "technical" indicators. Plastic. Needs 1 Radio A battery; (1) left.
48 W 2210—8 x 4½ in. Ship. wt. 1 lb. 8 oz. ..3.39

wrist radios

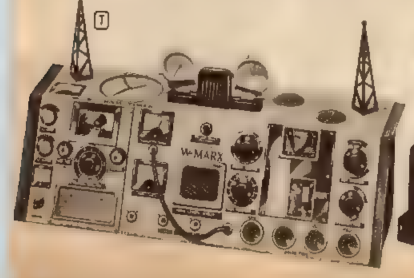
P DICK TRACY WRIST RADIO. (Ages to 10) 2-way electro-magnetic "radios" really work—transmit voice clearly both ways, send "buzz" and "click" signals. 2-unit set of black and red plastic with adjustable hand straps. 50-ft. wire. Battery incl. Larger unit abt. 4½ x 3¼ in.
48 T 2216—Ship. wt. 1 lb. 2 oz.. ...... .Set 3.49

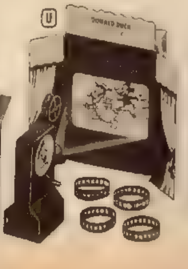
R "WESTERN UNION" TELEGRAPH SET. (8 yrs. up) Enameled steel signal sets 3 x 5 in. to send, receive code messages; buzzes, flashes, clicks. 50 ft. of wire. Morse Code inst., miniature telegram blanks. Needs 4 Radio A batteries; (1) at left.
48 T 2268—Ship. wt. 1 lb. 8 oz............Set 2 25

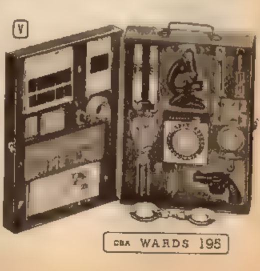
T TV-RADIO-RADAR STATION. (Ages to 7) Big, realistically lithographed steel monitor board like those in communication centers. Panel with "controls" and knobs—flasher, clicker, buzzer. Play dials with moving indicators, moving "TV", "sound control" screens, "transmitters". Needs 1 Radio A battery; (1) at left. 27x10½x14¾ in.
48 T 2280 M—Inst. Wt. 4 lbs . 3.75

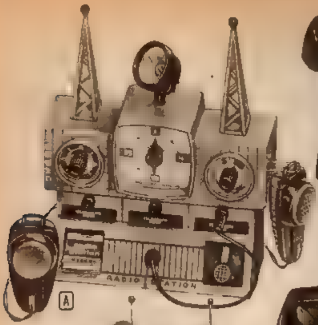
U WALT DISNEY DONALD DUCK PROJECTOR. (Ages to 10). Easy to use; cardboard box makes "theater"—or can project on any flat surface Plastic projector abt. 8 in. high; 4 reels film—2 Donald Duck, 2 Davy Crockett (each reel has 25 pictures). Battery, bulb incl.
48 T 2045—Wt. 2 lbs...2.79

V "DRAGNET—BADGE 714" CRIME LAB. Modern investigator equipment for young "Agents": FBI finger-print method—no inks or messy materials; powder and print record-cards; microscope, tweezers, invisible ink, magnifying glass, alarm whistle, Agent's badge, handcuffs, flashlight gun with battery. Case 13⅛ x 9½ x 3¼ in. Instructions.
48 T 2208—Ship. wt. 2 lbs.... 2.79





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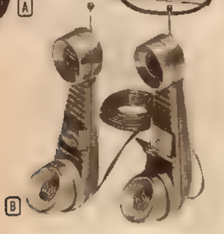
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F

"Inter-com" Sets, Radios to Build, Sound Truck

A ELECTRONIC TOY "RADIO STATION." (Ages to 10.) "Operators' can send, receive voice or code messages. Switchboard transmitter has 2 "mikes," telegraph key (buzzes, clicks), revolving beacon, "signal detector," automatic "decoder," "Log." Durable plastic. 50-ft. wire Needs 2 Radio A batteries; (1) on opposite page. Abt. 12½ in. high.

48 W 2212—Ship. wt. 1 lb. 4 oz. 5.85

B 2-WAY "WALKIE-TALKIE." (Ages to 10). Electro-magnetic; no batteries or plug-in needed Send, receive "secret" messages from as far as 50 ft. Message panel, wavelength meter, antenna. Plastic. 50-ft. wire. Inst.

48W2214–Abt. 10 in. high. Wt. 14 oz. Set 2.69

C TO **F** BATTERY-OPERATED PHONES. Skilfully engineered; educational fun for children, convenient step-savers for adults. Talk from room to room, house to garage, or wherever wires will reach; longer distances with more, heavier wires. Signal buzzers; instructions. Batteries not included.

(C) NEW! DELUXE CRADLE PHONES. Shiny black plastic replicas of latest style telephone equipment. Dials turn to "ring" signal in receiver phone. Phones abt. 8⅜ in. long. 50-ft wire. Needs 4 Radio A batteries; (1), opposite page.

48 T 2267—Ship. wt. 2 lbs. 4 oz....2-Phone Set 6.75

(D) "TELECOM" INTER-PHONE. New, improved; when you signal, buzzer really sounds in receiver phone. 8½ in. plastic phones; bases with signal buzzers. 50-ft. wire. Needs 2 Radio A batteries, (1) opp. page.

48 W 2213—Ship. wt. 2 lbs... ... 2-Phone Set 5.85

(E) NEW! "BEL-COM" SYSTEM. "Jr. Executives" talk into "mike," voice is amplified at other end. Dark red plastic cabinets 6½x5½x3¾ in.; 4-in. speakers, speaking microphones. 50-ft. wire. Needs 4 Flashlight batteries; (2) opp. page.

48 T 2209—Ship. wt. 3 lbs.....2-Phone Set 8.95

(F) "HANDIPHONE" INTER-COM. Sleek, powerful. Buzzer sounds in receiver. 7½-in. plastic phones; signal talking buttons, wall hangers. 50-ft. wire. Needs 2 Flashlight batteries; (2) opp. page.

48 W 2227—Ship. wt. 1 lb. .2-Phone Set 4.29

G TO **J** REAL RADIO KITS. (10 to 14 yrs.) For "junior" radio amateurs. Parts for precision-engineered radios; instr diagram shows placement. Assemble with screwdriver; operate on Standard Broadcast Band. Tested Approved by Wards Lab. Attractive fiberboard cases Batteries not incl.

(G) NEW CRYSTAL KIT. Nationally adv. for $4.98. Tuning condenser, 1000 Ohm earphone receiver, 50-ft. wire. Fixed crystal, no batteries needed. Wt. 1 lb. 4 oz. Base 4x5 in.

48 T 2243 ...... 3.95

(H) NEW 1-TUBE RADIO KIT. Nationally adv. for $7.95. Powerful enough for local stations. Earphone receiver, 50-ft. wire. Needs 1 Radio A, 1 Radio BC battery (NEDA 412); (1), (4) opp. page. Wt 2 lbs. 8 oz.

48 T 2244—Base 6x8 in...6.45

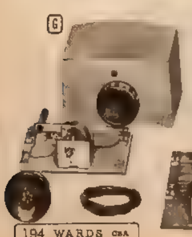
(J) NEW 2-TUBE RADIO KIT. Nationally adv. for $14 95. Greater range, reception power, for local, distant stations. 4-in. Alnico speaker. Needs 1 Radio B battery (NEDA 204), 1 Radio A-1½ V battery (NEDA 20); (3), (6) opposite page. Wt. 3 lbs. 8 oz.

48 T 2245L—Base 10x5½ in..11.95

K NEW. "HANDY WALKIE" HAND RADIO (8 yrs up). Miniature 1-tube set, all ready for scouting trips sporting events, outdoor play. Compact, well-engineered, easy to operate; for local stations Standard Broadcast Band. On-off switch, volume control. Removable 5-in. antenna, earphone headband. 10 ft. of ground wire for indoor use

Colorful plastic case 4¾x2⅞x1⅛ in. Needs Flashlight battery (buy 2 for "spare"), 1 30 V Radi B battery (NEDA 210); (2, and (5) on opposite page

48 T 2249—Inst. Ship. wt. 1 lb. 4 oz.... ... .7.9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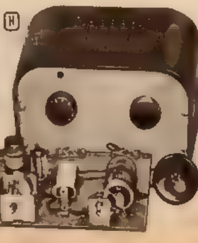
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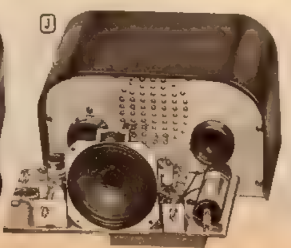
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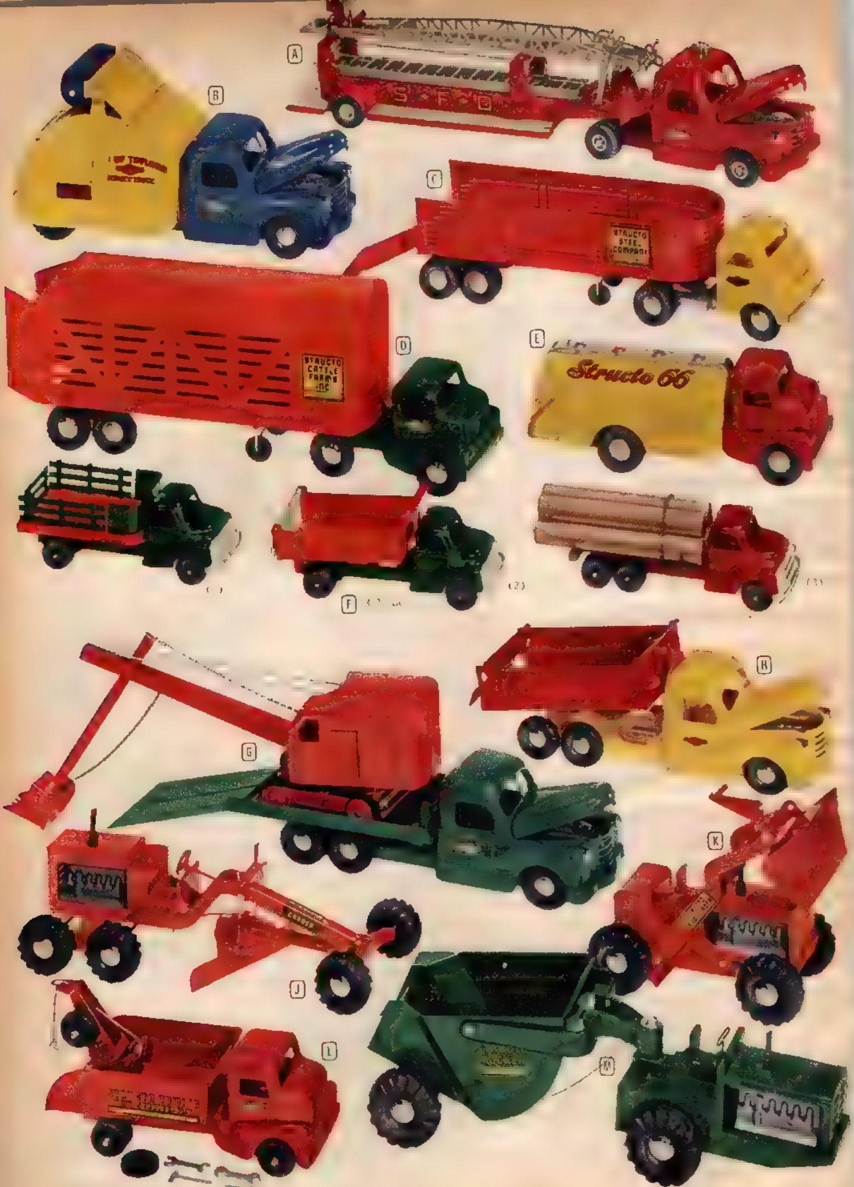
K

HANDY-WALKIE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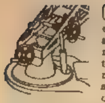
Nationally Known "Structo" Action Toys



A BIG FIRE TRUCK—Ladders Extend and Swivel. Scale-modeled to resemble real-life equipment. Extension ladder extends to 34 in. at a maximum angle of 60° and swivels completely around; crank mechanism raises, extends ladder. 2 auxiliary ladders incl. Hood raises, reveals "Fireball" motor.

Sturdily constructed of heavy-gauge steel to withstand rough play. Ten heavy duty die-cast metal wheels with removable rubber tires molded with heavy-duty truck treads. Movable tiller seat. Bright red enamel finish trimmed with gleaming aluminum. Size: About 33¼x6¼x7 in. high. *Mailable.*

48 T 1362 M—Ship. wt. 9 lbs. 8 oz. 8.95

B FOUR-WAY ACTION UTILITY TRUCK. Hand crank at side raises and lowers travel bucket for dumping into truck-top; truck body opens automatically. Entire truck body tips to dump load when lever is released. Hood on cab raises to reveal plastic "Fireball" motor. Durable blue and yellow enameled steel. Four sturdy rubber wheels, with chrome plated hub caps. Rolled edges to protect young hands from sharp surfaces. Size: 21½x6½x7⅛ in. high.

48 T 1358 M Wt. 5 lbs. 8 oz. *Mailable* . . 4.49

C STEEL CARGO TRAILER. Sturdy die-cast aluminum cab and chassis, heavy-gauge steel body. Faithfully scale-modeled to resemble real-life trailer, with shiny dummy headlights, details of grille, carefully carried out. Enamel finished yellow cab, red trailer. Trailer detaches from cab to rest on retractable dolly wheels. 14 rubber wheels, chrome plated hub caps. Floating tandem dual wheels in rear. Skid plate for rolling cargo out of trailer. 20¾ in. long, 5⅝ in. wide.

48 T 1357 M —Wt. 5 lbs. *Mailable* 3.59

D CATTLE TRAILER. Every young Western-minded cowhand will be pleased with this versatile cattle trailer which can be "loaded-up" with toys. Manufactured from the same rigid specifications that have made other Structo toys popular and long lasting toys. Constructed of heavy-gauge steel enameled bright green and orange. All rubber wheels with chrome plated hub caps. Two retractable rubber dolly wheels. Floating tandems. Rear doors open for loading and unloading. Size: 21⅛x5⅛x7⅝ in. high.

48 T 1371 M Wt. 5 lbs. 4 oz. *Mailable* 3.59

E STRUCTO 66 GASOLINE TRUCK. So real looking with its detailed grille and shiny chrome plated trim. Scale-model reproduction of a real-life gasoline truck. Heavy gauge steel construction. 4 rubber wheels with chrome plated hub caps. Bright red enamel cab, yellow enamel body. Size: 13⅜x5⅛x4½ in. high. *Mailable.*

48 T 1352—Ship. wt. 3 lbs. . . . 1.79

TRUE-TO-LIFE STRUCTO TOYS. Strong, durable actual scale models of heavy motor equipment. Parts move as on the real vehicles. Made of heavy-gauge steel and die-cast aluminum, reinforced for extra strength. All models have two coats of baked-on enamel finish in vivid child-appealing colors. Genuine rubber wheels on all toys. Structo toys are safe toys—edges rolled to eliminate sharp surfaces. They are outstanding in construction, appearance and realistic action.

F 3-PC. TRUCK ASSORTMENT Three of the most popular styled trucks available in an assortment that will give your child hours of fun day after day. All three trucks are strongly constructed of die-cast metal finished in attractive enamel colors.

(1) Stake Truck has removable stakes for side or end loading or also as a flat bed truck. 6 rubber wheels, plated grill insert. 9⅛x3¼x3⅛ in. high.

(2) Dump Truck has body that raises automatically. Tail gate opens and out comes sand, or other loading material. 6 rubber wheels. Plated grill insert. 10 1/16x3¼x3½ in. high.

(3) Lumber Truck with load of real wood logs that can be loaded and held fast to truck by anchoring chain. Ten rubber wheels. Plated grill insert. 10⅝x3⅜x3¼ in. high. *Mail.*

48 T 1351—Wt. 4 lbs. 8 oz. . . . . 3 Pc. Set 2.69

G BIG MACHINERY TRUCK AND STEAM SHOVEL. Big 21½-in. truck of heavy-gauge steel has removable tail skid that drops down for loading and unloading of shovel. Crank-operated winch with steel chain. Truck has six genuine rubber wheels with chrome plated hub caps, and hood that raises to reveal "Fireball" motor; bright green enamel finish.

Steam shovel has revolving cab. Two cranks on side control automatic unloading of shovel and raising and lowering of boom. Heavy duty rubber tractor treads. Heavy-gauge steel construction finished in bright orange enamel. Shovel 15⅛ in. long, extends to 26½ in. when boom is raised by side crank. *Mailable.*

48 W 1365 M —Ship. wt. 7 lbs. . . . . . Set 6.29

48 W 1366 M—Steam Shovel only.
Ship. wt. 3 lbs. . . . 3.49

H DUMP TRUCK. Yellow and red enameled steel. Body raises and dumps load automatically. Hood raises over "Fireball" motor. Spot welded to withstand rough handling. 6 rubber wheels with chrome plated hub caps. 20x6¾x6¼ in.

48 T 1370 M—Wt. 4 lbs. 8 oz. *Mailable* 2.59

J HEAVY DUTY ROAD GRADER. Rugged steel construction with bright orange enamel finish. Realistic "Diesel" motor. Front wheels steer; scraper blade rotates, raises, lowers, tilts. 6 heavy-duty rubber wheels with chrome plated hub caps. Floating tandem rear wheels. 17½ in. long, 7 in. wide.

48 T 1296 L—Ship. wt. 4 lbs. 12 oz. 2.69

K END LOADER. Bucket scoops up sand or dirt, raises over 10½ in. by screw-type crank. Load may be held in any position—trip lever for unloading and automatic latching of bucket. Diesel-type "motor." Heavy duty rubber wheels with chrome plated hub caps. Heavy-gauge steel, orange enamel finish. 15¼x6⅛x6¾ in.

48 T 1375—Ship. wt. 4 lbs. 8 oz. 3.59

L FIX-IT TOW TRUCK. Ready to haul any truck or car off the highway. Tow truck with fix-it tools that include miniature screwdriver, hammer, open-end wrench and box-end wrench. Heavy-gauge steel construction finished in bright red enamel that is scratch and chip-resistant. Crank-operated winch on boom raises and lowers hook for "towing". 6 rubber wheels can be removed from axles with tools. Threaded axles with nuts. 2 spare wheels to take care of any "blowouts." Steel construction is reinforced and welded. Size: 11¾x5⅜x6 in. high.

48 T 1377—Ship. wt. 2 lbs. 4 oz. 1.79

M STRUCTO ROCKER DUMP. A replica of the mammoth earth moving equipment used by real road builders. Sturdy steel construction throughout; green enamel finish that will stay bright—special Structo enameling process makes it scratch and chip-resistant. Extra large heavy-duty rubber wheels; chrome plated hub caps. Universal coupler connects Rocker body to tractor. Realistic looking "Diesel" motor. Crank-operated winch raises and lowers body for lifting or dumping. 20x6⅛x6⅝ in.

48T1396 M—Ship. wt. 4 lbs. 8 oz. *Mailable.* 3.59

N MOTOR EXPRESS TRUCK. Sturdy all steel construction with yellow and blue enamel finish resistant to chipping and scratching. Body reinforced with 14-gauge steel. Genuine rubber wheels, shining aluminum plated grill. Built to withstand rough play. Size: 12⅞x5 5/16x4 7/16 in. high.

48 T 1355—Wt. 2 lbs. *Mailable* 89c

P TELEPHONE FIX-IT TRUCK. The Junior trucker will "be in business" with this fix-it telephone truck. Constructed of heavy-gauge steel, reinforced and welded. Crank operated winch with steel chain hooked on the end for "hauling." Six rubber wheels can be removed from axles—threaded axles with nuts. "Tool" assortment: miniature screwdriver, hammer, open-end wrench and box-end wrench, are included for "fixing" trucks. Size: 12x5⅜x5¼ in. high.

48 T 1364—Ship. wt. 2 lbs. 4 oz. 1.79

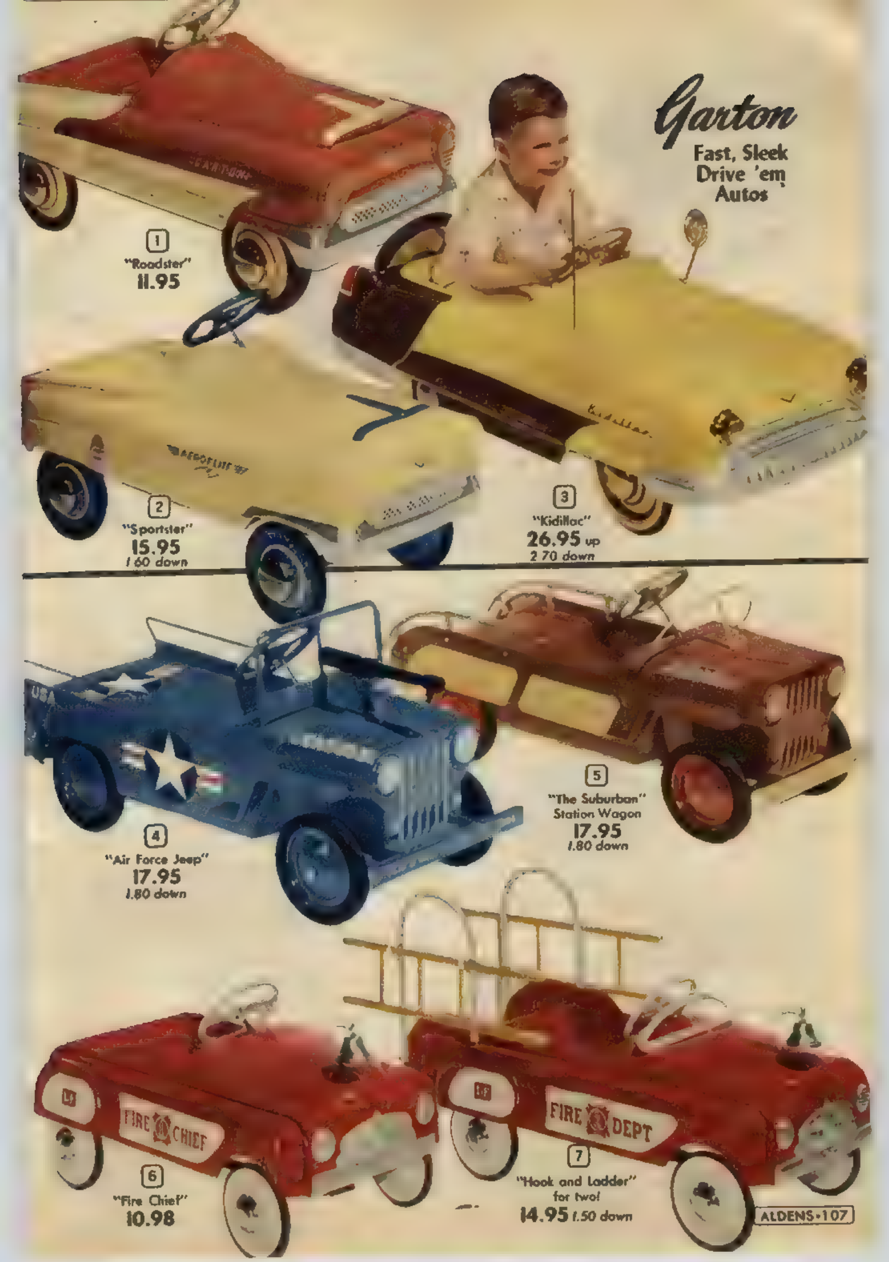
R TIMBER TOTER. A scale model masterpiece. Die-cast metal chassis, chrome plated aluminum cab, green enamel trailer. Double chain locks hold the 6 realistic wood logs on the heavy structural die-cast metal trailer. Each of the 14 wheels has heavy duty die-cast metal spokes and removable rubber tires. Floating tandem dual rear wheels; trailer removable from cab. Size: 21x5⅞x6⅛ in. high.

48 T 1348 M—Ship. wt. 5 lbs. *Mailable* 4.49

SAVE THIS CATALOG . . . YOU CAN ORDER ANY TOYS ON THESE TWO PAGES UNTIL OCTOBER 1, 1956.

Garton

Fast, Sleek Drive 'em Autos



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2 "Sportster" **15.95** 1.60 down

3 "Kidillac" **26.95** up 2.70 down

4 "Air Force Jeep" **17.95** 1.80 down

5 "The Suburban" Station Wagon **17.95** 1.80 down

6 "Fire Chief" **10.98**

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AEROFLITE
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USA
FIRE CHIEF
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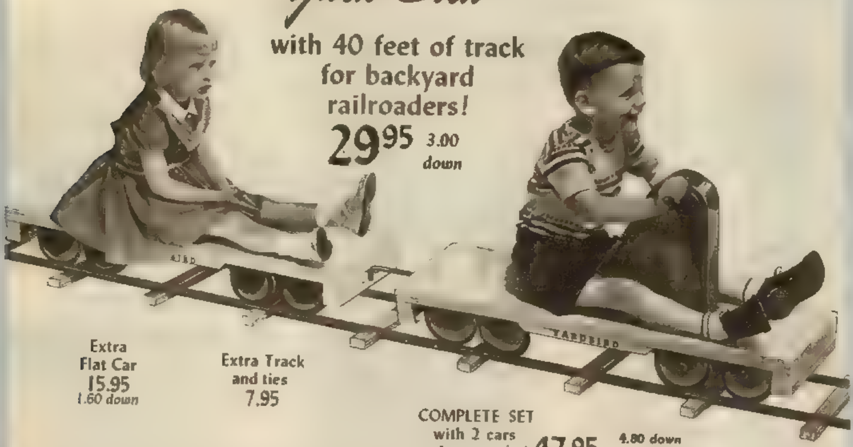
"Yard Bird"

with 40 feet of track for backyard railroaders!

29.95 *3.00 down*



Extra Flat Car
15.95
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Extra Track and ties
7.95

COMPLETE SET with 2 cars and extra track 47.95 *4.80 down 5.00 monthly*

There it goes—the "Yard Bird"—a flash of Scarlet and Yellow finished steel—it streaks 'round your backyard on its own miniature railroad track! More thrills! More excitement! 40-ft. of steel track and wooden ties to lay out straight or curved in a whole backyard rail system. Propelled by cranks, the Yard Bird develops strong arm and shoulder muscles. Keeps your youngsters safely entertained and busy in your own backyard. Complete directions included for easy assembly. Shipped freight or express from Chicago, Illinois Aldens Easy Payment Plan can make this a "Yard Bird" Christmas for your youngsters. For complete details, see page 242
Yard Bird with 40-ft of track. Only 3.00 Down
35 Y 7135R—Shipping weight 86 pounds.......... **29.95**
Extra 20-ft of track (4 sections).
35 Y 7136R—Shipping weight 23 pounds **7.95**
35 Y 7137R—Flat car. Ship. wt. 28 lb. 1.60 down **15.95**
Set of yard bird, flat car and 60-ft. of track Save 10% on complete set 4.80 down on Aldens Easy Pay Plan
35 Y 7138R—Shipping weight 137 pounds.............. **47.95**

SHOWN AT RIGHT: Speedy safe cars and trucks of sturdy steel, take bumps without a tumble!

1. TWO-TONE ROADSTER—new low design, all-steel body, pedal drive with adjustable pedals, rubber tires Color: Chartreuse and Forest Green Size: 37x15-inches
35 Y 7122R—Freight or express. Ship. wt. 29 lb.... **11.95**

2. THE SPORTSTER—with chain drive for easier driving—lighter pedal touch—and it goes faster too! Sleek, low lines, all steel body, adjustable pedals to fit foot reach 8-inch wheels—rubber tires. Size: 37x15-inches Color Silver, Bittersweet and Ivory color combination Freight or express from Chicago, Illinois.
35 Y 7123R—Shipping weight 29 pounds 1 60 down **15.95**

4. AIR FORCE JEEP—complete with machine gun and room for the "pilot" in back. Bright Air Force Blue baked-on enamel finish on sturdy steel body. Tow ring on back bumper. 2 seat levels, pedal drive with 3 pedal adjustments Ball bearing rear axle, 8-inch disc wheels with 1¼-inch rubber tires. Size: 43¼x16½x20-inches. Only 1.80 down on Aldens Easy Payment Plan Shipped freight or express from Chicago, Illinois.
35 Y 7126R—Shipping weight 36 pounds **17.95**

6. FIRE CHIEF CAR What a thrill to find this brilliant Red beauty under the Christmas tree! A sturdy pedal-driven car—all-steel construction with an authentic fire bell to clang 3 pedal adjustments. 8-inch easy-rolling wheels with ⅝-inch rubber tires. Vivid Red baked enamel finish with White, Black and Silver trim. Size 35x18-inches. Shipped freight or express from Chicago, Ill. Use Aldens Easy Monthly Payment Plan—see page 242
35 Y 7132R—Shipping weight 29 pounds. **10.98**

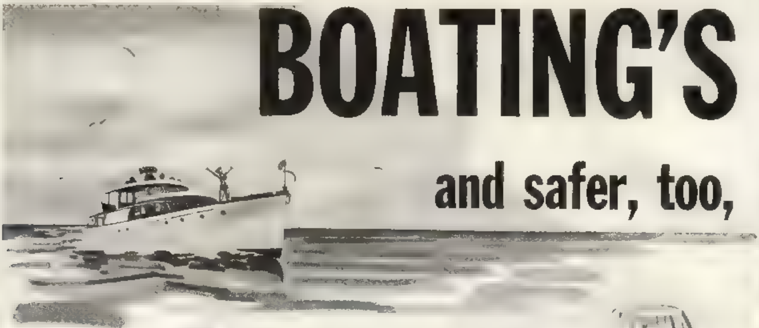
3. DELUXE CHAIN DRIVEN KIDILLAC—with electric headlights, tail lights and horn! Plated rear view mirror, aerial. White wire Continental spare wheel is removable 1-pc all steel body. Brown and Yellow with White side walls on thick 1¼-inch tires Size: 45x20-inches. Batteries not included 3 30 down
35 Y 7121R—Frt or exp Shipping weight 52 lb .. **32.95**
CHAIN DRIVEN KIDILLAC—as above, without electric lights, horn. Removable spare wheel! Bittersweet and Black. Only 2 70 down
35 Y 7120R—Frt or exp. Shipping weight 51 lb . **26.95**

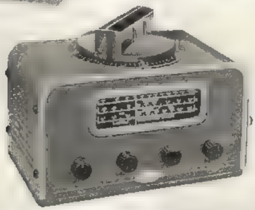
5. THE SUBURBAN—dashing new station wagon for town and country. Sturdy all-steel construction in Maple and Mahogany wood tones to look like real wood Passenger room on back Two seat levels, pedal drive with three pedal adjustments. Ball bearing rear axle 8-inch disc wheels with 1¼-inch rubber tires Size· 43¼x16½x20-inches. Only 1.80 down on Aldens Easy Payments. Shipped freight or express from Chicago, Illinois
35 Y 7134R—Shipping weight 36 pounds.... ...... **17.95**

7. HOOK AND LADDER. Clang clang clang goes this authentic fire engine bell as the Jr. firemen (there's room for two) flash by. All steel body, 39x18-in , pedal driven, with 3 pedal adjustments. Rear step platform with hand rails to prevent tumbles. 2 detachable ladders. Disc wheels with 7½x⅝-inch solid rubber tires. Red enamel finish with White, Black, and Silver trim Shipped freight or express from Chicago, Illinois. Only 1.50 down.
35 Y 7133R—Shipping weight 34 pounds **14.95**

BOATING'S

and safer, too,





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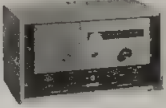
An accurate navigational aid combined with an entertainment receiver at surprisingly low cost. Covers the beacon, broadcast and marine bands. Operates from its own long life battery pack or from 110 volts a.c./d.c. for home use. 2-inch high antenna saves space, eliminates unsightly loop.

NEW RADIOTELEPHONES

10 WATT

Easy-to-install 10 watt system designed especially for small craft. 4 crystal-controlled transmitting and receiving channels plus standard broadcast band reception. Rugged, easy to maintain. Complete with Bay Antenna.

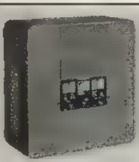


35 WATT

Operates on 6 crystal-controlled transmitting and receiving channels plus standard broadcast reception. Rated at 35 watts output. Compact, easy to service. Separate power supply operates on 6, 12 or 32 volts DC, and on 115 volts AC or DC.

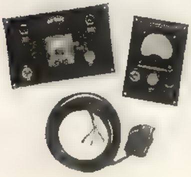
60 WATT

Features 60 watt output with 7 crystal-controlled transmitting and receiving channels. Automatic Noise Limiter and squelch circuit eliminate annoying background noise. Extra fine sensitivity and selectivity



125 WATT

A high performance system — the finest that modern engineering can produce — operates with seven 125 watt crystal-controlled and three 75 watt crystal-controlled transmitting and receiving channels.



GAS MONITOR

Sniffs dangerous gas fumes below — telegraphs warning before explosive concentrations are reached. Power supplied from boat's battery. Visual and visual-alarm warning systems available. A "must" for all gasoline powered boats.

MARINERS PATHFINDER®
Radar Model 1500

Big ship radar performance with 10-inch presentation in compact model designed for simplified installation, operation and servicing aboard small craft. Low in cost, high in reliability under extreme conditions of wind, weather, icing. Single unit antenna-transmitter eliminates long, costly waveguide. Built-in Reflection Plotter, Parallel Line Cursor, 1, 2, 4, 8, 16-mile ranges.

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Raytheon's complete new line of Marine Electronic Equipment boosts the fun in boating because, as in any sport, good equipment adds to your enjoyment.

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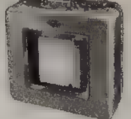
Submarine Signal FATHOMETER® ECHO DEPTH SOUNDERS

FATHOMETER JR. Indicator
Model DE-116

Rugged, compact, low cost. Choice of 0-60 to 0-120 fathoms range. Calibrated in feet and fathoms. Remote indicator and range-changing kit available.



NEW Portable Depth Sounder
Model DE-119

Take it aboard any boat Mounts on side of boat or transom. Operates from 6 volt battery. 4 ranges: 0-240 feet. Complete with transducer rigging. Convenient, compact, lightweight for easy handling and storing.

FATHOMETER Cadet Recorder
Model DE-112

Remarkably low in purchase and operating costs. Dual depth scales in feet and fathoms with dual range for deep or shallow water. 6, 12, 32 volts, D.C. Exceptionally fine viewing detail with large window chart.

FATHOMETER JR. Recorder
DE-1373 Series

Available in 4 models some with dual ranges for deep or shallow water soundings. Models 1373F and 1373F with fast chart speed for detailed recording.

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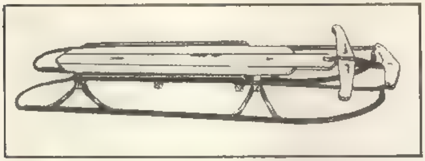
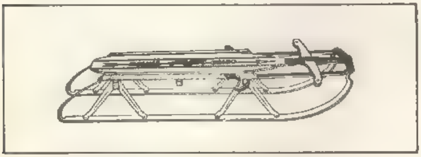
Streamlined, fast, good looking-with many safety features. Heavy curved bumper for protection. Tear drop shaped decks; racing models with sloping decks and tapered sides, standard models with straight decks and sides. All have special goose neck grooved runners for better action and control.

Special analysis steel runners and famous flexible action make turns possible without dragging feet. Increased maneuverability permits dodging of obstructions. The decks are of selected straight grained wood, with natural weather-proof finish.



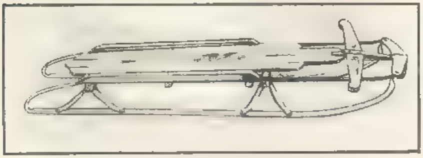
Airline Eagle – 51 inches long, 13¼ inches wide. Front 6½ inches high, rear 4¾ inches high. Chrome bumper.

No.	Retail	Packed	Each
EG227-551	$14.50	2 ea. N.L.S. - 25 lbs.	



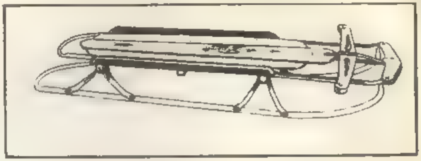
Airline Chief – 55 inches long, 14½ inches wide, 8 inches high. Weight 18 pounds.

No.	Retail	Packed	Each
EG227-55	$13.95	2 ea. N.L.S. - 36 lbs.	



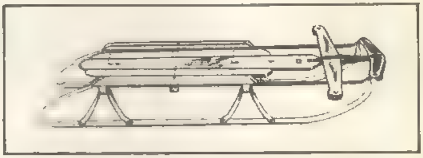
Airline Junior – 51 inches long, 13¼ inches wide. Front 6½ inches high, rear 4¾ inches high. Chrome bumper.

No.	Retail	Packed	Each
EG227-251	$12.95	2 ea. N.L.S. - 25 lbs.	



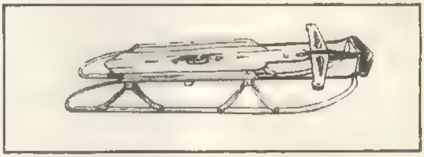
Airline Pursuit – 47 inches long, 13¼ inches wide. Front 6½ inches high, rear 4¾ inches high. Chrome bumper.

No.	Retail	Packed	Each
EG227-47	$11.75	2 ea. N.L.S. - 24 lbs.	



Airline Patrol – 44 inches long, 13¼ inches wide. Front 6½ inches, rear 5¾ inches high. Red and black bumper.

No.	Retail	Packed	Each
EG227-44	$9.95	2 ea. N.L.S. - 20 lbs.	



Airline Pilot – 41 inches long, 13¼ inches wide. Front 6½ inches, rear 4½ inches high. Red and black bumper.

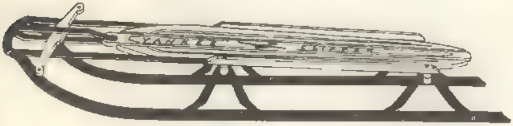
No.	Retail	Packed	Each
EG227-41	$8.95	2 ea. N.L.S. - 18 lbs.	

FEATURES OF S. L. ALLEN YANKEE CLIPPER SLEDS

All racing models with sloping decks. Spring steel runners are grooved for speed and safety, turned over at the ends to eliminate sharp edges. Heavy reinforced standards absorb shock and side strain. The all-steel front is strong, shock resisting.

Wood parts are selected white ash, finished with clear varnish. Decks have a streamlined taper. Runners and standards are in bright Chinese red, steel front is black enameled. These popular priced sleds are light, safe and extraordinarily sturdy.

49-INCH, 2-KNEE MODEL



49 inches long, 12 inches wide. Weighs only 10 lbs. Height at front is 6 inches, at rear 5 inches. Has all the fine Yankee Clipper features.

No.	Retail	Packed	Each
EG228-13	$8.95	2 ea. N.L.S.	

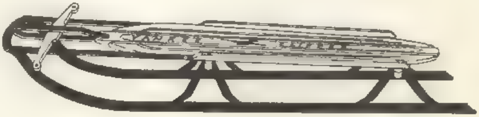
P.L. weight 20 lbs.

45-INCH, 2-KNEE MODEL

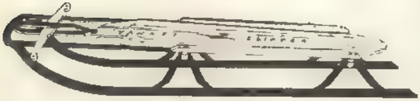
45 inches long, 12 inches wide. Weighs only 9 pounds. The height at the front is 6 inches, at the rear 5 inches. One of the best selling lengths for children.

No.	Retail	Packed	Each
EG228-12	$7.95	2 ea. N.L.S.	

P.L. weight 18 lbs.



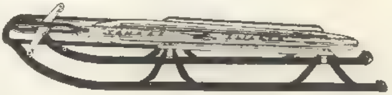
40-INCH, 2-KNEE MODEL



40 inches long, 12 inches wide. Weighs only 8 pounds. The front height is 6 inches, at rear 5 inches. The right size and weight for younger grade school children.

No.	Retail	Packed	Each
EG228-11	$6.95	2 ea. N.L.S. - 16 lbs.	

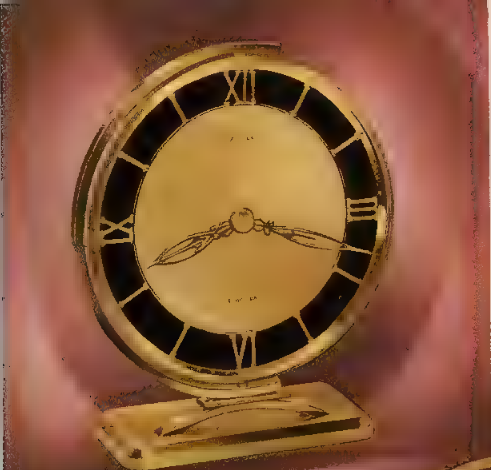
36-INCH, 2-KNEE MODEL



36 inches long, 12 inches wide. Weighs 7 pounds. Height at front 6 inches, at rear 5 inches. Ideal for beginners, or for fitting with a sled guard for toddlers.

No.	Retail	Packed	Each
EG228-10	$5.95	2 ea. N.L.S. - 15 lbs.	

Depend upon Tracy-Wells for quality toys; truly comprehensive lines of superior merchandise, carefully selected to provide the utmost in consumer appeal, value and quality.



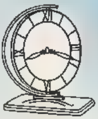
Artco

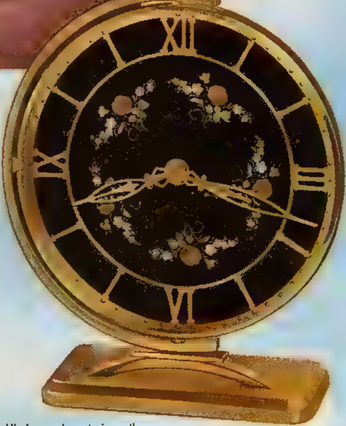
CLOCKS OF DISTINCTION

Each and every clock, a decorator's dream come true. Designed by Europe's most talented artists, these Artco clocks feature fine, imported cases and dependable American made, American serviced movements. Truly versatile, they are perfect for home or office, in modern or traditional settings. No unsightly wires or connections. Fully guaranteed by certificate, Artco clocks will give a lifetime of service and make ideal business and personal gifts.

OLYMPUS 8 Day. A triumph in classic design. Elegantly styled for home or office. Revolving dial. Guaranteed eight day movement of proven dependability. Ideal gift for male or female. Size: 7¾" high, 5⅛" base, 6" dial.

1525M1137 . . . Retail, each **$18.95**

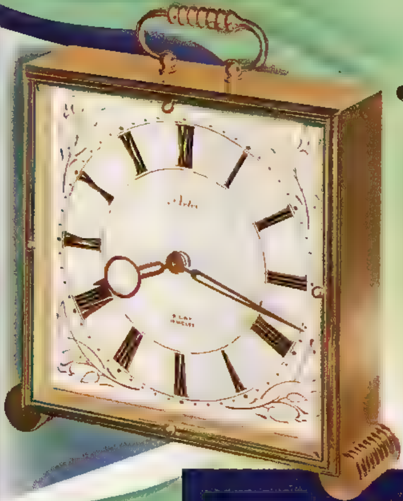




FIESTA 8 Day. Alluring and mysterious, the Fiesta will enhance the beauty of any room. Revolving dial features colorful floral pattern on dramatic jet black background. Guaranteed 8 day movement. Raised gilt numerals and minute markers. Size: 7¾" high, 5⅛" base, 6" dia.

1526M1197 . . . . . Retail, each **$19.95**

Prices do not include Federal Excise Tax



Artco

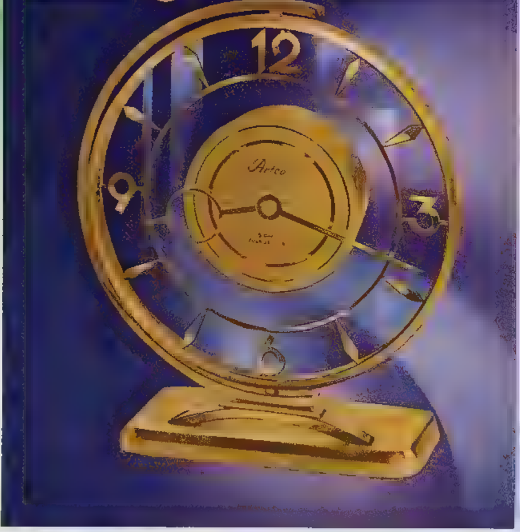
CLOCKS OF DISTINCTION

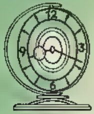
with Jeweled 8 Day Movements

Majestic, graceful and distinctive, Artco jeweled eight day occasional clocks are the ultimate achievement in both artistic design and clock manufacturing. Fine precision made jeweled movements provide quiet, dependable service and freedom from unsightly wires. Wind only once each week. Fully guaranteed and American serviced to assure a lifetime of enjoyment. The ideal special gift you'll want remembered throughout the years.

AMBASSADOR 8 Day. The last word in elegance. A clock that speaks of dignity and charm and arouses admiration wherever used. Fine American made two jewel movement. Richly etched silver finished dial. Bevel-edge, high crystal. Size. 6½" wide, 7½" high.

1523M1497 . Retail, each **$24.95**





SATURN 8 Day. The clock of mystery. Concealed movement gives illusion of free turning hands. Rare combination of beauty, intrigue and utility. Transparent dial and polished brass trim blend with all settings. Finest quality, four jewel imported eight day movement provides accurate, silent timekeeping. Revolving dial. Size 7¾" high, 5⅛" base, 6" dial.

1524M1377 Retail, each **$22.95**

Prices do not include Federal Excise Tax

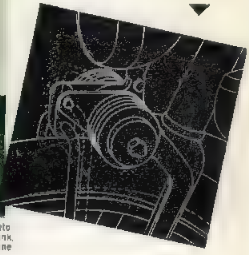
THE OLYMPIC 26"

with Evanaction

The finest in bicycle quality! Equipped with Evanaction ride electric horn automatic tail-stop light, luggage carrier, chrome rims, fenders, headlight, tank, chain guard fender guard Flamboyant colors. Boys. green or red with gold outline Girls. blue or green with gold outline

4464 –Boys **6464—Girls**

You've never experienced a bicycle ride like this! Evanaction takes the thump out of the bump. Smooth, slow motion wrist action—without bucking Saves tires; saves frame, rim and wheel. Not a spring fork . . . it's something really new in bicycle design!



THE NEW EVANS-COLSON LINE OF BICYCLES AND VELOCIPEDES featuring the EXCLUSIVE EVANACTION RIDE

a brand new concept in bicycle comfort, safety and performance

EVANS LIGHTWEIGHT DELUXE 26

An imported lightweight truly deluxe in every feature Chrome rims and fenders Generator set with headlight and taillight Pump, tool bag Kick stand and rear reflector Boys flamboyant red gold striping, Girls flamboyant blue gold striping.

8364 Boys equipped
9364—Girls equipped
8064—Boys
9064 -Girls

THE COMMANDER-EQUIPPED

This deluxe unit will make your chest swell with pride Chrome plated truss rods, chrome rims, electric horn in tank, luggage carrier Rocket Ray headlight

4264—Boys, 26", Black, ivory trim, red outline
6264–Girls, 26", Two-tone blue, white outline
4244—Boys, 24", Metallic red, ivory trim, black outline
6244–Girls, 24", Two-tone blue, white outline
4204—Boys, 20", Black, red trim, white outline
6204—Girls, 20", Two-tone blue, white outline

THE SCOUT-EQUIPPED

Dollar for dollar –feature for feature, there's no finer value! Tank torpedo headlight, electric horn in tank. Boys—red, ivory trim girls—blue, ivory trim.

4064—Boys, 26"
6064 Girls, 26"
4044—Boys, 24"
6044—Girls, 24"
4004—Boys, 20"
6004—Girls, 20"

THE SCOUT

A top value engineered and built with famous Evans-Colson quality in every part Boys—red, ivory trim. Girls—blue, ivory trim

3064—Boys, 26"
5064—Girls, 26"
3044—Boys, 24"
5044—Girls, 24"
3004—Boys, 20" (30048 -with trainer wheels)
5004 –Girls, 20" (50048—with trainer wheels)

EVANS
PRODUCTS COMPANY
Plymouth, Michigan

A GREAT NAME IN TRANSPORTATION EQUIPMENT

EVANS

THE INTERCEPTOR 26"

Deluxe in equipment—deluxe in performance. An outstanding model that will delight any owner Chrome rims, Rocket Ray headlight, Bendix multi speed rear hub with coaster brake, front wheel hand caliper brake. Black with red trim. white outline

3664—Boys

THE SCOUT 20" with trainer wheels

Safe, easy riding and built for long life Equipped with 1¾" semi pneumatic tires. Boys—red with ivory trim. Girls—blue with ivory trim.

31148—Boys **51148—Girls**

THE CUB 16" with trainer wheels

Tough and durable smart with a luxury look Equipped with 1¾" semi pneumatic tires trainer wheels. Boys—red with ivory trim, girls—blue with ivory trim.

71648—Girls **11648—Boys**

DING DONG SCHOOL VELOCIPEDE

Recommended by Miss Frances of the famous NBC-TV program for pre school youngsters Stable bilt frame large puncture proof tires. extra wide rear safety step plate Ding Dong School Bell and insignia. Chrome handle bar and stem Red with white trim.

260 -10" Front Wheel **261—12" Front Wheel**
262 16" Front Wheel

STANDARD VELOCIPEDE

Safe sturdy easy to ride Ideal for a growing child Built for years of use Ball bearing bicycle spoke wheels Chrome plated handle bar and stem Special Y shape frame will take plenty of abuse Metallic red white trim

360—12" Front Wheel **361—16" Front Wheel**
362 -20" Front Wheel

COMMENDED
PARENTS

New home of Evans-Colson Bicycles, the Evans Products plant at Plymouth, Michigan

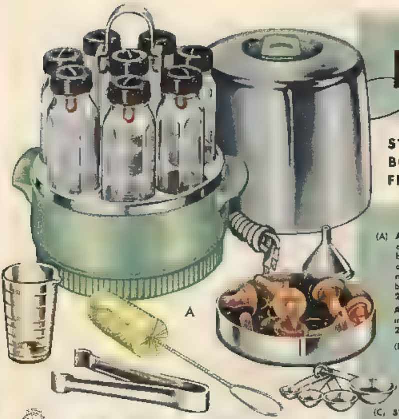
EVANS-COLSON—YOUR ASSURANCE OF THE BEST!

The name *Evans* has been associated with the finest in manufacturing and service for over a quarter century. The reputation of the Colson Bicycle and Children's Vehicle Division, now owned by Evans Products Company, is known to generations of users who can testify to the high quality of its products. These two names stand for the ultimate in performance, styling, engineering and value.

EVANS
PRODUCTS COMPANY
Plymouth, Michigan

A GREAT NAME IN TRANSPORTATION EQUIPMENT

J 3543
Printed In U.S.A.


A

Hankscraft

STERILIZERS
BOTTLE WARMERS
FEEDING SETS

(A) **AUTOMATIC 8-BOTTLE STERILIZER AND FORMULA SET** — Recommended for regular sterilization, or the terminal method bottles, nipples caps, and formula in one easy operation Shuts off automatically Set includes handy bottle rack and nipple tray, measuring spoons, graduate, funnel, tongs, and bottle brush Plastic base with gleaming metal top
2000M842 **Retail, Set $12.95**

AUTOMATIC BOTTLE STERILIZER — Described above, less measuring spoons, graduate, funnel, tongs and bottle brush.
2001M712 **Retail, Each $10.95**

(B) **BOTTLE STERILIZER** — Automatic, electric, time-saving Sterilizes six baby bottles and nipples in live steam the method recommended by doctors. Starts quickly and shuts off automatically at the end of the sterilizing period. With cord, nipple jar and bottle tray.
2002M582 **Retail, Each $8.95**

(C) **STERILIZER AND FORMULA SET** Non-electric, polished aluminum set includes bottle rack and nipple jar, four measuring spoons, glass graduate funnel with strainer, stainless steel tongs, bottle brush. Cover serves as formula mixing bowl.
2003M582 **Retail, Set $8.95**

STERILIZER — As described above but without measuring spoons, graduate, funnel, tongs, and bottle brush.
2004M439 **Retail, Each $6.75**

(D) **AUTOMOBILE BOTTLE WARMER** — Plugs into car cigar lighter heats bottle quickly to correct temperature. Turns on when bottle is inserted, shuts off when bottle is removed.
2005M211 **Retail, Each $3.25**

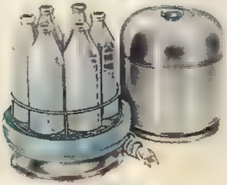
(E) **BOTTLE WARMER AND VAPORIZER** Heats bottle to correct feeding temperature; shuts off automatically Vaporizer fits over bottle warmer, quickly produces steam for cold relief. Pink, blue, or ivory finish.
2006M163 **Retail, Each $2.50**

(F) **DELUXE FOOD WARMER** · Handsome, fine quality all-in-one warmer and feeding dish Polished chrome base molded securely to 3-compartment glazed porcelain dish. Gaily decorated with baby's favorite pets. Hot water poured into opening keeps meal warm throughout long feeding periods. Beautiful polished chrome cover with heat-resistant plastic knob.
2007M452 **Retail, Each $6.95**

DELUXE FOOD WARMER as described above, less cover
2008M322 **Retail, Each $4.95**

(G) **FEEDING SET** — Attractive set includes 3-compartment plastic dish that fits into gleaming metal base decorated cup and spoon. Hot water in base keeps food warm.
2009M289 **Retail, Set $4.45**

PLASTIC FOOD WARMER ONLY
2010M194 **Retail, Each $2.99**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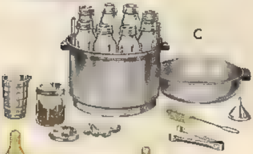
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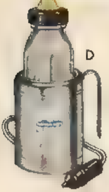
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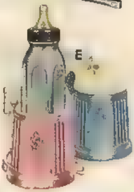
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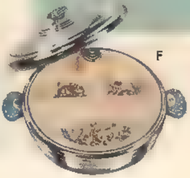
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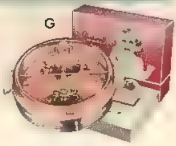
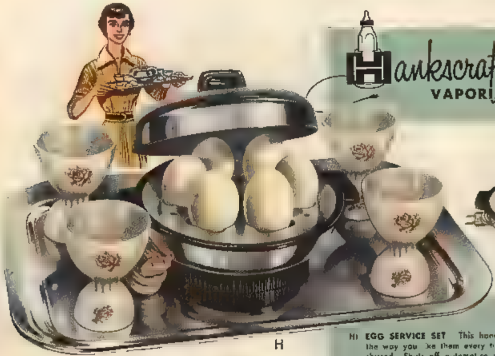
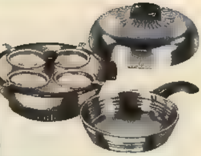
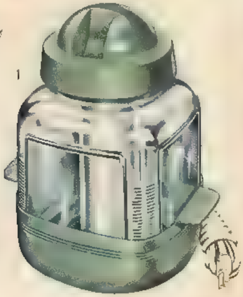

G

Hankscraft EGG COOKERS VAPORIZERS • NITE-LITES







(H) **EGG SERVICE SET** This handsome appliance cooks eggs exactly the way you like them every time boiled, poached, scrambled, or shirred. Shuts off automatically, amount of water governs cooking time Set includes electric egg cooker (6-egg capacity), 4 Ivory china double egg cups decorated with roses, handy poaching tray with 4 dishes, scrambling pan and chrome serving tray A perfect gift for any occasion

2011M1231 **Retail, Set $18.95**

EGG COOKER with poaching tray, scrambling pan and egg rack only.

2012M842 **Retail, Each $12.95**

(I) **HANKSCRAFT VAPORIZER** — New automatic electric vaporizer produces heavy concentration of steam all night on one filling of water Shuts off automatically when water is gone Safe — easy to use Brings quick relief from coughs and colds.

2013M452 **Retail, Each $6.95**

J **HANKSCRAFT VAPOR-MASTER** Automatic, electric. Operates for six hours, shuts off automatically when water is gone Sturdy non-breaking plastic. Weighs only 3 lbs Replaceable electric unit. Rubber feet Makes ideal humidifier

2014M842 **Retail, Each $12.95**

(K) **NURSERY LAMP AND NITE-LITE** A new utility lamp for the nursery with 2-way switch for regular light and soft night light Handy convenience outlet in metal base allows other appliances to be plugged in at bedside Durable parchment shade decorated with gay circus figures. It's 13" high with 72" cord. Beautifully packaged for gift giving.

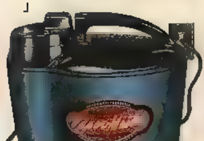
2015M452 **Retail, Each $6.95**

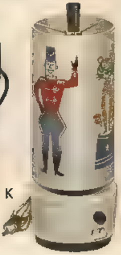
ANIMAL NITE-LITES Children really love these friendly animal nite lites which shine softly in the dark The lifelike ceramic figures are beautifully hand-colored, sturdily made about 7 inches high, and they add an appropriate decorative touch to a child's room Complete with bulb and extension cord

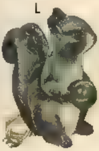
(L) **SQUIRREL NITE-LITE**
2016M194 **Retail, Each $2.99**

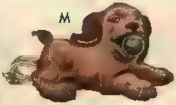
(M) **PUPPY NITE-LITE**
2017M194 **Retail, Each $2.99**

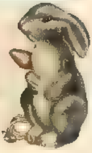
(N) **BUNNY NITE-LITE**
2018M194 **Retail, Each $2.99**

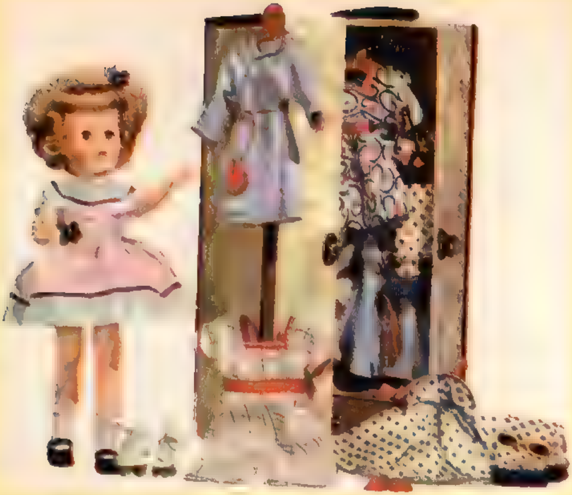








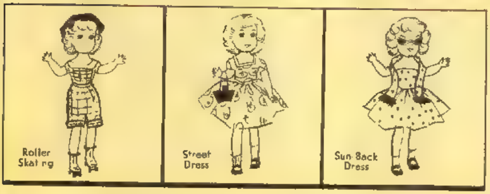




Holiday

18" rooted hair walking doll—soft vinyl face—plastic body and legs. Lead her by the hand and she walks and turns her head from side to side. Dressed in a beautiful taffeta party dress and straw bonnet. Included in her wardrobe are shoes and stockings, printed picolay street dress, pedal-pusher shorts with attached matching shirt, adorable sun-back dress with separate fringed stole, a bathrobe complete with tassled sash. She has sun-glasses, roller skates, bedroom slippers and pocketbook. She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real. Endless hours of play.

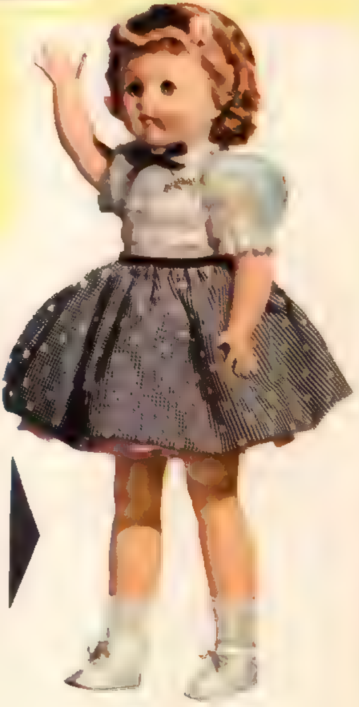
1667T1067 **RETAIL $15.95**



Mona Lisa Dolls
BY
VALENTINE DOLLS INC.

FOR *Play*

FOR *Beauty* FOR *Quality*



Best Friend

Best friend for almost any little girl. 29" tall—unbreakable plastic with soft life-like vinyl head and hair rooted (actually imbedded) in the scalp. She walks and turns her head from side to side as she walks. She is so big she is the size of a 3 year old child. As high as your dining room table. She will become another member of the family with her life-like appearance and characteristics. Her dress is a combination of organdy and printed taffeta with embossed polka-dots. A lasting companion for a little girl growing up.

1668T1333 **RETAIL $19.95**

Mona Lisa Dolls

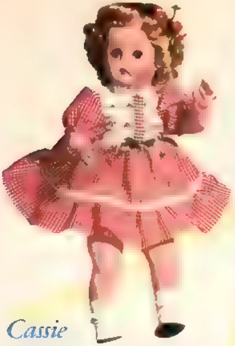
BY

VALENTINE DOLLS INC.

FOR *Beauty*

Quality

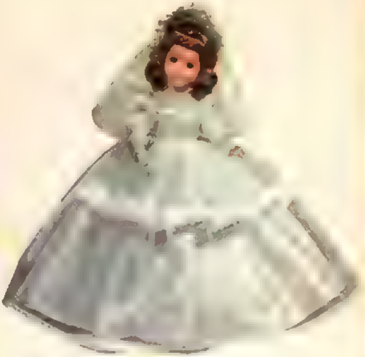
FOR *Play*



Cassie

16" lovely soft squeezable all latex doll with life-like vinyl head and rooted hair (hair actually imbedded in the scalp like real hair) Cries when you squeeze her. Material of dress is special checked puckered taffeta.

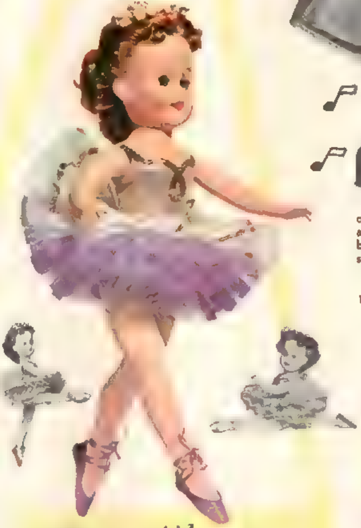
1662T400 RETAIL $5.95



Musical Bride

Gorgeous 16" all plastic bride doll with saran wig that can be washed, waved, curled and combed. Every little girl's dream. This beautiful doll comes mounted on a Swiss Music Box (as illustrated). She revolves as the music box plays a lovely romantic tune —switch permits music to be turned on and off. The doll can be removed at any time and played with as any ordinary doll. Mother will borrow this as a gorgeous centerpiece for anniversaries and bridal showers.

1661T867 RETAIL $12.95



Special stand

Aida

TOE DANCING *Ballerina Doll*

[illegible]

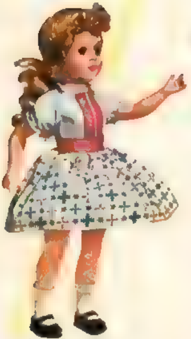
S. Hurok

Presentation of AIDA

the Opera Film

The only real dancing doll ever made. She is 19" tall and her toes are forever in a ballet dance position. She is all plastic except for her soft life-like vinyl head and her hair is rooted (actually imbedded) in her scalp like real hair. When you hold her and lead her she takes short dancing steps as any ballerina and her head turns from side to side as she dances. She kicks out and does a split and the design of her shoes are approved by CAPEZIO, The Dancers' Cobbler since 1887. One of the most unusual dolls we have ever made. Special stand illustrated will hold this doll upright or in many other positions. The doll with stand

1663T800 RETAIL $11.95



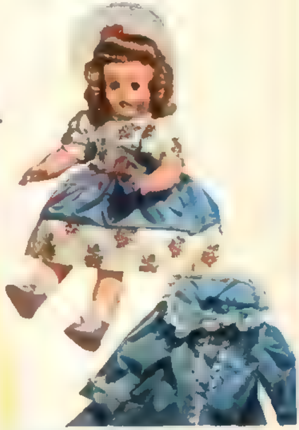
School Date

18" all plastic WALKING doll. Lovely hair in pony tail style that can be combed and curled. Dress is of ever fresh printed picolay that will last and last. She walks, turns her head from side to side as she walks, and sits.

1664T533 RETAIL $7.95

22" same as above.

1665T800 RETAIL $11.95



Darling Baby

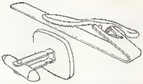
Big 22" washable skin doll with jointed arms and lovely life-like vinyl head with rooted hair (hair actually imbedded in the scalp like real hair.) She cries when you squeeze her. She wears a taffeta and printed picolay party dress and her whole bonnet is made of real lace. She comes complete with a beautiful matching "going visiting" coat.

1666T800 RETAIL $11.95

V
VAN GUARD
FIRST WITH THE FINEST

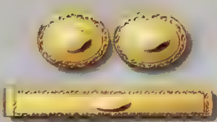
HANDSOMELY CASED FOR GIFTS OR PRESENTATION

10 KT. GOLD



All cuff links have positive snap bar action as illustrated

All 1/20 12K G.F. tie slides have safety spring grip action.



10 KT. GOLD

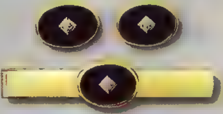
148G2550	Set	51.00
149G1500	Link only	30.00
150G1050	Tie Slide only	21.00

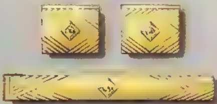
Striking custom hand-engraved pattern, combining brightly polished signet with lustrous satin background in heavy 10K gold.

10 KT. GOLD

151G4050	Set	81.00
152G2100	Link only	42.00
153G1950	Tie Slide only	39.00

Exceptionally fine two point diamond, set in lustrous black genuine onyx encased in precious 10K gold setting.



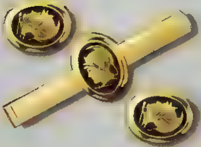


10 KT. GOLD

154G4275	Set	85.50
155G2700	Link only	54.00
156G1575	Tie Slide only	31.50

Heavy 10K gold bold engine turned pattern, highlighted by brilliant two point diamonds.

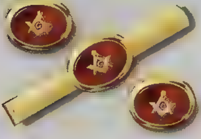
ALL MERCHANDISE SHOWN ACTUAL SIZE



1/20 12K G.F.

157G1175	Set	23.50
158G625	Link only	12.50
159G550	Tie Slide only	11.00

Genuine onyx stones with richly hand-carved warrior head, inlaid with 22K gold — custom tailored settings.



1/20 12K G.F.

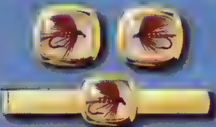
166G800	Set	16.00
167G450	Link only	9.00
168G350	Tie Slide only	7.00

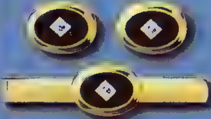
Rich, simulated ruby stones form a background for beautifully enameled and richly colored emblems. Available in Masonic, Shrine, 32nd Degree, Elk, Eagle, and K. of C.

1/20 12K G.F.

160G800	Set	16.00
161G450	Link only	9.00
162G350	Tie Slide only	7.00

Authentic, genuine hand-tied trout flies, exact in every detail — available in red, yellow, blue or green, on pearl background.





1/20 12K G.F.

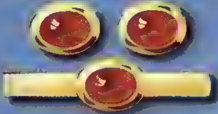
163G700	Set	14.00
164G400	Link only	8.00
165G300	Tie Slide only	6.00

Brilliant, fiery, extra quality rhinestones in handsome tailored settings, available in simulated ruby, sapphire or onyx.

1/20 12K G.F.

169G625	Set	12.50
170G325	Link only	6.50
171G300	Tie Slide only	6.00

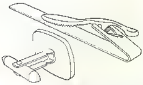
Lustrous simulated pigeon blood ruby cabochons, brilliantly polished concave settings. Also available in Capri blue.



VAN GUARD

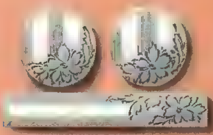
FIRST WITH THE FINEST

HANDSOMELY CASED FOR GIFTS OR PRESENTATION.



All cuff links have positive snap-bar action as illustrated

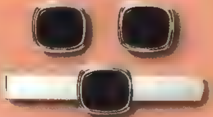
All Sterling Silver tie slides have safety spring grip action



STERLING SILVER

172G800	Set	16.00
173G500	Link only	10.00
174G300	Tie Slide only	6.00

Beautifully combined hand engraving and engine turning on highly polished and richly satin finished sterling silver.

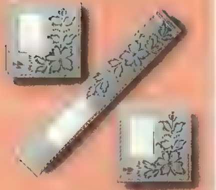


STERLING SILVER

175G800	Set	16.00
176G450	Link only	9.00
177G350	Tie Slide only	7.00

Highly polished buff top genuine onyx stones form a contrast with gleaming sterling silver settings.

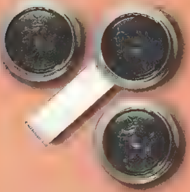
ALL MERCHANDISE SHOWN ACTUAL SIZE • ALL STERLING SILVER PROTECTED BY RHODIUM FINISH



STERLING SILVER

178G850	Set	17.00
179G550	Link only	11.00
180G300	Tie Slide only	6.00

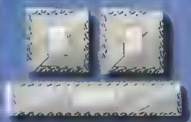
Massive beauty of extra weight sterling silver with handsomely engraved and engine turned pattern.



STERLING SILVER

190G675	Set	13.50
191G375	Link only	7.50
192G300	Tie Slide only	6.00

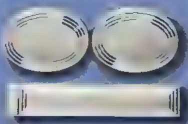
Unusually fine simulated hematite with unicorn motif. These charcoal gray stones are complimented by brightly polished sterling silver.



STERLING SILVER

181G775	Set	15.50
182G500	Link only	10.00
183G275	Tie Slide only	5.50

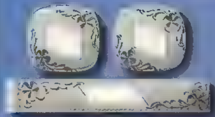
Extra heavy sterling links and shortie slide, expertly hand-engraved, combining a gleaming polished signet against a satin finished background.



STERLING SILVER

184G825	Set	16.50
185G550	Link only	11.00
186G275	Tie Slide only	5.50

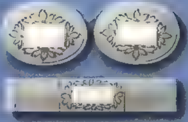
Bold, extra weight sterling silver in pattern of rich simplicity, combining satin finished background and deeply hand engine turned border.



STERLING SILVER

187G850	Set	17.00
188G550	Link only	11.00
189G300	Tie Slide only	6.00

Treasured sterling silver, extra heavy links, with brilliantly polished signet in contrast to rich satin finished background and hand-engraving.



STERLING SILVER

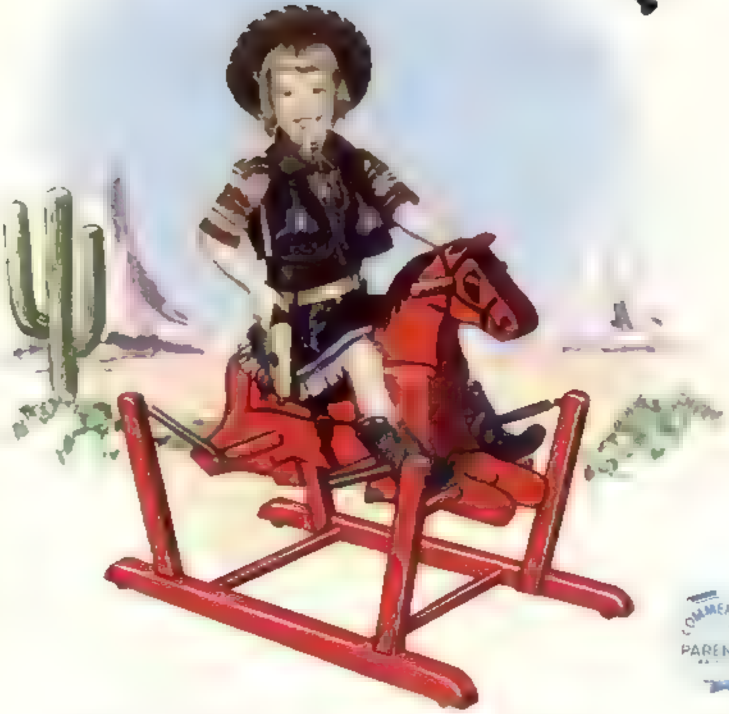
193G775	Set	15.50
194G500	Link only	10.00
195G275	Tie Slide only	5.50

Magnificently hand-engraved pattern with mirror finished signets, against a satin finished background in sterling silver.

THE WONDER HORSE

TRADE MARK REGISTERED

"it's gaited"



WONDER HORSE "REGULAR" MODEL NO. 1

Patented $14.95* Retail

"REGULAR" *for children 1 to 7*

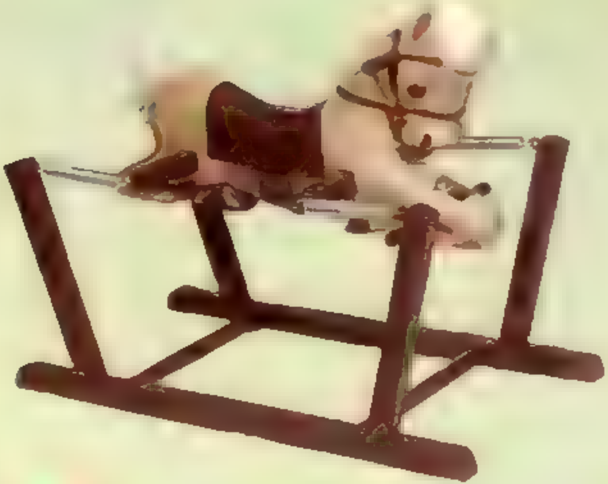
- Made of select hardwood with durable, bright-red finish. Top-quality, long-lasting construction
- Patented Magic Spring Action gives rocking, bouncing "real horseback" ride youngsters love
- Develops grace and muscular co-ordination
- Safe, healthful fun, indoors and out. Even babies as young as 11 months can ride the Wonder Horse "Regular"
- Fair Traded* to insure legitimate profit

MODEL NO. 1

Set Up Cartons, Ind. Packed Set Up. Length 35", Width 19½", Height 19½", Weight 24#.

MODEL 1 KD

Knocked Down Cartons. Length 34½", Width 8", Height 20½", Weight 23#.



The WONDER PONY

For youngsters one to three

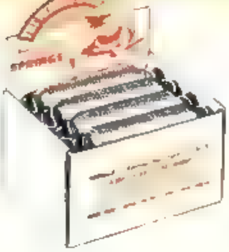
A lively colt of his own to delight the younger child. The lovable Wonder Pony has the same Magic Spring Action as its "big brothers." Body is molded of durable plastic in the natural color of the Palomino. Sturdy wood frame is designed for maximum strength.

PATENTED MODEL No. 3

Fair Traded at $10.95 Retail*

*In all states where legal

Ind. Packed, Length 30¼", Width 6½", Height 14¼", Weight 13#.



Genuine

REPLACEMENT SPRINGS

(Fit All Models)

For customer convenience and extra profit, jobbers and dealers should stock replacement springs. Attractive counter display case contains 12 cadmium-plated, high-test Wonder Horse springs. Spring Box size: 4½" x 6" x [illegible] Weight 5 lbs.
Also packaged in six carton lots

*In all states where legal

WONDER PRODUCTS CO.

Manufacturers

Collierville, Tenn. Suburb of Memphis

Tel. LD 4242

AMERICA'S MOST BEAUTIFUL LINE OF THOROUGHBRED HOBBY HORSES

Patented MODEL 2-M (Chromium Metal Base)
(Wood Base Model 2-W Optional) Fair Traded* at $29.95 Retail

WONDER HORSE DeLuxe

Finest Hobby Horse Ever Built!

Nationally-acclaimed champion of hobby horses, in the rich, natural color of the Golden Palomino. Patented Magic Spring Action gives a thrilling ride all children love. Healthful fun, indoors and out for children 1 to 7.

- Body molded of extra-tough plastic
- Stands up under rough riding without shattering, chipping or peeling. Sturdy, high-test springs are replaceable.
- FAIR-TRADED* to protect your profit

LIFE

MODEL 2-M

Ind. Packed
Length 39½".
Width 12¼".
Height 21¾".
Weight 21 lbs.

MODEL 2-W

(Wood Base)
Ind. Packed.
Length 35½".
Width 9½".
Height 20¾".
Weight 20 lbs.

MODEL No. 4

Height 18¾".
Length 34½".
Width 8½".
Weight 18 lbs.

NEW!

WONDER Mare

This high-spirited new addition to the palomino family rocks and bounces with the famous Magic Spring action of all Wonder Horses. Made of quality molded plastic with wood base. Ages 1 to 7

MODEL NO. 4 Patented
* Fair Traded at $19.95 In All States Where Legal *

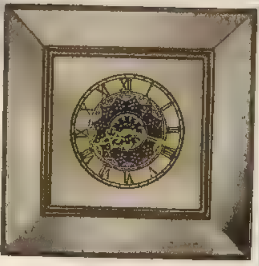
WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE L.D. 4242

Guarantee

All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material because Clinton Clocks are made in Switzerland with the same exacting care and craftsmanship as a fine watch

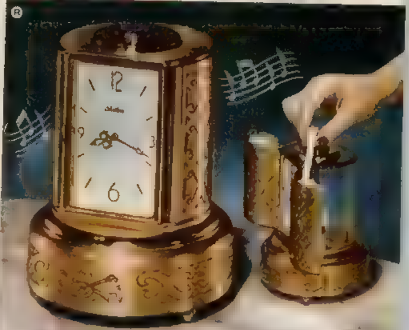
ADVERTISED IN
LIFE
December 1954



A ▸ AN EXCITING NEW IDEA IN WALL CLOCKS"! . . . beauty and function combine in this antique mirror 7 JEWEL, 8 DAY jeweled lever clock with delicate Golden tints . . . masterfully crafted with a pulldown winding mechanism "just pull cord and it is wound for 8 days". . . can be wound on wall. Size: 16" x 16".
48400182915 . . . . . Retail $49.95

For Accuracy, Beauty and All-around Dependability the Wise Choice is a . . .

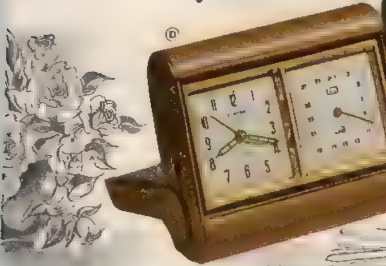
Fine Swiss Imported Clocks by
CLINTON
Boudoir, Travel and Desk

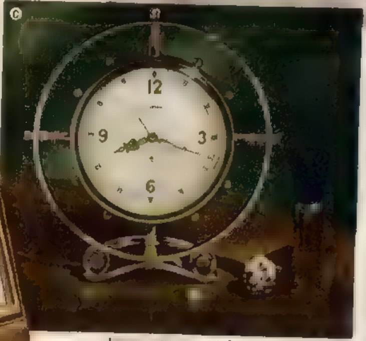


B ▸ MUSICAL CIGARETTE HOLDER CLOCK . . . the world's most unique timepiece fashioned with a 15 JEWEL, 8 DAY jeweled lever movement . . . Press the button and a beautiful tune is played as doors open and cigarettes are exposed! When the button is pressed again, a different tune is played as the doors close. Silver finished dial with applied gilt numerals in an engraved, lacquered case as bright as natural Gold. Size: diameter 5", height 6¼"
48400285145. . . . . Retail $100.00

C ▸ A NEW ACHIEVEMENT IN CONTEMPORARY DESIGN! Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM movement . . in polished white satin and yellow in the brilliant colors of Gold . . . distinctive Silver finish dial has applied gilt figures, luminous hands and hour dots. Size: 5" x 5" x 1¾"
48400381955. . . . . Retail $39.95

D ▸ THE CORRECT TIME, DATE, DAY AND MONTH are always available with this Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM clock . . . automatic calendar encased in a polished frame with a Silver finish dial ideal for travel or desk . . . your choice of green, blue, red or tan case fashioned in the highest quality genuine leather. Size: 4⅜" x 3½" x 1⅛". (State color choice.)
48400482543 . . . . Retail $49.95





Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice.

Nationally Advertised

Confetti

GALA AND SPIRITED . . . captivating as its name . . . to brighten your table 3 times daily and on festive occasions of buffet dinners, late evening snacks, and Sunday brunches

GLOWING COLORS SEALED IN under the glaze to never come off or fade from hot water and detergents . . . it's dishwasher proof!

HARD-FIRED semi-porcelain with smooth glaze impervious to moisture, resistant to cracking and crazing

OVEN-PROOF . . . to bake in with ease, serve in with pleasure and cut dishwashing time

FASHION INTEREST in hollow pieces of matching, solid-color . . . delightful contrast to confetti design. Rimless Plaza Shapes.

Dinnerware On This Page
F. O. B. West Virginia Factory

[A] BROWN CONFETTI

37 Piece Set (2 EXTRA Cups) Serves Six.
5464XF1225 Retail **$18.95**

57 Piece Set (4 EXTRA Cups) Serves Eight.
5465XF1842 Retail **$29.95**

99 Piece Set (6 EXTRA Cups) Serves Twelve.
5466XF3337 Retail **$52.50**

[B] GREEN CONFETTI

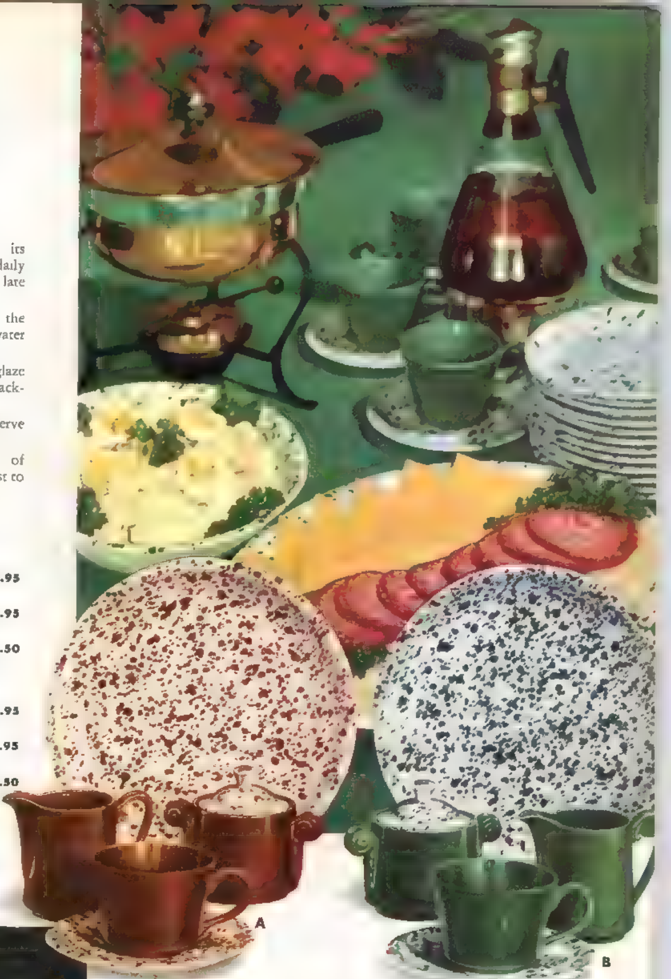
37 Piece Set (2 EXTRA Cups) Serves Six
5467XF1225 Retail **$18.95**

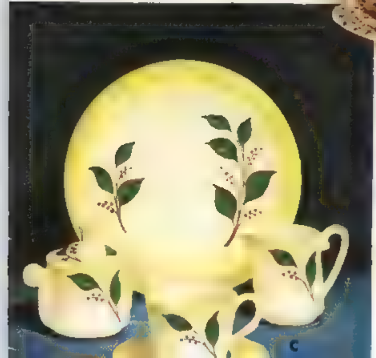
57 Piece Set (4 EXTRA Cups) Serves Eight
5468XF1842 Retail **$29.95**

99 Piece Set (6 EXTRA Cups) Serves Twelve
5469XF3337 Retail **$52.50**

HANDIEST IDEA EVER!
EXTRA CUPS INCLUDED

2 EXTRA Cups in 37 Piece Set
4 EXTRA Cups in 57 Piece Set
6 EXTRA Cups in 99 Piece Set





BERRYLEAF IN "PERMA-CAL"

[C] Shades of green and lavender framed in delicate yellow defy the automatic dishwasher, detergents and hottest water It's because the design is "Perma-Cal," a new development in decorating that locks in the colors—they can't fade or come off Ovenproof, semi-porcelain—can be used for baking and warming food

37 Piece Set (2 Extra Cups) Serves Six.
5470XF1289 Retail **$19.95**

57 Pc. Set (4 Extra Cups) Serves 8.
5471XF1931 Retail **$32.50**

99 Pc Set (6 Extra Cups) Serves 12
5472XF3504 Retail **$34.95**

COMPOSITIONS

37 Piece Set (Shipping weight 24 lbs.)
8 Tea Cups
6 Saucers
6 Bread-Butter Plates
6–9 in. Dinner Plates
6 Sauce Dishes
1 12 in. Platter
1 8¾ in. Open Veg Dish
1 Covered Sugar (2 pcs.)
1 Creamer

57 Piece Set (Shipping weight 39 lbs.)
12 Tea Cups
8 Saucers
8 Bread Butter Plates
8 10 in. Dinner Plates
8 Soup Dishes
8–Sauce Dishes
1–8¾ in. Open Veg. Dish
1 Covered Sugar (2 pcs.)
1 Creamer
1 14" Platter

99 Piece Set (Shipping weight 72 lbs.)
18 Tea Cups
12 Saucers
12 Bread Butter Plates
12 10 in. Dinner Plates
12 7 in. Salad Desserts
12 Soup Dishes
2 Platters 12, 14 in.
1 8¾ in. Open Veg Dish
1 Covered Casserole (2 Pcs.)
1 Milk or Gravy Boat
1 Covered Sugar (2 Pcs.)

"Perma-Cal"

Colorfast, Ovenproof Dinnerware

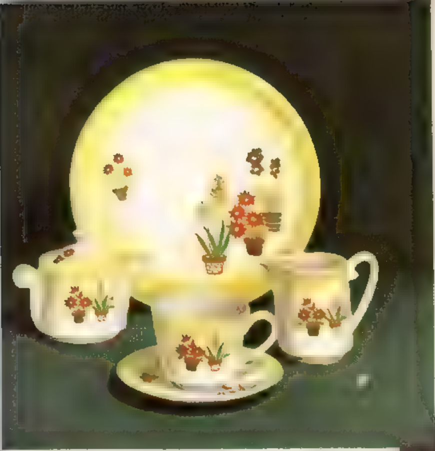
Providing more than just beauty, this color-bright dinnerware was created to serve you better, last longer, because they're

COLORFAST . . . really! Even the dishwasher's extremely hot water and strong detergents can't dull these lustrous colors . . . they're hand-applied "Perma-Cal," a new special process in decorating that locks in color for permanent brilliancy.

OVENPROOF . . . for baking or warming food, then serving it smartly in the same container . . . saves you time and extra dishwashing.

HARD-FIRED first quality semi-porcelain with smooth glaze that is impervious to moisture, resistant to cracking and chipping.

HANDIEST IDEA EVER. Extra cups included. Two EXTRA cups in 37 Piece Set. Four EXTRA cups in 57 Piece Set. Six EXTRA cups in 99 Piece Set



D **FLOWER POTS** . . . appear in red, chartreuse, green, and brown on yellow-trimmed rimless Plaza shape. Lovely designs . . . artistic little gems. And these designs will be as lovely many, many years from now because they're "Perma-Cal."

37 Piece Set. (2 EXTRA cups) Serves 6.
5473XF1289. Retail **$19.95**

57-Piece Set. (4 EXTRA cups) Serves 8.
5474XF1931 Retail **$32.50**

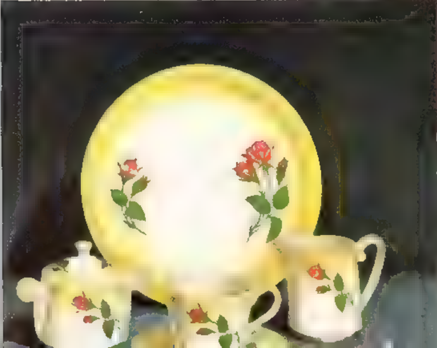
99-Piece Set. (6 EXTRA cups) Serves 12
5475XF3504 Retail **$54.95**

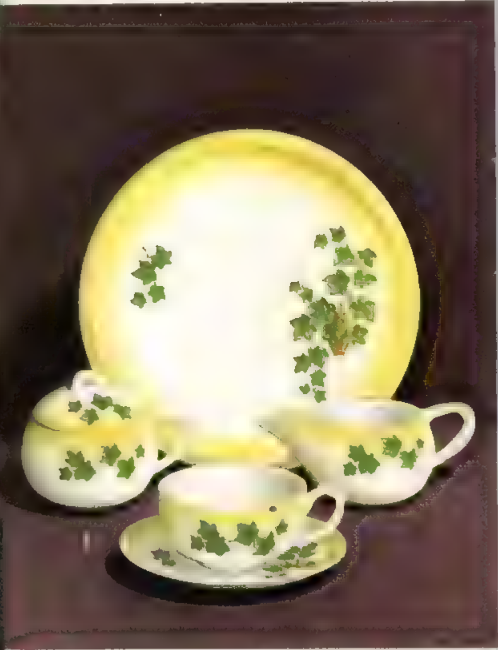
COMPOSITIONS

37 Piece Set (Shipping weight 24 lbs)
8-Tea Cups
6-Saucers
6-Bread-Butter Plates
6-9½ in. Dinner Plates
6-Sauce Dishes
1 12 in Platter
1-8¾ in. Open Veg Dish
1-Cov'd Sugar (2 pcs.)
1 Creamer

57 Piece Set (Shipping weight 39 lbs.)
12-Tea Cups
8 Saucers
8-Bread-Butter Plates
8-10 in Dinner Plates
8-Soup Dishes
8-Sauce Dishes
1 8¾ in. Open Veg. Dish
1-Cov'd Sugar (2 Pcs)
1 Creamer
1 14 in Platter

99 Piece Set (Shipping weight 72 lbs.)
18-Tea Cups
12 Saucers
12 Bread-Butter Plates
12-10 in Dinner Plates
12 7 in Salad-Desserts
12 Soup Dishes
12 Sauce Dishes
2-Platters, 12 in., 14 in
1 8¾ in. Open Veg Dish
1-Cov'd Casserole (2 Pcs)
1-Milk or Gravy Boat
1 Cov'd Sugar (2 Pcs)
1 Creamer





E **IVY COLORTONE** Graceful sprays in muted greens, combine with the yellow-edged Green Briar shape to create an exciting setting. "Perma-Cal" guards against fading from strongest detergents. Oven-proof

37 Pc. Set. (2 EXTRA cups, Serves 6.
5476XF1166 Retail **$17.95**

57-Pc Set. (4 EXTRA cups) Serves 8.
5477XF1710 Retail **$27.95**

99 Pc Set. (6 EXTRA cups) Serves 12

F **STEM ROSE** A popular pattern! In truest pink, bordered by soft-tone yellow. Modern, rimless Plaza shape. Wonderful "Perma-Cal" Roses won't wilt from hottest water or strongest detergents. Oven-proof

37-Pc Set (2 EXTRA cups) Serves 6
5479XF1289 Retail **$19.95**

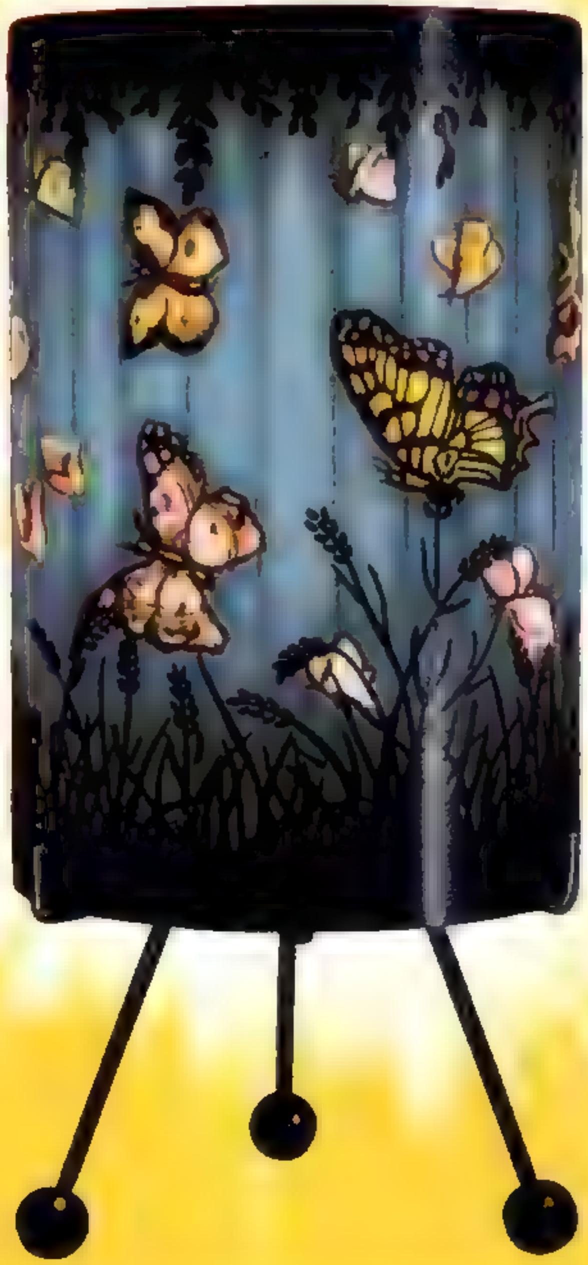
57-Pc. Set (4 EXTRA cups) Serves 8
5480XF1931 Retail **$32.50**

99-Pc Set. (8 EXTRA cups) Serves 12

LIGHTS! ACTION! PROFITS!

"The most beautiful lamp in the world!"

say those who have seen Econolite's fabulous NEW



Butterfly

Lamp

Here are Nature's most colorful creatures in all their variegated hues Monarch, Swallowtail, Painted Lady, Red Admiral, to name but a few— fluttering by, delighting the eye! Econolite's New BUTTERFLY LAMP presents a glorious blend of color and motion in a luxurious modern design lamp from the studio-plant of Econolite, creators of original action lamps for home, office, hotel, and restaurant.

Uniquely styled wrought iron legs support this brilliantly ornamented cylindrical lamp. The revolving, translucent inner cylinder projects a life-like illusion of a fantastic variety of butterflies, large and small, gliding in a pleasantly changing pattern of tinted light and shadow!

This new Econolite Original stimulates its own promotion, displays itself and *sells* itself, shedding the golden light of profits wherever it is shown!

MODEL 753 BUTTERFLY

Size: 6" dia., 13" high, including black wrought iron tripod base. Fully guaranteed. U.L. Approved parts. Individually boxed.

Econolite CORPORATION

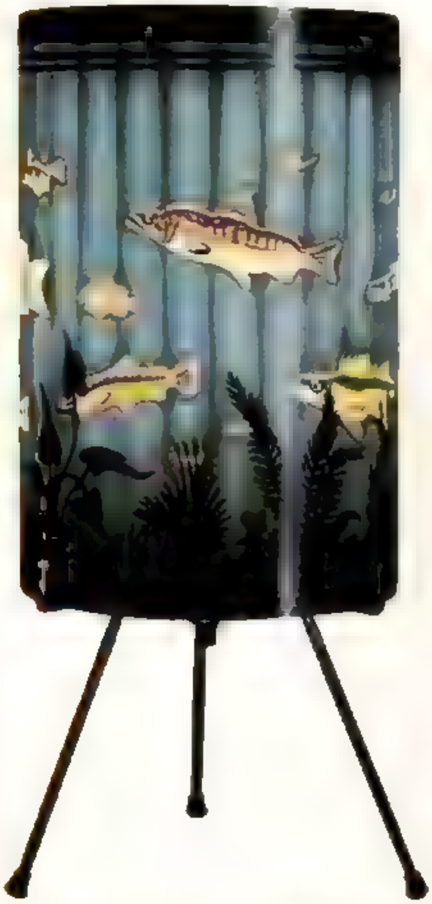
Color! Animation! Light & Shadow!

2 GREAT Aquarium LAMPS

by Econolite

Adding new brilliance to the sensational success of Econolite's great TROPICAL FISH LAMP, this glowing companion lamp presents a wonderful world of flashing underwater life—the realm of fresh water Game Fish! Millions of sportsmen, nature-lovers and homemakers will see the bright promise this new lamp holds for home, office, hotel and restaurant. They'll delight in recognizing their favorites—Muskellunge, Sunfish, Pike, Bass, and many, many others—in fascinating action, full color, moving forms and hues!

Lighting up a bright lamp season ahead, Econolite's New fresh water GAME FISH LAMP shines out a message of rising sales.



MODEL 752

FRESH WATER

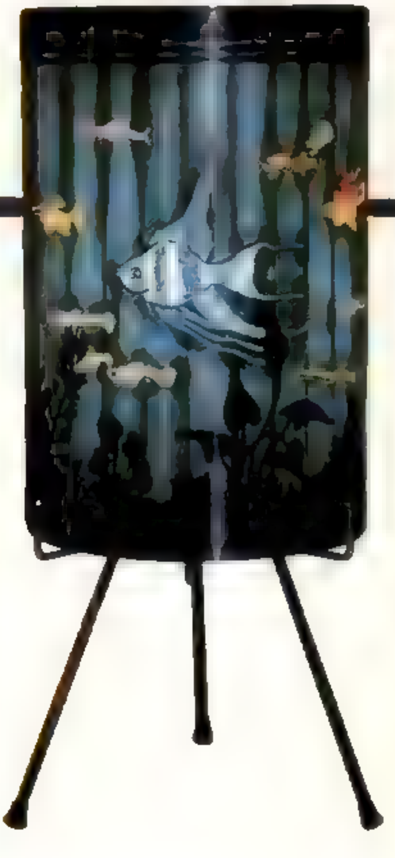
GAME FISH

Sizes: 6" dia., 14" high, including black wrought iron tripod base. Fully guaranteed U.L. Approved parts. Individually boxed

Econolite's Original TROPICAL FISH LAMP

Destined for new sales heights

Fabulous creatures of the deep, swimming in tropic seas—angel fish, swordtails, guppies, pompadour fish—combine with captivating color and moving light in this outstanding hit lamp—first of Econolite's "nature-in-action" series. Created by Econolite, originators of the famous Roto Vue Lamps, for the estimated 10,000,000 tropical fish fanciers of the U.S.



MODEL 751

TROPICAL FISH

Size: 6" dia., 14" high, including black wrought iron tripod base. Fully guaranteed. U.L. Approved parts. Individually boxed.

PHOTO-CLEAR TELEVISION

FIRESTONE 17-INCH STANDARD VHF METAL TABLE MODEL

This set has a smart new look that's sure to appeal to your customers. The simply styled all metal cabinet is finished in a deep, rich brown with gold trim. The following features put this set years ahead in appearance and value:

- Smallest, most compact large-tube set on the market—at an amazingly low price
- Ideal size for use as a "second" set in the home
- Lightweight—complete set weighs only 47 pounds
- All controls are located on top of the cabinet for convenient tuning
- Performance equals or exceeds many sets selling at higher prices
- Your customers can cover their sets to match their furnishings and achieve a smart "decorator" look. Complete instructions are included.
- Special curved safety glass with cushioned dust seal to protect picture tube
- Protective rubber feet on cabinet
- Built-in antenna for good signal areas
- Amazing hammerloid finish on cabinet won't burn or mar and is highly resistant to stains and scratches
- Adaptable for UHF by simple tuning strip installation
- Cabinet dimensions—14 inches high, 17 inches wide, 18 inches deep
- Operates on 115 volts, 60 cycle AC

13-G-165—East $139.95 Wt. Ea. 53 Lb. Cont Quantity 1 Coast $139.95

FIRESTONE 21-INCH STANDARD VHF METAL TABLE MODEL

Same features as 13-G-165 except

- 21-inch picture tube
- Cabinet dimensions—17 inches high, 21½ inches wide, 23 inches deep
- Lightweight—only 67 pounds

13-G-166—East $169.95 Wt. Ea. 73 Lb Cont. Quantity 1 Coast $169.95

LIMITED AREAS FIRESTONE 21-INCH STANDARD VHF-UHF TABLE MODEL

Same features as 13-G-165 except

- 21-inch picture tube
- Powerful all-channel tuner provides both VHF and UHF reception
- Cabinet dimensions—17 inches high, 21½ inches wide, 23 inches deep

*13-G-167—East $199.95 South and Coast $199.95
Wt. Ea. 82 Lb. Cont. Quantity 1

WROUGHT IRON TV STAND

See page 105 for complete description

FIRESTONE 21-INCH STANDARD VHF TABLE MODEL TV

Designed to give long, satisfactory performance at the lowest possible price. They're handsomely styled in select finishes.

- Giant 21-inch revolutionary new picture tube is aluminized to give greater light output for the sharpest, clearest picture possible
- Balanced picture amplifier for good contrast and increased clarity
- Steady picture maintained by improved picture lock circuit
- Speaker acoustically matched to cabinet for full range of tone
- Safety glass is removable for easy cleaning
- Adaptable for UHF by simple tuning strip installation
- Built-in antenna for use in strong signal areas
- Cabinet—23¾ inches high, 23 inches wide, 21½ inches deep

13-G-168—Mahogany—East $189.95 South and Coast $189.95
13-G-169—Blonde—East $199.95 South and Coast $209.95
Wt. Ea. 103 Lb. Cont. Quantity 1

LIMITED AREAS FIRESTONE 21-INCH STANDARD VHF-UHF TABLE MODEL TV

Same as 13-G-168 and 169 except for a powerful all-channel tuner that provides both VHF and UHF reception.

*13-G-170—Mahogany—East $219.95 South and Coast $229.95
*13-G-171—Blonde—East $229.95 South and Coast $239.95
Wt. Ea. 103 Lb. Cont. Quantity 1

FIRESTONE 21-INCH STANDARD VHF CONSOLE TV

Same as 13-G-168 and 169 except for the following additional features.

- Handsomely designed console cabinet in mahogany or blonde oak
- Large, heavy-duty cabinet matched speaker
- Cabinet dimensions—36⅞ inches high, 23 inches wide, 21 inches deep

13-G-172—Mahogany—East $189.95 South and Coast $209.95
13-G-173—Blonde—East $209.95 South and Coast $219.95
Wt. Ea. 129 Lb. Cont. Quantity 1

LIMITED AREAS FIRESTONE 21-INCH STANDARD VHF-UHF CONSOLE TV

Same as 13-G-172 and 173 except for these added features:

- Powerful all-channel tuner provides both VHF and UHF reception
- Incorporates new, higher intermediate frequencies to reduce interference, as recommended by the FCC

*13-G-174—Mahogany—East $229.95 South and Coast $239.95
*13-G-175—Blonde—East $239.95 South and Coast $249.95
Wt. Ea. 129 Lb. Cont. Quantity 1

* Available from Philadelphia, Akron, Chicago, Kansas City, Atlanta, Los Angeles and Portland warehouses.

13-G-165, 166, 167

13-H-36

13-G-169

13-G-173

HAMPDEN

Famous Name Since 1878

Deluxe 7 Jewel ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

- ★ Finest Quality 7 Jewel Movements
- ★ All with Luminous Dials and Hands
- ★ Simplified Alarm Setting
- ★ Anti-Magnetic ★ Dust-Protected Regulator
- ★ Mirror-Polished Metal Cases
- ★ Genuine Leather Traveling Cases

Suggested Retail Prices INCLUDE Federal Excise Tax

GUARANTEE

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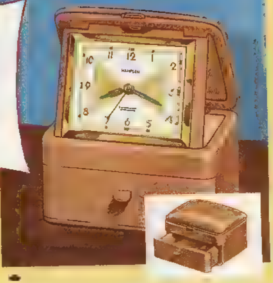
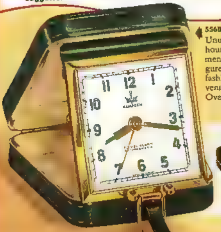
is fully guaranteed
against defects
in material
or craftsmanship.

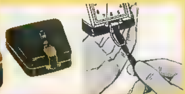
HAMPDEN WATCH COMPANY

Prices subject to change without notice

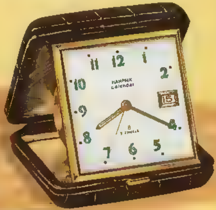


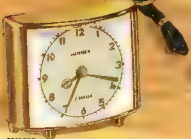


556B872
Unusual Travel Alarm Clock featuring 30-hour 7 Jewel Hampden anti-magnetic movement. Attractive luminous raised Arabic figure dial and hands. Genuine leather case fashioned in glade green. Unique and convenient strap handle pulls out to open clock. Overall size: 3½ x 3¼ x 1".
Suggested Retail $16.25

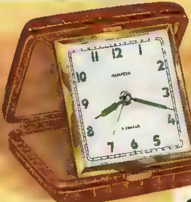


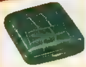
557B1054
Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather Pigskin grain. Overall size: 3⅛ x 3¼ x 2¼"
Suggested Retail $19.25





558B789
Miniature Desk or Boudoir Alarm Clock, 30-hour 7 Jewel movement. Gilt metal case, luminous dot dial and hands. Overall size: 2½ x 2¼ x 1".
Suggested Retail $14.75



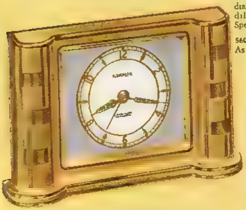


559B960
8-Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather crocodile marking in sun-tan or green. Specify color. Size 3⅛ x 3¼ x 1¼".
Suggested Retail $17.95

560B627
As above, 30-hour 7 Jewel movement.
Suggested Retail $10.95

561B1250
8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous dial and hands. Brown leather case in crocodile marking. Size 3⅛ x 3¼ x 1¼"
Suggested Retail $23.50

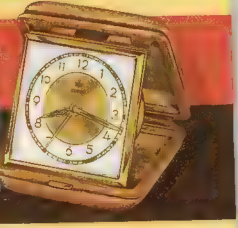
562B862
As above, 30-hour 7 Jewel movement. Sun-tan leather crocodile marking.
Suggested Retail $16 25



563B965
Richly styled Desk or Boudoir Alarm Clock with genuine Hampden 30-hour 7 Jewel anti-magnetic movement. Beautifully embossed two-tone gilt metal case, with luminous stick-and-dot dial and hands. Truly a clock masterpiece. Overall size. 4¾ x 2⅞ x 1¼"
Suggested Retail $17 95

OUTSTANDING VALUE IN A GENUINE LEATHER TRAVEL CLOCK

564B456
A really unbeatable buy in a Travel Alarm Clock with 30-hour *non jewel* Hampden anti-magnetic movement. Beautifully cased in genuine leather in handsome tan Pigskin grain. Distinctive clock face treatment, with luminous dot dial and hands. Overall size 3 x 3 x 1½".
Suggested Retail $7 75



Famous Name Since 1878

HAMPDEN DELUXE 7 JEWEL ALARM CLOCKS

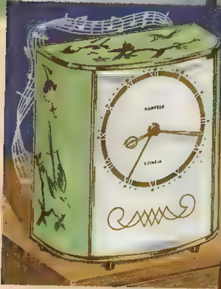
TRAVEL, BEDSIDE and DESK MASTERPIECES

- Quality 7 Jewel Movements for accuracy
- Anti-Magnetic
- Mirror-Polished Metal Cases
- Genuine Leather Traveling Cases
- All feature Luminous Dials and Hands
- Simplified Alarm-Setting
- Dust-Protected Regulator
- Wonderful for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY



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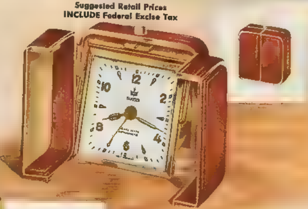
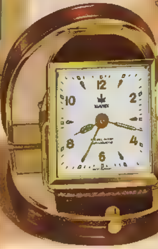
55181250

Enchanting **Musical Alarm Clock** in exquisite hand-painted enamel case with Hampden 30-hour 7 Jewel anti-magnetic movement. Luminous dot dial and hands. Plays lilting, cheerful tune which serves as pleasing alarm Overall size: 3⅜ x 3⅛ x 2⅛".

Suggested Retail $23 50

Suggested Retail Prices INCLUDE Federal Excise Tax





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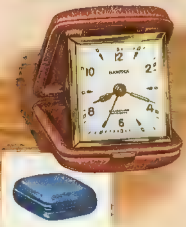
5548960

Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case crafted in red Morocco. Ingenious button at top opens swinging doors, revealing clock face Overall size 2½ x 2¼ x 1".

Suggested Retail $17 95

Prices subject to change without notice



5538960

Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, anti-magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Havana brown, uniquely trimmed with polished studs in horseshoe design. Clock snaps into position when button is pressed Size 2¼ x 2⅜ x 1"

Suggested Retail $17.95

5528627

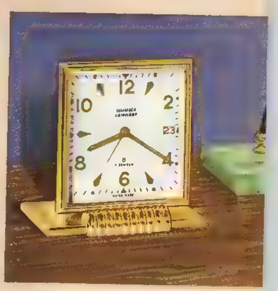
Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size 2¼ x 2⅛ x 1"

Suggested Retail $10.95

555B1250 ▶

8-Day 7 Jewel Desk Alarm Clock, with Automatic Calendar showing date. Genuine Hampden anti-magnetic movement. Distinctively styled gilt metal case Features handsome high raised figure dial with luminous dots and hands. Overall size: 3⅛ x 3 x 1½"

Suggested Retail $23 50



Famous Name Since 1878

HAMPDEN DELUXE 7 JEWEL ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

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- Anti-Magnetic
- Mirror-Polished Metal Cases
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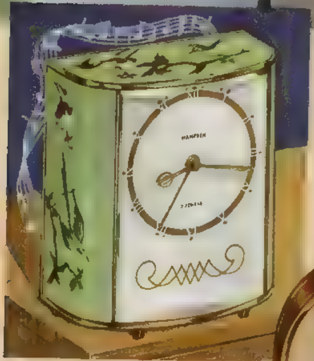
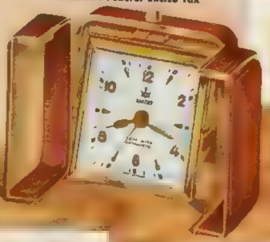
HAMPDEN WATCH COMPANY



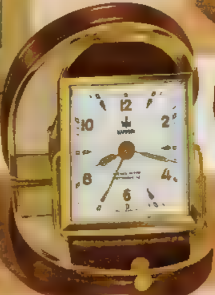
Prices subject to change without notice

551B1250
Enchanting **Musical Alarm Clock** in exquisite hand painted enamel case with Hampden 30-hour 7 Jewel anti magnetic movement Luminous dot dial and hands Plays lilting, cheerful tune which serves as pleasing alarm. Overall size 5⅛ x 3⅛ x 2⅛"
Suggested Retail $23 50

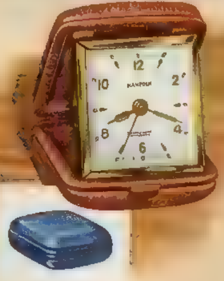
Suggested Retail Prices INCLUDE Federal Excise Tax



554B960
Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement. A sturdy and useful timepiece Luminous dot dial and hands Genuine leather case crafted in red Morocco. Ingenious button at top opens swinging doors, revealing clock face. Overall size: 2⅓ x 2¼ x 1"
Suggested Retail $17 95

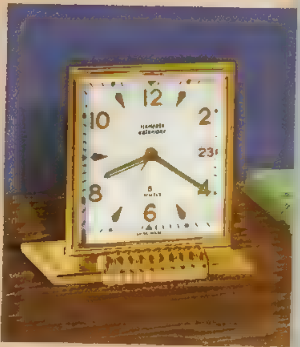


553B960
Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, anti magnetic Hampden movement Features luminous dot dial and hands Genuine leather case in Havana brown, uniquely trimmed with polished studs in horseshoe design. Clock snaps into position when button is pressed Size 2¼ x 2⅜ x 1"
Suggested Retail $17 95



552B627
Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Persian grain Specify color Overall size 2⅝ x 2⅜ x 1"
Suggested Retail $10 95

555B1250
8-Day 7 Jewel Desk Alarm Clock, with Automatic Calendar showing date. Genuine Hampden anti magnetic movement Distinctively styled gilt metal case. Features handsome high raised figure dial with luminous dots and hands Overall size 3⅛ x 3 x 1½"
Suggested Retail $22 50



Famous Name | *Since 1878*

DELUXE 7 JEWEL

HAMPDEN ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

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HAMPDEN WATCH COMPANY

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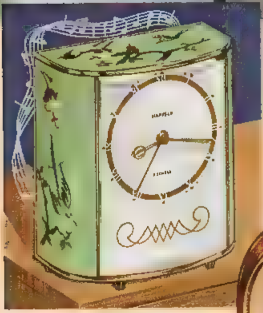
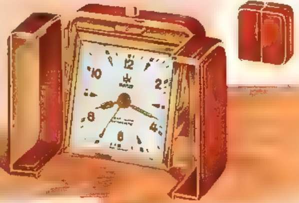
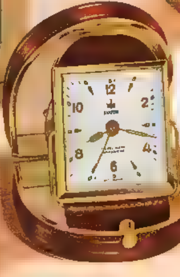


Prices subject to change without notice

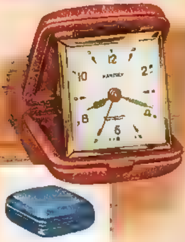
551HC1275
Enchanting **Musical Alarm Clock** in exquisite hand-painted enamel case with Hampden 30-hour 7 Jewel anti-magnetic movement. Luminous dot dial and hands. Plays lilting, cheerful tune which serves as pleasing alarm. Overall size: 3⅜ x 3⅛ x 2⅛"
Suggested Retail $23.50



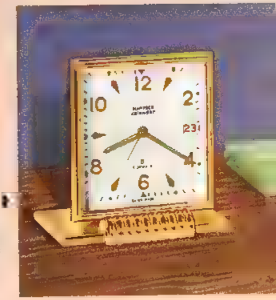
554HC980
Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case crafted in red Morocco. Ingenious button at top opens swinging doors, revealing clock face. Overall size. 2½ x 2¼ x 1"
Suggested Retail $17.95



553HC980
Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, anti-magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Havana brown, uniquely trimmed with polished studs in horseshoe design. Clock snaps into position when button is pressed Size, 2¾ x 2⅛ x 1"
Suggested Retail $17 95



552HC640
Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color Overall size 2¾ x 2⅛ x 1"
Suggested Retail $10.95



555HC1275
8-Day 7 Jewel Desk Alarm Clock, with Automatic Calendar showing date. Genuine Hampden anti-magnetic movement Distinctively styled gilt metal case. Features handsome high raised figure dial with luminous dots and hands. Overall size 3⅛ x 3 x 1¼"
Suggested Retail $23 50

HAMPDEN

Famous Name Since 1878

Deluxe 7 Jewel ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

★ Finest Quality 7 Jewel Movements
★ All with Luminous Dials and Hands
★ Simplified Alarm-Setting
★ Anti-Magnetic ★ Dust-Protected Regulator
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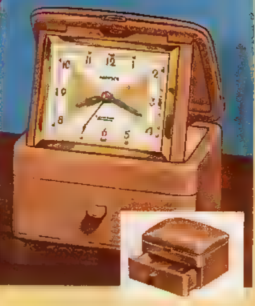
Prices subject to change without notice



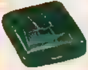
556HC690
Unusual Travel Alarm Clock featuring 30-hour 7 Jewel Hampden anti-magnetic movement. Attractive luminous raised Arabic figure dial and hands. Genuine leather case fashioned in glade green. Unique and convenient strap handle pulls out to open clock. Overall size: 3½ x 3¼ x 1"
Suggested Retail $16.25

557HC1075
Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather Pigskin grain. Overall size: 3⅝ x 3¼ x 2¼"
Suggested Retail $19.25

558HC805
Miniature Desk or Boudoir Alarm Clock, 30-hour 7 Jewel movement. Gilt metal case, luminous dot dial and hands. Overall size: 2½ x 2¼ x 1"
Suggested Retail $14.75

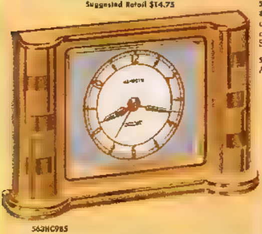
559HC980
8-Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather crocodile marking in sun-tan or green. Specify color. Size 3⅝ x 3¼ x 1¼"
Suggested Retail $17.95

560HC640
As above, 30-hour 7 Jewel movement
Suggested Retail $10.95



561HC1275
8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous dial and hands. Brown leather case in crocodile marking. Size. 3⅝ x 3¼ x 1¼"
Suggested Retail $23.50

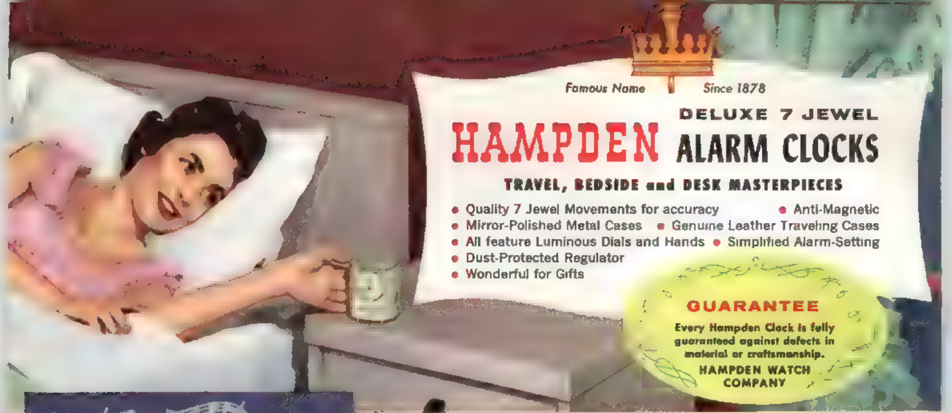
562HC880
As above, 30-hour 7 Jewel movement. Sun-tan leather crocodile marking.
Suggested Retail $16.25



563HC985
Richly styled Desk or Boudoir Alarm Clock with genuine Hampden 30-hour 7 Jewel anti-magnetic movement. Beautifully embossed two-tone gilt metal case, with luminous stick-and-dot dial and hands. Truly a clock masterpiece. Overall size 4⅛ x 2⅞ x 1¼"
Suggested Retail $17.95

OUTSTANDING VALUE IN A GENUINE LEATHER TRAVEL CLOCK

564HC465
A really unbeatable buy in a Travel Alarm Clock with 30-hour *non-jewel* Hampden anti-magnetic movement. Beautifully cased in genuine leather in handsome tan Pigskin grain. Distinctive clock face treatment, with luminous dot dial and hands. Overall size 3 x 3 x 1½".
Suggested Retail $7.75



Famous Name Since 1878

DELUXE 7 JEWEL HAMPDEN ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

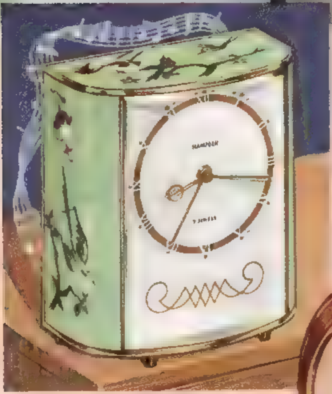
- Quality 7 Jewel Movements for accuracy
- Anti-Magnetic
- Mirror-Polished Metal Cases
- Genuine Leather Traveling Cases
- All feature Luminous Dials and Hands
- Simplified Alarm-Setting
- Dust-Protected Regulator
- Wonderful for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

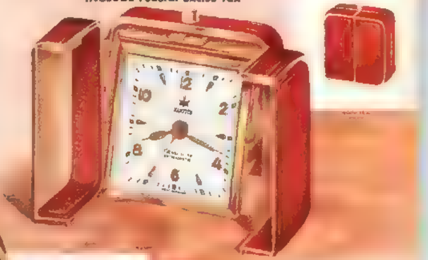
HAMPDEN WATCH COMPANY

Suggested Retail Prices INCLUDE Federal Excise Tax

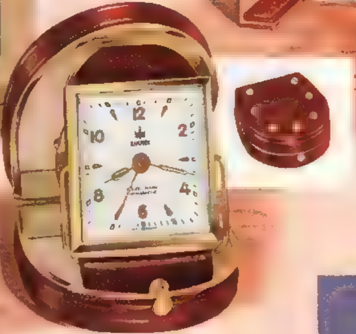


Prices subject to change without notice

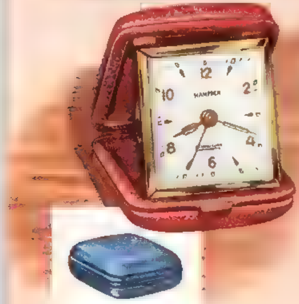
1466N1250
Enchanting **Musical Alarm Clock** in exquisite hand-painted enamel case with Hampden 30-hour 7 Jewel anti-magnetic movement. Luminous dot dial and hands. Plays lilting, cheerful tune which serves as pleasing alarm. Overall size: 3⅜ x 3⅛ x 2⅛".
Suggested Retail $23.50



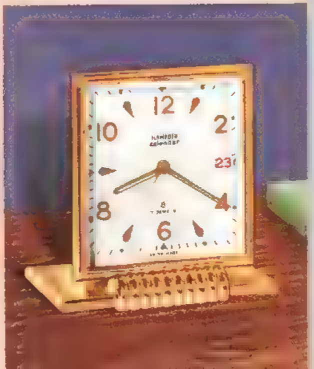
[illegible]
Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case crafted in red Morocco. Ingenious button at top opens swinging doors, revealing clock face. Overall size: 2½ x 2¼ x 1".
Suggested Retail $17.95



[illegible]
Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, anti-magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Havana brown, uniquely trimmed with polished studs in horseshoe design. Clock snaps into position when button is pressed. Size: 2¼ x 2⅜ x 1"
Suggested Retail $17.95



1467N627
Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement. Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size: 2¼ x 2⅛ x 1"
Suggested Retail $10.95



1470N1250
8-Day 7 Jewel Desk Alarm Clock, with Automatic Calendar showing date. Genuine Hampden anti-magnetic movement. Distinctively styled gilt metal case. Features handsome high raised figure dial with luminous dots and hands. Overall size: 3⅛ x 3 x 1½".
Suggested Retail $23.50

HAMPDEN

Famous Name Since 1878

Deluxe 7 Jewel ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

★ Finest Quality 7 Jewel Movements
★ All with Luminous Dials and Hands
★ Simplified Alarm-Setting
★ Anti-Magnetic ★ Dust-Protected Regulator
★ Mirror Polished Metal Cases
★ Genuine Leather Traveling Cases

Suggested Retail Prices INCLUDE Federal Excise Tax

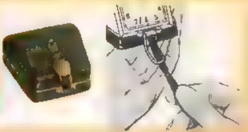
GUARANTEE

Every Hampden Clock
is fully guaranteed
against defects
in material
or craftsmanship.

HAMPDEN WATCH COMPANY

Prices subject to change without notice

1471N872
Unusual Travel Alarm Clock featuring 30-hour 7 Jewel Hampden anti-magnetic movement. Attractive luminous raised Arabic figure dial and hands. Genuine leather case fashioned in glade green. Unique and convenient strap handle pulls out to open clock. Overall size: 3½ x 3¼ x 1"
Suggested Retail $16.25

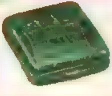


1472N1054
Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement. Luminous dot dial and hands. Jewel drawer is locked tight when clock is closed. Genuine tan leather Pigskin grain. Overall size: 3⅜ x 3¼ x 2¼"
Suggested Retail $19.25

1473N789
Miniature Desk or Boudoir Alarm Clock, 30-hour 7 Jewel movement. Gilt metal case, luminous dot dial and hands. Overall size 2½ x 2¼ x 1"
Suggested Retail $14.75

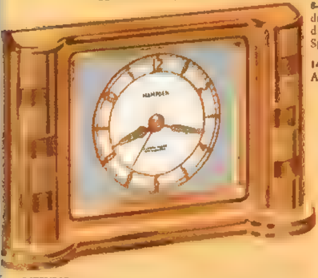
1474N960
8-Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather crocodile marking in sun-tan or green. Specify color. Size: 3⅜ x 3¼ x 1¼".
Suggested Retail $17.95

1475N637
As above, 30-hour 7 Jewel movement
Suggested Retail $10.95



1476N1250
8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous dial and hands. Brown leather case in crocodile marking. Size: 3⅜ x 3¼ x 1¼"
Suggested Retail $23.50

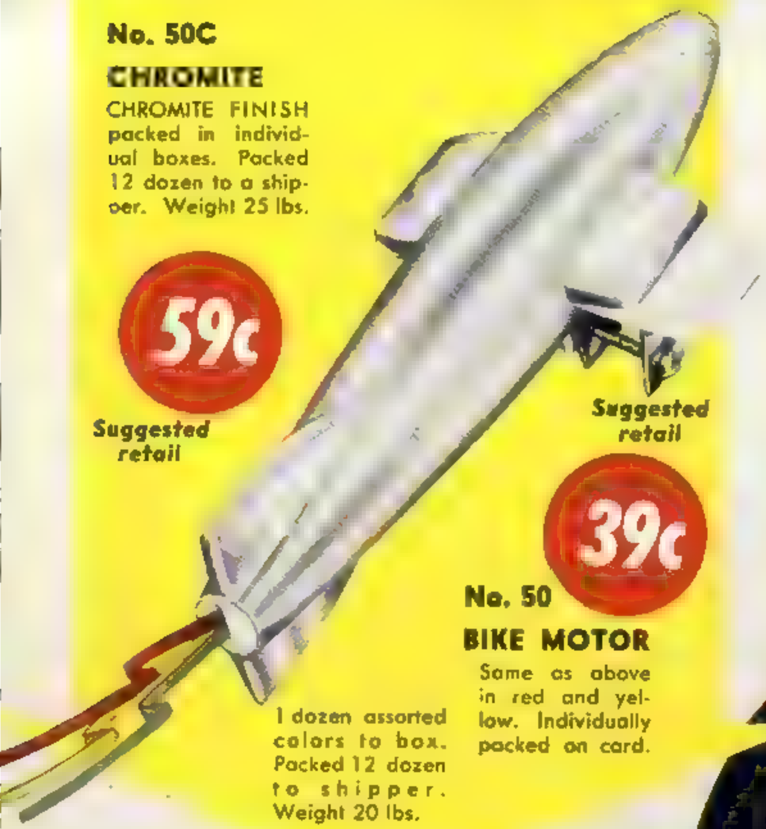
1477N862
As above, 30-hour 7 Jewel movement. Sun-tan leather crocodile marking
Suggested Retail $16.25



1478N965
Richly styled Desk or Boudoir Alarm Clock with genuine Hampden 30-hour 7 Jewel anti-magnetic movement. Beautifully embossed two-tone gilt metal case, with luminous stick-and-dot dial and hands. Truly a clock masterpiece. Overall size: 4¾ x 2⅞ x 1¼"
Suggested Retail $17.95

OUTSTANDING VALUE IN A GENUINE LEATHER TRAVEL CLOCK

1479N456
A really unbeatable buy in a Travel Alarm Clock with 30-hour *non-jewel* Hampden anti-magnetic movement. Beautifully cased in genuine leather in handsome tan Pigskin grain. Distinctive clock face treatment, with luminous dot dial and hands. Overall size 3 x 3 x 1½".
Suggested Retail $7.75



No. 50C

CHROMITE

CHROMITE FINISH packed in individual boxes. Packed 12 dozen to a shipper. Weight 25 lbs.

59c

Suggested retail

Suggested retail

39c

No. 50

BIKE MOTOR

Same as above in red and yellow. Individually packed on card.

1 dozen assorted colors to box. Packed 12 dozen to shipper. Weight 20 lbs.

SILVER ROCKET BIKE MOTOR

Makes bicycles and tricycles sound like a real motor bike.

Looks like real CHROME . . . Chromite plated.

Molded of extra strong, high-impact STYRON with a sturdy metal bracket and bolt to hold motor in place. Extra durable clapper wing. Easily installed and adjusted to ON or OFF position.

No. 490

MINIATURE RINGING TELEPHONE

UNBREAKABLE POLYETHYLENE in beautiful COLORS.

SOFT, FLEXIBLE, HARMLESS . . . NON TOXIC and washable, too.

Bell rings when dial is turned.

A fascinating toy for the very young.

Size 2 ⅞x4x2 ¼.

Packed 1 dozen assorted colors to box. 2 gross to a shipper. Weight 35 lbs.

Suggested retail

29c

IT REALLY RINGS

FLOUR SIFTER

Just the thing for Mother's little helper. Actually sifts one cup of flour. Kiddies use it with their dishes or in the sand box. One piece molded styrene with wire screen molded in. Sturdy and durable. Packed 1 dozen assorted colors to a box. Minimum order 3 dozen weighing 4 ½ lbs. Number 500.

19c

Suggested ret

HANDI-CRAFT COMPANY

3207 CHIPPEWA • ST. LOUIS 18, MO.

AT THE FAIR • ROOM 1114 • HOTEL McALPIN

UNBREAKABLE POLYETHYLENE

NEW Color-amic

TELEPHONES BY HANDI-CRAFT

Suggested retail

98c

Size 3½x5x4
Packed 4 dozen
assorted colors
to a shipper.
Weight 25 lbs.

No. 690 MECHANICAL TELEPHONE

molded in UNBREAKABLE POLYETHYLENE

COLORS
COLORS
COLORS

Beautiful authentic pastels for the young modern. Just like the real new phone colors.

New SELF WINDING MOTOR completely re-designed to ring LOUDER AND LONGER.

Bell rings with a simple touch of the lever. No spring to break. No winding. No button. This motor is virtually indestructible. Works so smooth even a baby can ring it.

DIAL TURNS like a real phone. Will not harm furniture.

No. 790 TELEPHONE
RINGING DIAL PHONE

Same size . . . Same shape as mechanical phone.

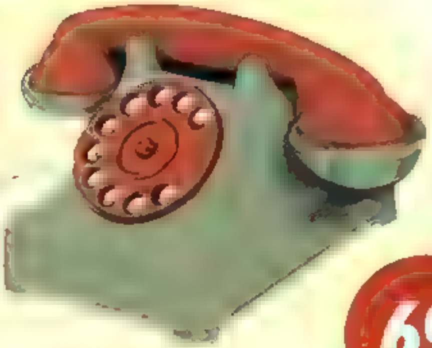
This one RINGS when dial is turned. A simple foolproof ringing mechanism.

Molded in UNBREAKABLE POLYETHYLENE . . . Non Toxic, Washable . . . will not mar furniture.

Also comes in new PASTEL COLORS. Beautiful and sturdy.

A lot of phone at a moderate price.

Packed 4 dozen bulk to a shipper. Weight 14 lbs.



69c

Suggested retail

HANDI-CRAFT COMPANY
3207 CHIPPEWA • • ST. LOUIS 18, MO.

Turn Page For Fast
Selling Pick Ups.

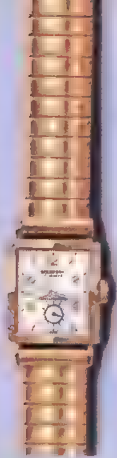
AT THE FAIR • ROOM 1114 • HOTEL McALPIN

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

Shock-Resistant***

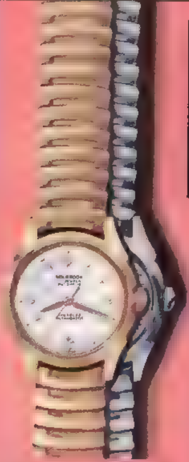
Wolbrook

ANOTHER FINE CLINTON PRODUCT



NEW HORIZONS in a rectangular heavy weight 14 K SOLID GOLD case with contoured Gold-filled expansion band and contemporary dial. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10863V3295
Retail** **$71.50

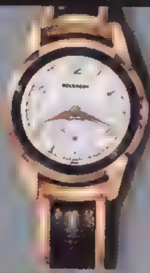


AUTOMATIC AND WATERPROOF** sweep second hand! YELLOW case with stainless steel back has combination radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10864V2650 Retail $59.50

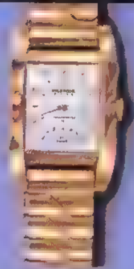
Same as above, with WHITE chrome top case and all-steel expansion band.

No. 10865V2528 Retail $55.00



HOLIDAY MOOD is prevalent the year-round in this round YELLOW case with a striking black inset ring, steel back, handsome high-styled dial and dramatic genuine leather inset Gold-filled and stainless steel expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

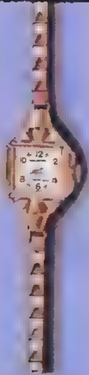
No. 10866V1935 Retail $39.50



BEAU BRUMMELL styling and functional design combine in this handsome YELLOW multi-faceted case with sturdy steel back, smart dome crystal, elegant dial and companion Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

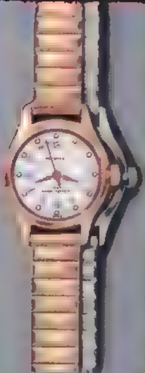
No. 10867V2035 Retail $45.00

LIFE



SOLID GOLD for a lady who enjoys the finest! 14 K SOLID GOLD case with tailored endpieces and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10868V2630
Retail** . **$59.50

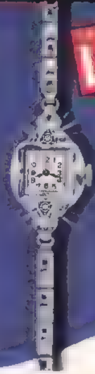


NURSE'S WATERPROOF** in YELLOW case with steel back. Sweep second hand, radium dial and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10869V2115
Retail** **$47.50

As above, in WHITE chrome top case and steel band.

No. 10870V2035
Retail** **$45.00

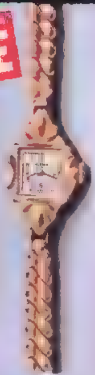


TWO DIAMONDS in filigree setting keynote a 10 K WHITE rolled Gold plate case. Steel back, Gold filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10871V2720
Retail** **$59.50

Same as above, in YELLOW.

No. 10872V2720
Retail** **$59.50

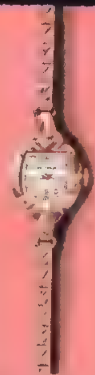


ADVANCE STYLING in a YELLOW watch with steel back and Gold-filled expansion band. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10873V1995
Retail** . **$45.00

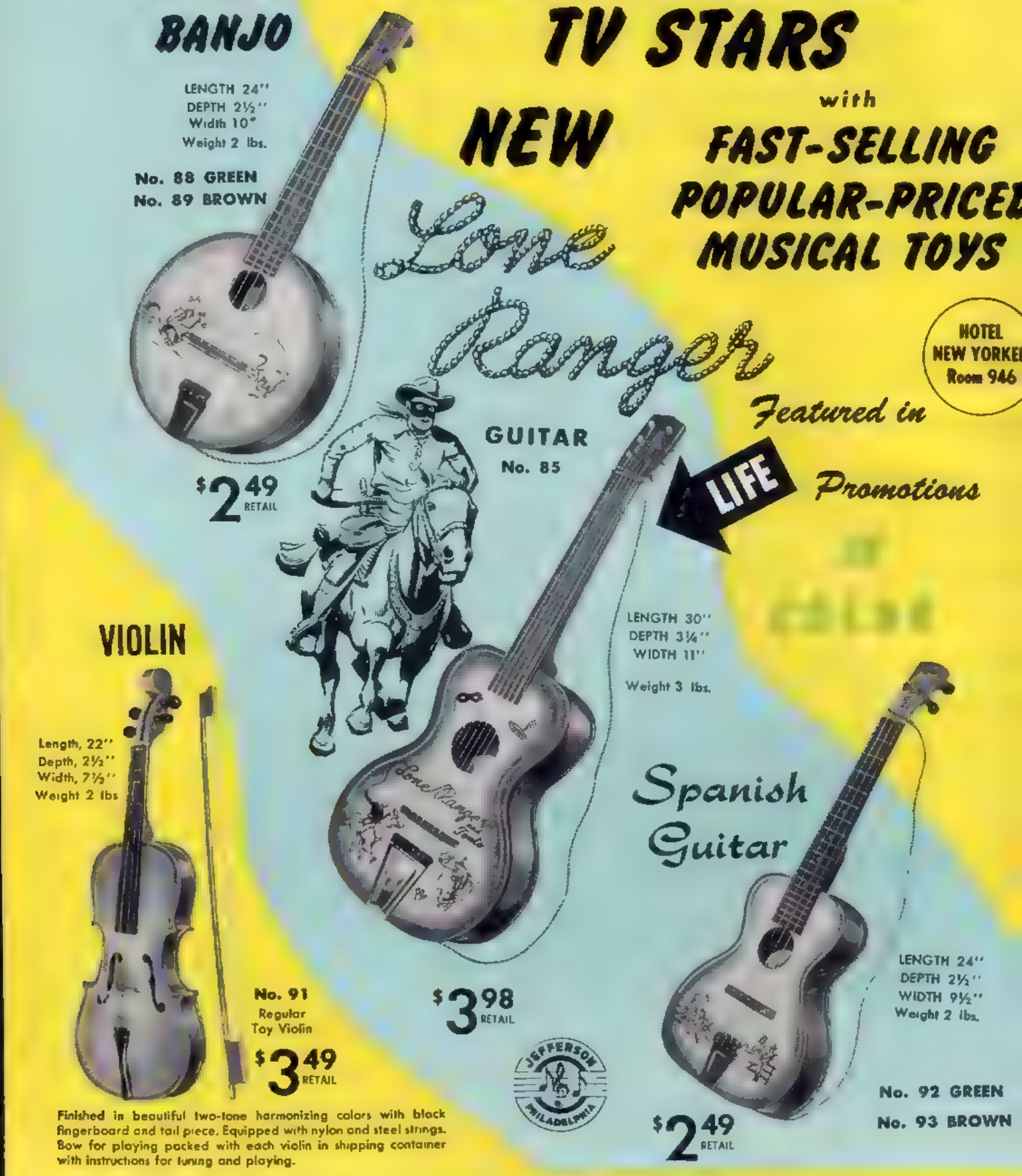
As above, with 7 JEWEL movement GUARANTEED FOR LIFE.*

No. 10874V1595
Retail** **$33.75



TREASURED BEAUTY in a classic YELLOW case with steel back, cosmopolitan dial, dome crystal and Gold-filled tubular expansion band with faceted links. A rare timepiece to treasure. Dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.*

No. 10875V1995
Retail** **$45.00



PLAY COWBOY TUNES JUST LIKE THE TV STARS

with

FAST-SELLING POPULAR-PRICED MUSICAL TOYS

NEW BANJO

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.

No. 88 GREEN
No. 89 BROWN

$2.49 RETAIL

NEW

Lone Ranger

GUITAR
No. 85

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL

HOTEL NEW YORKER
Room 946

Featured in **LIFE** *Promotions*

[illegible]

VIOLIN

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

No. 91
Regular Toy Violin

$3.49 RETAIL

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

Spanish Guitar

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

No. 92 GREEN
No. 93 BROWN

$2.49 RETAIL

JEFFERSON PHILADELPHIA

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA

THE CHILDREN'S FAVORITE AMERICAN-MADE COWBOY MUSICAL TOYS

VIOLINS AND BULL FIDDLES
inished in beautiful two-tone harmonizing olors with black fingerboard and tail iece. Equipped with nylon strings. ow for playing packed with each iolin in shipping container with nstructions for tuning and playing.

COWBOY UKULELE
Packed two dozen in shipping carton weight 24 lbs.
LENGTH 19''
DEPTH 2¼''
WIDTH 6½''
'ON THE RANGE'
No. 82

$1.49 RETAIL

The Texas, Jr.

No. 97 GREEN
No. 98 BROWN

LENGTH — 30''
DEPTH — 3¼''
WIDTH — 11''

$3.98 RETAIL

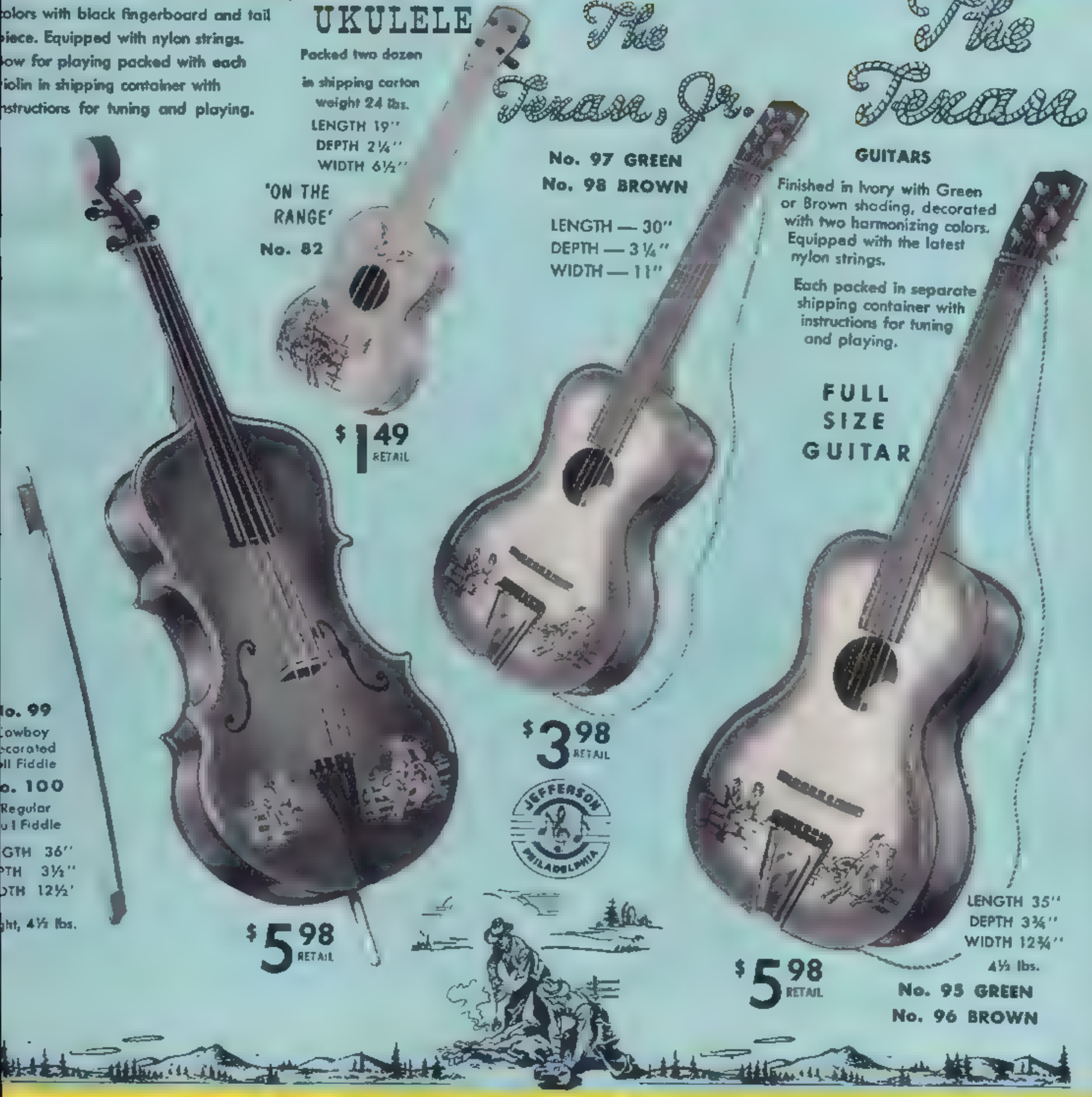
The Texas

GUITARS

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

FULL SIZE GUITAR



lo. 99
Cowboy
ecorated
ll Fiddle
o. 100
Regular
u l Fiddle
GTH 36''
PTH 3½''
DTH 12½'
ght, 4½ lbs.

$5.98 RETAIL

LENGTH 35''
DEPTH 3¾''
WIDTH 12¾''
4½ lbs.

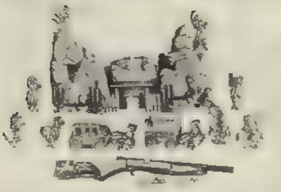
$5.98 RETAIL

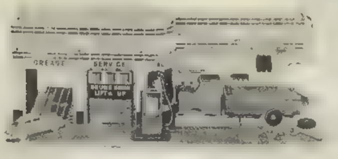
No. 95 GREEN
No. 96 BROWN

Permanent Display at GEO. BORGFELDT CORP., 44-60 E. 23rd St., New York 10, N. Y.

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA

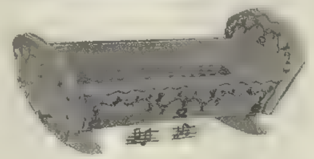
ENJOYMENT & ENTERTAINMENT *with* Keystone Toys





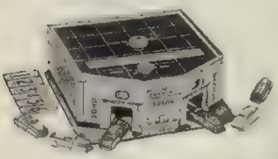
←
GARAGE AND REPAIR SHOP—A completely set up garage 23¼" long, 11½" wide Finished in four color walls with decorated roof and floor. Equipped with lubrication block, lifting door, operating "gas" pump, "gas" car with lifting hood, operating "gas" tank and "oil" drain. Equipped with 10" solid wood truck with demountable body and rubber wheels. Tires mounted on display rack; wheels, nuts and wrench in display envelope. Truck fastened to "repair rack" for display & shipment. Rear ramp for roof parking.
27/34 Y320 Retail $4.98

WESTERN TARGET SET A complete Western Set consisting of *new easy action repeater rifle*, 8 Tekwood Indian and Soldier targets, *rolling stage coach with horses, rolling covered wagon with horses*, 4 harmless safety bullets with collapsible rubber tips and 22" Tekwood background in Rocky Mountain design with wood fort front. All targets mounted on bases, numbered on reverse side for scoring. Target platforms mounted on back of background to locate targets in elevated position New rifle with high impact plastic barrel. All parts in position on panel in two piece box.
26/34 Y320 Retail $4.98



KEYSTONE MUSICAL CRADLE

All wood musical cradle 26" long equipped with Swiss music box, Rock-a-Bye tune. Finished in all natural with 4 color Pennsylvania Dutch design. Cradle bottom padded and covered with flowered chintz cloth. Ship. Weight 7½ lbs.
24/34 Y630 Retail $10.00

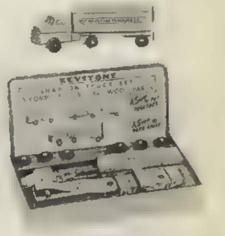


AUTOMATIC PARKING GARAGE—All wood and fibre board parking garage, approx. 12"x12" Finished in blue base red roof and five color walls. Equipped with 6 cars, tickets, compartment control and car selector. Cars are parked in numbered compartments and numbered ticket issued for car. Each car can be selected and ejected from garage as determined by each ticket. An original, bright colored, brand new toy with "automobile" and "parking" interest, teaching the use of numbers and manipulative operation. Ship Wt. 4 lbs.
28/34 P195 Retail $2.98

DOLL HOUSE—5 room prefabricated doll house 36" L., 16" W., 23" H. Wood and fibre board, finished in white exterior, blue shutters & door, gray and green trim, pink and gray roof. Interior walls papered, floors decorated & all supported. Plastic windows, swinging door, movable partitions and chimney. 5 rooms with ample space for doll house furniture. A real *play* house finished in striking colors and patterns. All sections factory built and can be quickly assembled, using only factory furnished dome nuts and small wrench. May be easily taken apart and quickly reassembled. Ship. Wt. 20 lbs.
30/34 Y897 Retail $13.95

HOUSE CART—All wood house cart, interlocking corners full open body approx. 8"x17" Finished in all natural, decorated in 3 color design on each side. Equipped with 3" dia. rubber wheels, full swivel draw handle fitting *inside* of body when not in use Rear wheels located to prevent tipping All corners rounded eliminating all sharp edges. Draw bar fits into body preventing tripping and breaking when not in use. A quiet, strong *all* wood cart built for inside play free from all hazards and damage. Packed each in carton ready for use. Ship. Wt. 5 lbs.
35/34 Y255 Retail $3.95

FOR ALL AGES
WITH AND WITHOUT PEGS



TEETER-TOTS—A "swing & sway" balance set consisting of 5 large 5½ to 6", thick, indestructible, *interesting* plastic figures with *"great personal appeal"*. Figures colored on both sides, fitted with body arm and leg sockets in vertical and angular directions. One large wood base 3¾x5¾ and two wood blocks 2¼" cube, each decorated and fitted with sockets for mounting all parts. Two formed wires, one large ball, two umbrellas, one chair with sockets and peg legs, one *magnetic* table with magnetized bottle and glass, two balance poles 12 and 16" long, rods and pegs. All parts with interchangeable centers. By using pegs even "little tots" can create many fantastic assemblies over 30" high, new and *different* each time used. Ship. Wt. 3 lbs.
36/34 Y255 Retail $3.95

KEYSTONE SPACE SET

Two panel space city and background approximately 24" wide x 16" high. Set equipped with space gun, horizontal and elevation controls, "radar" sighting device. Set equipped with space ships with rubber suction tips and rubber tipped rockets. Space gun may be used to send space ships to planets on background or to shoot rockets against "enemy jets" Ship. weight 6 lbs.
37/34 Y320 Retail $4.98

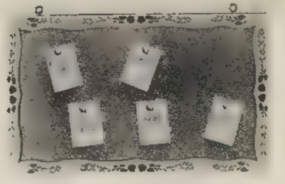
SNAP BUTTON TRUCK SET

12" Snap button truck assembly set consisting of cab, cab chassis, trailer body, trailer chassis and six "snap on" rolling wheels. All solid wood parts with hollow body finished in natural and decorated with decalcomanias. A "snap" assembly for three complete toys, cab unit, platform trailer truck and caravan body trailer truck. A large sturdy all-wood truck set with rubber wheels 2 lbs.
29/34 Y195 Retail $2.98

KEYSTONE TOYS FOR YOUNGSTERS

U.S. NAVY RADAR SHIP—14" Cruiser type rocket ship finished in decorated deck, gray top sides, red under body, white turret. 2 spring action rocket guns in swivel turret fitted with "radar" screen and sights. Included are 2 harmless "safety" rockets with collapsible rubber tips. 3 movable highly colored Tekwood ship targets numbered for scoring, mounted on individual bases. "Enemy" can be "sighted" and turret rotated. Packed with parts in position in bright colored, action, counter display box. Ship. Wt. 2 lbs.
31/34 Y135 Retail..............................$2.00

PEG PICTURE SET—Wood frame, easel back, approx. 9" square, finished in picture frame gilt. 12 perforated picture cards 8"x8", printed, punched for 12 different subjects. Color areas separated and numbered for "coloring in" guide. 400 colored *large head plastic pegs* approx. ¾" long. Pegs may be *easily selected, inserted* by "*little hands*." Cards can be fixed in easel frame and used in *inclined* position. Blank cards, punch board, safety punch included for *original designs* or copies. Ship. Wt. 3 lbs. 38/34 Y255 Retail $3.95



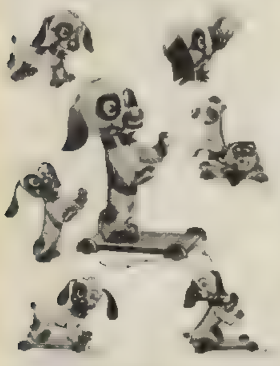
PIN-UP BOARD—Cork faced pin-up bulletin board approx. 32½"x18½" with all wood frame in scroll pattern. Finished in oyster white and 3 color Pennsylvania Dutch design. Equipped with wall hangers, hooks, thumb tacks in display envelope and "pinned on cards" for display purposes. A *wanted* and most *useful* item for boys and girls, ages 8 through their school days. Ship. Weight 7 lbs.

32/34 Y320 Retail..............$4.98

TOT TRAIN SET—*141 inches* Guaranteed unbreakable interchangeable plastic track with easy working interlocking end joints for making *many* different track *layouts*. Set consists of 11 curves, 5 straights, 1 switch, 1 complete bridge, 1 yoke, 1 bumper, 1 "lead in" and colored four-car hard wood train. Lead in section for easy rolling of train onto track system from table or floor. Packed in illustrated set-up box with counter display card and illustrated booklet showing many different track layouts for all-size sets. Ship. wt. 3 lbs.
33/34 Y320 Retail..............................$4.98

THE FINEST IN NATIONALLY ADVERTISED TOYS

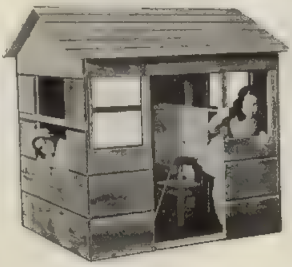
DAIRY FARM—A set-up dairy farm consisting of cow barn with milk room open on side and top, one 8" all wood milk truck with rubber wheels, milk cans, milk chest, loading platform, 4 cows and factory assembled wood rail fence. Barn finished in white walls, red roof, green trim. Base finished in gray, green, wood truck in blue, white with transfers. Typical dairy farm with barn, herd, truck, white fence with gate commonly seen on all country roads fascinating to "city kids." Ship. Wt. 5 lbs. 39/34 Y320 Retail..................$4.98



"TRICKSY" THE ACROBATIC PUP BY ELDON

Here's TRICKSY—the acrobatic pull toy that has everything! Comes off platform. Simple peg and hole arrangement. Pegs allow him to be placed in any position—begging, standing up, standing on one paw, even on his front paws! TRICKSY is designed with Eldon's "Girder" construction—solid molded in struts make him unbelievably tough and resilient. Completely jointed—All four legs and his head stay in any position, move with ease. His big, floppy vinyl ears give him personality plus. Guaranteed shatter-proof, chip-proof and color-fast. Squeeze his nose and he barks. His racy, low-slung scooter clickety-clacks.

20/256 Y255 Retail..............$3.98



TURCO STURDY-LINE PLAYHOUSE

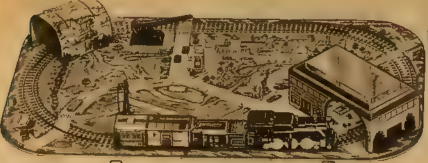
Wonderful for boys or girls to play in, such as kindergarten, trappers' cabin, etc. Of California Redwood, the sides are made of ¾x12" shiplap tongue and groove. The roof two sections are of ½x4" beveled shiplap siding California Redwood and the four wall sections of ¾x12" shiplap tongue and groove California Redwood. All 6 pieces put in 1 package for shipment. Will not splinter or tear clothes. Does not have to be painted, as it is California Redwood. Has five windows, one door opening. Can be nailed and assembled in a few minutes. California Redwood will not warp. Measures overall height 65 inches—inside head room height 64 inches. Length 60", depth 48". Door opening 22½"x46". Has no sharp corners for splinters or tearing clothes and being built of tongue and groove, it adds additional strength to this playhouse. Wt. 240 lbs. Comes in 6 sections banded together in one package, not cartoned. Can be set up in back yard or any other open space. F.O.B. Missouri factory

29/14 Y2570 Retail........$39.50

THE LITTLE BUCKAROO
ROCKING HORSE

Husky, eye-catching rocking horse for the little "sheriff." Constructed of select pine—finished with grey plextone for that "Dapple Grey" appearance. Big red "saddle" and 3-color trim add to the appeal of this easy-rocking horse. With the easy instructions, screwdriver, pliers and a few minutes time, the Little Buckaroo will soon be ready to ride. Overall size 36"x24"x12". Ship Wt. 10 lbs.

20/257 Y455 Retail $7.75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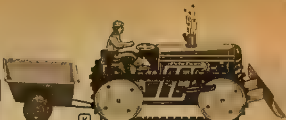
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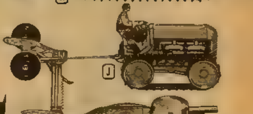
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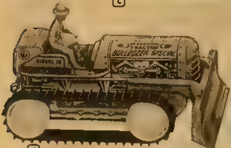
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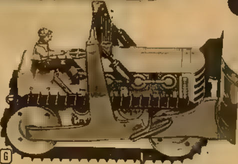
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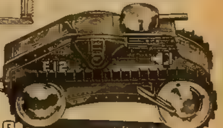
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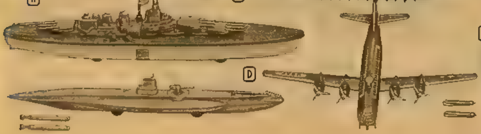
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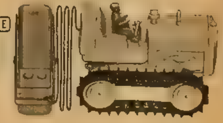
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Tractors, Tanks, Other Mechanical Toys

D EXPLODING BATTLESHIP. 3-Pc. Set. Hit Battleship with Bomber or Submarine . . .it will "explode," falling in all directions. Easily reassembled. Press bomb release, 2 metal "bombs" drop from 7½-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Battleship 13 in. long. Ship and sub will float.

48 T 2939—Ship. wt. 2 lbs. . . . . . .3-Pc. Set 2.19

E REMOTE CONTROL TRACTOR. Just press button and watch it go—forward or back. Climbs, pulls many times its own weight. Cable from tractor to hand grip control. Yellow plastic; rubber treads. Order 2 flashlight batteries below.

48 T 2954—6 in. long. Wt. 1 lb. 4 oz. 4.45

86 W 3259 X—2 Batteries for (E). Wt. 8 oz . .28c

F CLIMBING SPARKLING TANK. Shoots harmless sparks while making "rat-a-tat" noise. Clockspring motor; rubber treads.

48 T 2812—9½ in. long. Wt. 2 lbs. 6 oz. 2.79

G SPARKLING BULLDOZER TRACTOR. Climbs, emits harmless sparks. Lithographed metal; rubber treads. Spring motor; brake.

48 T 2804—10½ in. long. Ship. wt. 2 lbs. . . .3.29

H AUTOMATIC REVERSIBLE TRACTOR. With Bulldozer blade. Lithographed steel; rubber treads; clockspring motor. Brake. Reverses automatically.

48 T 2952—10 in. long. Wt. 2 lbs. 8 oz. 2.79

J SPARKLING TRACTOR WITH MOWER. Clockspring motor; rubber treads. 8-in. mower.

48 T 2953—5-in. Tractor. Ship. wt. 1 lb. 1.29

K SPARKLING TRACTOR WITH TRAILER. Shoots sparks; climbs. 4-in. trailer, scraper, brake.

48 T 2858—6½-in. Tractor. Wt. 1 lb. 8 oz. . .1.98

L SCENIC EXPRESSWAY. Wind it up and miniature train 11½ in. long zooms around track. Tunnel and station with transparent plastic roof. Crossing gate and semaphore work automatically. Metal base. Lithographed. Clockspring motor.

48 T 2848M–21¾x13⅛x2¾ in. Wt. 2 lbs. 6 oz. 2.75

M "HAPPY HOPPA". Wind up this spry grasshopper and he will hop along on his spindly feet. Body of plastic. Spring motor.

48 T 2955—4½ in. long. Ship. wt. 8 oz. 87c

N "DING DONG" TRAIN. Mixed-up train rocks back and forth on its track. Its bell rings, wheels go around, pistons pump but train doesn't go anywhere. Made of plastic. Spring motor.

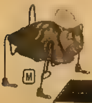
48 T 2956—12 in. long. Ship. wt. 1 lb. 1.79

P FLYING PROPS. Watch them sail high into space when released from launcher. Large "prop" (10½-in. diam.) "Whistles" as it sails. 4 smaller props (4½-in. diam.) Automatic rewind.

48 T 2957—Instr. on box. Ship. wt. 1 lb. 89c

R CROSSOVER SPEEDWAY WITH RACING CARS. Which will win? Two 4-in. mechanical cars (clockspring motors) speed around 2-lane track. Fig. 8 speedway has crossover, underpass. Interlocking plastic track sections; 161-in. double track. For extra cars see (17) Page 179.

48 T 2881—Area 56x25½ in. Wt. 4 lbs. 8 oz. . .4 69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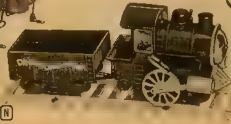
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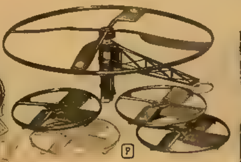
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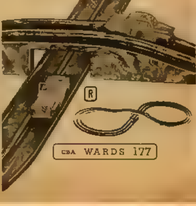
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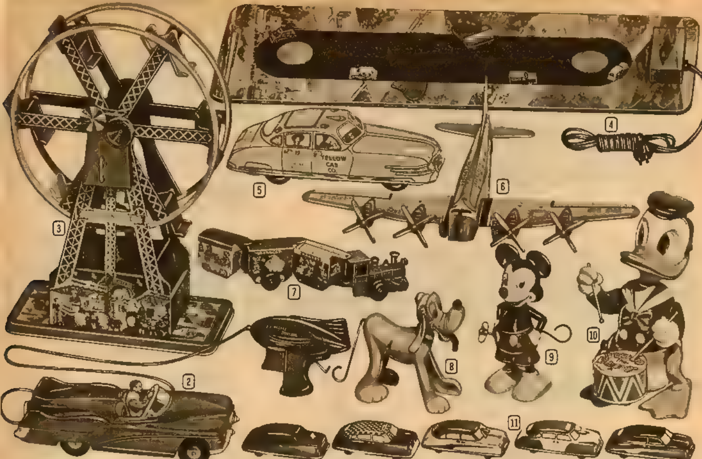
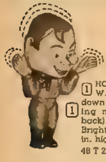




Colorful Mechanical Toys with Fascinating

1 **HOWDY DOODY-THE WALL-WALKING WONDER.** Walks down the wall alone (no winding needed-suction-cups on back). Arms move, bell tinkles. Brightly colored plastic. Abt. 7 in. high.
48 T 2945—Wt. 4 oz...2 for 1.49

2 **REMOTE CONTROL SABRE CAR.** Easy to operate. Long, flexible wire cable attached from car to hand-grip power-steering device. Just turn crank on hand-grip and off it goes, backwards, forward, etc.; trigger on hand-grip controls steering. Colorful plastic; rubber wheels.
48 T 2925—Abt. 11 in. long. Ship. wt. 2 lbs.2.75

3 **FERRIS WHEEL.** A popular carnival ride, lots of thrills for youngsters. Easy to operate, clock spring motor makes colorful wheel go round, bell rings. Metal wheel; plastic swivel seats
48 T 2826—Abt. 17 in. high. Ship. wt. 3 lbs...1.69

4 **MOT-O-RUN ELECTRIC HI-WAY EXPRESS.** 5 wee cars zip around, pass, snarl and unsnarl, even crash. 1⅝-in. cars driven by rapid vibration of electric track. Detour arms swing out to cause traffic jams. Lithographed metal. UL App'd. 110-120 volt, AC. Cord, plug. *Mailable.*
48 T 2872 M—27 in. long. Ship. wt. 3 lbs. 8 oz.4.69

5 **FRICTION TAXI.** Lithographed in color to look like a real taxi. Speeds along when depressed lightly with pushing action. Friction motor, all steel construction, bottom completely enclosed. 11¼x4¼x3¼ in. high. Rubber wheels.
48 T 2940—Ship. wt. 12 oz....................94c

5 **"4-MOTOR" PLANE.** Like modern civilian transport plane. Propellers spin as plane runs swiftly across floor. Friction motor; siren, tricycle landing wheels. Lithographed metal in bright colors. Wingspread abt. 18¼ in. Wt. 1 lb. 8 oz.
48 T 2930—Fuselage 13¾ in. 1.89

7 **CRAZY EXPRESS TRAIN** delights children as it zig-zags along in all directions. Includes 4 units; a tough plastic steam-type locomotive with 3 metal cars. Cars brightly lithographed in comic design, strong spring motor with key.
48 T 2932—12⅝ in. long. Ship. wt. 12 oz......98c

8 9 **COMIC-ACTION DISNEY CHARACTERS.** Whirling tails make figures move in comic, energetic fashion. Molded plastic, realistically decorated. Long-running spring motor with key.
(8) Whirling Pluto. Abt. 6 in. high.
48 T 2942—Ship. wt. 7 oz.....................94c
(9) Whirling Mickey Mouse. Abt. 7 in. high.
48 T 2941—Ship. wt. 7 oz.....................94c

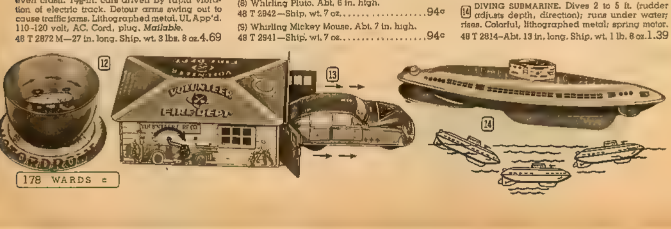
10 **DONALD THE DRUMMER.** Donald Duck pounds furiously on his drum, his head nodding rhythmically. Solidly molded plastic, realistically decorated. Long-running spring motor.
48 T 2944–Abt. 10 in. high. Ship. wt. 1 lb. 12 oz. 2.85

11 **FLEET OF FIVE ACTION CARS.** Steel cars, lithographed in color, operate when pushed along. Window-wiper Car (wipers move), Fire Chief Car (bell rings), Taxi (meter records fares), Police Car (gun moves, "bangs"), Roll-window Car (windows work). Encased bottoms.
48 T 2943 –Abt. 4 in. long. Ship. wt. 12 oz... .98c

12 **DAREDEVIL MOTORDROME.** Spring-wound racing car speeds around inside of plastic bowl on metal base. Centrifugal force keeps car on side wall. Base 9¼-in. diam., bowl 4¾ in. high.
48 T 2946–Metal car 4 in. long. Wt. 1 lb. 10 oz.1.89

13 **AUTOMATIC FIREHOUSE.** Wind key on firehouse; doors fly open, car zooms out, streaks across the floor. Friction motor. Lithographed steel.
48 T 2929—9x6x3½ in. Ship. wt. 1 lb........1.95

14 **DIVING SUBMARINE.** Dives 2 to 5 ft. (rudder adjusts depth, direction); runs under water; rises. Colorful, lithographed metal; spring motor.
48 T 2814–Abt. 13 in. long. Ship. wt. 1 lb. 8 oz.1.39



Fashioned of Melmac
Guaranteed by Good Housekeeping
Spaulding dinnerware
With The Marbleized Effect!

SPAULDING IS THE PERFECT DINNERWARE!

"IT'S BREAK RESISTANT"

EXCITINGLY BEAUTIFUL IN DESIGN . AND FUNCTIONAL It's guaranteed BY CERTIFICATE for TWO FULL YEARS against BREAKING CRACKING CHIPPING.

EASY and SAFE to wash by hand or automatic dishwasher boiling water doesn't affect it . the cheerful colors remain bright and fresh forever

AVAILABLE IN COMPLETE SETS AND OPEN STOCK
FOR RUGGED EVERY DAY USE OR "COMPANY SERVING
THE DINNERWARE YOU WILL BE PROUD TO GIVE DELIGHTED TO RECEIVE

EXTRA HIGH LUSTRE GLAZE IN THESE FOUR NEW RICH DECORATOR COLORS
FLAME RED HONEY YELLOW DAWN GREY RUSSET BROWN

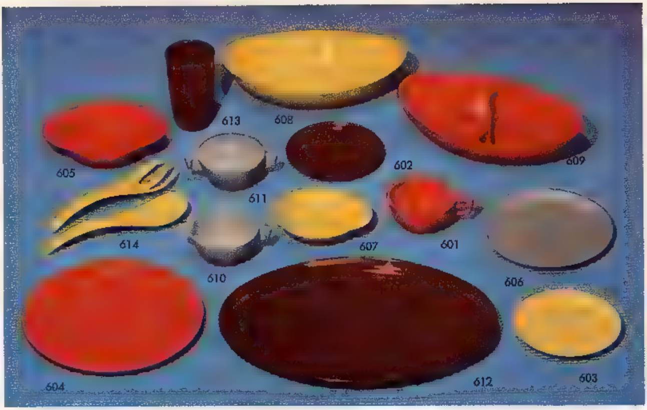
NOT HARMED BY BOILING WATER!

47 piece Set Service for 8

7 piece Serving Set

Spaulding dinnerware
16 piece Starter Set

SAVE ON THESE AND OTHER SETS . . . SEE OTHER SIDE FOR ORDERING INFORMATION ➧



Your Spaulding Pieces serve a Dual Purpose — Vegetable Bowl becomes a centerpiece, Sugar Bowl — a candy dish. All are designed for beauty and utility.

OPEN STOCK available in Flame Red, Russet Brown, Dawn Grey, Honey Yellow. **Also Ebony Black.**

		Retail Each
Cup—8 oz.	3365M54	$ .90
Saucer	3366M54	.90
Bread/Butter Plate	3367M54	.90
10" Dinner Plate	3368M108	1.80
Soup or Cereal Bowl	3369M81	1.35
8" Salad Plate	3370M72	1.20
Dessert Dish	3371M54	.90
Vegetable Bowl	3372M255	4.25
Divided Vegetable Bowl	3373M270	4.50
Creamer	3374M90	1.50
Sugar Bowl w/lid	3375M120	2.00
15" Serving Platter	3376M237	3.95
12 oz. Tumbler	3377M60	1.00
Jumbo Servers (Pair)	3378M147	2.45
Three Tier Tid Bit Tray	3379M417	6.95

SAVE WITH THESE SETS

Sets available in solid, dual, or Rainbow Pack.
(Please specify color of pack desired.)

16 pc. Starter Set 3380M897 Retail, set **$14.95**
4 Cups, 4 Saucers, 4 Bread & Butter Plates, 4-10" Dinner Plates
Shipping Wt. 6 lbs.

7 pc. Server Set 3381M837 Retail, set **$13.95**
15" Platter, Div. Veg. Bowl, Creamer & Sugar W/lid, Pair Jumbo Servers.
Shipping Wt. 4 lbs.

5 pc. Place Setting 3382M330 Retail, set **$5.50**
1 each of Cup, Saucer, Bread & Butter Plate, Soup/Cereal Bowl, 10" Dinner Plate
Shipping Wt. 2 lbs.

13 pc. Extension Set 3383M990 Retail, set **$16.50**
4 Soup/Cereal Bowls, 4 Tumblers, 1 Divided Vegetable Bowl, 4 Dessert Dishes.
Shipping Wt 5 lbs.

11 pc. Completor Set 3384M1077 Retail, set **$17.95**
4-8" Salad Plates, Creamer & Sugar W/lid, Vegetable Bowl, 15" Serving Platter, pair Jumbo Servers.
Shipping Wt 5 lbs.

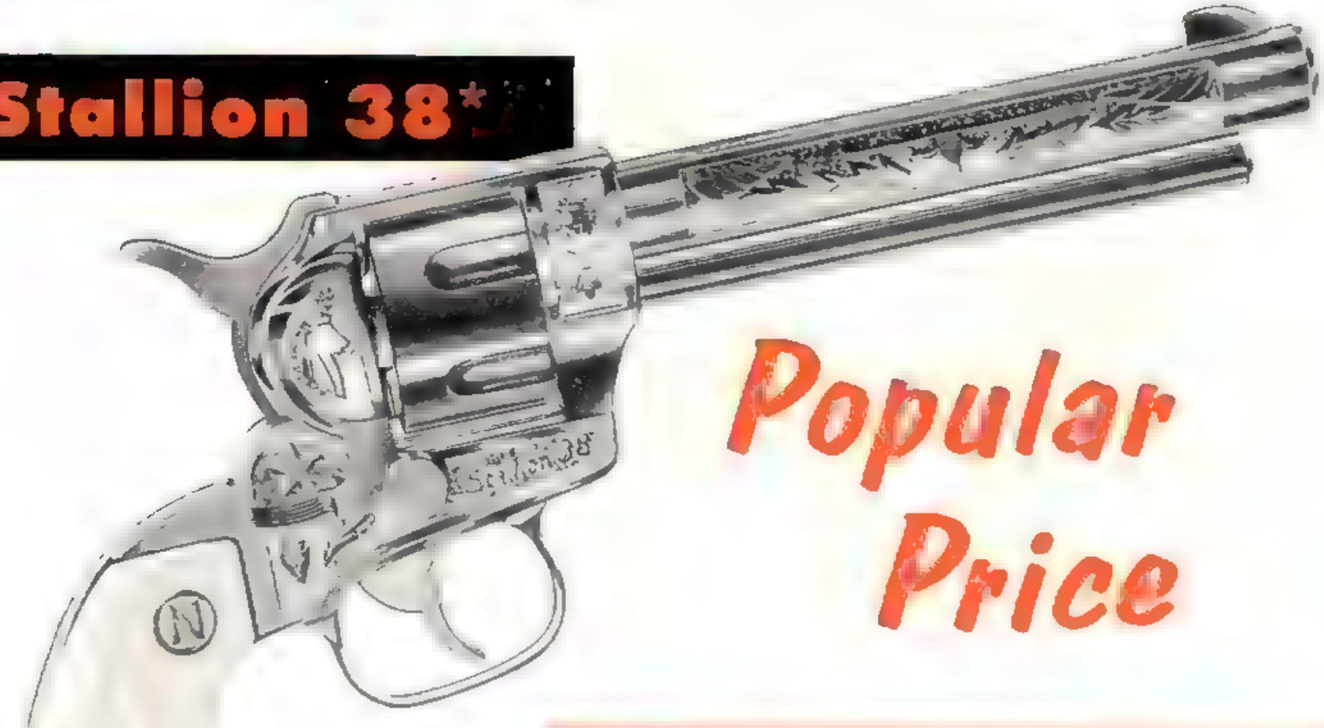
47 pc. Service for 8 3385M2997 Retail, set **$49.95**
8 each, Cup, Saucer, Bread & Butter, 10" Dinner, Soup/Cereal, 1 each, Creamer & Sugar W/lid, Vegetable Bowl, pair Jumbo Servers, 15" Serving Platter.
Shipping Wt. 15 lbs.

TINY DINE 3386M237 Retail, set **$3.95**
Children's Dinner Set—Soup/Cereal Bowl, Dessert Dish, Child's Dinner Plate, Child's Tumbler—Gift Boxed
Shipping Wt. 2 lbs.

GARDEN CITY MERCANTILE COMPANY, INC.

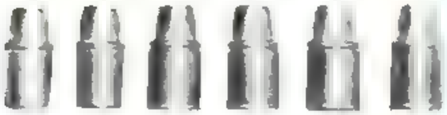
Authentic Western Design with a

Stallion 38*



Popular Price

STOCK No. 38
Full Length 10½" Comes complete with six cartridges in cylinder. Boxed individually. Two dozen per case — 20 lbs. For Caps—See Stock No. 45-A.

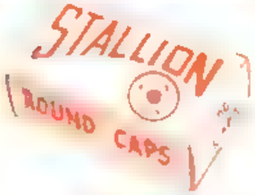


- Cap cartridge loading
- Looks like a real cowboy revolver
- Super safe—cartridges hold flash within pistol
- Brilliant, durable chrome finish
- Backed by service policy (good in United States, Possessions and Canada only)

**Patented . . . Improvements, Materials, Design Changes and Finish Subject to Change Without Notice.*

STOCK No. 38-C—Put in a stock of extra cartridges when you order . . . packed six per set in individual box, two dozen sets per case.

COMMENDED BY PARENTS' MAGAZINE



Specifically designed for models 45, 38, and 32.

Stallion Caps

STOCK No. 45-A

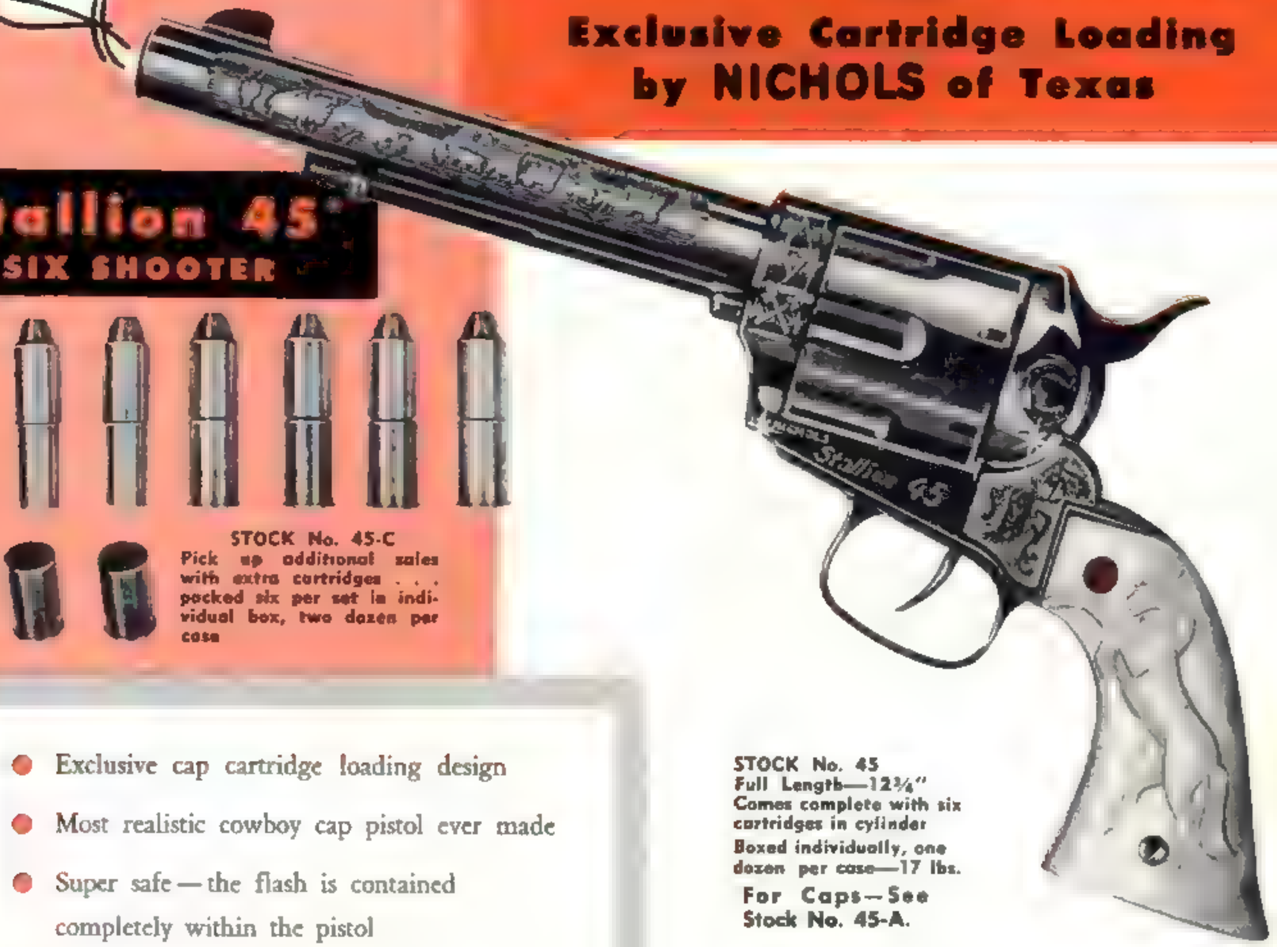
Stallion Round Caps give the best service in the cartridge loading pistols. Order a supply of caps when you stock the pistols. 60 boxes to a display carton, 12 cartons (5 gross boxes) per shipping case — 8½ lbs.

NICHOLS Industries, Inc.

P. O. BOX 192 • PASADENA, TEXAS

LOADED with Sales-Making Features!

CIRCLE N CAP PISTOLS
with
Exclusive Cartridge Loading
by NICHOLS of Texas



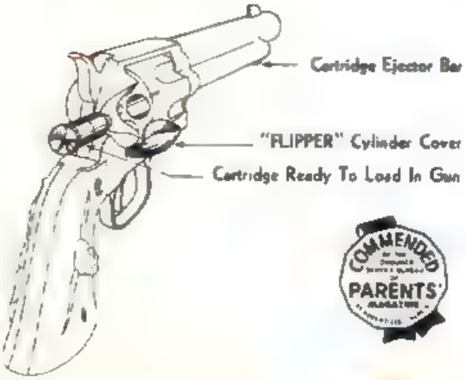
Stallion 45*
SIX SHOOTER

STOCK No. 45-C
Pick up additional sales with extra cartridges . . . packed six per set in individual box, two dozen per case

STOCK No. 45
Full Length—12¾"
Comes complete with six cartridges in cylinder
Boxed individually, one dozen per case—17 lbs.
For Caps—See Stock No. 45-A.

- Exclusive cap cartridge loading design
- Most realistic cowboy cap pistol ever made
- Super safe — the flash is contained completely within the pistol
- Triple-plated chrome finish
- Backed with service policy, (good in United States, Possessions and Canada only)

* *Patented . . Improvements, Materials, Design Changes and Finish Subject to Change without Notice*



COMMENDED PARENTS' MAGAZINE

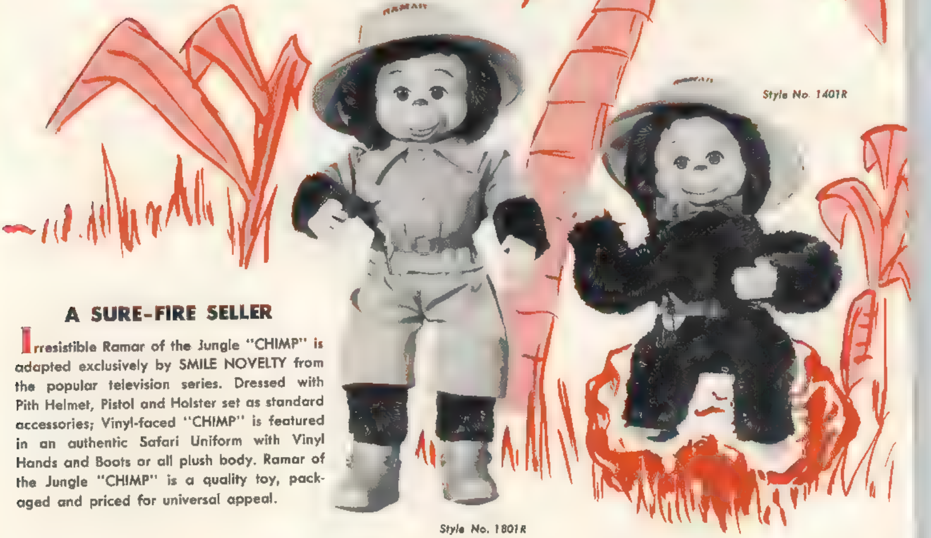
NICHOLS Industries, Inc.
P. O. BOX 192 • PASADENA, TEXAS

A Wonderful Stuffed Toy!

RAMAR of the Jungle

© ARROW PRODUCTIONS Inc.

"CHIMP"



Style No. 1401R

Style No. 1801R

A SURE-FIRE SELLER

Irresistible Ramar of the Jungle "CHIMP" is adapted exclusively by SMILE NOVELTY from the popular television series. Dressed with Pith Helmet, Pistol and Holster set as standard accessories; Vinyl-faced "CHIMP" is featured in an authentic Safari Uniform with Vinyl Hands and Boots or all plush body. Ramar of the Jungle "CHIMP" is a quality toy, packaged and priced for universal appeal.

Exclusively
MANUFACTURED BY

SMILE
Novelty Toy Co.
[illegible] Brooklyn, N. Y.

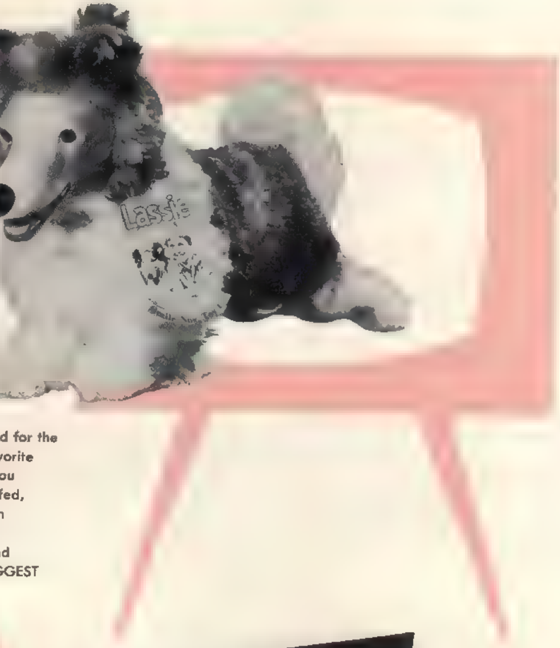
SAMPLES AND CATALOG ON REQUEST

FULLY PROTECTED BY COPYRIGHTS

Presenting.... "LASSIE"

© TPA

A NEW STUFFED PLUSH TOY



"LASSIE"
THE NUMBER ONE CHILDREN'S TELEVISION SHOW

Winner of television's "EMMY" Award for the best childrens program, America's favorite dog . . . "LASSIE" . . . is brought to you exclusively by SMILE NOVELTY. A stuffed, plush toy pliably constructed for use in several positions. "LASSIE'S" quality materials, play value, price appeal and beautiful packaging add up to the BIGGEST SELLING toy of the year.

Exclusively
MANUFACTURED BY

SMILE
Novelty Toy Co.
[illegible] Brooklyn, N. Y.

SAMPLES AND CATALOG ON REQUEST

FULLY PROTECTED BY COPYRIGHTS

How to find real shaving satisfaction!

Get your NEW ROLLS RAZOR

New Streamlined Models with World Renowned Super-Blade,

"Miracle-Strop" and Hone Built-in

For the Shave You Want . . . Every Shave!

Get your NEW ROLLS RAZOR

THE WORLD'S ONLY CUSTOM SHAVE!

THE NEW LIGHTWEIGHT

ROLLS RAZOR

ROLLS RAZOR

ROLLS RAZOR
Established Retail $17 50

1224M1138
(1 to 5) Retail, each $17 50
1225M1050
(6 or more) Retail each $17 50

ROLLS RAZOR
The Traveler

ROLLS RAZOR TRAVELER
(with extra blade)
Established Retail $21.25

1226M1382
(1 to 5)........Retail, each $21 25
1227M1275
(6 or more) Retail, each $21 25

The superiority of the famous Rolls Razor has made it a world-wide favorite for a quarter of a century. It is the only **one-blade** safety razor that guarantees a lifetime of luxurious shaves.

New—Lightweight Model!!

The time-tested Rolls Razor has always been a delight to men who appreciate perfection, they know the true value of a precision instrument They know that the Rolls is a man's razor!

Our new lightweight Rolls Razor, in a compact streamlined case, is bringing a new conception of shaving comfort to thousands of new and old Rolls users. Two handsome models as illustrated

Rolls Super-Blade

The hollow-ground Sheffield steel blade is custom-made . . . provides a shaving edge which you control to suit your beard and skin. Built-in strop and hone keeps the edge just the way you want it . . every shave. You'll never again shave with saw-edged throw-away blades or skin-burning electrics when you know the comfort of a Rolls Razor shave!

THE NEW LIGHTWEIGHT

ROLLS RAZOR

Nationally Advertised in LIFE Look NEWSPAPERS

THE WORLD'S ONLY CUSTOM SHAVE!

THE NEW LIGHTWEIGHT

ROLLS RAZOR

ROLLS RAZOR

712X1115—Rolls Razor
712/6X1029—Six or more
Retail $17.50

ROLLS RAZOR
Established Retail $17.50

ROLLS RAZOR
The Traveler

713X1353—Rolls Razor Traveler
713/6X1250—Six or more
Retail $21.25

ROLLS RAZOR TRAVELER
(with extra blade)
Established Retail $21.25

The superiority of the famous Rolls Razor has made it a world-wide favorite for a quarter of a century. It is the only **one-blade** safety razor that guarantees a lifetime of luxurious shaves.

New—Lightweight Model!!

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Rolls Super-Blade

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THE NEW LIGHTWEIGHT

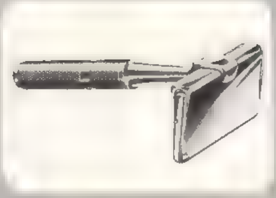
ROLLS RAZOR

Nationally Advertised in LIFE Look

How to find *real* shaving satisfaction

Get your *NEW*

ROLLS RAZOR



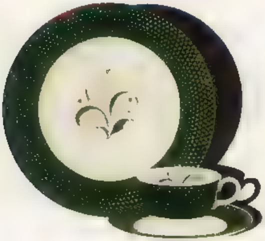
New Streamlined Models with World Renowned Super-Blade,

"Miracle-Strop" and Hone Built-in

For the Shave You Want . . . Every Shave!

Get your *NEW* ROLLS RAZOR

DINNERWARE OF DISTINCTION

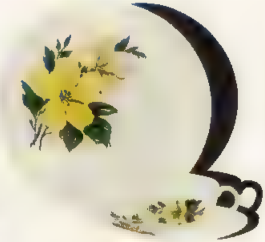


FIRST LADY

Strictly formal, First Lady is a pattern for your formal entertaining. A rim of 23 karat gold design on a rich green background frames the center stylized floral design. Footed cups and elegant holloware pieces complete this pattern — designed to enhance any table

FIRST LADY

Factory Number	*Our Number and Code*	*Retail*
35 pc. First Lady	345019B1450	$21.75
53-pc. First Lady	345020B2175	$32.75
94-pc. First Lady	345021B3925	$58.75

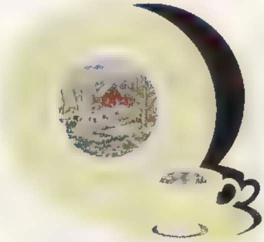


ANNIVERSARY

A brilliant yellow and green flowered pattern on Salem's pleasing ranch style coupe shape Attractive in its brilliance, pleasing in its color combination, Anniversary affords that splash of interest on the modern homemaker's table

ANNIVERSARY

Factory Number	*Our Number and Code*	*Retail*
35-pc Anniversary	345004B1065	$15.95
53-pc. Anniversary	345005B1650	$24.75
94-pc. Anniversary	345006B2982	$44.75

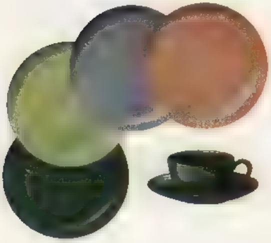


RURAL HOLIDAY

A reminiscent pattern depicting the "good old days" when grandfather was a boy. Youthful skaters glide over the frozen pond. One can imagine the warmth of the sturdy old farmhouse in the background. A dainty gold motif decorates the rim of the plate.

RURAL HOLIDAY

Factory Number	*Our Number and Code*	*Retail*
35 pc. Rural Holiday	345013B1302	$19.50
53-pc. Rural Holiday	345014B2025	$30.50
94 pc. Rural Holiday	345015B3625	$54.50



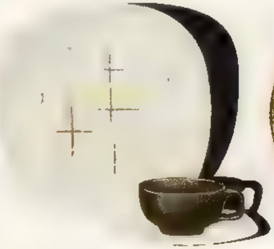
RANCH STYLE

Four colors are featured in the Ranch Style line of colored glazes . . . Pine Green (deep rich), Lime Yellow (delicate . . . inviting), Birch Gray (soft . . . gentle) and Cedar Coral (sparkling as spring). All Ranch Style pieces are full size on modern coupe shape

RANCH STYLE

Factory Number	*Our Number and Code*	*Retail*
35-pc Ranch Style Rainbow	345027B1080	$15.25
53-pc. Ranch Style Rainbow	345028B1650	$24.75
94-pc Ranch Style Rainbow	345029B2925	$43.50

Delivery approximately 10 days F.O.B Ohio factory

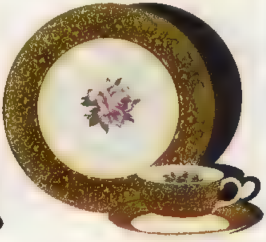


JACKSTRAW ACCENT

Crisp Jackstraw Pattern on the modern square shape gives the homemaker a real opportunity for distinctive table setting expression White, chocolate and yellow jackstraws, artfully arranged, form the basic pattern on a cream background, accented by brown cups and holloware pieces.

JACKSTRAW ACCENT

Factory Number	*Our Number and Code*	*Retail*
35-pc. Jackstraw	345025B1525	$22.50
53-pc. Jackstraw	345026B2310	$34.25



ROSE POINT

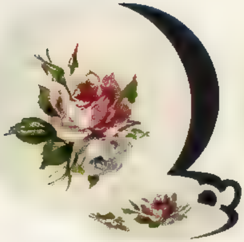
One beautiful, full-blown rose adorns the center of Salem's Rose Point. A 23 karat gold lacework pattern on a maroon rim frames the solitary rose to form a striking pattern for your formal table. Dignity and beauty are added by the footed cups and elegant holloware pieces

ROSE POINT

Factory Number	*Our Number and Code*	*Retail*
35-pc. Rose Point	345016B1450	$21.75
53-pc. Rose Point	345017B2175	$32.75
94 pc. Rose Point	345018B3925	$58.75

ROHDE-SPENCER CO., 18 S. Michigan Ave., Chicago, Illinois

DINNERWARE OF DISTINCTION

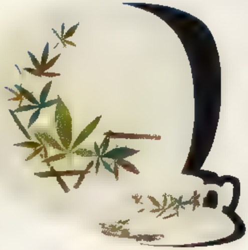


MELODY LANE

A dramatic service for a friendly table Melody Lane is an established favorite of modern homemakers. The traditional rose design is glamourized with delicate, yet striking color effects. Melody Lane is also furnished on the Modern ranch style coupe shape.

MELODY LANE

Factory Number	*Our Number and Code*	*Retail*
35-pc. Melody Lane	345007B1225	$17 25
53-pc. Melody Lane	345008B1865	$27.99
94-pc. Melody Lane	345009B3350	$49.95

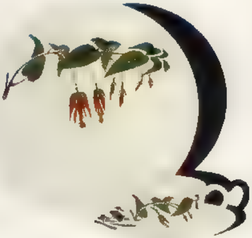


WOODHUE

Elegance is the keynote of the distinguished Woodhue pattern. A pleasing arrangement of leaves in "woody" tones of Forest Brown, Spring Green and Sky Blue offer a superb table setting for all occasions. Woodhue is made on the favorite Salem Flair Square coupe shape

WOODHUE

Factory Number	*Our Number and Code*	*Retail*
35-pc. Woodhue	345022B1525	$22.50
53-pc. Woodhue	345023B2240	$33 75
94-pc. Woodhue	345024B3975	$58.95

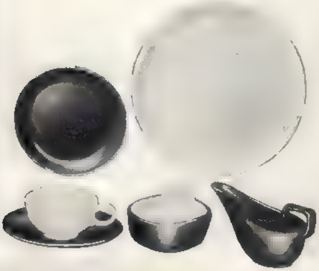


PRIMROSE

Flame-colored blossoms and buds contrast with leaves of rich green in this refreshing pattern. Done on the modern ranch style coupe shape, each piece of Primrose is full size with ample handles which give a maximum utility value to each item

PRIMROSE

Factory Number	*Our Number and Code*	*Retail*
35-pc. Primrose	345001B1065	$15 95
53-pc. Primrose	345002B1650	$24.75
94-pc. Primrose	345003B2982	$44.75



a design for BETTER living . . .

Constellation

a stunning, new pattern designed by Viktor Schreckengost for contemporary homemakers. Round and square shapes combined with a charcoal-gray and off-white color combination make CONSTELLATION a standout for formal or informal use.

35-pc. Constellation	345031B1213	$17.25
53-pc Constellation	345032B1803	$29 95

Delivery approximately 10 days F O.B. Ohio factory

3 Tier Tray

Coffee Server & Warmer

3-pc. Hostess Set

Use the 3-pc. Hostess Set as matching pieces with the 35- and 53-pc. sets in the Constellation pattern, or as accent pieces with the other patterns.

Casserole & Warmer

3-pc. Constellation Hostess Set	345030B1175	$16.95

DINNER SET COMPOSITIONS

35-pc. Set, Comp. #327

(shipping weight 20 lbs.)
6 cups 6 saucers
6 dinner plates, 9"
6 B & B plates, 6"
6 fruit dishes
1 meat platter, 11"
1 round vegetable dish, 8"
1 covered sugar (2 pcs.)
1 cream pitcher

53-pc. Set, Comp. #490

(shipping weight 33 lbs.)
8 dinner plates, 9"
8 B & B plates, 6"
8 coupe soups, 7"
8 fruit dishes
8 cups 8 saucers
1 meat platter, 13"
1 round vegetable dish, 8"
1 covered sugar (2 pcs.)
1 cream pitcher

94-pc. Set, Comp. #944

(shipping weight 65 lbs.)
12 cups 12 saucers
12 dinner plates, 10"
12 pie plates, 7"
12 B & B plates, 6"
12 fruit dishes
12 coupe soups, 7"
1 meat platter, 11"
1 meat platter, 13"
1 oblong vegetable dish, 9"
1 covered sugar (2 pcs.)
1 cream pitcher
1 gravy boat (1 pc.)
1 covered casserole (2 pcs.)
1 pickle dish

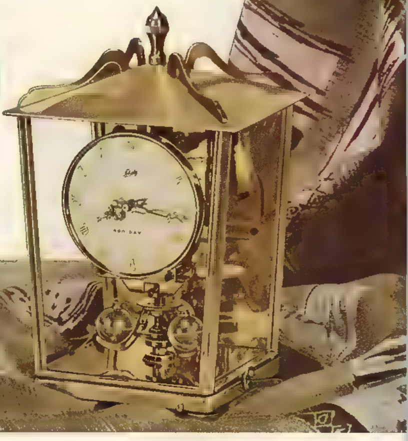
ROHDE-SPENCER CO., 18 S. Michigan Ave., Chicago, Illinois

The CLOCK INNOVATION of the CENTURY
"London Coach" by Schatz

This new Schatz Clock is packed with new features. It's made to be moved—the "Pendulock" lever locks the pendulum for safe transit, then starts it again. Runs over 1 year on each winding. New "Nivarox" suspension wire resists the effect of temperature changes. "Levelator" levelling wheels correct for sloping surfaces . . . jewelled escapement maintains maximum accuracy through the years. Its unique design and unequalled charm make it a gift of distinction—a possession to prize.

IMPORTED AND GUARANTEED by Remington Rand

Original Schatz Clocks are guaranteed by A. Schatz & Sons and by Remington Rand Inc. for one (1) year against all imperfections of workmanship or material (excluding repairs necessitated by accidental damage or abuse). Service is available at 120 Remington Shaver Service Stations in principal cities.



"LONDON COACH" Gleaming lacquered brass and bevelled crystal glass. Raised gilt numerals and hands. 8⅛" high, base 3⅞" square. *Retail* $\$39^{50}$*

45C2370

HAND-CARVED CUCKOO CLOCKS BY Schatz

Exclusive Rack Movement Runs 8 Days on 1 Winding!

"BIRD" A cheerful cuckoo and a soft chime sound the half-hour and hour. Hand-carved, mahogany finish. White numerals and white baroque hands. With realistic pine cone weights. 13" high . . . $29.50*

E1036H1750

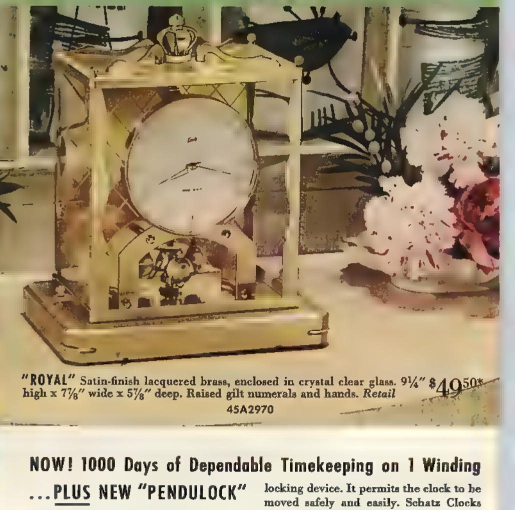
"HUNT" Stag atop carvings of a rabbit, grouse and hunter's sack. Hands may be reset in either direction, cuckoo call remains synchronized. Pine cone weights, mahogany finish, 18" high. $49.50*

E1038H2950

*Plus 10% Federal Excise Tax

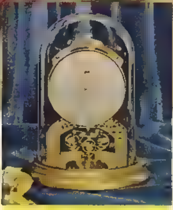
ADV-C425 8-1-54 Printed in U.S.A.

NEW CREATIONS
THAT STAND THE TEST OF TIME – by *Schatz*



"ROYAL" Satin-finish lacquered brass, enclosed in crystal clear glass. 9¼" high x 7⅞" wide x 5⅞" deep. Raised gilt numerals and hands. *Retail* $49.50*

45A2970



"CATHEDRAL" Polished lacquered brass with delicate moire pattern on supporting arch. 9" high with removable glass dome. 6¾" base. Gilt numerals and hands. *Retail* . $35.50*

45B2130

NOW! 1000 Days of Dependable Timekeeping on 1 Winding
...PLUS NEW "PENDULOCK"

Here, to set the clock fashions for years to come, are these exciting new creations by Schatz . . . with the new Schatz *1000-Day Movement* that needs winding only once every 3 years! The eternal fascination of a silently rotating pendulum is made practical by *"Pendulock,"* the new pendulum locking device. It permits the clock to be moved safely and easily. Schatz Clocks are fashioned by the world's most skilled clock craftsmen, with Nivarox suspension wire, jeweled escapement, and "Levelator" levelling wheels in the base. As a gift or in the home, nothing is more gracious than these Aristocrats of all fine timepieces.

*Plus 10% Federal Excise Tax

INSIST ON THE ORIGINAL *Schatz*

IMPORTED and GUARANTEED by *Remington Rand*

SPARTAFLEX 12-PIECE CAMERA OUTFIT

Reflector-Adapter for the New Miniature GE M-2 Bulbs

461381957	Spartaflex Outfit	Each $29.95
461381761	(6 or more)......	Each **$29.95**

ALL SPARTUS CAMERAS
are unconditionally guaranteed . . .

NATIONALLY ADVERTISED IN LIFE

This Spartaflex outfit gives you everything you could possibly need for prize-winning photography. It features the famous Spartaflex Camera with the automatic dual-focusing ring, coated achromat lens and four range settings from F 7.7 to F.22. It takes sharp clear pictures in black and white or full color, from 5 feet to infinity. This twelve piece outfit, which comes in this handsome case pictured above, is so surprisingly low priced, yet it includes all this

- **Spartaflex Camera**
- **Chrome Ejector Flash Gun**
- **Gadget Case**
- **Reflector-Adapter**
- **Four GE Flash Bulbs**
- **Two Eveready Batteries**
- **Eastman 120 Film**
- **Two Flash Photo Books**

SPARTUS PRESS FLASH 12-PIECE CAMERA OUTFIT

The PRESS FLASH is the only camera designed with a compact Built-In-Flash Unit featuring a 2-way exposure control for outdoor pictures. This SPARTUS camera takes sharp, clear 2¼ x 3¼ pictures. Universal focus, 5 feet to infinity. Simple to operate, it assures positive results for indoor flash photography. The twelve piece outfit includes

- **Press Flash Camera**
- **Gadget Bag**
- **Four GE Flash Bulbs**
- **Two Penlite Batteries**
- **Portrait Attachment**
- **Cloud Filter**
- **Eastman 120 Film**
- **Two Flash Photo Books**

461481303	Press Flash Outfit	Each $19.95
461481173	(6 or more)............	Each **$19.95**
46158931	Press Flash with 4 Bulbs	Each $14.25
46158838	(6 or more)	Each **$14.25**
46168262	Carrying Case	Each $4.00
46168235	(6 or more)..	Each **$4.00**

SPARTUS "120" FLASH CAMERA 11-PIECE KIT

This low price, high quality camera outfit featuring the SPARTUS "120" Box Camera with Flash Gun, is a perfect kit for any member of the family, particularly the youngsters. Takes eight pictures, 2¼ x 3¼, synchronized for flash with fixed focus. The eleven-piece outfit includes:

- **Spartus "120" Camera**
- **Flash Gun**
- **Gadget Bag**
- **Four GE Flash Bulbs**
- **Two Penlite Batteries**
- **Eastman 120 Film**
- **Flash Photo Book**

46178650	Spartus "120" Flash Kit	Each $9.95
46178585	(6 or more)	Each **$9.95**

The SPARTUS 35MM 18-PIECE CAMERA OUTFIT

461881630	35mm Camera Outfit.	Ea. $24.95
461881467	(6 or more). ..	Each **$24.95**
461981173	35mm Camera & Gun,	Ea. $17.95
461981055	(6 or more)....	Each **$17.95**
46208327	Carrying Case	Each $5.00
46208294	(6 or more)......	Each **$5.00**

Precision made, this 35mm ranks as one of America's greatest camera buys. With its F:6.3 achromat coated lens and four openings: F:6.3; F:7.7; F:11; F:16, the Spartus 35mm gives you amazing flexibility for full color shots as well as black and white. Takes 20 or 36 exposure cartridge film. Optical view finder, exposure counter. Synchronized for flash. Takes color transparencies for slides. This 18-piece outfit includes:

- **Spartus 35mm Camera**
- **Flash Gun**
- **Deluxe Gadget Bag**
- **Eastman 35mm Film**
- **Eight GE Flash Bulbs**
- **Two Penlite Batteries**
- **Flash Gun Adapter**
- **Photographic Book**
- **Two Flash Photo Books**

SPARTUS 35MM SLIDE PROJECTOR

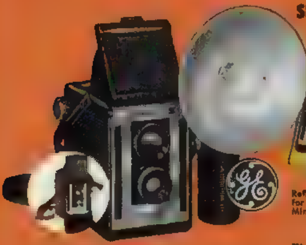
Ideal projector for every use. Holds 2 x 2 slides, 5 inch focal length, F.3.5 lens 100 watt bulb, built-in switch, 110 volt AC-DC UL approved.

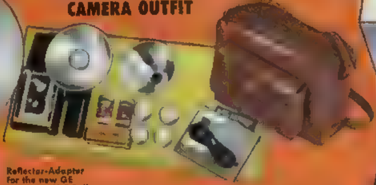
462181042	Projector	Each $15.95
46218938	(6 or more)	Each **$15.95**

SPARTUS CAMERAS and CAMERA OUTFITS

ALL SPARTUS CAMERAS
are unconditionally
guaranteed . . .
LIFE
YOU SEE THE
PICTURE BEFORE
YOU TAKE IT!
BEAUTIFUL FULL
COLOR
INDOOR FLASH
SHOTS
EVERYONE CAN
TAKE PRIZE-WINNING
PICTURES WITH
A SPARTUS
EVERY SPARTUS
IS ATTRACTIVELY
GIFT BOXED

SPARTUS FULL-VUE 14-PIECE CAMERA OUTFIT





Reflector-Adapter
for the new GE
Miniature M-2 Bulbs

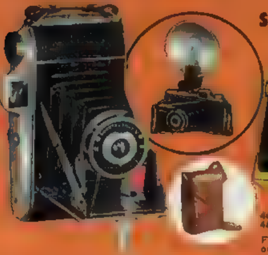
460181238 Full-Vue Camera Outfit.. Ea $18.95
460181114 (6 or more) Each **$18.95**

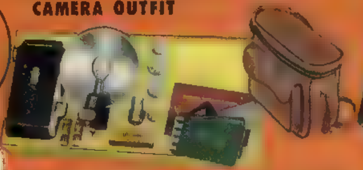
The FULL-VUE gives you a clear picture identical with the image in the view-finder 12 pictures 2¼ x 2¼—Fixed Focus, 8 ft. to infinity Synchronized for flash for black and white or full color This 14-piece outfit makes an ideal gift

- **Full-Vue Camera**
- **Ejector Flash Gun**
- **Gadget Bag**
- **Four GE Flash Bulbs**
- **Reflector-Adapter**
- **Two Eveready Batteries**
- **Eastman 120 Film**
- **Shoulder Strap**
- **Two Flash Photo Books**

46028620	Full Vue Camera	Each $9.50
46028559	(6 or more)	Each **$9.50**
46038228	Flash Gun	Each $3.50
46038206	(6 or more)	Each **$3.50**
46048196	Carrying Case	Each $3.00
46048176	(6 or more)	Each **$3.00**

SPARTA-FOLD 14-PIECE CAMERA OUTFIT





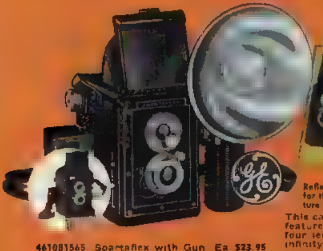
460581957 Sparta-Fold Camera Outfit . . Each $29.95
460581761 (6 or more) . . Each **$29.95**

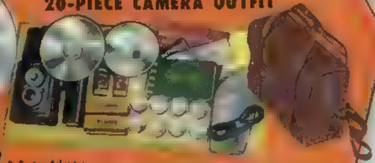
Famous for album-sized 2¼ x 3¼ pictures in black and white or full color Synchronized Flash Shutter and three exposure settings makes this America's easiest-to use folding camera. All metal construction, leather-grained covering SPARTA-FOLD 14 piece outfit includes.

- **Sparta-Fold Camera**
- **Flash Gun**
- **Deluxe Gadget Bag**
- **Four GE Flash Bulbs**
- **Two Penlite Batteries**
- **Eastman 120 Film**
- **Photography Book**
- **Photo Album**
- **Two Flash Photo Books**
- **Adapter for Midget Bulbs**

460681303	Sparta-Fold Camera	Ea. $19 95
460681173	(6 or more)	. . Each **$19.95**
46078196	Flash Gun	Each $3.00
46078176	(6 or more)	Each **$3.00**
46088163	Carrying Case	Each $2.50
46088147	(6 or more)	Each **$2.50**

SPARTAFLEX *DeLuxe* 20-PIECE CAMERA OUTFIT





Reflector-Adapter
for the new minia-
ture GE M-2 Bulbs

460982611 Spartaflex Deluxe Outfit Ea $39.95
460982449 (6 or more) . Each **$39.95**

This camera compares with the best at any price. Check these features automatic dual focusing ring coated achromat lens, four lens settings F 7.7 F 11 F 16, F 22 Range—5 feet to infinity Takes twelve 2¼ x 2¼ pictures on 120 film in full color or black and white under all lighting conditions The twenty piece outfit includes

- **Spartaflex Camera**
- **Leather Gadget Bag**
- **Eight GE Flash Bulbs**
- **Reflector-Adapter**
- **Chrome Ejector Flash Gun**
- **Two Eveready Batteries**
- **Two Rolls Eastman 120 Film**
- **Shoulder Strap**
- **Pocket Photo Album**
- **Flash Gun Shield**
- **Photography Book**

461081565	Spartaflex with Gun	Ea $23.95
461081408	(6 or more)	Each **$23.95**
46118327	Carrying Case	Each $5.00
46118294	(6 or more)	Each **$5.00**
46128650	Leather Gadget Bag (only)	Each $9.95
46128585	(6 or more)	Each **$9.95**

SPARTAFLEX 12-PIECE CAMERA OUTFIT

Reflector-Adaptor for the New Miniature GE M-2 Bulbs

ALL SPARTUS CAMERAS *are unconditionally guaranteed . . .*

NATIONALLY ADVERTISED IN LIFE

This Spartaflex outfit gives you everything you could possibly need for prize-winning photography. It features the famous Spartaflex Camera with the automatic dual-focusing ring, coated achromat lens, and four range settings from F:7.7 to F 22. It takes sharp clear pictures in black and white or full color, from 5 feet to infinity. This twelve piece outfit, which comes in this handsome case pictured above, is so surprisingly low priced, yet it includes all this.

- **Spartaflex Camera**
- **Chrome Ejector Flash Gun**
- **Gadget Case**
- **Reflector-Adapter**
- **Four GE Flash Bulbs**
- **Two Eveready Batteries**
- **Eastman 120 Film**
- **Two Flash Photo Books**

G570H1997 Spartaflex Outfit.
G570H1797 (6 lot) . Retail, each **$29.95**

SPARTUS PRESS FLASH 12-PIECE CAMERA OUTFIT

The PRESS FLASH is the only camera designed with a compact Built-in-Flash Unit featuring a 2-way exposure control for outdoor pictures. This SPARTUS camera takes sharp, clear 2¼ x 3¼ pictures. Universal focus, 8 feet to infinity. Simple to operate, it assures positive results for indoor flash photography. The twelve piece outfit includes:

- **Press Flash Camera**
- **Gadget Bag**
- **Four GE Flash Bulbs**
- **Two Penlite Batteries**
- **Portrait Attachment**
- **Cloud Filter**
- **Eastman 120 Film**
- **Two Flash Photo Books**

G560H1330 Press Flash Outfit.
G560H1197 (6 lot) ....Retail, each **$19.95**

S200H950 Press Flash with 4 Bulbs
S200H855 (6 lot) .... Retail, each **$14.25**

SC200H267 Carrying Case
SC200H240 (6 lot) ....Retail, each **$4.00**

SPARTUS "120" FLASH CAMERA 11-PIECE KIT

This low price, high quality camera outfit featuring the SPARTUS "120" Box Camera with Flash Gun, is a perfect kit for any member of the family, particularly the youngsters. Takes eight pictures, 2¼ x 3¼, synchronized for flash with fixed focus. The eleven-piece outfit includes:

- **Spartus "120" Camera**
- **Flash Gun**
- **Gadget Bag**
- **Four GE Flash Bulbs**
- **Two Penlite Batteries**
- **Eastman 120 Film**
- **Flash Photo Book**

G520H663 Spartus "120" Flash Kit.
G520H597 (6 lot) .... Retail, each **$9.95**

The SPARTUS 35MM 18-PIECE CAMERA OUTFIT

G555H1663 35mm Camera Outfit.
G555H1497 (6 lot) . Retail, ea. **$24.95**
S35H1197 35mm Camera and Gun.
S35H1077 (6 lot) . Retail, each **$17.95**
PC35H334 Carrying Case.
PC35H300 (6 lot) ...Retail, each **$5.00**

Precision made, this 35mm ranks as one of America's greatest camera buys. With its F:6.3 achromat coated lens and four openings: F:6.3; F:7.7; F:11; F:16, the Spartus 35mm gives you amazing flexibility for full color shots as well as black and white. Takes 20 or 36 exposure cartridge film. Optical view finder, exposure counter. Synchronized for flash. Takes color transparencies for slides. This 18-piece outfit includes:

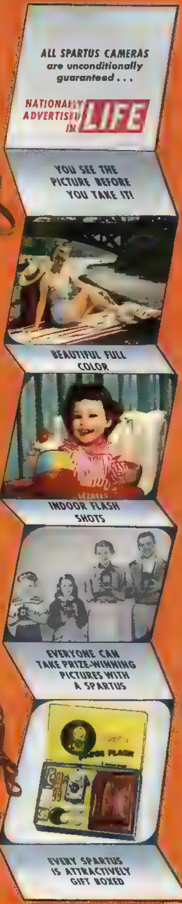
- **Spartus 35mm Camera**
- **Flash Gun**
- **Deluxe Gadget Bag**
- **Eastman 35mm Film**
- **Eight GE Flash Bulbs**
- **Two Penlite Batteries**
- **Flash Gun Adapter**
- **Photographic Book**
- **Two Flash Photo Books**

SPARTUS 35MM SLIDE PROJECTOR

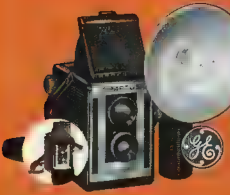
Ideal projector for every use. Holds 2 x 2 slides, 5 inch focal length, F:3.5 lens 100 watt bulb, built-in switch, 110 volt AC-DC UL approved.

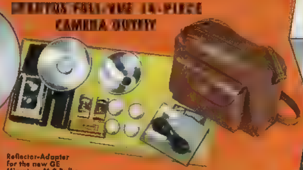
SP700H1063 Projector.
SP700H957 (6 lot) Retail, ea. **$15.95**

SPARTUS CAMERAS and CAMERA OUTFITS


ALL SPARTUS CAMERAS are unconditionally guaranteed . . .
NATIONALLY ADVERTISED IN LIFE
YOU SEE THE PICTURE BEFORE YOU TAKE IT!
BEAUTIFUL FULL COLOR
INDOOR FLASH SHOTS
EVERYONE CAN TAKE PRIZE-WINNING PICTURES WITH A SPARTUS
EVERY SPARTUS IS ATTRACTIVELY GIFT BOXED

SPARTUS FULL-VUE 14-PIECE CAMERA OUTFIT





Reflector-Adapter
for the new GE
Miniature M-2 Bulbs

S101H633 Full-Vue Camera
S101H570 (6 lot) .....Retail, each **$9.50**

F605H233 Flash Gun.
F605H210 (6 lot) .....Retail, each **$3.50**

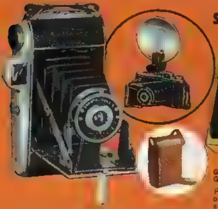
SC101H200 Carrying Case
SC101H180 (6 lot) ....Retail, each **$3.00**

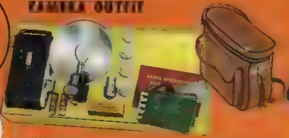
G501H1263 Full-Vue Camera Outfit.
G501H1137 (6 lot) ..... Retail, each **$18.95**

The FULL-VUE gives you a clear picture identical with the image in the view-finder. 12 pictures, 2¼ x 2¼—Fixed Focus, 8 ft. to infinity. Synchronized for flash, for black and white or full color. This 14-piece outfit makes an ideal gift:

- Full-Vue Camera
- Ejector Flash Gun
- Gadget Bag
- Four GE Flash Bulbs
- Reflector-Adapter
- Two Eveready Batteries
- Eastman 120 Film
- Shoulder Strap
- Two Flash Photo Books

SPARTA-FOLD 14-PIECE CAMERA OUTFIT





S541H1330 Sparta-Fold Camera.
S541H1197 (6 lot). . .Retail, each **$19.95**

F601H200 Flash Gun.
F601H180 (6 lot) ... Retail, each **$3.00**

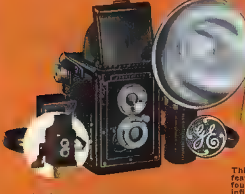
SC542H167 Carrying Case.
SC542H150 (6 lot) . . .Retail, each **$2.50**

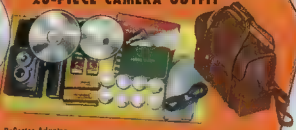
G540H1997 Sparta-Fold Camera Outfit
G540H1797 (6 lot) ....Retail, each **$29.95**

Famous for album-sized 2¼ x 3¼ pictures in black and white or full color. Synchronized Flash Shutter and three exposure settings makes this America's easiest-to-use folding camera. All metal construction, leather-grained covering. SPARTA-FOLD 14-piece outfit includes.

- Sparta-Fold Camera
- Flash Gun
- Deluxe Gadget Bag
- Four GE Flash Bulbs
- Two Penlite Batteries
- Eastman 120 Film
- Photography Book
- Photo Album
- Two Flash Photo Books
- Adapter for Midget Bulbs

SPARTAFLEX *DeLuxe* 20-PIECE CAMERA OUTFIT





Reflector-Adapter
for the new minia-
ture GE M-2 Bulbs

G580H2664 Spartaflex Deluxe Outfit.
G580H2397 (6 lot) .... Retail, each **$39.95**

This camera compares with the best at any price. Check these features—automatic dual-focusing ring, coated achromat lens, four lens settings F:7.7; F:11; F:16; F:22. Range—5 feet to infinity. Takes twelve 2¼ x 2¼ pictures on 120 film in full color or black and white, under all lighting conditions. The twenty piece outfit includes:

- Spartaflex Camera
- Leather Gadget Bag
- Eight GE Flash Bulbs
- Reflector-Adapter
- Chrome Ejector Flash Gun
- Two Eveready Batteries
- Two Rolls Eastman 120 Film
- Shoulder Strap
- Pocket Photo Album
- Flash Gun Shield
- Photography Book

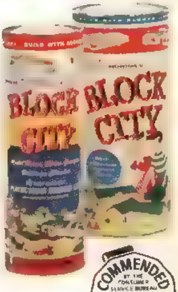
S870H1597 Spartaflex with Flash Gun
S870H1437 (6 lot) Retail, each **$23.95**

SC870H334 Carrying Case
SC870H300 (6 lot) ... Retail, each **$5.00**

S80H663 Leather Gadget Bag (only).
S80H597 (6 lot) ..... Retail, each **$9.95**

Building with BLOCK CITY *

is real family fun... Through the years!



For children, 5 years and up . . . there's nothing like Block City. These stimulating scale model construction toys hold the whole family's interest . . . day after day. They constantly challenge the imagination to create new shapes, new ideas, new ways of self-expression. In the hands of the first grader, the interlocking blocks become a fairy tale tower. With the same molded plastic parts the teen-ager builds a space city on the moon. Block City is for every member of the family . . . and the whole family will love it! 4 BIG SETS — $2.95 TO $15.00

TRI STATE TOYS

PLASTIC BLOCK CITY, INC.

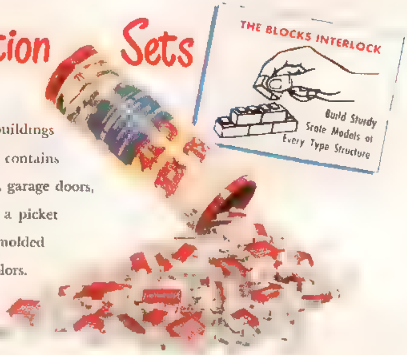
4225 W. Lake Street, Chicago 24, Illinois • Van Buren 6-6637
NEW YORK: 12 E. 41st Street — MUrray Hill 3-8743

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

BC-55 A

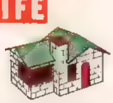
HUNDREDS OF DIFFERENT BUILDINGS WITH BLOCK CITY*

Scale Model Construction Sets


THE BLOCKS INTERLOCK
Build Sturdy Scale Models of Every Type Structure

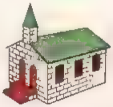
Every Block City set makes hundreds of different buildings an endless variety of sturdy scale models. Every set contains blocks, half-blocks, windows, corner windows, doors, garage doors, lintels, trim, roofing blocks, roofing material, even a picket fence. Gleaming white, washable blocks of rugged, molded shatterproof plastic with accessories in contrasting colors. In sealed tubes with 20-page instruction book.

ADVERTISED IN LIFE



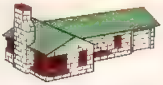
SET B-300 "THE MIAMIAN"
Retail $2.95

Contains 152 pieces
Packaged 1 doz. per carton
Shipping Wt. 17 lbs.



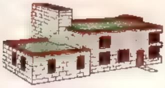
SET B-500 "THE BEVERLY HILLS"
Retail $4.95

Contains 278 pieces
Packaged ½ doz. per carton
Shipping Wt 15 lbs



SET B-750 "THE CHICAGOAN"
Retail $7 50

Contains 472 pieces
Packaged ¼ doz per carton
Shipping Wt. 11 lbs.



SET B-1500 "THE NEW YORKER"
Retail $15.00

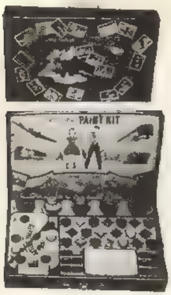
Contains 950 pieces
Packaged 3 per carton
Shipping Wt 25 lbs.

The prices of Block City are fixed under the Fair Trade Laws of all states having such laws.

* TRADE MARK

Transogram

"LITTLE TRAVELER" PAINT KITS



3 jars of quality opaque poster paints, a large assortment of bright, clear paints in the shape of stars and hearts, a paint brush, 2 plastic water cups, new decorated artist's palette with simulated wood grain, metal mixing tray, outline pictures, a color chart and colored picture, and large stencils. A really complete outfit for the young artist to enjoy.

Packaged in a sturdy reinforced carrying kit 17-5/8 x 11¼ inches, complete brass plated metal handle and metal snap lock, multi-colored lithographed varnished wrapped cover. Contents cellophane wrapped to prevent display loss.

No.	Retail	Packed	L.P.L.	P.L.
EG162-1879	$1.98	12 each		

P.L. weight 35 lbs.

This deluxe set has 5 jars of quality poster paints, 6 tubes of fine colors, 8 assorted colors mounted upon a decorated masonite artist palette, 22 rainbow colored paint cakes, a metal mixing tray, paint brush, 3 plastic water cups, and a generous supply of outline pictures, colored world scenes and a stencil. Pleasure packed for creative expression.

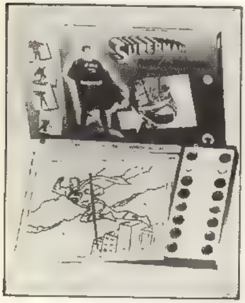
Handy carrying kit 17-5/8 x 11-3/4 in. with metal handle and 2 snap locks. Inside cover has pocket for pictures etc. Contents completely cellophane wrapped. Multi-color varnished lithographed wrapped cover.

No.	Retail	Packed	L.P.L.	P.L.
EG162-1883	$2.98	6 each		

P.L. weight 21 lbs.

Transogram

SUPERMAN PAINT BY NUMBER SET



3 canvas embossed, pre-sketched and numbered pictures of Superman's adventures as seen on TV and in comics. Assortment of 16 quality colors with numbers to correspond to pictures, molded plastic tray with water and paint wells and paint brush. Multi-color box, 16¾ x 10½ inches.

No.	Retail	L.P.L.	P.L.
EG162-1855	$0.98		

Pkd. 24 ea. - 27 lbs.

Transogram

MICKEY MOUSE AND DONALD DUCK PAINT SETS

These large 16½ x 13 in. sets feature unique plastic palettes, in 4 bright colors, of Mickey Mouse or Donald Duck. They hold paints and brush and form a mixing tray. Also have poster colors, water cups, molded paints, crayons, pictures, stencils etc.

No.	Retail	L.P.L.	P.L.
EG162-3009	$1.49		

Pkd. 12 ea. - 24 lbs.

Standard Toycraft

TOM SAWYER PAINT SET

Big 12½ x 18½ inch box with a complete outfit of quality art equipment. Has 5 metal pans of semi-moist paints, a large quantity of paint tablets and crayons, metal water pans and brush. There are outline and poster pictures to color.

No.	Retail	L.P.L.	P.L.
EG162-728	$1.98		

Pkd. 24 ea. - 56 lbs.

Transogram - Walt Disney

MAGIC ERASABLE COLOR FUN

COLOR FUN
DRAW-WRITE OR COLOR WIPE OFF- AND COLOR AGAIN

The 14x12 inch two-sided white slate can be colored on and erased again and again; so can the 12 magic erasable Disney pictures. Set includes 2 boxes of 8 crayons each, 8 greeting cards to color and mail, plastic crayon sharpener, felt eraser. Slate has a reinforced hole for wall hanging. Sturdy 14x20¼ inch box, multi-color litho'd and varnished.

No.	Retail	L.P.L.	P.L.
EG161-1265	$1.98		

Pkd. 12 ea. - 31 lbs.

Transogram

PETER PAN STENCIL SET

Peter Pan
CRAYONS AND STENCILS

Set contains 18 large crayons wrapped with pictures of Peter Pan and his friends, 2 stencils, 3 outline pictures to color and a colored picture of Peter Pan. Box has multicolor litho'd and varnished cover, is 11-5/8 x 9-3/4 inches.

No.	Retail	L.P.L.	P.L.
EG161-1461	$0.59		

Pkd. 36 ea. - 25 lbs.

Hassenfeld

TEACH-A-TOY CARTOON SET

Teach a Toy
CARTOON SET

Cartooning made simple as A-B-C and lots of fun. 2000 different characters can be made by using combinations of the 16 various plastic stencils in the plastic frame. Liberal supply of colored pencils and paper. Handsome 17¼ x 12¼ inch box.

No.	Retail	L.P.L.	P.L.
EG161-1966	$1.98		

Pkd. 12 ea. - 25 lbs.

Standard Toycraft

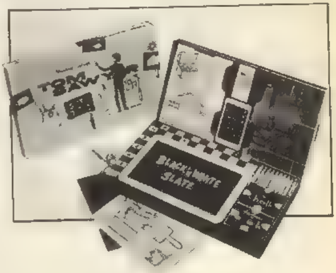
TOM SAWYER SLATE & CHALK OUTFIT

Genuine "natural" school slate with wood frame, overall size 9 x 12¾ inches. Box of colored, dustless pressed chalk, a box of standard colored chalk, crayons, eraser, ABC chart, stencils, cut outs, outline pictures and drawing paper. 19 x 11 x 2½ inch display box in bright colors.

Retail $1.98

No.	L.P.L.	P.L.
EG161-5524		

Pkd. 16 ea. - 50 lbs.



SUPERMAN
CRAYON by NUMBER

Transogram

SUPERMAN CRAYON BY NUMBER SET

Features a 44 picture color by number Superman book with exciting action scenes and a big assortment of giant and regular size crayons. Crayons are numbered to correspond with numbers on pictures. Included are two plastic crayon sharpeners, one for the giant, one for the regular size crayons. Multi-colored box, 12-5/8 x 11-7/8 inches.

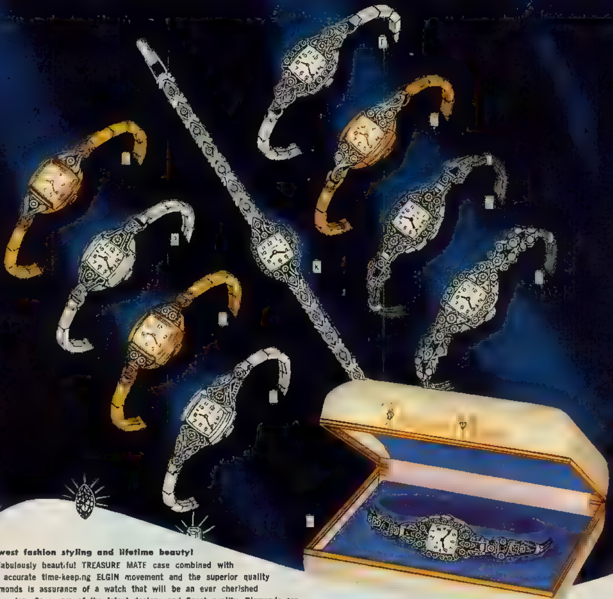
No.	Retail	L.P.L.	P.L.
EG161-1435	$0.98		

Pkd. 24 ea. - 29 lbs.

Treasure Mates

- ★ Exclusive Solid 14K Gold TREASURE MATE cases.
- ★ Exceptionally fine, brilliant cut, Genuine diamonds.
- ★ Dependable, accurate, 17-jewel ELGIN Movements.
- ★ Beautiful gift box with every watch.

GENUINE DIAMOND CASES WITH 17 JEWEL ELGIN MOVEMENTS



Newest fashion styling and lifetime beauty!

A fabulously beautiful TREASURE MATE case combined with the accurate time-keeping ELGIN movement and the superior quality Diamonds is assurance of a watch that will be an ever cherished possession. Cases are of the latest designs and finest quality. Diamonds are specially selected for color, cut and brilliance and are perfectly matched.

[A] Solid 14K Gold TREASURE MATE case, **2** matching fine Genuine diamonds 17J ELGIN movement, domed crystal Sleek wrist hugging expansion bracelet Available in White or Yellow Gold, please specify.
8J500H Index 1-**5650** Retail **$95.00**

[B] Specially designed solid 14K Gold TREASURE MATE case. 17J ELGIN movement, **2** brilliant matched fine Genuine diamonds, domed crystal. Wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify.
8J501H Index 1-**6250** Retail **$110.00**

[C] Solid 14K Gold TREASURE MATE case 17J ELGIN movement, **4** brilliant matched Genuine diamonds, domed crystal. Wrist hugging expansion bracelet Available in White or Yellow Gold, please specify
8J502H Index 1-**6250** Retail **$110.00**

[D] Gracefully designed solid 14K Gold TREASURE MATE case 17J ELGIN movement, **4** fine matched brilliant Genuine diamonds, domed crystal. Wrist hugging expansion bracelet. Available in White or Yellow Gold, please specify
8J503H Index 1-**7060** Retail **$125.00**

[E] The classic favorite. Captivating solid 14K Gold TREASURE MATE case. 17J ELGIN movement. **10** fine beautifully matched Genuine diamonds, domed crystal Expansion bracelet White Gold only.
8J504H Index 1-**8750** Retail **$175.00**

[F] Unusually beautiful solid 14K Gold TREASURE MATE case 17J ELGIN movement, **6** beautiful matching fine Genuine diamonds, domed crystal. Slender wrist hugging expansion bracelet. White or Yellow Gold, please specify.
8J505H Index 1-**7500** Retail **$150.00**

[G] Glorious fashioned solid 14K Gold TREASURE MATE case. 17J ELGIN movement, **16** fiery brilliant matched Genuine diamonds, domed crystal. Black silk cord, adjustable catch. White Gold only.
8J506H Index 1-**12000** Retail **$225.00**

[H] Brilliantly designed solid 14K Gold TREASURE MATE case. 17J ELGIN movement, **28** fine brilliant Genuine matched diamonds, domed crystal Black silk cord, adjustable catch. White Gold only.
8J508H Index 1-**18000** Retail **$350.00**

[J] Beautiful solid 14K Gold TREASURE MATE case. 17J ELGIN movement, **20** fine Genuine diamonds, domed crystal Black silk cord band, adjustable catch Our feature for beauty and value. White Gold only
8J507H Index 1-**14000** Retail **$275.00**

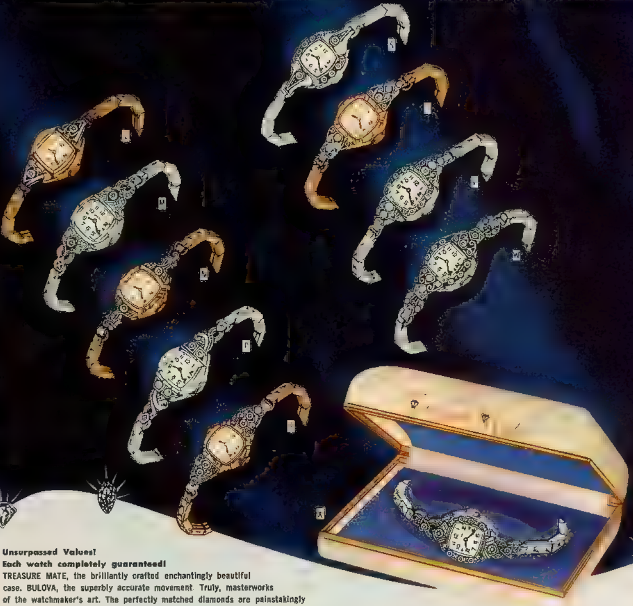
[K] Fabulous TREASURE MATE solid 14K Gold case and magnificent flexible bracelet fashioned as part of the watch. 17J ELGIN movement, **30** brilliant fine beautifully matched Genuine diamonds in case and bracelet, domed crystal. Truly a treasure of everlasting beauty White Gold only
8J509H Index 1-**24000** Retail **$500.00**

All prices subject to federal excise tax where not for resale
All prices subject to change without notice

Treasure Mates

- ★ Exceptionally fine, brilliant cut, genuine diamonds.
- ★ Beautifully styled, long wearing cases.
- ★ Dependable, accurate, 17-jewel BULOVA movements.
- ★ Beautiful Gift Box with every watch.

GENUINE DIAMOND CASES WITH 17 JEWEL BULOVA MOVEMENTS



Unsurpassed Values!
Each watch completely guaranteed!
TREASURE MATE, the brilliantly crafted enchantingly beautiful case. BULOVA, the superbly accurate movement. Truly, masterworks of the watchmaker's art. The perfectly matched diamonds are painstakingly selected for superiority of color, cut and brilliance.

Ⓛ Lovely value packed TREASURE MATE case. 10K rolled gold plate steel back. **2** fine Genuine diamonds. 17J BULOVA movement. Expansion bracelet. Available in White or Yellow, please specify
8J510H Index 1-**3750** Retail **$71.50**

Ⓜ Grace personifies this TREASURE MATE case 10K rolled gold plate steel back **2** fine Genuine diamonds. 17J BULOVA movement, domed crystal. Expansion bracelet Available in White and Yellow, please specify
8J511H Index 1-**4250** Retail **$85.00**

Ⓝ Specially designed, TREASURE MATE case, 10K rolled gold plate steel back. **2** fine Genuine diamonds, 17J BULOVA movement, domed crystal, sleek expansion bracelet Available in White or Yellow, please specify
8J512H Index 1-**4500** Retail **$90.00**

Ⓟ Unusually feminine TREASURE MATE case, 10K rolled gold plate steel back. **4** Genuine matching diamonds, 17J BULOVA movement. Expansion bracelet Available in White or Yellow, please specify
8J513H Index 1-**4975** Retail **$100.00**

Ⓡ **6** sparkling genuine matched diamonds grace this TREASURE MATE case in 10K rolled gold plate with steel back. 17J BULOVA movement, domed crystal Expansion bracelet. Available in White or Yellow, please specify
8J514H Index 1-**5250** Retail **$110.00**

Ⓢ The **8** Genuine matched diamonds surround in unmatched brilliance this TREASURE MATE case, 10K rolled gold plate steel back, high crystal, 17J BULOVA movement, Expansion bracelet Available in White only
8J515H Index 1-**6250** Retail **$125.00**

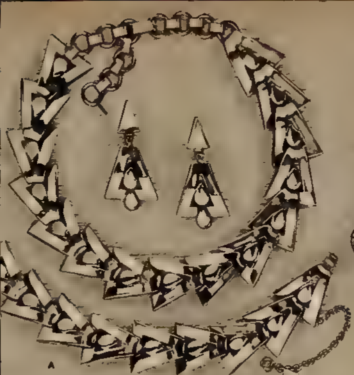
Ⓣ Exquisite 10K rolled gold plate steel back TREASURE MATE case. **10** Genuine beautifully matched diamonds, domed crystal, 17J BULOVA movement Expansion bracelet Available White or Yellow, please specify
8J516H Index 1-**6500** Retail **$130.00**

Ⓥ Cherished favorite TREASURE MATE case in 10K rolled gold plate steel back **12** fine Genuine matching diamonds, high crystal, 17J BULOVA movement. Expansion bracelet. Available in White only.
8J517H Index 1-**7500** Retail **$150.00**

Ⓦ **20** fiery, brilliant, matching Genuine diamonds set in this TREASURE MATE Beauty, 10K rolled gold plate steel back, high crystal, 17J BULOVA movement Expansion bracelet Available in White only.
8J518H Index 1-**9500** Retail **$195.00**

Ⓧ TREASURE MATE Exclusive. **10** Genuine beautifully matched diamonds set in 10K rolled gold plate steel back TREASURE MATE case, high crystal, 17J BULOVA movement Expansion bracelet Available in White only.
8J519H Index 1-**6975** Retail **$140.00**

All prices subject to federal excise tax where not for resale.
All prices subject to change without notice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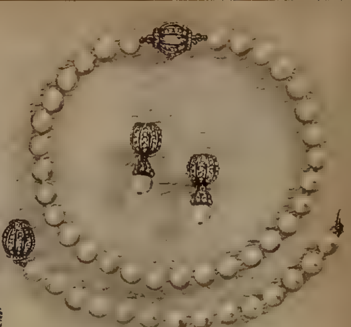
B

(A) VOLUPTÉ LINK JEWELRY. The fashion gold rush is on . . . so stake a claim to this smart new jewelry. Intricate, golden wedge-shaped links are securely joined together. Necklace may be adjusted from choker length to full length with hook and chain clasp. Bracelet has a snap lock. Matching clip-back earrings.
30-8102-Z-782 Necklace Retail 12.50
30-8103-Z-313 Earrings Retail 5.00
30-8104-Z-500 Bracelet Retail 8.00

(B) VOLUPTÉ PEARLS. Larger than average size pearls, rich and glowing with creamy luster, just naturally go with everything. Exceptionally fine quality on hand-knotted strands. Beautiful channel-set ball design may be worn in front or in back, conceals push-in clasp. Matching bracelet and drop-style, clip-back earrings.
30-8113-Z-469 Necklace Retail 7.50
30-8114-Z-375 Earrings. Retail 6.00
30-8115-Z-375 Bracelet. Retail 6.00

(C) VOLUPTÉ HEART NECKLACE-BRACELET. A gift that proves your affection. Golden heart sparkles with rhinestone design on both sides. Dainty chain of seed-type pearls may be doubled around the wrist for use as a charm bracelet.
30-8108-Z-500. . . . . .Retail 8.00

(D) VOLUPTÉ RHINESTONE JEWELRY. Our prediction for your bright fashion future. Sparkling baguette design. Choker has hook and chain clasp. Sun-burst, clip-back earrings with pearl centers.
30-8105-Z-469 Necklace Retail 7.50
30-8106-Z-313 Earrings .Retail 5.00
30-8107-Z-250 Bracelet . Retail 4.00

(E) VOLUPTÉ LAVALIERE NECKLACE. Romantic Parisian lavaliere of French Black baked enamel on a snake chain. Gold-plated frame with pearl and rhinestone trim. Drop-style, screw-back earrings.
30-8100-Z-375 Necklace . .Retail 6.00
30-8101-Z-188 Earrings. . .Retail 3.00

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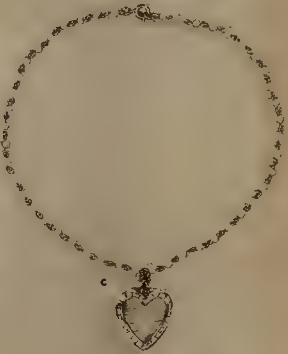
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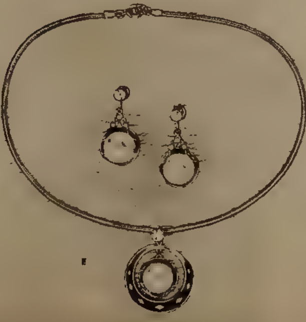
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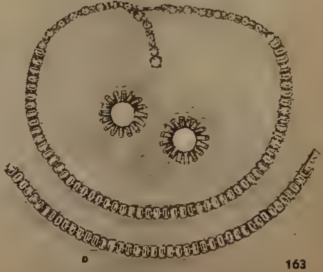
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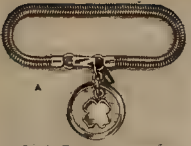
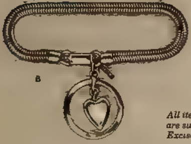
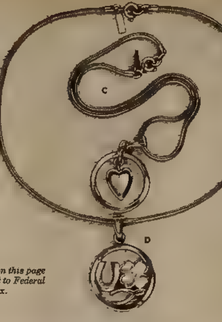
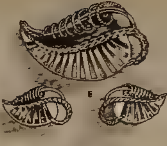
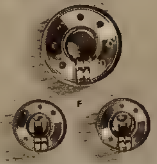










All items on this page are subject to Federal Excise Tax.

(A) VOLUPTÉ FOUR-LEAF CLOVER BRACELET. Massive snake type bracelet to gracefully accent a delicate wrist. Available in golden-tailored finish or stunning white rhodium finish. Guaranteed against defective finish. Gift boxed.

30-8109-Z-197	Yellow	Retail 3.00
30-8110-Z-197	White	Retail 3.00

(B) VOLUPTÉ HEART BRACELET. Gaily designed with a little swinging heart that catches light with every movement. Heavy snake bracelet. Golden-tailored or white rhodium finish.

30-8111-Z-197	Yellow	Retail 3.00
30-8112-Z-197	White	Retail 3.00

(C) VOLUPTÉ HEART NECKLACE. To lend glamour and spice to your costumes. Snake type necklace with a dangling heart in the center. Choose either golden-tailored or white rhodium finish. Gift boxed.

30-8096-Z-250	Yellow	Retail 4.00
30-8097-Z-250	White	Retail 4.00

(D) VOLUPTÉ NOVELTY NECKLACE. Snake chain with center design of lucky horseshoe, 4-leaf clover and a wish bone all combined for a very smart effect. Golden or white rhodium finish

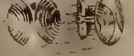
30-8098-Z-250	Yellow	Retail 4.00
30-8099-Z-250	White	Retail 4.00

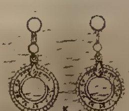
(E) VOLUPTÉ LEAF PIN AND EARRING SET. The ultimate for fashion-minded women. Will blend with the finest daytime wear. Clip-back earrings. Golden-tailored finish.

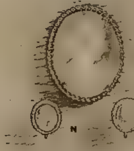
30-8117-Z-688	Set	Retail 11.00
30-8118-Z-375	Earrings	Retail 6.00
30-8119-Z-313	Pin	Retail 5.00

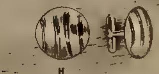
(F) VOLUPTÉ BUCKLE EFFECT PIN. Elegantly designed pin that will blend with your loveliest costumes. Golden-tailored finish that will not tarnish, keep its lovely appearance at all times.

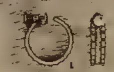
30-8121-Z-250		Retail 4.00
30-8120-Z-250	Earrings	Retail 4.00

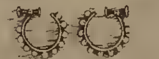


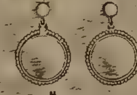


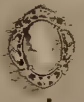












(G) VOLUPTÉ WOMEN'S CUFF LINKS. Supreme in women's accessories. Perfect for those man-tailored blouses, etc. Antique finished in a silvery, non-tarnishable metal. An inexpensive, yet most attractive gift item.

30-8122-Z-250	Retail 4.00

(H) VOLUPTÉ WOMEN'S CUFF LINKS. These links are expressly designed for the feminine heart. Smartly constructed to lend glamour to your man-tailored blouses. Antique finished in a silvery non-tarnishable metal.

30-8123-Z-250	Retail 4.00

(J) PEARL EARRINGS. Delicate and gracefully romantic, these little hoops whisper compliments to the wearer. Gold filled, gift boxed in a shadow box effect.

30-8203-Z-600	11.95

(K) ANTIQUE DROP EARRINGS. In tune with the times, yet reminiscent of bygone days. Styled to enhance a pretty ear, accent the new hair styles. Gold filled. Gift packaged in a shadow box ready for presentation.

30-8202-Z-600	Retail 11.95

(L) HOOP EARRINGS. With delicate open work design to match your prettiest frocks. Yellow gold filled with screw type backing. With a shadow box presentation case.

30-8207-Z-450	Yellow gold	Retail 8.95
30-8208-Z-450	White gold	Retail 8.95

(M) LOOP-TYPE DROP EARRINGS. The ultimate in fashionable accessories. Extremely smart with short hair styles. Gold filled with seed type pearls. Screw backs. Gift packaged in an elegant shadow type box.

30-8209-Z-338	Retail 6.75

(N) GENUINE HAND-CARVED CAMEO BROACH AND EARRING SET. Cherished now as it was in great-grandmother's day for painstaking hand-carving and delicate design. The cameo is a sentimental and enduring gift . . . so wonderfully distinctive . . . no two alike. This beautiful reproduction has exquisite face, hair and flower detailing framed in yellow-gold rope mounting. Protective safety clasp. Matching earrings with beautifully carved diminutive heads. Screw-type back. Gift boxed.

30-8220-Z-363	Retail 7.25

(P) GENUINE CAMEO BROACH. A dainty pin full of old-fashioned charm. Exquisite carving, life-like detail. Set in 1/20-12k. gold filled frame with leaf and flower design. Smartly gift boxed for presentation.

30-8221-Z-188	Retail 3.75

Waterman's

THE FIRST NAME IN PENS SINCE 1884
For . . . Superb Design
. . . Excellent Quality
. . . Unexcelled Performance

CRUSADER

Handsome pen with satin finish chrome cap . . . Jet Black, Slate Blue, Cardinal Red . . . Ladies model in Jet Black, Capri Blue Garnet . . . Pen and matching pencil with attractive gift box

SET		Retail
300W525	Standard	$8.75
†301W525	Standard	8.75
302W525	Taperite	8.75
PEN		
303W300	Standard	5.00
†304W300	Standard	5.00
305W300	Taperite	5.00

†Ladies' Model

CORINTH

Smartly Styled pen with gold filled clip on gleaming silver tone cap . . . Designed for smooth writing enjoyment . . . Choice of Slate Blue, Maroon, Midnight Black, Forest Green . . . Pen and matching pencil with gift box

SET		Retail
306W900	Standard	$15.00
307W900	Taperite	15.00
PEN		
308W600	Standard	10.00
309W600	Taperite	10.00

GOLD CORINTH

DeLuxe pen with fine line engraving on handsome §Gold Plate cap . . . Forest Green, Maroon, Midnight Black, Slate Blue . . . Pen and matching pencil with attractive gift box

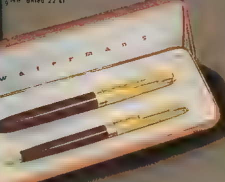
SET		Retail
310W900	Standard	$15.00*
311W900	Taperite	15.00*
PEN		
312W600	Standard	10.00*
313W600	Taperite	10.00*

§Warranted 22 kt

LADY CORINTH

Beautifully designed Ladies' pen with jewel-like engraving on silvery Astrolite cap . . . Ruby, Coronation Blue, Midnight Black . . . Pen and matching pencil with attractive box

SET		Retail
314W885	Standard	$14.75
PEN		
315W600	Standard	10.00



All pens have Waterman's famous handcrafted 14 kt gold points, personalized to fit your hand and writing style.

Subject to Jewelers' Tax

Waterman's Sapphire

First and finest †jewel point pen . . . a beautiful pen that brings real luxury to writing . . . Positive retractor action signals when point is in or out.

†Jewel point is synthesized sapphire.

GOLD SAPPHIRE

Handsome retractable jewel point pen . . . Slender, smart smooth-writing. §Gold Plated barrel Distinctive gift package.

316W270 ....Retail **$4.50***

§Heavy Gold Electro-Plated by New Sel Rex Process (Gold Plate Warranted 22 kt)

SAPPHIRE CARTRIDGE

Exclusive Endura non-smear ink washes off hands, clothing permanent on paper
In handy carton of 1 dozen.

317W60 Blue-Black
Retail **$1.00** ea.

CHROME SAPPHIRE

Gleaming chrome model retractable pen, identical to Gold Sapphire in writing quality and other features . . . Attractive gift box.

318W225 .... Retail **$3.75**

NEW FLAIR RETRACTABLE

Choice of Fine or Medium Points . . . Chrome top with barrels in Black, Red, Blue . . . Display card holds 12 pens assorted colors.

322W89 Retail **$1.49** ea

RETRACTABLE CARTRIDGE

Exclusive Endura non-smear ink
In handy carton of 1 dozen.

	Retail
319W30 Blue-Black	**50** ea
320W30 Red	**50¢** ea
321W30 Green	**50** ea

BALL POINTER

Chrome-finish cap with barrels in Red, Blue, Black . . . Display card holds 12 pens assorted colors.

PEN
323W60 Retail **$1.00** ea

Matching pen and pencil set.
324W117 ......Retail **$1.95** ea.

SKYWRITER

Standard size fountain pen w . . . 5 point selection . . . Red, Blue, Black. Display card holds 12 pens assorted colors.

PEN
325W117 Retail **$1.95** ea

Matching pen and pencil set
326W177 Retail **$2.95** ea

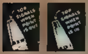
BALL POINTER CARTRIDGE

Exclusive Endura non-smear ink . . . washes off hands, clothing permanent on paper . . .
In handy carton of 1 dozen

	Retail
327W30 Blue-Black	**50¢** ea
328W30 Red	**50¢** ea

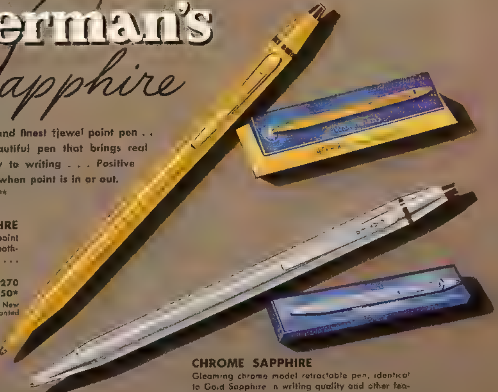
*Subject to Jewelers Tax

Waterman's Sapphire


TOP SIGNALS WHEN POINT IS OUT
TOP SIGNALS WHEN POINT IS IN

First and finest †jewel point pen . . a beautiful pen that brings real luxury to writing . . . Positive retractor action signals when point is in or out.

†Jewel point is synthesized sapphire



GOLD SAPPHIRE

Handsome retractable jewel point pen . . . Slender, smart smooth-writing. §Gold Plated barrel . . . Distinctive gift package.

6J-5519 ....Index 1-270
List **$4.50***

§Heavy Gold Electro-Plated by New Sol Rex Process (Gold Plate Warranted 22 kt)

SAPPHIRE CARTRIDGE

Exclusive Endura non-smear ink . . . washes off hands, clothing . . . permanent on paper . . . in handy carton of 1 dozen

6J-5522 Blue Black
Index 1-70; 12-60
List $1.00

CHROME SAPPHIRE

Gleaming chrome model retractable pen, identical to Gold Sapphire in writing quality and other features . . . Attractive gift box.

6J-5523 ....Index 1-225
List $3.75

NEW FLAIR RETRACTABLE

Choice of Fine or Medium Points . . . Chrome top with barrels in Black, Red, Blue . . . Display card holds 12 pens, assorted colors

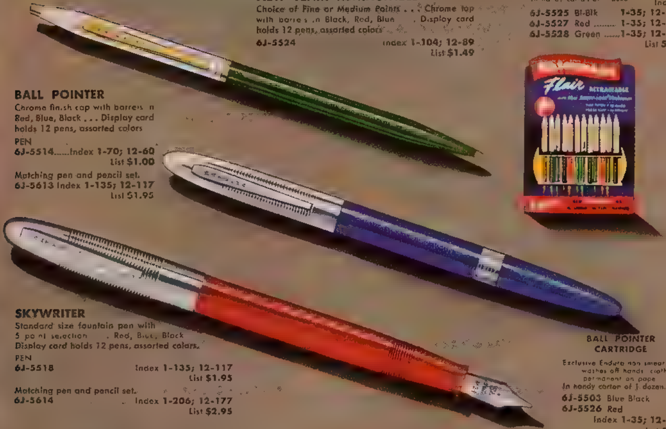
6J-5524 Index 1-104; 12-89
List $1.49

RETRACTABLE CARTRIDGE

Exclusive Endura non-smear ink In handy carton of dozen

		Index
6J-5525	Bl-Blk	1-35; 12-30
6J-5527	Red	1-35; 12-30
6J-5528	Green	1-35; 12-30

List 50¢



BALL POINTER

Chrome finish cap with barrels in Red, Blue, Black . . . Display card holds 12 pens, assorted colors

PEN
6J-5514......Index 1-70; 12-60
List $1.00

Matching pen and pencil set.
6J-5613 Index 1-135; 12-117
List $1.95

SKYWRITER

Standard size fountain pen with 5 point selection . . . Red, Blue, Black . . . Display card holds 12 pens, assorted colors.

PEN
6J-5518 Index 1-135; 12-117
List $1.95

Matching pen and pencil set.
6J-5614 Index 1-206; 12-177
List $2.95

BALL POINTER CARTRIDGE

Exclusive Endura non smear ink . . . washes off hands, clothing . . . permanent on paper . . . In handy carton of 1 dozen.

6J-5503 Blue Black
6J-5526 Red
Index 1-35; 12-30
List 50¢

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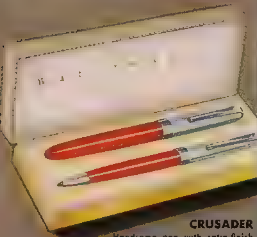
*Subject to Jewelers Tax

Waterman's

THE FIRST NAME IN PENS SINCE 1884
For . . . Superb Design
. . . Excellent Quality
. . . Unexcelled Performance



CRUSADER

Handsome pen with satin finish chrome cap . . . Jet Black, Slate Blue, Cardinal Red . . . Ladies model in Jet Black, Capri Blue, Garnet . . . Pen and matching pencil with attractive gift box.

SET		Index
6J-5602	Standard	1-525
†6J-5615	Standard	1-525
6J-5603	Taperite	1-525
	List	8.75

PEN		Index
6J-5505	Standard	1-300
†6J-5529	Standard	1-300
6J-5506	Taperite	1-300
	List	5.00

CORINTH

Smartly-Styled pen with gold-filled clip on gleaming silver-tone cap . . . Designed for smooth writing enjoyment . . . Choice of Slate Blue, Maroon, Midnight Black, Forest Green . . . Pen and matching pencil with gift box.

SET		Index
6J-5604	Standard	1-900
6J-5612	Taperite	1-900
	List	15.00

PEN		Index
6J-5507	Standard	1-600
6J-5515	Taperite	1-600
	List	10.00

GOLD CORINTH

Deluxe pen with fine-line engraving on handsome §Gold Plate cap . . . Forest Green, Maroon, Midnight Black, Slate Blue. Pen and matching pencil with attractive gift box.

SET		Index
6J-5605	Standard	1-900
6J-5606	Taperite	1-900
	List	15.00*

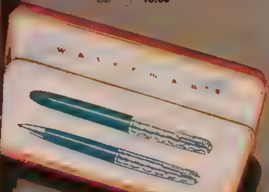
PEN		Index
6J-5508	Standard	1-600
6J-5509	Taperite	1-600
	List	10.00*

LADY CORINTH

Beautifully designed Ladies' pen with jewel like engraving on silvery Astralite cap . . . Ruby, Coronation Blue, Midnight Black. Pen and matching pencil with attractive box.

SET		Index
6J-5610	Standard	1-885
	List	14.75

PEN		Index
6J-5516	Standard	1-600
	List	10.00



All pens have Waterman's famous handcrafted 14 kt gold points, personalized to fit your hand and writing style.

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*Subject to Jewelers' Tax

ALL MOVEMENT PARTS

GUARANTEED FOR LIFE**

NEVER TO BREAK

Shock-Resistant***

Wolbrook

A
Automatic

[A] ▸ AUTOMATIC, SELF-WINDING WATERPROOF! As rich in color as natural Gold with steel back. Has sweep second hand, luminous dial and Gold-filled expansion band . . . 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W500L2665 .... **Retail $59.50**
As above, with WHITE chrome top case and All-Steel expansion band.
W502L2528 .... **Retail $55.00**

• • •

[E] ▸ TWO EXQUISITE DIAMONDS set in a dramatic 10 K WHITE rolled Gold plate steel back case. Companion Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W510L2595 .... **Retail $55.00**
As above, in YELLOW
W512L2595 .... **Retail $55.00**

[B] ▸ MASTERFUL CONTEMPORARY DESIGN in a handsome 14 K YELLOW SOLID GOLD case with a 4 way pyramid crystal, raised numeral dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
W504L2810 .... **Retail $59.50**

[C] ▸ INCOMPARABLE CRAFTSMANSHIP in a beautiful yellow case with a steel back, curved crystal, and matching Gold-filled expansion band. 17 JEWEL movement GUARANTEED FOR LIFE.**
W506L1774 .... **Retail $37.50**

[D] ▸ ENDURING PERFECTION in a rectangular case in the color of natural Gold with steel back and modern dial . . . harmonizing Gold-filled expansion band adds to its beauty . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W508L2035 .... **Retail $45.00**

• • •

[F] ▸ A CELEBRATED WATCH in 14 K yellow SOLID GOLD acclaimed for its individualistic case design and raised numeral-and-dot dial . . . smart companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W514L2460 .... **Retail $52.50**

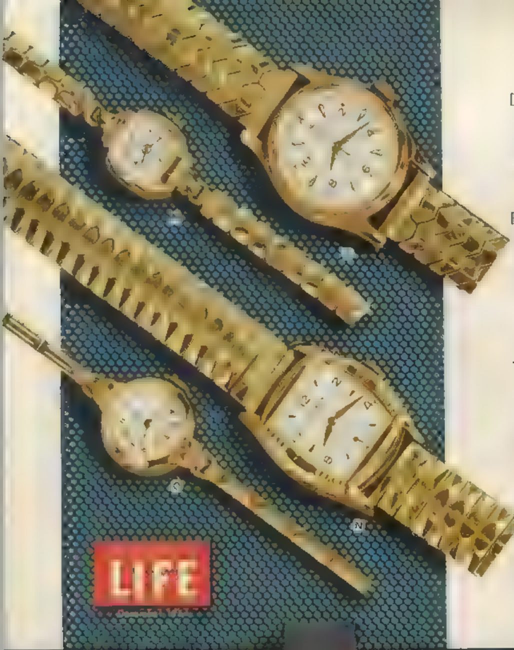
[G] ▸ NURSE'S WATERPROOF WATCH, in a gleaming yellow case with steel back . . . sweep second hand, curved, unbreakable crystal, luminous dial and hands and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W516L2048 .... **Retail $45.00**

[H] ▸ DESIGNED FOR YOU in a 10 K yellow rolled Gold plate sculptured case with a stainless steel back and modern dome crystal . . . companion Gold-filled telescope expansion band adds brilliance . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W518L1995 .... **Retail $45.00**

[K] ▸ CHERISHED STYLING in a 10 K yellow rolled Gold plate fashion perfect case with a stainless steel back . . . raised dial numerals and matching Gold-filled expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W520L1995 .... **Retail $45.00**
As above, with 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W521L1570 .... **Retail $29.75**

Wolbrook
E
F
G
Nurse's
H
K

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee.



Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice

L ▸ WATERPROOF . . . UNSURPASSED ACCURACY in a case as bright as Gold with a stainless steel back, luminous dial and hands and unbreakable crystal . . . sweep second hand and matching Gold-filled expansion band . . dustprotected 17 JEWEL movement GUARANTEED FOR LIFE.**
W530L2048 .... **Retail $45.00**

As above, with WHITE chrome top and steel back; all steel band
W532L1795 .... **Retail $37 50**

M ▸ CLASSIC SIMPLICITY in a 10 K yellow rolled Gold plate case with a stainless steel back . . . companion Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
W534L2048 .... **Retail $45.00**

As above, in a 10 K WHITE rolled Gold plate designer's case
W536L2048 .... **Retail $45.00**

GUARANTEED FOR LIFE**

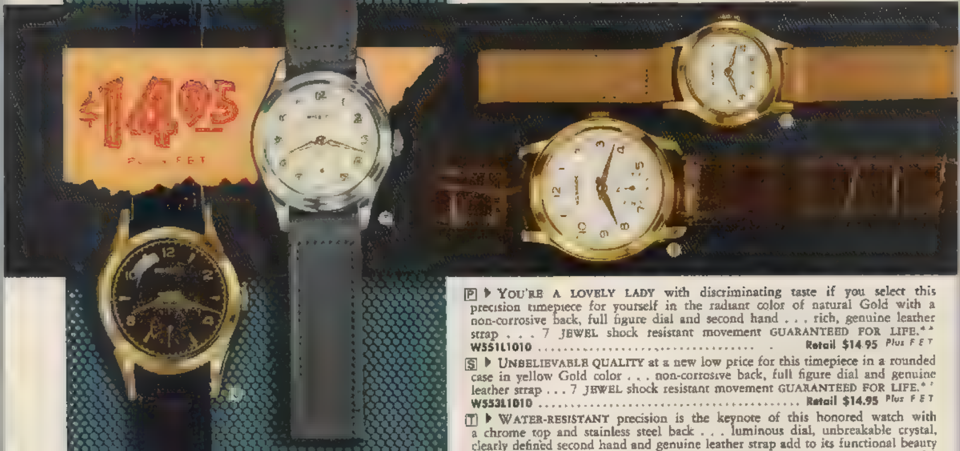
Shock-Resistant*** **Wolbrook**

ANOTHER FINE CLINTON PRODUCT

N ▸ A NEW STANDARD in fine watches is this timepiece in a 10 K yellow rolled Gold plate case designed with a stainless steel back and raised crystal . . . new trylon-and-figure checkerboard dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W538L1860 .... **Retail $39.50**

As above, with WHITE chrome top, and all steel expansion band
W540L1710 .... **Retail $37.50**

O ▸ FOR NOW AND EVER AFTER, we suggest this 10 K yellow rolled Gold plate case with stainless steel back and raised rock crystal . . . easy-to-read dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W542L1910 .... **Retail $39 50**



P ▸ YOU'RE A LOVELY LADY with discriminating taste if you select this precision timepiece for yourself in the radiant color of natural Gold with a non-corrosive back, full figure dial and second hand . . . rich, genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W551L1010 .... **Retail $14.95** Plus F.E.T

S ▸ UNBELIEVABLE QUALITY at a new low price for this timepiece in a rounded case in yellow Gold color . . . non-corrosive back, full figure dial and genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W553L1010 .... **Retail $14.95** Plus F.E.T

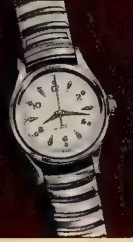
T ▸ WATER-RESISTANT precision is the keynote of this honored watch with a chrome top and stainless steel back . . . luminous dial, unbreakable crystal, clearly defined second hand and genuine leather strap add to its functional beauty . . . dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
W555L1010 .... **Retail $14.95** Plus F.E.T

U ▸ BLACK DIAL contrasts with a brilliant yellow case . . . an amazingly styled watch which has a non-corrosive back, curved crystal, raised gilt numerals and trylons and a black genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE **
W557L1010 .... **Retail $14.95** Plus F.E.T

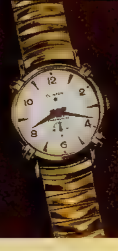
***Shock resistant balance staff for added protection.

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee

*Guaranteed waterproof as long as case, crown and crystal are intact

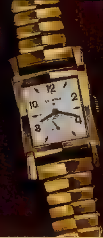


Automatic waterproof* watch winds itself with the normal motion of your arm. Guaranteed for life! Dust and shock-resistant 17 jewel movement for split-second accuracy. "No-break" crystal. Radium dots and hands. Stainless steel expansion band. Full sweep second. Stainless steel case.
30-4506-Z-3710 Retail **85.00**

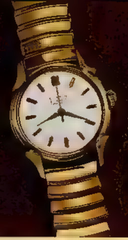


Dustprotected, shock-resistant 17 jewel movement. Heavy 14K solid gold case. Modern skip-number dial keynotes the elegance of this superb timepiece ... gold filled expansion bracelet.
30-4507-Z-4760. Retail **100.00**

As above: 10K yellow RGP.
30-4508-Z-2940. Retail **71.50**



14K yellow solid gold perfection in a carefully crafted, beautifully conceived case that exemplifies the brilliance of modern styling. Dust-protected 17 jewel movement is shock-resistant. Pyramid crystal accents the prestige dial . . matches the smartly fashioned gold-filled expansion bracelet.
30-4509-Z-5460. Retail **125.00**

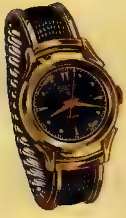


A 21 jewel, automatic, self-winding showpiece. 14K solid gold case. Dustprotected, shock-resistant, and waterproof*. Accurate, dependable. Gold-filled expansion band Stainless steel back.
30-4510-Z-7990.. Retail **185.00**

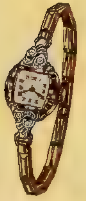
As above: 10K yellow RGP.
30-4511-Z-5740 . Retail **135.00**

CLINTON

Fashion-styled by talented jewelers . . . CLINTON is your best watch buy for beauty, accuracy and all-around dependability Fully guaranteed with a heat and humidity adjusted, shock-resistant INCABLOC movement Suggested Retail prices include Federal Excise Tax.

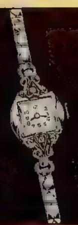


"Black Magic" in a dramatic, fully automatic self-winding watch. 17 jewel, dustproof, shock-resistant movement. Ebony dial contrasts with golden-bright case . . . highlights gold-filled expansion band. Genuine leather insert.
30-4512-Z-4060 .Retail **92.00**

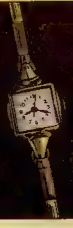


4 diamonds! In 10K yellow RGP case. 17 jewel, shock-resistant, dust-protected movement. Stainless steel back. Gold-filled band.
30-4558-Z-3710.....Retail **85.00**

As above 10K white RGP.
30-4559-Z-3710 Retail **85.00**

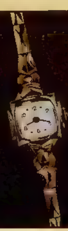


2 brilliant diamonds glitter brightly from a setting of 10K white rolled gold plate. Matching white gold-filled telescope expansion bracelet. Dust-protected 17 jewel shock-resistant movement. Stainless steel case back. Wonderfully clear, high dome crystal sparks the beauty of the dial.
30-4560-Z-3290 .....**71.50**

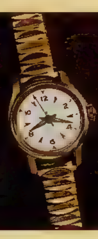


Nurses' 14K yellow solid gold precision timepiece is especially designed for career women. Dust-protected, shock-resistant 17 jewel movement. Sweep second. Gold-filled telescope expansion band
30-4561-Z-3500 **75.00**

As above: 10K yellow RGP.
30-4562-Z-2800 **59.50**

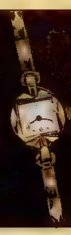


21 jewels and a flair for beauty. A shock-resistant, dust-protected movement. Those are the highlights of this superbly fashioned timepiece. Craved cushion case of 10K yellow rolled gold plate. Stainless steel back. Dome crystal, dot-and-figure dial. Gold filled telescope expansion band.
30-4563-Z-3995 **92.00**



17 jewels make this automatic self-winding watch accurate and reliable. Waterproof*, dust-protected, and shock-resistant. Sweep second. Radium dots, hands. Gold-filled case, expansion band. Steel back.
30-4564-Z-3990 . **92.00**

As above in white chrome
30-4565-Z-3500 **75.00**



21 jewel shock-resistant movement is guaranteed for life. Enchantment in 14K yellow solid gold is found in the simplicity of this beautifully designed square case with its stunning dial and dome crystal. . match-gold-filled telescope expansion bracelet. Dust-protected for durability.
30-4566-Z-4760.....**100.00**

**Stays waterproof and dust-protected as long as crystal, crown and back are intact and, if removed, expertly replaced.*

17 jewel shock-resistant movement. Luxury at a considerate price in 10K yellow rolled gold plate precision made case with stainless steel back and dome crystal. Perfectly matched, distinctive gold filled expansion band. Second hand. Gracefully fashioned numerals and hands of gold.
30-4500-Z-2590 . . Retail **55.00**

Waterproof*, shock-resistant, dust-protected 17 jewel. "Sunburst" dial, Stainless steel case, bracelet. Radium markers. Raised figures. Unbreakable crystal.
30-4501-Z-2450 . . Retail **52.50**

As above in yellow top, steel back, gold-fill band.
30-4502-Z-2660 . Retail **57.50**

Dust-protected, shock-resistant 17 jewel movement. The power of leadership is yours in this rectangular, yellow-gold filled, honored timepiece. Features a heavy rock crystal distinctive dial and hands. Gold-filled expansion band matches and stylizes case. Handsome but rugged! A dependable performer.
30-4503-Z-3260 . . . . Retail **71.50**

A superlative dust-protected and shock-resistant 21 jewel watch fashioned in brilliant 10K yellow rolled gold plate. Modern design case. Non-tarnish stainless steel back. Sweep second hand passes over Ultra-new trylone-and-figure dial. Gold-filled expansion bracelet. Sparkling heavy rock crystal.
30-4504-Z-3995 Retail **92.00**

CLINTON

Fine 21 and 17 jeweled movements carefully crafted into watches of accuracy . . . INCABLOC design cushions Ruby bearings so balance wheels are guaranteed *never* to break . . mainspring also guaranteed *for life*. Suggested Retail prices include Federal Excise Tax.

Winds itself . . . automatically . . on your wrist! Dust-protected and shock-resistant 17 jewel movement. Masculine style case of rectangular shape in 10K yellow rolled gold plate backed by stainless steel. Expansion bracelet.
30-4505-Z-3220 . Retail **67.50**

14K case of solid yellow gold. Dust-protected, shock-resistant 17 jewels movement. Distinctive dome crystal. Gold-filled expansion bracelet. The most beautiful time on your wrist. A reliable instrument of unerring accuracy.
30-4550-Z-3220 . . . . . Retail **67.50**

17 jewel movement, dust-protected, shock-resistant. The "easy-on-the-eyes" styling of a graceful yellow rolled gold plate case is matched by a "Visibility-Perfect," quick-reading dial. Stainless steel back. Dome crystal matched by a streamlined telescope-style expansion bracelet.
30-4551-Z-2420 . . . **49.50**

17 jewel movement is both dust protected and shock-resistant. The continental styling of the exquisite case is sculptured in glittering yellow rolled gold plate. Trimly tailored expansion band is gold-filled and in the comfortable telescope pattern. Stainless steel back. Dome crystal
30-4552-Z-2520 **52.50**

17 lifetime Ruby jewel bearings in a wonderfully crafted timepiece of lustrous 10K yellow rolled gold plate. Stainless steel back. Reliably accurate movement is protected against dust to guarantee lasting accuracy. Gold-filled combination link expansion band.
30-4553-Z-2730 . . **59.50**

Classic loveliness in a contemporary square case of rich, solid 14K yellow gold. Dust-protected 17 jewel, shock-resistant movement. Gold-filled telescope expansion band. Dome crystal
30-4554-Z-3290 **71.50**

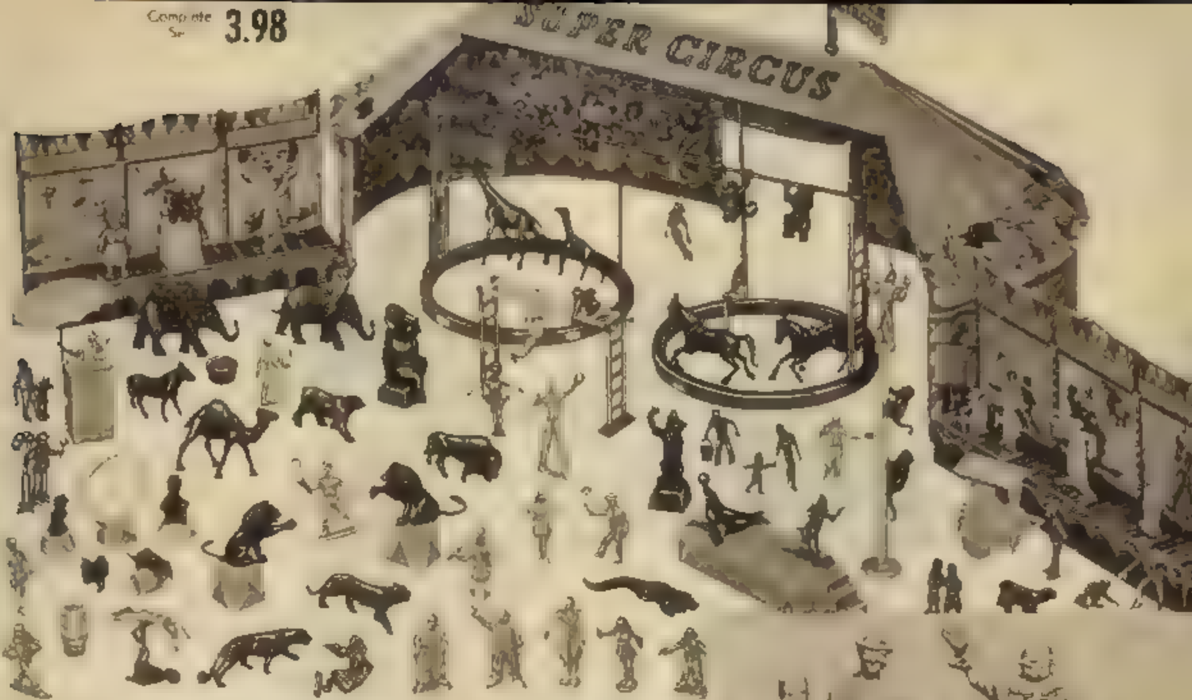
As above: 10K yellow RGP, with stainless steel back.
30-4555-Z-2590 **55.00**

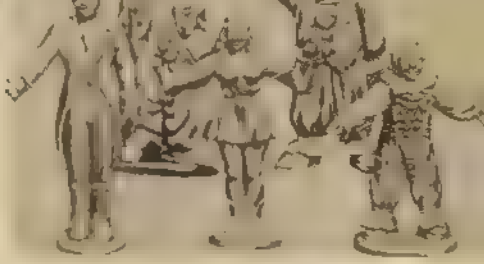
Tiny case of solid 14K yellow gold luxuriously matched by an exquisite gold-filled expansion bracelet. Dust protected, shock-resistant 17 jewel movement. Square-shape precision case. Dome crystal.
30-4556-Z-3500 . . . . . **75.00**

As above 14K white gold.
30-4557-Z-3500 . . . . . **75.00**

**Stays waterproof and dust-protected as long as crystal, crown and back are intact and, if removed, expertly replaced.*

Complete Set 3.98



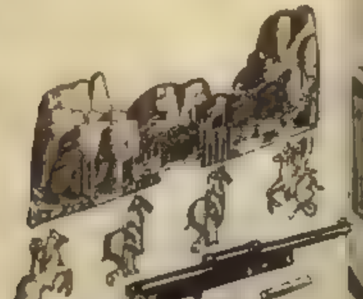


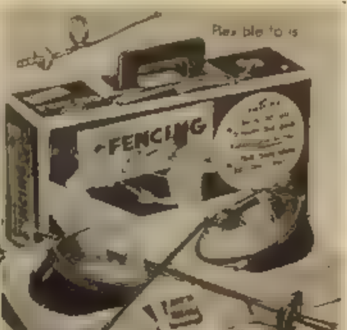
Here's "Super Circus"...TV Favorite

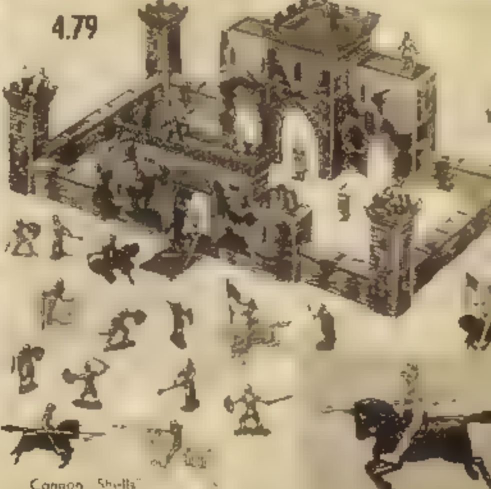
- Exciting replica of television's favorite "Big Top" show
- Includes famous TV performers, circus trappings, animals

It's Super Circus ... greatest show on earth! Let Claude Kirchner, Mary Hartline, Cliffy, Scampy, Nicky the clowns be star performers. "Big Top" steel tent 0x9x25 in. gaily lithographed inside and out with realistic circus scenes. 2 wings form big mid-way. Over 80 pcs. ... aerialists' monkeys grasp swings, bars. 35 vinyl plastic performers; 10 Wild animals, 15 circus animals. Circus equipment includes, platforms, signs, popcorn wagon. Easy to assemble.

R35 P 5012 Mailable (8 lbs.) 3.98







DAVY CROCKETT TARGET

- Thrilling Davy Crockett rifle shoots soft rubber safety-tip plastic shells

Ready, aim, fire—Indians fall when sharpshooters hit. 3-pc. wood and fiberboard background has "3-D" frontier effect—enables player to place Indians in strategic positions, about 22x8 in. high. 6 colorful Indians about 5 in. tall. Bears Davy Crockett's name and picture on Blue wooden stock of 22-in. rifle. 3 rubber tipped plastic shells. Shpg. wt. 2 lbs. 8 oz.

35 P 5088 Mailable 2.69

MUSKETEER FENCING SET

- Safe flexible plastic foils, safety tip exercisers—co-ordination builders

"Engarde" ... prepare to "duel" like thrilling story book heroes! Set of two 24-in. harmless plastic foils. Each with large rubber tipped end. Safety foil guards protect the hands. Child's head protected by clear flexible plastic mask with elastic band—fits most sizes. Two 2-in. plastic hearts, 2 Jr. Musketeer buttons. Corrugated carrying case 12x23 inches long.

R35 P 5060 Mailable (4 lbs.) 2.69

BIG "KING ARTHUR" CASTLE SET

- Exciting medieval castle of lithographed steel
- Realistic details, cannons shoot harmless balls

Join "King Arthur" and his gallant knights on crusade! 14 realistic vinyl plastic knights have swords, shields. 4 with removable lances, 6 battle-dressed horses, 2 removable Banner Bearers, 4 "action" Lancers. Plastic drawbridge raises and lowers. All 3 cannons shoot safe plastic balls (30 incl.). Easy to assemble.

R35 P 5007 14x13x8 in. high. Mailable (6 lbs.) 4.79

Electronic Truck

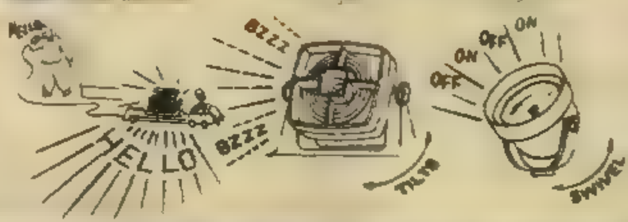
GIANT ELECTRONIC SOUND TRUCK

- Speaks through powerful portable speaker
- Operates powerful revolving searchlight
- Sends code by buzzer and blinker signals
- Operates the [illegible]

8.95

Broadcast [illegible] traffic [illegible] send secret code messages. Speak into detachable [illegible] microphone, hear your voice amplified loud and clear through powerful [illegible] mounted permanent magnet speaker. [illegible] searchlight [illegible] the darkness [illegible] and code controlled with [illegible] electronic [illegible] tones. [illegible] separate [illegible] speaker [illegible] a separate [illegible] high impact plastic. Battleship Blue Gray [illegible] Gold [illegible] Seven [illegible] batteries and [illegible] feet microphone wire [illegible]

K35 F 5553 Mailable [illegible] lb [illegible]



wrist radios
wrist radio

3.49

Talk from upstairs to basement, from house to garage

5.95

DICK TRACY 2 WAY WRIST RADIO [illegible] works [illegible] or both [illegible] Transmit secret orders and code [illegible] receiver and talks into [illegible] Track down [illegible] suspects [illegible] code messages [illegible] signal [illegible]

[illegible] wrist [illegible] phone [illegible] 3.49

NEW ELECTRIC TELECOM SET. Talk from room to room, from house to garage, basement [illegible] voice is clearly transmitted [illegible] and a handy step saver for mother too. No installation [illegible] simple [illegible] phone and set them up in any location [illegible] Press signal lever for party's attention [illegible] the phone at the other end buzzes [illegible]

Modern design [illegible] compact plastic [illegible] wire prevents [illegible] Two [illegible] batteries [illegible] 35 F 5545 [illegible] Complete 5.95

Budget Power can bring you more of the good things of life . . . today

Complete Set 5.89
FORT APACHE

3.98

70 PC. MILITARY TRAINING CENTER

- Realistic pieces. fun the year around
- Machine gun shoots harmless bullets

Action galore with 2 combat vehicles, 8-in. radar truck, 5-in. jeep! 50 vinyl plastic soldiers—some can ride in cars. 5 machine guns, one actually fires safe plastic bullets (incl.). Lithographed steel headquarters 11x7x6 inches high; 8 sections interlocking fence, many other pcs.
R35 P 5008. Mailable. Shpg. wt. 6 lbs.....3.98

Davy Crockett's Giant Stockade Set

- Lithographed steel headquarters; plastic stockade and 2 blockhouses
- Well over 80 pieces . . . soldiers, Indians, powder kegs, churn, etc.

Station frontiersmen—post "sentinels" in blockhouses . . . re-live the days of Davy Crockett. Realistic "log" headquarters, 11 interlocking plastic stockade sections, each abt. 4x6 in. long. Gate swings open. Two ladders lead to each blockhouse. 12 frontiersmen. 20 Indians in action poses, 4 horses with removable saddles all i high impact plastic. Set includes canno that shoots plastic balls, 6-in. tepee, fla pole, 2 powder kegs, tree "fire" wi kettle, log pile. anvil. Also life-like sta ues of 4 American heroes.
R35 P 5009. Mailable. (4 lbs.) . 5.8

Take apart . . put together! Make "repairs with jack and wrench

2
3.59

3
2.69

"Explodes" when hit.

1
Torpedo
1.79

1 "TORPEDO" SET

- Battleship "explodes" when directly hit!

Aim submarine torpedo at battleship target . . . then fire! Spring-action magazine releases wood torpedo. Easy to reassemble ship after "Explosion". All high impact plastic; battleship 13 in. long, submarine 12 in. long. Both float in water, or roll on floor.
35 P 5262 (1 lb.) .1.79

2 ALAMO EXPRESS

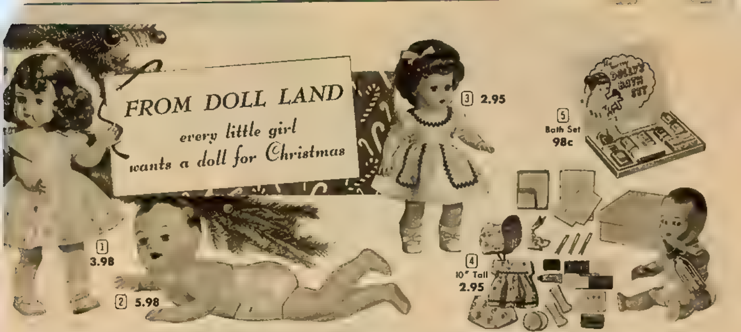
- Realistic Davy Crockett stage coach of yesteryear

Sturdy plastic; metal hubs, axles; abt. 15x6x8 in. high. Horses, harness, reins detach. Removable driver holds whip or reins. Remove wheels with tools, doors open, wheels turn. Gun, "gold" chest. A thrilling play or display piece. Shpg. wt. 2 lbs 12 oz.
35 P 5050 . 3.59

3 36-PC. CARAVAN

- Scaled plastic replicas of Kit Carson's caravan

Hitch up the horses to th wagons . . . it's California bust! Red coach, buckboar covered wagon; 4-hor teams; 2 horses with detac able saddles. riders; 6 r movable passengers, 6 fi ures in action poses, yoke Wagons 6x3x3 in. High i pact plastic. Mailable.
R35 P 5069 (3 lbs.) 2.6



1 **Walking Doll** with sleeping eyes. Saran wig, 2 curlers. Plastic head turns from side to side, movable plastic arms. Organdy dress, rayon socks, vinyl shoes, cotton panties.
48N3635—About 15" tall. Delivered.... 3.98

2 **Can Wear Clothes of a Year-Old Baby.** Latex body, vinyl head, lashed sleeping eyes, coo voice. Flannelette diaper with pins.
48N3001—Abt. 25" tall. Delivered...... 5.98

3 **Poodle Cut in Rooted Saran Hair.** Latex body, arms, legs, vinyl head, sleeping eyes. Ricrac-trimmed dress, panties, socks, shoes.
48N3689 —Abt. 12" tall. Coo voice.... 2 95

4 **Plastic Wetums Doll,** complete layette Sleeping eyes, movable arms, legs Cotton dress, bonnet, panties, shirt, flannelette sheet, diapers, terry cloth towel and much more
48N3517 —About 10" tall. Delivered.... 2 95

5 **Dolly's Bath Set,** a gift to delight any young "mother" Everything a dolly needs for her bath, all items safe and harmless. Includes sponge, towel, facecloth, 2 tubes assorted bubble bath, tube of talcum powder. Tube of foot powder, flexible tube of spray deodorant, bottle of shampoo, cake of soap, bottle of cologne. She'll love to play with this set.
48N3552—Set, delivered.............. 98c

DESCRIPTION OF DOLLS SHOWN ON PAGES 2 AND 3

A **"Dream Girl", Our Finest Doll,** nearly 26" of irresistible "baby" from the top of her curly head to the tip of her dainty toes. She has a soft latex body, and pretty flesh-like movable vinyl arms and head. Rooted Saran hair can be combed and brushed and even curled with her own curlers. She'll close her eyes to sleep, and coo lovingly when cuddled. She's dressed in a flocked ninon dress with domed fasteners. Net trimmed taffeta slip. Matching bonnet has ribbon and net trim. A little bouquet trims her waist, and she wears vinyl shoes and silk socks. Matching toy wrist watches, one for dolly, one for "mother". Assorted colors.
48N3038—Abt. 26". Delivered........ 14.95
48N3039 -Abt. 23". Delivered........ 12.95
48N3040—Abt. 20". Delivered. 10.95

B **24" Baby Doll** just as your little girl has dreamed about. Soft, washable rubber 1-pc. body, vinyl head. Rooted Saran hair, with her own curlers to help keep her well groomed. Sleeping eyes, coo voice. Striped taffeta dress with waffle pique yoke, and embossed organdy apron trimmed with ricrac and ribbon. Matching bonnet, shoes, socks and panties complete her ensemble. In assorted colors.
48N3041—About 24" tall. Delivered.... 9.95
48N3042—About 22" tal.. Delivered.... 7.95
48N3043 -About 19" tall. Delivered... 5.95

C **Oh, What a Beautiful Baby Doll!** So big and lifelike, so prettily dressed, she'll catch the heart of your little girl. Huggable latex body, attractive, realistically molded vinyl turning head, long-lashed sleeping eyes, coo voice. Dressed in a rayon taffeta dress with organdy ruffle at neck—a fashionable party-dressed playmate. Knitted cotton panties, rayon-cotton socks, shoes. Assorted colors.
48N3047—About 25" tall. Delivered.... 7.95
48N3048—About 20" tall. Delivered. .. 5.95

D **"Kandy", a 22" Girl Doll** all dressed up like her little "mother". Washable 1-pc. rubber body. Vinyl swivel head, lovely molded bun, plastic moving eyes. Dressed in a taffeta skirt, a pastel ninon blouse with ruffles at neck and sleeves. Velvet bow and plastic belt put a dainty finishing touch to her dress. Lady-like lace-trimmed camisole, panties, shoes and socks. All in assorted colors.
48N3044—About 22" tall. Delivered.... 5.95

E **Dressed in Her Sunday Best** coat and bonnet, this doll is sure to please any little girl. Her body, arms and legs are of washable latex rubber, she has vinyl head, sleeping eyes, coo voice. Coat, bonnet and muff are of soft blanket cloth, trimmed with satin ribbon, silk braid and fluffy white marabou. She wears a lovely organdy dress, and her outfit is completed by broadcloth slip, panties, plus shoes and silk socks All in assorted colors.
48N3046—About 20" tall. Delivered.... 6.95
48N3682—About 16" tall. Delivered.... 4.95

F **"As Snug as a Bug in a Rug"** is this baby doll in her cute, fleecy flannelette snow suit, matching bonnet. Soft latex body, vinyl molded head, sleeping eyes, and coo voice. And she carries her own cuddly rayon plush panda.
48N3045—About 21" tall. Delivered.... 6.95

G **Susie Steps, a Playmate your Little Girl** will love. She sits, stands, sleeps and walks. Soft vinyl head with rooted Saran hair, sleeping eyes. Hair is in a stylish pony tail, and she has 4 vinyl curlers of her own. Plastic body, arms, legs. She's wearing a lovely taffeta dress with puffed sleeves, an adorable waistcoat trimmed with long ribbon bows. Panties, knitted socks, and soft non-slip vinyl shoes. Assorted colors. Mama voice.
48N3050—About 20" tall. Delivered.... 8 95

H **Truly Lovable,** this 23" doll can walk, kneel, sit, sleep or turn her head. She has plastic head, body arms and legs (legs bend at knees and hips). Her Saran hair, in pert pigtails, can be combed, curled, brushed or waved She wears dress with daintily trimmed apron, panties, knitted socks non-slip vinyl shoes. Assorted colors
48N3051—About 23" tall. Delivered... 12.95

J **Saucy Walker, a Wonderful Little Walking Companion** for your girl. All plastic head, body, arms and legs. Saran hair can be combed, curled, brushed and waved. Sleeping eyes. She's dressed in a lovely gabardine coat with satin trim, tam and purse of the same material. She also wears a trimmed dress, panties, knitted socks, non-slip vinyl shoes. In assorted colors.
48N3049—About 23" tall Delivered... 10.95

K **"Curly-Top Annette"**—a pert baby doll who just begs to be cuddled. She has a composition head with lashed sleeping eyes. Softly stuffed cotton body, latex rubber arms and legs. Her silky hair is made of miracle Saran—can be washed, combed and curled. 3 vinyl curlers included. She is dressed in a lace-trimmed, flocked ninon dress with matching bonnet, broadcloth slip, rubber pants, shoes and silk socks. Assorted colors.
48N3053—About 24" tall Delivered.... 5.95

L **A Real Bundle of Charm** is this 22" cooing baby doll Her soft vinyl swivel head has plastic lashed sleeping eyes Washable latex rubber body, arms and legs, coo voice. She carries her own jingling rattle Wears a sheer, flowered ninon dress and bonnet with lace and satin ribbon. Cotton slip, knitted panties, shoes and silk socks. Clothes in assorted colors.
48N3055 —About 22" tall. Delivered.... 7.95
48N3054 —About 20" tall. Delivered.... 5.95

M **The Proud Little "Mother"** will want to show this lovely baby doll to all her friends. She is fully 16" long, has a composition head with lashed sleeping eyes. Saran wig looks like real hair. Latex arms and legs. Softly stuffed cotton body with crier. Dress and poke bonnet are of plain and printed taffeta, with lace and braid. Rubber panties, shoes and socks.
48N3688—About 16" tall Delivered.... 3.95

N **A Happi-Time Playmate for the Little "Mother".** Soft, pliable all latex body, arms, legs. Lifelike vinyl head with lustrous rooted Saran hair that can be washed and combed, and sleeping eyes. Dressed for a party in her ninon dress trimmed with colored ribbon and lace, and ninon bonnet: cotton slip, panties, rayon socks ,and shoes. Assorted colors.
48N3675 About 17" tall. Delivered.... 4.95

P **Lovable Baby Doll** all ready for bed in her cosy cotton flannelette sleepers just like her "mother's". Soft, cuddly latex body, arms and legs, pretty molded hair, wonder-wide glassine eyes, coo voice. About 16 inches tall.
48N3633—Price, delivered............ 2.29

R **Beautiful Bride** has rooted Saran hair that can be washed, combed, curled. Lovely vinyl head with lashed sleeping eyes. Soft latex body, coo voice. Wedding gown is as pretty as a little girl's dream. It's fashioned of embossed satin with fancy trimmings, topped by a net veil, and complete to a bridal bouquet. Panties, shoes, and socks are also included.
48N3683—About 15" tall. Delivered.... 4.79

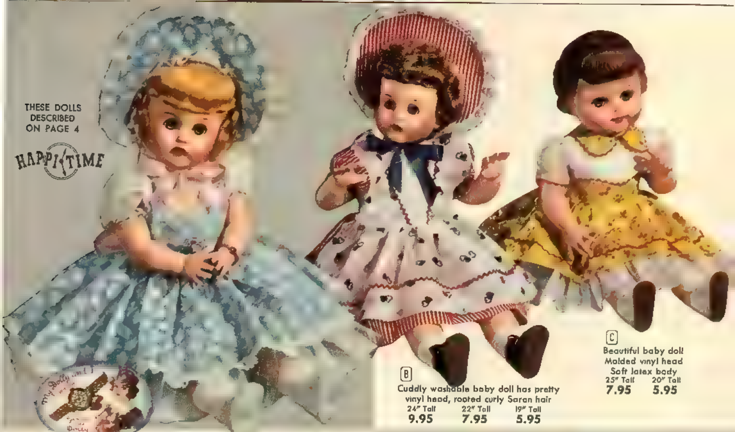
T **Adorable "Topsy" Doll** has a soft vinyl head, latex body, arms and legs. Her curly black rooted Saran hair can be done to suit her "mother's" fancy. Sparkling sleeping eyes, and a coo voice. She wears a waffle picolay cotton dress with pert ricrac trim, panties, shoes and socks. A lovable little girl.
48N3687—About 15" tall. Delivered.... 3.95

U **Adorable "Baby"** in a knitted jacket and bonnet over a fluffy organdy dress, she also wears a cotton slip, knitted cotton panties, rayon socks and shoes. Pert face, molded moving vinyl head, lashed sleeping eyes, soft, huggable latex body. Soft cooing voice. A wonderful dolly for a little girl, from Santa.
48N3014 -About 16" tall. Delivered.... 4.95

W **"Rock-Me Baby",** she closes her eyes slowly and falls asleep only when she's rocked in "mother's" arms, or in her cradle. She wakes when she's picked up and patted gently. She has a pretty plastic head, moving eyes, with thick lashes that droop slowly as she falls asleep. Soft latex body and coo voice. Dressed in soft flannelette pyjamas, and wrapped in a warm eiderdown blanket trimmed with satin and ribbon. She's tucked in her own cradle of sturdy cardboard. About 16" tall.
48N3052 Doll and cradle, del'd...... 7.79

X **Cuddly Bedtime Twisty Doll.** Because of an ingenious manufacturing method, she can be made to assume and keep almost any position. Kneeling, sitting, she seems almost alive. She has chubby, soft latex body, arms and legs. Pretty vinyl head has rooted Saran hair that can be washed, combed, set. She's dressed in an adorable striped flannelette sleeper with a zipper all the way down the front. Matching pixie nightcap with tassel. White ribbed cuffs on arms, legs, hat. Pretty ribbon on neckline Her little matching bootees can be taken off. Lovable coo voice. About 16" tall
48N3686—Price, delivered............ 4.95

Y **"Just Born" Baby** has beautifully sculptured head, lashed moving eyes. Cuddly latex body, and a baby voice. Dressed in flannelette kimono and diaper. Wrapped snugly in a warm, thick eiderdown blanket and wide ribbon bow. She'll capture your little girl's heart.
48N3684 -About 17" tall. Delivered.... 3.95
48N3685—Abt. 15". Glassine eyes. Del.. 2.95



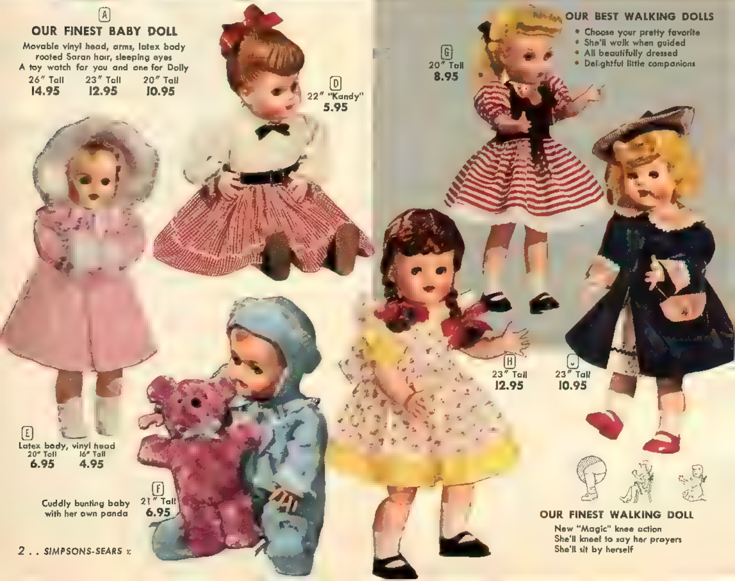
THESE DOLLS
DESCRIBED
ON PAGE 4

[B]
Cuddly washable baby doll has pretty vinyl head, rooted curly Saran hair

24″ Tall	22″ Tall	19″ Tall
9.95	**7.95**	**5.95**

[C]
Beautiful baby doll
Molded vinyl head
Soft latex body

25″ Tall	20″ Tall
7.95	**5.95**



[A]

OUR FINEST BABY DOLL

Movable vinyl head, arms, latex body
rooted Saran hair, sleeping eyes
A toy watch for you and one for Dolly

26″ Tall	23″ Tall	20″ Tall
14.95	**12.95**	**10.95**

[D]
22″ "Kandy"
5.95

OUR BEST WALKING DOLLS

- Choose your pretty favorite
- She'll walk when guided
- All beautifully dressed
- Delightful little companions

[G]
20″ Tall
8.95

[E]
Latex body, vinyl head

20″ Tall	16″ Tall
6.95	**4.95**

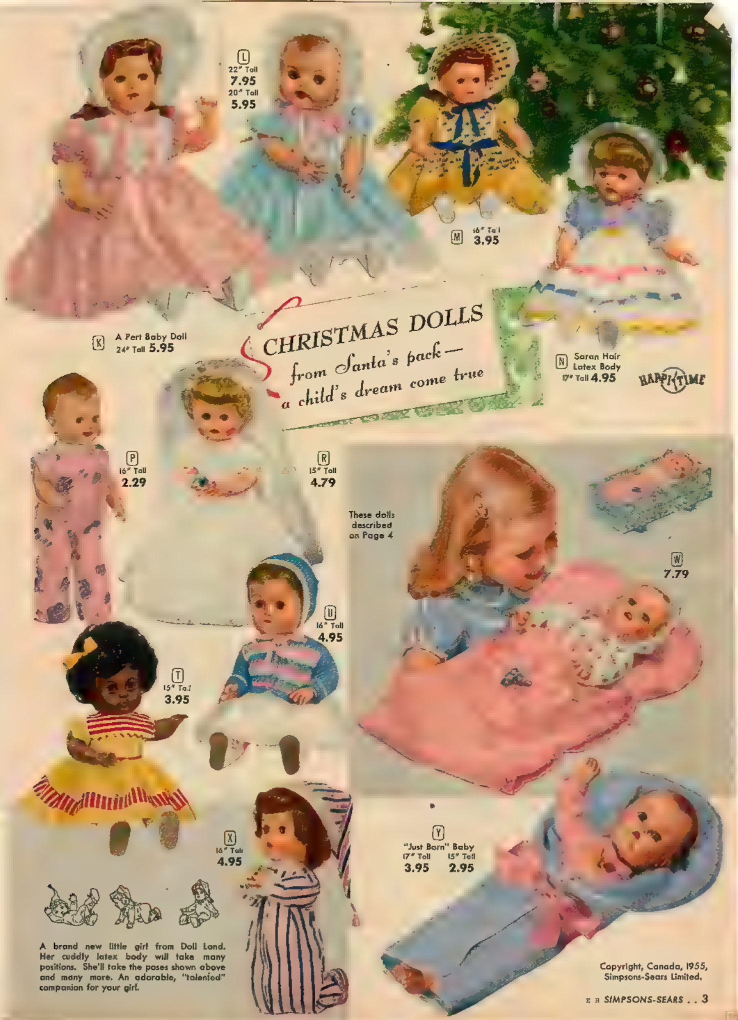
Cuddly bunting baby
with her own panda
[F]
21″ Tall
6.95

[H]
23″ Tall
12.95

[J]
23″ Tall
10.95

OUR FINEST WALKING DOLL

New "Magic" knee action
She'll kneel to say her prayers
She'll sit by herself



CHRISTMAS DOLLS
from Santa's pack— a child's dream come true

K A Pert Baby Doll
24" Tall 5.95

L 22" Tall
7.95
20" Tall
5.95

M 16" Tall
3.95

N Saran Hair
Latex Body
17" Tall 4.95

P 16" Tall
2.29

R 15" Tall
4.79

These dolls described on Page 4

U 16" Tall
4.95

W 7.79

T 15" Tall
3.95

X 16" Tall
4.95

Y "Just Born" Baby
17" Tall 3.95
15" Tall 2.95

A brand new little girl from Doll Land. Her cuddly latex body will take many positions. She'll take the poses shown above and many more. An adorable, "talented" companion for your girl.

Copyright, Canada, 1955,
Simpsons-Sears Limited.

EFFANBEE, the most famous name in dolls now presents DY-DEE, the most up-to-date feature packed doll of all!

The new, amazing
*DY-DEE doll
does everything!
Has more
play value features
than any other
wetting
doll!

Available with
select—fine—
lambskin wigs

WEEPS REAL TEARS,
[redacted]

Unique DY-DEE DOLL actually sheds tears from ingenious ducts!

DY-DEE

EXCLUSIVE MAGIC EYE IS ALMOST HUMAN

Eyes can close while standing up ...can stay open while lying down!

EFFANBEE

DRINKS (SITTING UP, TOO)

The only doll that can drink lying down or sitting up! Extra fun—extra sales—in this DY-DEE exclusive!

DY-DEE

WETS S-L-O-W-L-Y

Outlet valve is arranged to prevent mess. Slow wetting process keeps child's clothes neat and dry!

EFFANBEE

SPOON OR
[redacted]

Sips from a spoon or straw like a real baby—what a treat for little mothers!

DY-DEE

BREATHES

Inhales... exhales
even blows
soap bubbles!

EFFANBEE

[redacted]
FOR HER BOTTLE

An added thrill for kids when the DY-DEE DOLL actually cries for her bottle!

DY-DEE

Stock the DY-DEE WARDROBE for extra sales! Specially designed clothing and layette available at low cost for big profits!

EFFANBEE *Durable Dolls*

HEART OF THE DOLL INDUSTRY

200 Fifth Avenue, New York 10, N.Y.

* Trademark Reg

An Eye-Catching Way To Say "Young And Gay" Orlon Plush Dacron-Stuffed Animals are WASHABLE!
EASY AS ABC TO SET UP!

YOU'LL CLEAN UP WITH THIS SENSATIONAL

"Young and Gay" DISPLAY!

Here's the display that SELLS and SELLS and SELLS! Here's the sensationally new line of animals that WASH and WASH and WASH!

The secret is in "Young And Gay's" high-quality Dacron-stuffing and Orlon Plush—a feature that triples on-sight sales of this newest, hottest line of all! Kids and grownups will take to these cute cuddle-up pets as easily as these animals take to water!

Get the line that's a sure bet to be a fast mover! Get the display that's a cinch to clinch sales!

Still time to order "Young And Gay" Bunnies for bang-up Easter sales!
Retails from **$2.95** to **$3.95**

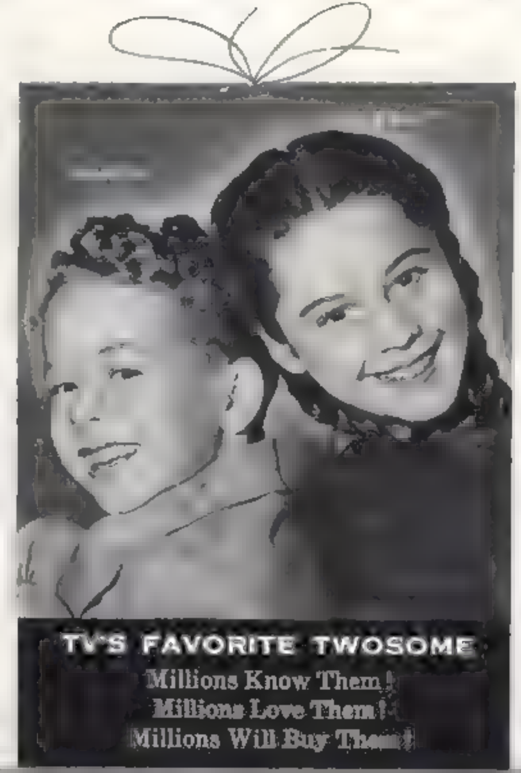
Sole Distributor: **EFFANBEE** *Dolls*
200 Fifth Avenue, New York 10, N.Y.

MAKERS OF THE FAMOUS Dy-Dee DOLL

make room on your shelves for "Rusty" and "Sherry"

the "Make Room for Daddy" Dolls!

...and you'll need more room in your cash register!


TV'S FAVORITE TWOSOME
Millions Know Them!
Millions Love Them!
Millions Will Buy Them!

EFFANBEE
Durable
Dolls

Effanbee and Danny Thomas Score A Scoop!

Millions look at and love "Make Room For Daddy", the award-winning TV show starring Danny Thomas, Jean Hagen with Sherry Jackson and Rusty Hamer.

Now Effanbee proudly presents "Sherry" and "Rusty" dolls – one of the biggest sales-making, profit-making ideas in the industry!

TV Now Means Terrific Volume For You!

These dolls will be one of your top pre-sold items! Capitalize on the wide-spread popularity of these lovable characters!

Another Effanbee exclusive!

EFFANBEE *Durable Dolls*
200 Fifth Avenue, N Y 10 N Y

MAKERS OF THE FAMOUS Dy-Dee DOLL

5
20 In
Li'l Darlin
9.95
I am an
EFFANBEE
DOLL

6
23 Inch
Cuddle Babe
12.95
I am an
EFFANBEE
DOLL

"...We're All Dressed for Winter!"

1 BETSY WETSY WEEPS REAL TEARS! Just squeeze her cuddly body—tears roll down her cheeks. You even have to wipe her nose! Give her a drink from her own bottle—change her diapers. Washable, fully jointed vinyl plastic body; sturdy plastic head, go-to-sleep eyes. Wears cotton diaper, shirt. Layette incl. organdy dress, bonnet, cotton slip, cotton knit bootees, bottle, nipple, extra diaper, washcloth, soap, safety pins, 6 clothes pins, tissues, 3 soft cotton daubers.
35 J 3716. 13-in. Doll, Layette. (2 lbs.) 6.98
35 J 3717 16-in. Doll, Layette. (2 lbs. 10 oz.) 8.98
11½-IN DOLL (without shirt) comes with flannel nightgown, bottle, 2 diapers, 3 daubers, soap, safety pins.
35 J 3715. Doll and Layette. (1 lb. 12 oz.).. .....5.39

2 DRINK 'N' WET DOLL, LAYETTE. Cuddly latex baby drinks from her bottle—then wets her diaper. Practically unbreakable plastic head, go-to-sleep glassene eyes. Fully jointed latex body is fun to wash. Wears cotton flannel diaper. 12-pc. layette includes wrap-a-round blanket, bottle, nipple, extra diaper, socks, shoes, washcloth, sponge and soap, 2 pretty dresses with matching bonnets.
35 J 3661. 18-in. Doll, Layette. (3 lbs.).........5.98
35 J 3660. 12-in. Doll, Layette. (1 lb. 15 oz.)......3.98

3 28-INCH BABY WEARS REAL BABY CLOTHES! Latex body, molded vinyl head; lashed eyes that sleep. Jointed arms; wears panties only—dress her in outgrown size 1 baby clothes! Coo voice will endear her to any little "mommy."
R35 J 3728. 28 inch Doll. (6 lbs.).......... ...5.69

4 'DY-DEE' AND LAYETTE. Cries real tears! Lay her down, eyes close—stay open when head is turned! Blows bubbles, sips—loves bath. Feed her, play with her awhile—then she wets! Molded rubber body, jointed arms, legs; plastic head, washable fur wig. Diaper, shirt. Organdy dress, bonnet, lawn slip, flannel pajamas, socks, shoes, bottle, straw, spoon. Q-tips, pacifier, bubble pipe, bubble bath powder, tissues, booklet on Dy-Dee Doll Care.
35 J 3558. 15-in. Doll, Layette. (4 lbs.).......14.95
35 J 3557. 11-in. Doll, Layette. (2 lbs. 10 oz.)....9.95
R35 J 3559 20-in. Doll, Layette. (7 lbs.)....... .22.95

5 20-INCH "LI'L DARLIN'." Every little girl's sweetheart, clutches rattle in pudgy hand. All skin-like vinyl, she's washable from molded hair to tiny feet—coos sweetly when hugged. Curly-lashed glassene eyes close for naps. Features are baby-true in detail.
Wears lacy, embroidered organdy christening gown with matching cap; lacy lawn slip, diaper, ribboned bootees. Tucked snugly in woolly, satin-bound blanket tied with a big ribbon. A doll your little girl will cherish for years.
R35 J 3561 20-in. Doll. (6 lbs.)... 9.95

6 23-IN "CUDDLE UP BABE." Who could resist this dimpled darling? Her soft, washable vinyl body was made for hugs, her big go-to-sleep eyes have long lashes. She's cut two front teeth, so usually sucks her finger. Carries cute plush toy; wears "chinchilla" cloth ribbon-bound bunting and hood over flannel robe, diaper, bootees.
R35 J 3560. 23-in Doll (7 lbs.) .12.95

7 CHUBBY SNOW SUIT BABY has soft latex body, molded vinyl head with long-lashed glassene eyes-that-sleep. Coos, carries rattle in hand. Blue and White flannel snow suit, bonnet.
R35 J 3747. 18-inch Doll. (4 lbs.) .4.98

8 DOLLY DRESSED FOR WINTER in a Pink "chinchilla" cloth coat, loop-stitched peter pan collar and cuffs, matching bonnet. Beneath she wears a delicate, lacy White organdy dress with cotton half slip, panties, socks and shoes. Washable latex body and flesh-soft vinyl head, molded hair. Long lashed glassene eyes close for sleep. Coo voice. The dolly she's always wanted—priced low for Holiday budgets.
R35 J 3748. 18-in. Tall. 4 (lbs.)....4.98

See Page 287 for Spiegel Budget Power ... stop dreaming ... start living

I WALK . . . I CRY . . . I KNEEL
. . . AN' MY NAME IS TEENA

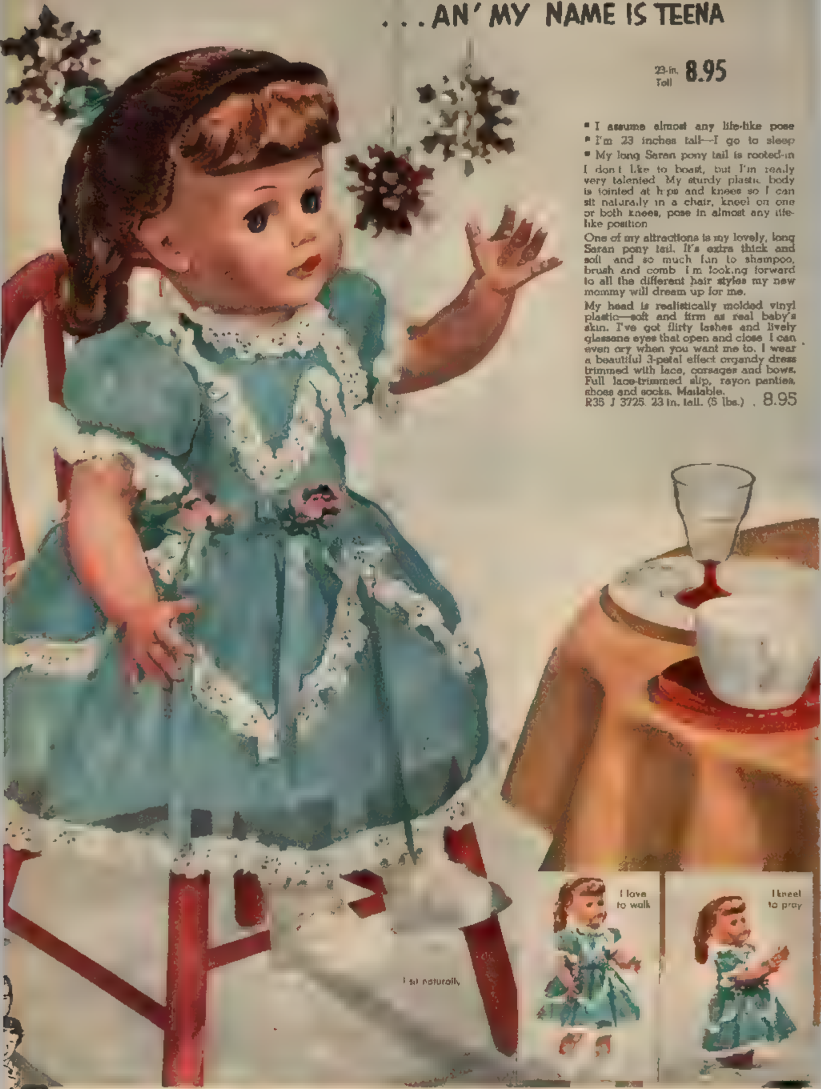
23-in. Tall **8.95**

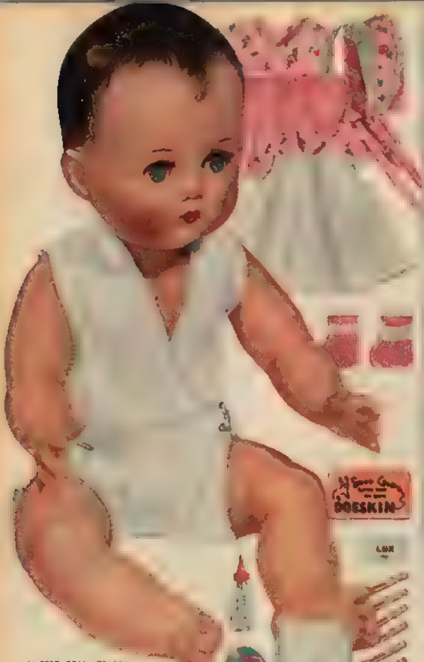
- I assume almost any life-like pose
- I'm 23 inches tall—I go to sleep
- My long Saran pony tail is rooted-in

I don't like to boast, but I'm really very talented. My sturdy plastic body is jointed at hips and knees so I can sit naturally in a chair, kneel on one or both knees, pose in almost any life-like position.

One of my attractions is my lovely, long Saran pony tail. It's extra thick and soft and so much fun to shampoo, brush and comb. I'm looking forward to all the different hair styles my new mommy will dream up for me.

My head is realistically molded vinyl plastic—soft and firm as real baby's skin. I've got flirty lashes and lively glassene eyes that open and close. I can even cry when you want me to. I wear a beautiful 3-petal effect organdy dress trimmed with lace, corsages and bows. Full lace-trimmed slip, rayon panties, shoes and socks. Mailable.
R35 J 3725. 23 in. tall. (5 lbs.) . 8.95





WEEPS REAL TEARS!

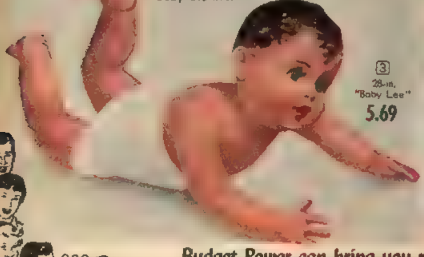
1 13-in. Betsy Wetsy with Layette **6.98**

Squeeze her she cries

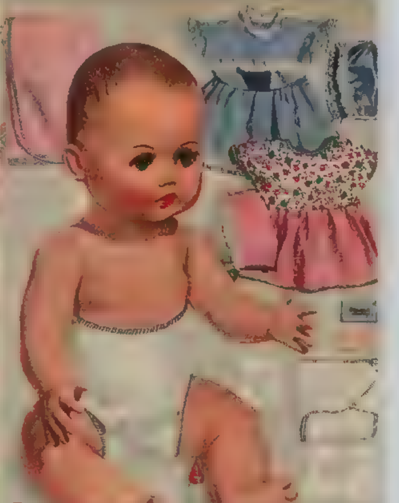
Feed her she wets

Bathe her she's washable!

Wears Size One Baby Clothes!

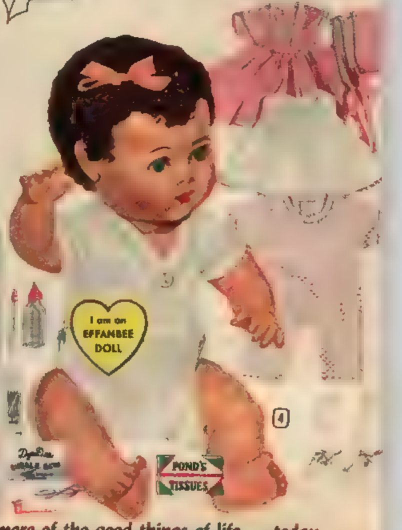


3 28-in. "Baby Lee" **5.69**

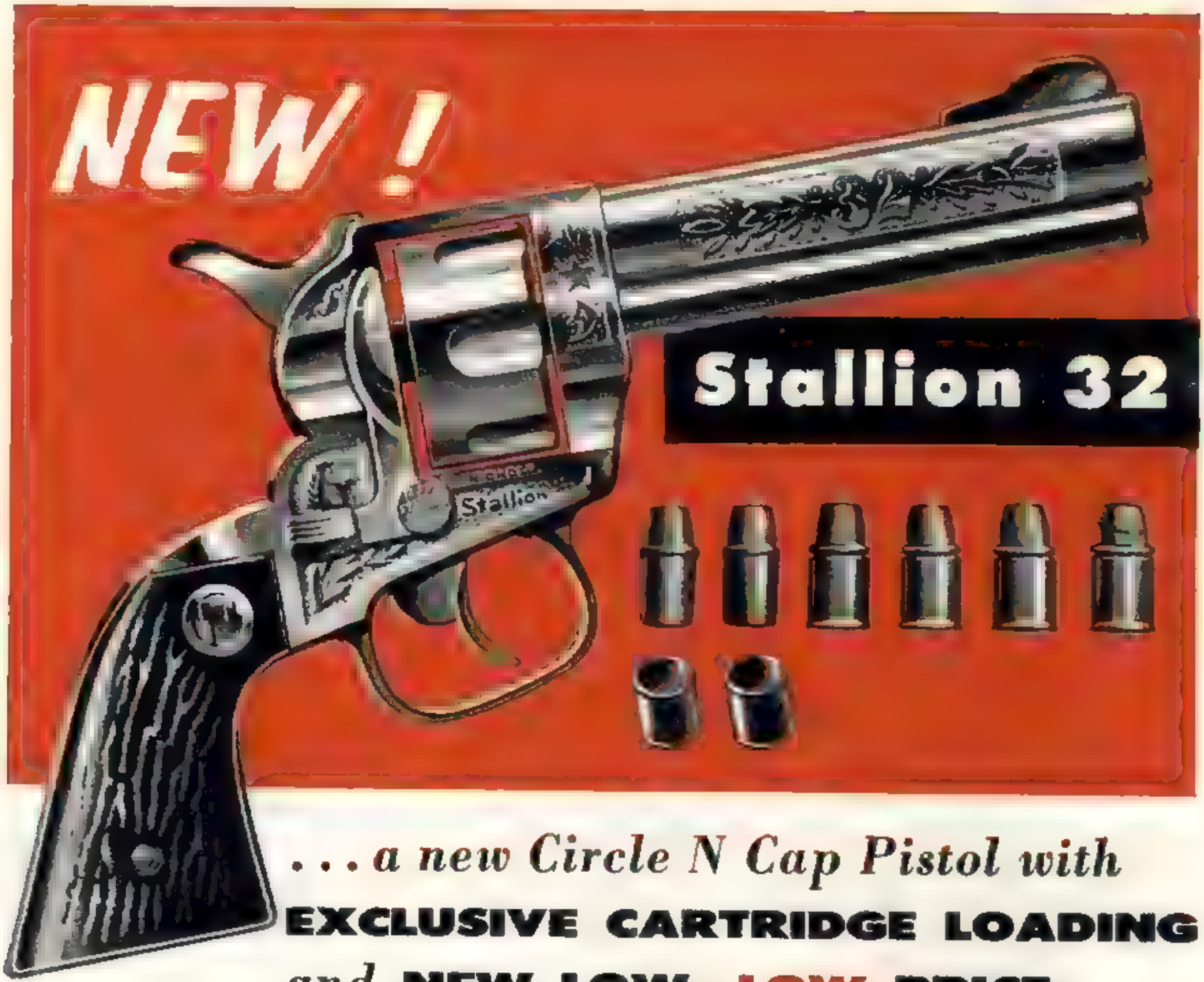


2 **3.98**

"We Drink and Wet"


I am an EFFANBEE DOLL
PONDS TISSUES

4



. . . *a new Circle N Cap Pistol with* EXCLUSIVE CARTRIDGE LOADING *and* NEW LOW, LOW PRICE

Here's that low price you've been asking for . . . combined with authentic western design and cap cartridge loading. It's a sure fire hit for the young tykes that are too small for the Stallion .45 or .38.

- Cap cartridge loading
- Western design
- Durable nickel finish
- Backed by service policy

SEE THIS BRAND NEW FAST-SELLING ITEM ON DISPLAY AT THE TOY FAIR

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HEDGER ASSOCIATES, 209 South State St., Room 1614, Chicago 4, Illinois
JACK ROBBINS, 2211 North 51st St., Philadelphia 31, Pennsylvania
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T. H. BRAUKMAN COMPANY, 950 South Adams Way, Denver 9, Colorado
J. WARREN WILEY, 200 Fifth Avenue, Room 450, New York, New York

NICHOLS Industries, Inc.
P. O. BOX 192 • PASADENA, TEXAS

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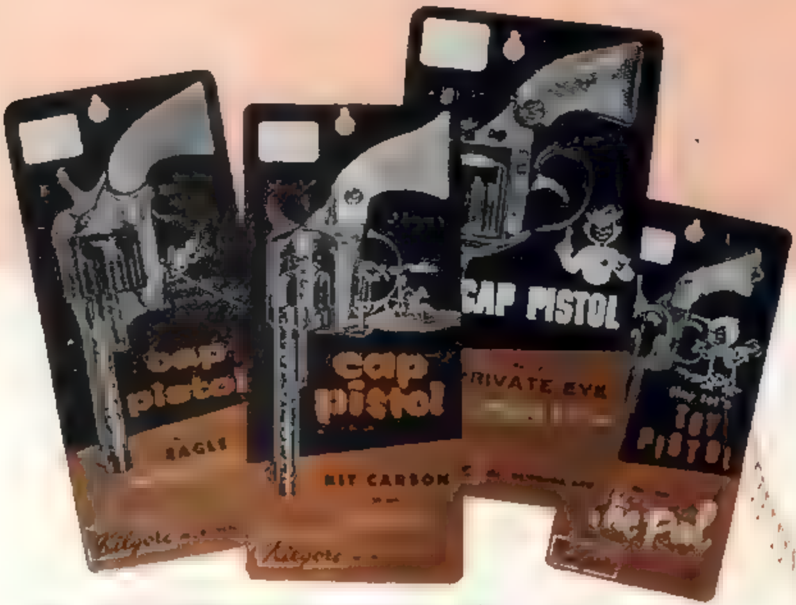
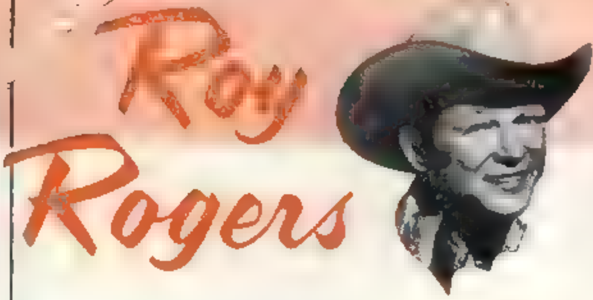
MAKE KILGORE YOUR MAIN LINE TO PISTOL PROFITS!

Hitch your sales wagon to Kilgore . . . the pistol line that creates new markets for you with the most aggressive selling in the trade! Kilgore dealers enjoy more advertising-promotional aids . . . smarter merchandising and packaging and a tradition of quality products that goes back generations.



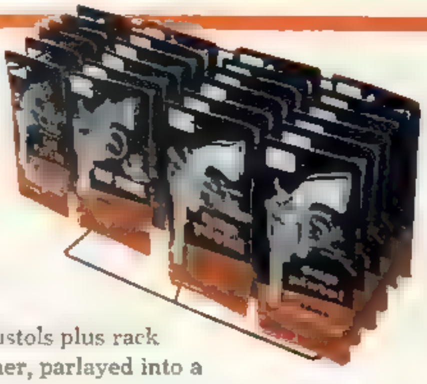
cap pistol
EAGLE
Kilgore
cap pistol
KIT CARSON
Kilgore
CAP PISTOL
PRIVATE EYE
TOY PISTOL

EYE 'n BUY CARDED GUNS—Premier profit-package of the pistol trade! Four popular guns available .... Eagle, Kit Carson, Private Eye and Pal. Guns are stapled on cards. A terrific sales stimulator!



A BIG NAME THAT MEANS BIG BUSINESS

The King of the Cowboys personally OK's the 3 handsome Kilgore guns bearing his name. They're the **only** pistols that enjoy this profitable tie-in!



EYE 'N BUY ASSORTMENTS WITH DISPLAY AND SALES RACK

Eye 'n Buy pistols plus rack and window banner, parlayed into a high-profit, one-carton toy department! Two assortments offered

Bang
Bang
REPEATING ROLL CAPS

NEW! FOIL-COVERED CAP MULTI-PACK

Kilgore gives you extra good looks, extra sparkle on the counter. Bang Roll Caps available in No. 2504 4-roll (1000 shot) and No 2510 10-roll (2500 shot) foil-covered boxes Tab for easy hang-up, with price space.

BUCK

Large, Western - style single-shot pistol. Uses Kilgore's Single Shot Caps.

BRONCO

Realistic 6-shooter, cylinder turns with each shot. Uses Kilgore's Disc Caps.

HAWKEYE

Pocket-size 50-shot repeater, with durable metal grips. Uses Kilgore Repeating Roll Caps.

RANGER

Long-barrel 50-shot repeater, with real Old-West styling. Beautiful engraved detail. Uses Kilgore Repeating Roll Caps.

BIG HORN

Handsome 6-shooter with Kilgore's fast-firing action, revolving cylinder. Uses Kilgore Disc Mammoth Caps.

All Eye 'n Buy carded guns, Eagle, Kit Carson, Private Eye. Pal available in individual boxes.

BRIGHT, BEAUTIFUL IVORY OR NEW SIROCCO GRIPS

Kilgore pistols are the envy of the industry for their good-looking, long-lasting ivory plastic handles. Now, Kilgore offers new color, new flash with sparkling, marbleized Sirocco grips! (Available in boxed pistols only.) It's the extra touch, the extra flair that makes young cowboys want . . . and buy . . . Kilgore, over any other pistol!

No. 77
ROY ROGERS

Big, realistic 6-shooter with revolving "swing-out" cylinder for easy loading. Beautiful detail, long barrel. Signed by Roy himself. Uses Kilgore Disc Mammoth Caps.

No. 55
ROY ROGERS

Medium-size 50-shot repeater. Thumb-operated lever breaks barrel for easy loading. Bears Roy's Double-R brand. Uses Kilgore Repeating Roll Caps.

No. 66
ROY ROGERS

Handsome long-barrel Western pistol. 50-shot repeater, with Roy Rogers' sales-making signature. Uses Kilgore Repeating Roll Caps.

No. 108 DISC MAMMOTH CAPS

For Kilgore revolving-cylinder six-shooter. Six shots per disc, 18 discs per box.

No. 150 PERFORATED ROLL CAPS

A Kilgore first, perforated for better feeding action. More sure shots per roll 5 rolls, 250 shots per box

No. 250 BANG ROLL CAPS

A cap of Kilgore quality but not perforated. 5 rolls, 250 shots in box illustrated. Now also in foil-covered, multi-pack boxes.

No. 75 SINGLE SHOT CAPS

The finest cap for single-shot cap pistol, 72 shots per box.

SEE YOU AT THE TOY FAIR MARCH 7 - 16

ROOM 523, HOTEL NEW YORKER AND ROOM 751 FIFTH AVE. BUILDING

This "K" Means O.K.

Kilgore INC. WESTERVILLE, OHIO
U.S.A.

MANUFACTURERS OF CAP PISTOLS • EYE 'N BUY CARDED PISTOLS • CAPS • HOLSTERS

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YOUNG or OLD . . .

(A) HARMONY MONTEREY MANDOLIN

Arched model of seasoned birch with celluloid top edge. Hardwood neck. Ebonized fingerboard, accurately fretted. Celluloid pick-guard. Adjustable bridge. Plated tail piece. Mahogany shaded eggshell lacquer finish. 3 lbs.
No. 5M-410. Index 1-1788. LIST **27^{50}**

Case for above mandolin.
No. 5M-4530. Index 1-341. LIST **5^{25}**

(B) HARMONY STANDARD UKULELE

Endorsed by Roy Smeck, famous Western stage and recording star. A favorite for community songfests. Accurately constructed of imported mahogany wood. "Non-slip" tuning pegs. Nylon strings. Beautifully finished in brown mahogany eggshell lacquer for long wear. 2 lbs.
No. 5M-555. Index 1-712. LIST **10^{95}**

(C) HARMONY BARITONE UKULELE

Produces a rich, resonant sound. Made of seasoned mahogany wood, nicely figured and beautifully finished. Brazilian rosewood fingerboard has inlaid position markers. Fine quality tuning keys. Gauged nylon strings. Length of scale 19¼"; width of body at bridge 10"; length 14"; overall length 29¾". 4 lbs.
No. 5M-695. Index 1-1947. LIST **29^{95}**

Case for above ukulele.
No. 5M-4171. Index 1-406. LIST **6^{25}**

(D) ISLANDER PLASTIC UKULELE and ARTHUR GODFREY PLAYER

The full size ukulele Arthur Godfrey made famous. Produces powerful, rich tones. Nylon strings, patent pegs. Luxurious Rosewood grain back and sides. Visual Chordmaster attachment simplifies playing chords, making it easy for the whole family to play. Complete with Song Book, Godfrey Story Book, Instructions, Polythese cover bag, felt pick and key adjuster 2 lbs.
No. 5M-1047. Index 1-370. LIST **5^{70}**
Ukulele only without attachment.
No. 5M-1048. Index 1-289. LIST **4^{50}**

(E) HARMONY STANDARD UKULELE

Standard size. Produces professional-like sound. Made of strong hardwood finished in dark mahogany with white striped top edge and soundhole. Strong nylon strings. Rosewood Prostyrene fingerboard. "Non-slip" pegs. 2 lbs.
No. 5M-125½. Index 1-445. LIST **6^{85}**

(F) STANDARD 5-STRING BANJO

Curly maple shell and hard maple neck. Genuine Rosewood fingerboard with professional frets and inlaid position dots. Stainless steel tension hoop. 16 nickel-plated brackets. Good quality calfskin head. Attractive golden brown finish. 9 lbs.
No. 5M-K53.
Index 1-2275. LIST **35^{00}**

(G) DELUXE 5-STRING BANJO

Same as above but has selected curly maple resonator with white celluloid binding. Lovely brown shaded finish with golden sunburst. 9 lbs.
No. 5M-K54. Index 1-2925. LIST **45^{00}**

(H) BEGINNER VIOLIN OUTFIT

Fine Stradivarius reproduction featuring beautiful, clear tone . . . ideal for beginner. Made with spruce wood top and curly maple back. Imported mahogany hardwood bow with full-lined frog Ebonized trimmings are hand rubbed and varnished with oil. Outfit includes chip-board case, rosin and chin rest. 8 lbs.
No. 5M-175. Full Size.
No. 5M-176. ¾ Size.
No. 5M-177: ½ Size.
Index 1-1853. LIST **28^{50}**

(J) ORCHESTRA VIOLIN OUTFIT

Faithful Antonius Stradivarius reproduction . . . perfect for full orchestra playing. Made of finest, selected old spruce and beautiful flamed maple. 3-ply veneer body is oil varnished, hand rubbed and polished to lovely light brown. Genuine ebony fingerboard and tailpiece. Inlaid purfling. Fine simulated leather grain case, silk bow ribbons, brass hardware, Kovertie blanket, good quality chin rest, rosin and mute included. 8 lbs.
No. 5M-188. Index 1-7313. LIST **112^{50}**

(K) CONCERT MODEL VIOLIN

Superb craftsmanship for the discriminating music lover and musician. Full size Stradivarius model imported from Germany. Made of quality spruce and selected maple. Inlaid purfling, pear-wood trimmings. Dark brown Brazilwood round bow, half-lined ebony frog with pearl position dots. Complete with hard shell case, chin rest and rosin 8 lbs.
No. 5M-181. Index 1-3218. LIST **49^{50}**

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Musical Instruments Not Included In Our Prepaid Freight Offer

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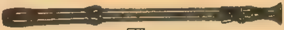
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(A) TROMBONE OUTFIT

Glorious tone and superb performance. Slides are hand ground for airtight fit. Tubes drawn in special dies, insures high temper and effortless playing. Pitched in key of Bb of medium bore with 7'' bell. Perfectly balanced for easier playing. Sturdy, plush-lined wood case covered with keratol. 20 lbs.
No. 5MF-1620X.
Index 1-7150. **LIST 110^{00}**

(B) CORNET OUTFIT

Superior tone, quick response, gleaming beauty usually found in only higher priced models. Gold lacquered to retain its high luster Pitched in key of Bb, slide to A, standard and medium bore. Bell $4\frac{5}{8}$ diameter Good quality mouthpiece. Complete with plush-lined, keratol covered, hard shell case. 12 lbs.
No. 5MF-1600X. Index 1-5460. **LIST 84^{00}**

(C) TRUMPET OUTFIT

Professional model featuring clear, brilliant tone and perfect balance to satisfy the most discriminating musician. Highly polished gold lacquered finish. Medium bore; bell' $4\frac{5}{8}$'' diameter. Good quality mouthpiece. Plush-lined, hard shell case, covered with keratol. 14 lbs.
No. 5MF-1510X. Index 1-5480. **LIST 84^{00}**

(D) U.S. REGULATION BUGLE

Official U.S. regulation bugle used in schools camps, and beginning Drum and Bugle Corps. Key of G with slide to F Brass polished finish. Nickel plated mouthpiece and chain. Broad flat rim on bell, $4\frac{5}{8}$'' diameter. $15\frac{3}{4}$'' long. 4 lbs.
No. 5MF-2202. Index 1-780. **LIST 12^{00}**

(E) SOPRANO RECORDER

Fashioned of finest pear tree wood, hand-rubbed and finished to amber-brown. Key of C. 2 piece Double boring key of C and D. Adjustable mouthpiece. Baroque fingering. Complete in brown weather-proof canvas carrying bag with bound edges Includes instruction chart and cleaning swab. 2 lbs.
No. 5M-6521. Index 1-390. **LIST 6^{00}**

(F) ALTO RECORDER

Same as above in key of F. 3-pieces; separate adjustable mouthpiece. Double boring key of F and G. 3 lbs
No. 5M-6522. Index 1-975. **LIST 15^{00}**

(G) TENOR RECORDER

Same as above in key of C. 3 pieces; separate adjustable mouthpiece, bell and body. Bell joint has lever key for easy playing. 4 lbs.
No. 5M-6523. Index 1-1560. **LIST 24^{00}**

(H) SAXAPHONE OUTFIT

Professional model of finest quality brass, highly polished and lacquered. Finely tuned for easy blowing; big, clear tones. Keys hand-filled from solid bars of tempered brass. Elaborately engraved and polished. Clear, durable lacquer coating for hard handling. Gladstone keratol covered case with room for accessories. Key of Eb Alto. 18 lbs.
No. 5MF-1751.
Index 1-21125. **LIST 325^{00}**

Same as above but in Bb Tenor. 23 lbs.
No. 5MF-1756. Index 1-25285. **LIST 389^{50}**

(J) EBONITE CLARINET OUTFIT

Looks and plays like finest wood clarinet. Designed to withstand constant use by the student Free, full blowing standard Boehm system with 17 keys and 6 rings. Streamlined wood case covered with keratol. 8 lbs.
No. 5MF-954. Index 1-8488. **LIST 99^{50}**

(K) METAL CLARINET OUTFIT

Designed for the young player or adult beginner Free full blowing, standard Bb Boehm system with 17 keys and 6 rings. Nickel finish, forged keys. Withstands hard, constant use. Complete in wood case, plush-lined, with attractive keratol covering 7 lbs.
No. 5MF-959. Index 1-6143 **LIST 94^{50}**

(L) WOOD CLARINET OUTFIT

Fashioned from the finest, thoroughly seasoned selected Grenadilla wood. Unsurpassed in tonal quality, performance and beauty. Full Boehm system of 17 keys and 6 rings. Hand forged keys. Quality mouthpiece. Complete with streamlined keratol covered wooden case. 7 lbs.
No. 5MF-850. Idnxe 1-7313. **LIST 112^{50}**

(M) FLUTE OUTFIT

Ideal for school or professional use. Regulation 3-piece flute with rich tone throughout register. Quick response Silver plate finish. 2 lbs.
No. 5MF-1795. Index 1-6793. **LIST 104^{50}**

(N) PICCOLO OUTFIT

Regulation model with rich tone, playing ease and quick response. Fine tonal and blowing qualities Shining silver plate finish. 2 lbs.
No. 5MF-1796. Key of Db.
No. 5MF-1797. Key of C.
Index 1-6468. **LIST 99^{50}**

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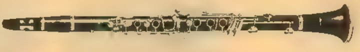
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. . . It's Fun to Play an Instrument

(A) HARMONY STANDARD GUITAR

Excellent for students or home playing. Birch construction, hardwood neck. Hard maple rosewood stained fingerboard, accurately fretted. Mahogany finish with white striping on top edge and sound-hole. 10 lbs.
No. 5MF-829. Index 1-1203. LIST 18^{50}

Case for above guitar.
No. 5M-3815. Index 1-449. LIST 6^{90}

(B) HARMONY FLAT TOP GUITAR

Mahogany spruce flat top model. Back and sides selected quality mahogany; top of resonant spruce. Oval rosewood fingerboard. "Pinless" type bridge with bone saddle. Hardwood neck. Shell celluloid guardplate. Durable natural-color eggshell lacquer finish Excellent tone quality 10 lbs.
No. 5M-162. Index 1-2145. LIST 33^{00}

Case for above guitar
No. 5M-3818H. Index 1-618. LIST 9^{50}

(C) HARMONY AUDITORIUM GUITAR

Large, auditorium size with fine tone. Arched top and back. Birch with F holes. Adjustable bridge. Hard maple fingerboard and celluloid guardplate on bracket. Nickel-plated tailpiece with good quality patent heads. 10 lbs.
No. 5MF-1215. Index 1-1788. LIST 27^{50}

Case for above guitar. 5 lbs.
No. 5M-3818H. Index 1-618. LIST 9^{50}

(D) HARMONY MONTEREY GUITAR

Arched, auditorium size. Made of well seasoned hardwood. Top and back edges trimmed with white celluloid. Oval ebonized fingerboard. Adjustable bridge. Black celluloid guardplate Lustrous black polished finish with contrasting grained reddish highlights 10 lbs.
No. 5M-950. Index 1-2340. LIST 36^{00}

Case for above guitar.
No. 5M-3818H. Index 1-618. LIST 9^{50}

(E) KAY CUTAWAY GUITAR

Excellent volume and carrying power Extremely fine tone. Full 17" wide cut-away body Arched spruce top; curly maple back and sides. Celluloid binding on top and back; celluloid guardplate and heel. Metal reinforced hard maple neck. Oval rosewood fingerboard with professional type frets. Adjustable bridge. Hand rubbed, polished dark brown finish with golden sunburst top and back. 42" long. 11 lbs.
No. 5M-K1. Index 1-4225. LIST 65^{00}

Case for above
No. 5M-3820. Index 1-731. LIST 11^{25}

(F) ELECTRIC HAWAIIAN GUITAR OUTFIT

Brings out the beauty and fullness of lovely Hawaiian melodies. 21" scale. "No-slip" flock back. Patent heads. Beautiful high-gloss finish. Amplifier has super-sensitive pickup, volume control and 11x6" speaker with 3 tubes Smart, two-tone leatherette covering on speaker case (12¼x11½x11½"). AC only. Complete with guitar case. 24 lbs.
No. 5M-1170.
Index 1-8468. LIST 99^{50}

(G) ZITHER

A distinctive instrument offering entirely different musical sound. 19" long, 14" wide, 1½" deep. Has 5 chords. C, F, G, D, and Bb. Equipped with tuning key, instruction book, song book, picks and music holder. Beautiful mahogany piano-varnish finish. 9 lbs.
No. 5M-1175. Index 1-1918. LIST 29^{50}

Case for above zither.
No. 5M-1186. Index 1-520. LIST 8^{00}

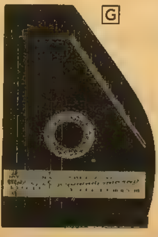
(H) AUTO-HARP

Beautifully styled. Creates a haunting lovely effect. 37 strings cover the complete chromatic scale. 2½ octaves and 12 chord bars. Black and white buttons and celluloid chord labels Equipped with tuning key, picks, music holder Complete instruction book and practice song folio. 9 lbs.
No. 5M-1180. Index 1-2503. LIST 38^{50}

Case for above auto harp.
No. 5M-1184. Index 1-520. LIST 8^{00}

(J) ELECTRIC SPANISH GUITAR

Auditorium size, professional type Spanish guitar. Arched top and back. Maple sides and back, spruce top. Celluloid bound and inlaid. Engraved headpiece. Rosewood fingerboard and bridges with individual tuning keys. Rich, 2-tone sunburst polished finish. Complete with 18x8" moderately powered amplifier 2 inputs and overall volume control conveniently located at top of cabinet. Quality guitar case included 25 lbs.
No. 5M-H51-191. Index 1-11150. LIST 171^{50}



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YOUNG or OLD . . .

(A) HARMONY MONTEREY MANDOLIN

Arched model of seasoned birch with celluloid top edge. Hardwood neck. Ebonized fingerboard, accurately fretted. Celluloid pick-guard. Adjustable bridge. Plated tail piece. Mahogany shaded eggshell lacquer finish. 3 lbs.
No. 5M-410. Index 1-1768. LIST 27^{50}

Case for above mandolin.
No. 5M-4530. Index 1-341. LIST 5^{25}

(B) HARMONY STANDARD UKULELE

Endorsed by Roy Smeck, famous Western stage and recording star. A favorite for community songfests. Accurately constructed of imported mahogany wood. "Non-slip" tuning pegs. Nylon strings. Beautifully finished in brown mahogany eggshell lacquer for long wear. 2 lbs.
No. 5M-555. Index 1-712. LIST 10^{95}

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No. 5M-695. Index 1-1947. LIST 29^{95}

Case for above ukulele.
No. 5M-4171. Index 1-406. LIST 6^{25}

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The full size ukulele Arthur Godfrey made famous. Produces powerful, rich tones. Nylon strings, patent pegs. Luxurious Rosewood grain back and sides. Visual Chordmaster attachment simplifies playing chords, making it easy for the whole family to play. Complete with Song Book, Godfrey Story Book, Instructions, Polythese cover bag, felt pick and key adjuster 2 lbs.
No. 5M-1047. Index 1-370. LIST 5^{70}
Ukulele only without attachment.
No. 5M-1048. Index 1-289. LIST 4^{50}

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Standard size. Produces professional-like sound. Made of strong hardwood finished in dark mahogany with white striped top edge and soundhole. Strong nylon strings. Rosewood Prostyrene fingerboard. "Non-slip" pegs. 2 lbs.
No. 5M-125½. Index 1-445. LIST 6^{85}

(F) STANDARD 5-STRING BANJO

Curly maple shell and hard maple neck. Genuine Rosewood fingerboard with professional frets and inlaid position dots. Stainless steel tension hoop. 16 nickel-plated brackets. Good quality calfskin head. Attractive golden brown finish. 9 lbs.
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Index 1-2275. LIST 35^{00}

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Same as above but has selected curly maple resonator with white celluloid binding. Lovely brown shaded finish with golden sunburst. 9 lbs.
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(H) BEGINNER VIOLIN OUTFIT

Fine Stradivarius reproduction featuring beautiful, clear tone . . . ideal for beginner. Made with spruce wood top and curly maple back. Imported mahogany hardwood bow with full-lined frog Ebonized trimmings are hand rubbed and varnished with oil. Outfit includes chip-board case, rosin and chin rest. 8 lbs.
No. 5M-175. Full Size.
No. 5M-176. ¾ Size.
No. 5M-177: ½ Size.
Index 1-1853. LIST 28^{50}

(J) ORCHESTRA VIOLIN OUTFIT

Faithful Antonius Stradivarius reproduction . . . perfect for full orchestra playing. Made of finest, selected old spruce and beautiful flamed maple. 3-ply veneer body is oil varnished, hand rubbed and polished to lovely light brown. Genuine ebony fingerboard and tailpiece. Inlaid purfling. Fine simulated leather grain case, silk bow ribbons, brass hardware, Kovertie blanket, good quality chin rest, rosin and mute included. 8 lbs.
No. 5M-188. Index 1-7313. LIST 112^{50}

(K) CONCERT MODEL VIOLIN

Superb craftsmanship for the discriminating music lover and musician. Full size Stradivarius model imported from Germany. Made of quality spruce and selected maple. Inlaid purfling, pear-wood trimmings. Dark brown Brazilwood round bow, half-lined ebony frog with pearl position dots. Complete with hard shell case, chin rest and rosin 8 lbs.
No. 5M-181. Index 1-3218. LIST 49^{50}

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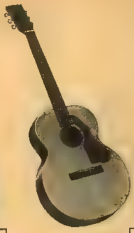
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. . . It's Fun to Play an Instrument

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Case for above guitar.
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Mahogany spruce flat top model. Back and sides selected quality mahogany; top of resonant spruce. Oval rosewood fingerboard. "Pinless" type bridge with bone saddle. Hardwood neck. Shell celluloid guardplate. Durable natural-color eggshell lacquer finish Excellent tone quality 10 lbs.
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Case for above guitar
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Excellent volume and carrying power Extremely fine tone. Full 17" wide cut-away body Arched spruce top; curly maple back and sides. Celluloid binding on top and back; celluloid guardplate and heel. Metal reinforced hard maple neck. Oval rosewood fingerboard with professional type frets. Adjustable bridge. Hand rubbed, polished dark brown finish with golden sunburst top and back. 42" long. 11 lbs.
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Case for above
No. 5M-3820. Index 1-731. LIST **11^{25}**

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Index 1-6468. LIST **99^{50}**

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A distinctive instrument offering entirely different musical sound. 19" long, 14" wide, 1½" deep. Has 5 chords. C, F, G, D, and Bb. Equipped with tuning key, instruction book, song book, picks and music holder. Beautiful mahogany piano-varnish finish. 9 lbs.
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Case for above zither.
No. 5M-1186. Index 1-520. LIST **8^{00}**

(H) AUTO-HARP

Beautifully styled. Creates a haunting lovely effect. 37 strings cover the complete chromatic scale. 2½ octaves and 12 chord bars. Black and white buttons and celluloid chord labels Equipped with tuning key, picks, music holder Complete instruction book and practice song folio. 9 lbs.
No. 5M-1180. Index 1-2503. LIST **38^{50}**

Case for above auto harp.
No. 5M-1184. Index 1-520. LIST **8^{00}**

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Auditorium size, professional type Spanish guitar. Arched top and back. Maple sides and back, spruce top. Celluloid bound and inlaid. Engraved headpiece. Rosewood fingerboard and bridges with individual tuning keys. Rich, 2-tone sunburst polished finish. Complete with 18x8" moderately powered amplifier 2 inputs and overall volume control conveniently located at top of cabinet. Quality guitar case included 25 lbs.
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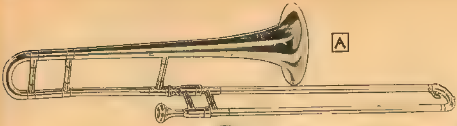
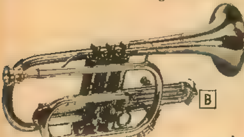
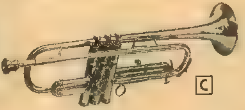
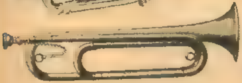
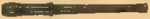
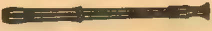


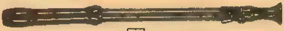












(A) TROMBONE OUTFIT

Glorious tone and superb performance. Slides are hand ground for airtight fit. Tubes drawn in special dies, insures high temper and effortless playing. Pitched in key of Bb of medium bore with 7" bell. Perfectly balanced for easier playing. Sturdy, plush-lined wood case covered with keratol. 20 lbs.
No. 5MF-1620X.
Index 1-7150. LIST **110.00**

(B) CORNET OUTFIT

Superior tone, quick response, gleaming beauty usually found in only higher priced models. Gold lacquered to retain its high luster Pitched in key of Bb, slide to A, standard and medium bore. Bell 4⅝ diameter Good quality mouthpiece. Complete with plush-lined, keratol covered, hard shell case. 12 lbs.
No. 5MF-1600X. Index 1-5460. LIST **84.00**

(C) TRUMPET OUTFIT

Professional model featuring clear, brilliant tone and perfect balance to satisfy the most discriminating musician. Highly polished gold lacquered finish. Medium bore; bell' 4⅝" diameter. Good quality mouthpiece. Plush-lined, hard shell case, covered with keratol. 14 lbs.
No. 5MF-1510X. Index 1-5480. LIST **84.00**

(D) U.S. REGULATION BUGLE

Official U.S. regulation bugle used in schools camps, and beginning Drum and Bugle Corps. Key of G with slide to F Brass polished finish. Nickel plated mouthpiece and chain. Broad flat rim on bell, 4⅝" diameter. 15¾" long. 4 lbs.
No. 5MF-2202. Index 1-780. LIST **12.00**

(E) SOPRANO RECORDER

Fashioned of finest pear tree wood, hand-rubbed and finished to amber-brown. Key of C. 2 piece Double boring key of C and D. Adjustable mouthpiece. Baroque fingering. Complete in brown weather-proof canvas carrying bag with bound edges Includes instruction chart and cleaning swab. 2 lbs.
No. 5M-6521. Index 1-390. LIST **6.00**

(F) ALTO RECORDER

Same as above in key of F. 3-pieces; separate adjustable mouthpiece. Double boring key of F and G. 3 lbs
No. 5M-6522. Index 1-975. LIST **15.00**

(G) TENOR RECORDER

Same as above in key of C. 3 pieces; separate adjustable mouthpiece, bell and body. Bell joint has lever key for easy playing. 4 lbs.
No. 5M-6523. Index 1-1560. LIST **24.00**

(H) SAXAPHONE OUTFIT

Professional model of finest quality brass, highly polished and lacquered. Finely tuned for easy blowing; big, clear tones. Keys hand-filled from solid bars of tempered brass. Elaborately engraved and polished. Clear, durable lacquer coating for hard handling. Gladstone keratol covered case with room for accessories. Key of Eb Alto. 18 lbs.
No. 5MF-1751.
Index 1-21125. LIST **325.00**

Same as above but in Bb Tenor. 23 lbs.
No. 5MF-1756. Index 1-25285. LIST **389.50**

(J) EBONITE CLARINET OUTFIT

Looks and plays like finest wood clarinet. Designed to withstand constant use by the student Free, full blowing standard Boehm system with 17 keys and 6 rings. Streamlined wood case covered with keratol. 8 lbs.
No. 5MF-954. Index 1-8468. LIST **99.50**

(K) METAL CLARINET OUTFIT

Designed for the young player or adult beginner Free full blowing, standard Bb Boehm system with 17 keys and 6 rings. Nickel finish, forged keys. Withstands hard, constant use. Complete in wood case, plush-lined, with attractive keratol covering 7 lbs.
No. 5MF-959. Index 1-6143 LIST **94.50**

(L) WOOD CLARINET OUTFIT

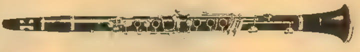
Fashioned from the finest, thoroughly seasoned selected Grenadilla wood. Unsurpassed in tonal quality, performance and beauty. Full Boehm system of 17 keys and 6 rings. Hand forged keys. Quality mouthpiece. Complete with streamlined keratol covered wooden case. 7 lbs.
No. 5MF-950. Idnxe 1-7313. LIST **112.50**

(M) FLUTE OUTFIT

Ideal for school or professional use. Regulation 3-piece flute with rich tone throughout register. Quick response Silver plate finish. 2 lbs.
No. 5MF-1795. Index 1-6793. LIST **104.50**

(N) PICCOLO OUTFIT

Regulation model with rich tone, playing ease and quick response. Fine tonal and blowing qualities Shining silver plate finish. 2 lbs.
No. 5MF-1796. Key of Db.
No. 5MF-1797. Key of C.
Index 1-8468. LIST **99.50**



Plastic and Wood Top Tables

The clean, sharply defined lines of these modern tables add a refreshingly smart, informal note to your living room. Their functional design gives you generous shelf space and roomy compartments for books and magazines . . . helps you plan a room that is both warm and livable.

Superb in quality and construction, these tables poise gracefully on sturdy, tapered legs. Brightly polished brass ferrule feet accent the beauty of the tables and ward off nicks and abrasions . . . add years of life to each piece.

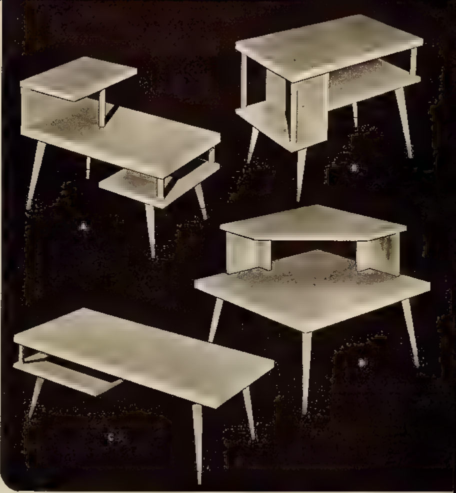
Choose these beautiful tables in the finish that is best suited to your decorative scheme . . . Limed Oak finish with a matching plastic top that resists burns, stains and mars; Blonde Mahogany finish with matching wood top; or Dark Mahogany finish with matching wood top. Please specify finish desired. F.O.B. Wisc.

(A) STEP TABLE. A convenient chairside companion. Specify finish. 29"x17"x22" high.
25-1826-S-2695 Wt. 32 lbs. Retail **39.95**

(B) END TABLE. Perfect in pairs beside a sofa. Specify finish desired. 27"x17"x22" high.
25-1825-S-2695 Wt. 29 lbs. . . . . . . Retail **39.95**

(C) COCKTAIL TABLE. Practical for informal serving. Specify finish. 42"x20"x15½" high.
25-1827-S-2695 Wt. 34 lbs. . . . . . Retail **39.95**

(D) CORNER TABLE. Specify Limed Oak, Blonde or Dark Mahogany finish. 29¾"x29¾"x24" high.
25-1828-S-3540 Wt. 47 lbs. . . . . . . Retail **52.95**



Practical Formica Top Tables

Dramatically simple in design and wonderfully practical because they're so easy to take care of. Modern styling ideally complements nearly every style of furnishings.

No need to fret or worry about accidents that happen when children are about the house or when you're entertaining guests. The Formica tops and aprons resist dents and scratches and, with a damp cloth, you can whisk away all traces of cigarette burns, liquor or fruit stains, etc.

Tables available in Limed Oak finish with white Oak legs or in Blonde or Cordovan Mahogany finish with Honduras Mahogany legs. Polished brass feet. Specify finish desired. F.O.B. Ohio.

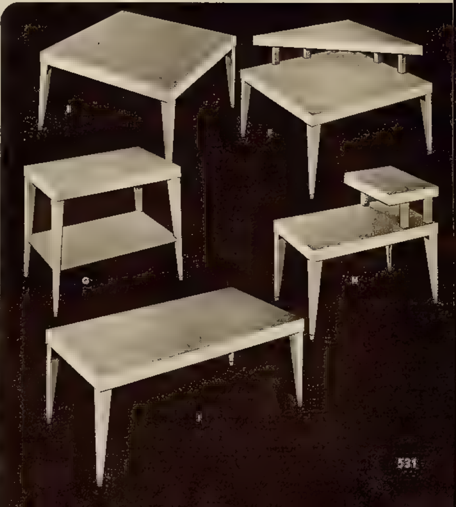
(E) SQUARE COCKTAIL TABLE. Distinctively smart and modern. 30"x30"x15" high
25-1841-S-2340 Wt. 35 lbs. . Retail **34.95**

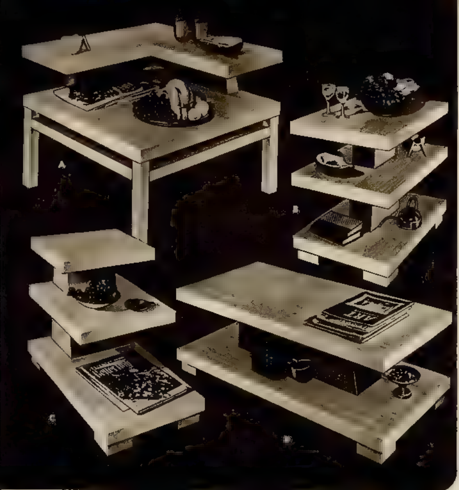
(F) CORNER TABLE. Permits a variety of room arrangements. 30"x30"x22" high.
25-1840-S-3550 Wt. 45 lbs. . . . . Retail **49.95**

(G) END TABLE. Lower shelf holds books and magazines. 16"x26"x22" high.
25-1837-S-2135 Wt. 30 lbs. . . Retail **29.95**

(H) STEP TABLE. Upper shelf for lamp; lower is for books, ash trays, etc. 16"x26"x22" high.
25-1838-S-2135 Wt. 30 lbs. . . . . Retail **29.95**

(J) RECTANGULAR COFFEE TABLE. Tastefully and simply styled. 20"x40"x15" high.
25-1839-S-2135 Wt. 35 lbs. . . . . . Retail **29.95**





Modernly Styled "Tierport" Tables

Look at "Tierport" tables and you'll know why they make living rooms the pride and joy of every home or apartment. Although simple and functional in styling, they capture the modern theme in its fullest sense. Blend beautifully with a multitude of upholstered fabrics, whether walls are done in rich or pastel colors.

Expertly made of selected Honduras solid Mahogany and Mahogany faced veneers by Porter, outstanding furniture craftsmen. That's why each "Tierport" table carries the Mahogany Association tag, assuring homemakers that every "Tierport" table is constructed throughout of quality Mahogany.

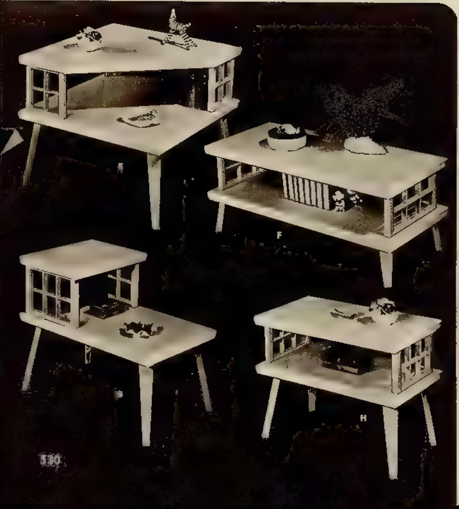
Available in either Bleached Mahogany as shown or a dark red Mahogany known as Cherry Cordovan . . . two eye-appealing finishes sure to win the compliments of friends and guests. F.O.B. Wis.

(A) CORNER TABLE. 32"x32"x24" high. Wt. 57 lbs.
25-1782-S-5595 Bleached Mahog . Retail **84.00**
25-1783-S-5875 Cherry Cordovan. . Retail **87.00**

(B) END TABLE. 26"x17"x23". Wt. 35 lbs.
25-1776-S-3995 Bleached Mahog. . Retail **59.95**
25-1777-S-4195 Cherry Cordovan. Retail **62.50**

(C) STEP TABLE. 29"x17"x23" high. Wt. 33 lbs.
25-1778-S-3995 Bleached Mahog. Retail **59.95**
25-1779-S-4195 Cherry Cordovan. Retail **62.50**

(D) COCKTAIL TABLE. 44"x22"x15". Wt. 44 lbs.
25-1780-S-4275 Bleached Mahog. . Retail **63.95**
25-1781-S-4475 Cherry Cordovan . Retail **67.00**



"Riviera" Plastic Top Tables

Tops and shelves are constructed of a special "damage proof" wood grained plastic that's greatly superior to any ordinary wood finish. Positively resist burns, scratches, dents, chips, mars, stains. Even stubborn fruit juice and alcohol stains vanish into thin air with just a whisk of a damp cloth! Expertly grained throughout; plastic tops and shelves match perfectly with the solid oak aprons and legs.

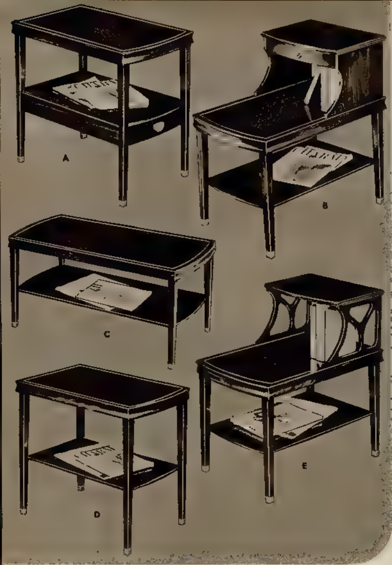
Riviera tables have attractive lattice-work sides which add to the beauty of these exceptional pieces. The perfect tables for the new home or remodeled interior. Available in Limed Oak, Desert Tone or Walnut finish. Specify choice of finish when ordering. F.O.B. Indiana.

(E) CORNER TABLE. For corner arrangement of two sectional sofas or two lounge chairs. 30"x30"x25½" high.
25-1812-S-4295 Wt. 45 lbs . . . . Retail **63.95**

(F) COCKTAIL TABLE. For drinks, candy, cigarettes, and books. 40"x18"x17" high.
25-1811-S-3595 Wt. 40 lbs. . . . . Retail **53.95**

(G) STEP TABLE. Top shelf holds lamp or vase; shelf below stores books. 30"x18"x25½" high.
25-1813-S-3195 Wt. 30 lbs. . . . . . . Retail **47.95**

(H) END TABLE. For candy, cigarettes and periodicals at fingertips beside chair or sofa. 28"x16"x24" high.
25-1814-S-2950 Wt. 27 lbs. . . . . . Retail **43.95**



Traditional Glass Top Mahogany Tables

These well-proportioned occasional tables are styled in the simple and graceful Sheraton manner Their traditional design harmonizes perfectly with any 18th Century decorative scheme and lends an air of charm and refinement to your home. Each piece is excellently made of high-quality, solid Mahogany that is both sound and durable.

A rich, highly polished Mahogany finish adds a beautiful luster to every table. Glass top inserts protect against accidents and abuse, lighten your housework because they are delightfully easy to keep clean. Legs are sturdily footed with antique brass finish sockets. Classicly styled, superbly made and so economically priced . . . these fine tables will be prized by every homemaker with an eye for beauty and value. F.O.B. Wisconsin.

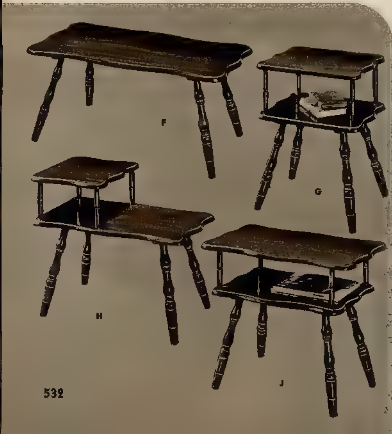
(A) COMMODE TABLE. Delicate, traditional styling is handsome in appearance. An especially useful table, too; has handy drawer below lower magazine shelf. Drawer has decorative antique brass pull. 25" long, 16" wide and 23" high.
25-1831-S-2195 Wt. 24 lbs. .... .Retail **32.95**

(B) STEP TABLE. Beautifully proportioned with handy drawer below top shelf. Metal pull on drawer. Lower deck protected by glass top insert. Bottom shelf keeps books and magazines within easy reach. 25" long, 16" wide and 26" high.
25-1833-S-2195 Wt. 25 lbs.. . . . .Retail **32.95**

(C) COCKTAIL TABLE. Use it for serving drinks or foods to guests with never a worry about marring the finish. Glass top guards against damaging glass rings, cigarette burns, etc. Generous lower shelf for books, magazines. 36"x18"x17" high.
25-1834-S-1995 Wt. 29 lbs. . . . .Retail **29.95**

(D) CHAIRSIDE TABLE. Can also be used as a Lamp or End Table. Designed in the graceful Sheraton manner . . . looks smart in any 18th Century period setting. Functional lower shelf holds books and magazines. 25" long, 16" wide and 23" high.
25-1830-S-1730 Wt. 19 lbs. ....Retail **25.50**

(E) STEP TABLE. This graceful, all-purpose table is also effective as a Lamp or Chairside Table. Has glass insert on lower deck and convenient shelf for your favorite books and magazines. 25" long, 16" wide and 26" high.
25-1832-S-1995 Wt. 22 lbs. . .. Retail **29.95**



Early American Solid Maple Tables

The friendly warmth and informality of these authentically designed Colonial pieces recall a leisurely way of life. Sturdy and substantial, yet with a simple elegance that reflects American ingenuity and imagination, these tables combine mellow beauty, welcome utility and economical durability.

The scalloped shelves are of Down-East, Early American Hardrock Maple; the Windsor styled legs are of rugged Birch. The Red Maple Salem finish glows with a deep, rich beauty . . . requires only a minimum of care. Each table is packed "knocked-down" in cartons and can be shipped to you at extremely low cost by parcel post or express. F.O.B. Vermont.

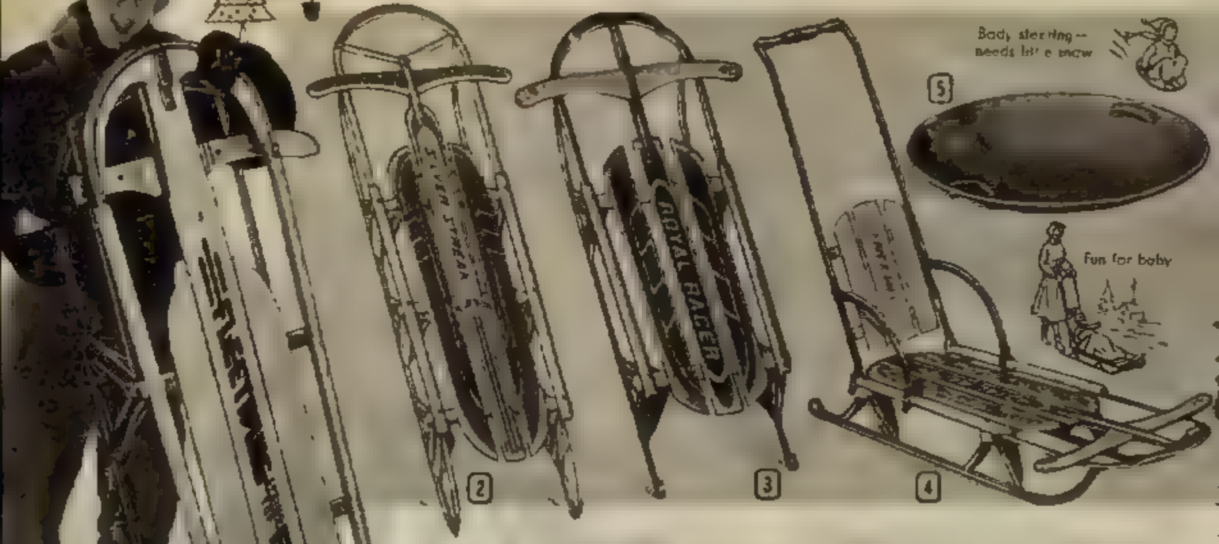
(F) COCKTAIL TABLE. Charming Early American styling . . . durably constructed for years of use. 36"x19" top; 16½" high.
25-1844-S-1095 Wt. 18 lbs.....................Retail **17.95**

(G) LAMP TABLE. Graceful occasional table with lower shelf for books and magazines. 18"x15" top, 25" high.
25-1845-S-1095 Wt. 15 lbs. . . ..Retail **17.95**

(H) STEP TABLE. Useful and decorative beside a chair or sofa. Top shelf is 15"x13"; step shelf is 15"x26"; 23¼" high overall.
25-1847-S-1095 Wt. 16 lbs.. .... .Retail **17.95**

(J) END TABLE. Has double top with lower shelf that holds your books and magazines. 26"x15" top; 23½" high.
25-1846-S-1095 Wt. 18 lbs........ ....Retail **17.95**

Clear the Way——Winner Coming Through!



Shock Absorbers
1
Deluxe Fleetwing Flash
8.85

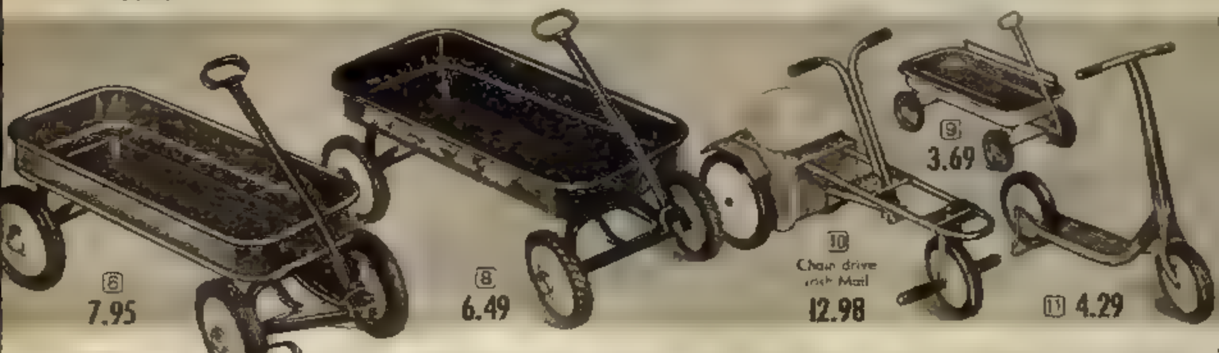
(1) DELUXE FLEETWING FLASH whizzes down hills floats over bumps turns on a dime. Sharp instant steering. 4 shock absorbent springs between top and runners give smooth, shock-free ride. Grooved spring steel safety runners, reinforced steel front. Natural finish Hardwood top. Red enameled steel. Mailable
E35 P 3285. 47-in. 4 knees (15 lbs.) 8.85
E35 P 3286. 51-in. 4 knees (17 lbs.) 9.95

(2) SILVER STREAK with lightning-fast, easy turning "Y" steering Streamlined steel safety runners, heavy-gauge steel knees. Red and Blue enameled and varnished hardwood body, Silver color enameled metal parts. Mailable.
R35 P 3287. 40-in. 4 knees (10 lbs.) 4.39
E35 P 3288. 46-in. 4 knees (11 lbs.) 5.39
E35 P 3289. 52-in. 6 knees (13 lbs.) 6.39
E35 P 3290. 58-in. 6 knees (14 lbs.) [illegible]

(3) ROYAL RACER—speed king. Grooved steel runners, curled safety ends. Selected hardwood top. Mailable
R35 P 3291. 40-in. 4 knees (8 lbs.). 3.39
E35 P 3292. 45-in. 4 knees (10 lbs.) 4.39
E35 P 3293. 54-in. 6 knees (13 lbs.) . 5.59

(4) SLED HANDLE converts any conventional sled to pusher. Arm rests keep baby, small child, or groceries on sled. 31-in. high wood handles . . . easy to attach to your sled
R35 P 3294 Mailable (6 lbs.) 3.49

(5) SNO-FLAKE DISC—A bowlful of fun! Scoots over snow like a flying saucer. 27-in. heavy-gauge steel disc, turned edges, braking studs. Canvas web steering handles. Red enamel finish.
E35 P 3299 Mailable. (11 lbs.) . . . 4.49



Sides off for Coasting Sides on for Chores
7
13.98

(6) POPULAR "RADIO FLYER" Steel body 10-in double disc wheels. 2-in rubber tires Congo lifetime bearings Red White enamel 16x5x34 in long Mail
E35 P 3131 36 lbs.). 7.95

SMALL FLYER (Not shown) 7-inch wheels 13x4x28 inches long Mailable.
R35 P 3160. (20 lbs.) . . 4.79

(7) "RADIO RANCHER." Reposition sides, converts to any use. Heavy-steel, Red enamel, Gray panels. 10-in wheels, Congo lifetime bearings 1¾-in. tires, 18x10x42-in. long. Mailable.
E35 P 3141 (40 lbs.) 13.98

(8) RADIO REX 100 Double disc 8½ in ball bearing wheels Heavy gauged stamped steel body undercarriage 1⅝-in. tractor-tread tires. Maroon enamel. White trim. Tubular steel handle 16x4x33 in long Mailable
E35 P 3164. (32 lbs.) 6.49

(9) TOT'S WAGON. Durable steel body with bright steel handrails. 5½-in wheels. ½ in. rubber tires Bright red enamel inside, White sides with Red circus animal design. Durable steel handle. 10x3x25 in. long Mailable.
[illegible] P 3114. (11 lbs.) 3.69

(10) IRISH MAIL. Pump the handle steer with feet on front axle Enclosed chain drive. seat adjusts to legs 19 to 29-in. Steel body, 9-in. back wheels, 1⅛-in rubber tires. Ball-bearings rear wheels. 18x34 in long Mailable.
E35P3145. (30 lbs.) 12.98

(11) DELUXE SCOOTER Heavy gauge steel 10-in. double disc wheels. 2-in rubber tires. Congo lifetime bearings Steel handle rubber hand grips Non slip platform stand. brake Red enamel 38x34 inches long Mailable.
R35 P 3126 (20 lbs.) 4.29

Use Budget Power . . . make this the richest Christmas ever at your house

BRAND NEW STREAMLINED "FALCON"

New! Garton "Falcon"
16.95

Large step plate ... strong bar on 3 sides, big, sturdy fenders

Murray Deluxe
10-in. Only 13.95

Streamlined Speedsters!

NEW! GARTON "FALCON" TRICYCLE

- Flashy and speedy—a brand new model!
- Protective tubular steel bar on 3 sides
- Two large safety fenders on rear wheels

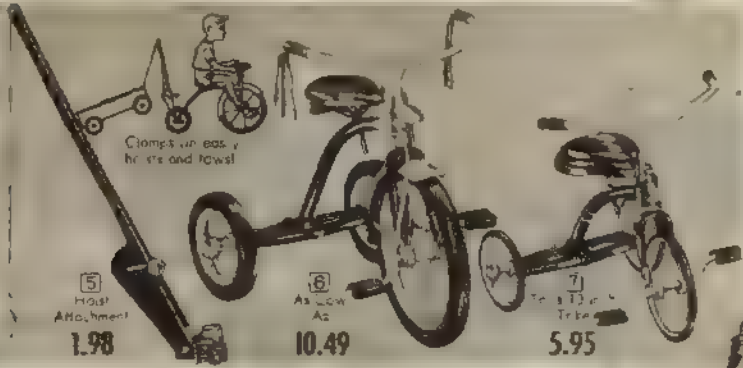
Sturdily constructed ⅞-in. tubular steel frame, reinforced fork with new bronze bearings. Handlebars adjust. Safety-type bucket seat, 1-pc. rubber pedals. Large ridged non-slip step plate. Wire spoked wheels 12-in. front, 7-in. rear. Semi-pneumatic tires 1¾-in. front, 1½-in. rear. Bright Red with Ivory
E35 P 3110. Mailable (32 lbs.) . . 16 95

DELUXE MURRAY TRICYCLES. Superior strength built into every detail! All strain points on 1¼-in. tubular steel frame extra welded. Chrome handle bars, double spring saddle adjusts. Ball bearing wheels, 1½-in. semi-pneumatic tires. 5-in. wide step-plate; rubber pedals. Maroon and White baked enamel. See "How to Order" below. Mailable
E35 P 3250 10-inch. (25 lbs.) 13 95
E35 P 3251 12-inch. (28 lbs.)........... 14 95
E35 P 3252 16-inch. (30 lbs.)........... 16.49
E35 P 3253 20-inch. (36 lbs.)........... 17 95

HOW TO ORDER VELOCIPEDES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in.
12 inch	17½ to 19 in.
16 inch	19½ to 21 in.
20 inch	21½ to 23 in.



RUGGED THREE WHEELERS FOR FUN 'N FAST ACTION

5 **ATTACH HOIST** to any standard tricycle wagon or in a stationary position [illegible] swivel frame and lower just like a real boom! Sturdy steel construction. Crank operates strong tow line with heavy plated hook. Youngsters love to hoist and tow friends [illegible] cars. Measures about 26-in. long. Mailable
E35 P 3100. (3 lbs.) 1.98

6 **RUGGED MURRAY TRIKE** Reinforced brazed 1¼-in. steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. rubber front tires. Vinyl covered seat. Adj. handle bars. Dk. Blue with Red trim. How to order above. Mailable
E35 P 3261. 10 in. (20 lbs.) . 10.49
E35 P 3262. 12 in. (25 lbs.) .. . 11 49
E35 P 3263. 16 in. (29 lbs.) . . . 12 98

7 **TOT'S 10-IN. TRIKE** Ideal for beginners . . . "grows" with the child! Adjust steel handle bar and bucket seat to desired height. Ball bearing front, sleeve bearing 7-inch rear wheels. [illegible]-in. sturdy constructed tubular steel frame. Rubber pedals. ¾-in. tires. Red and White baked enamel. Mailable
E35 P 3108. 17 lbs. . 5.95

8 **MURRAY GOOD HUMOR** Truck Brand new—kids will love it! Heavy auto-type steel, embossed grille, gas tank, plated bell. Ball bearing pedal chain drive. 8-in. dble. disc wheels. Semi-pneumatic 1½-in. front tire, [illegible]-in. solid rubber rear tires. Baked White enamel. Red, Blue trim 22x36x20 in. high (42 lbs.)
E35 P 3183. Mailable. 23 95

CREAM
8
23.95

Rear door opens to roomy storage area

New! "Yardbird" Complete Set
29.95

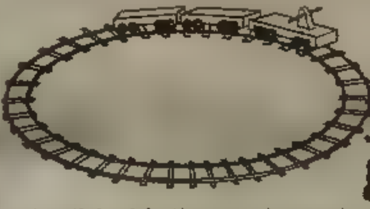
RIDE ON A HAND POWERED YARDBIRD

- Turn hand crank—chain drive propels car
- Roomy steel car runs smoothly on iron rails
- Enlarge railroad with extra tracks and cars

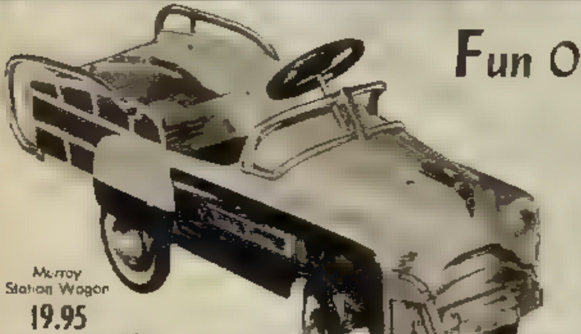
Sit on Yellow steel "power" car, turn crank . . . speed around track. Car 11x35 in. long goes forward or reverse on 8 cast iron train wheels. 40 ft. flexible curved iron track with oak ties, Assembly instr.
B35 P 3150M. Shpd. frt. or exp. (86 lbs.) .. Set 29.95

TRAILER CAR. Same as above without hand crank.
E35 P 3152M. Mailable. (30 lbs.) .... Each 12.95

STRAIGHT TRACK. 20 ft. 4 sections (8 rails) ea. 5 ft. long with oak ties. Use to enlarge railroad.
B35 P 3151M. Shpd. frt. or exp. (20 lbs.)......Set 7.95


Lay 40 ft. of flexible iron track on sturdy oak ties. Ideal for outdoors or in basement

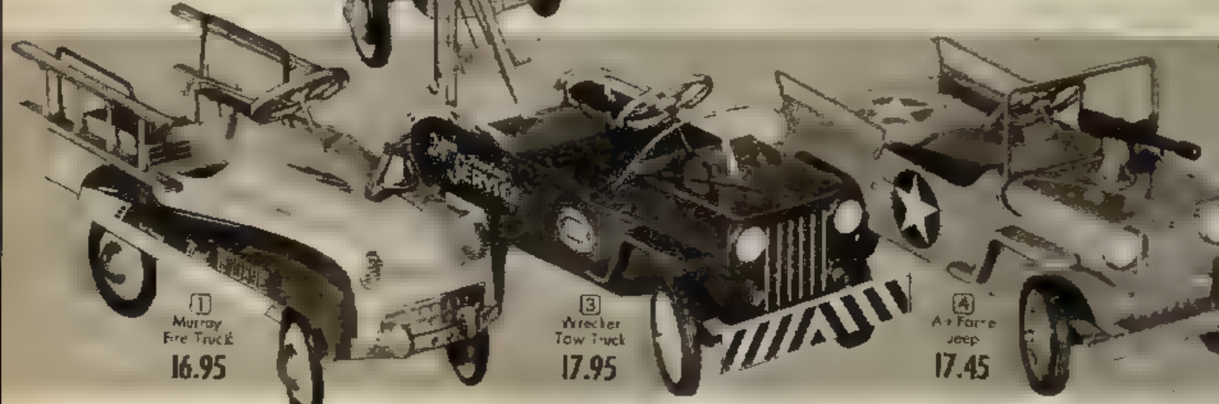
Fun On Wheels For Little Drivers—


Murray Station Wagon
19.95

MURRAY'S POPULAR ROOMY STATION WAGON

- Carries passenger or baggage in large back seat
- Ball bearing pedal drive makes pedaling easier
- Turns with minimum effort . . . lots of leg room

Take your friends for a "pleasure drive" carry your tools to "work"! Junior "town 'n country" drivers enjoy the smooth riding and turning of Murray's improved ball bearing pedal drive. Lots of leg room makes pedaling easier. Heavy modern steel body brightly enameled. 8-in. ball bearing wheels ⅝-in. solid rubber tires. Sturdy steel hand rails fabric-type seat pad. 17 in. wide, 47 inches long.
E35 P 3175. Mailable. Shipping weight 40 lbs 19.95


1 Murray Fire Truck
16.95

3 Wrecker Tow Truck
17.95

4 Air Force Jeep
17.45

2 Murray Economy Auto
11.98

PEDAL-DRIVEN CARS, TRUCKS FOR SMOOTH, EASY RIDING

1 **MURRAY FIRE TRUCK** carries extra riders! Heavy welded steel, Vermilion Red enamel with Yellow trim. "Silver" grille headlights. Two removable wooden ladders, Chief's bell, sturdy steel hand rails. Ball bearing double disc 8-in. wheels, solid ⅝-in. rubber tires, block pedals. 17 x 43 in. long. (38 lbs.)
E35 P 3184. Mailable . 16.95

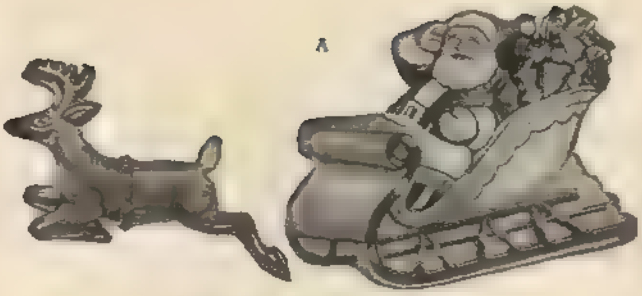
2 **MURRAY ECONOMY AUTO** drives and turns easily has features of more costly cars! 2-tone Green and Blue enamel, "Silver" trim on heavy steel. Ball bearing pedal drive, 8-in. double disc wheels. Gleaming "Nickel" hub caps. Solid rubber ⅝ in. tires, block pedals. Fabric seat pad. 17x36 in. long. (31 lbs.)
E35 P 3173. Mailable 11.98

3 **NEW! WRECKER TRUCK** really tows! Raise other "car" with hoist—haul it away for "repairs." Red enamel with White on heavy steel. Sturdy 3-in. "pushing" bumper—just like real wrecker trucks! 8-in. disc wheels, semi-pneumatic 1¼-in. rubber tires. Smooth ball bearing pedal drive. 12x47 in. long. (37 lbs.)
E35 P 3185. Mailable . 17.95

4 **AIR FORCE JEEP** has plenty of room for extra riders. "Rat-tat-tat" swivel machine gun on hood—raise and lower as desired. Has 8-inch double disc wheels, semi-pneumatic 1¼-in. tires. Pedals adjust to abt. 15 to 28 in. leg reach. Sturdy enamel steel. Air Force Blue with insignia trim. 13x40 in. long. (36 lbs.)
E35 P 3137. Mailable. . .17.45

Budget Power can bring you more of the good things of life . . . today

NOMA CHRISTMAS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PLASTIC ILLUMINATED SANTA SLEIGH AND REINDEER

(A) Traditional Jolly Santa in Sleigh drawn by prancing Reindeer in life-like colors. Each equipped with Standard Base Lamp lead cord and add-on plug. Reindeer size 35" long, 24" high. Santa Sleigh 28 [illegible] high. Fully equipped for mounting or hanging. Packed one complete set to carton, weight 12 [illegible]

E1133H 1200 . . . . Sug. Retail $17.95

PLASTIC REINDEER

Same specifications as above. Standard package 1 [illegible] Weight 5 lbs

E1135-583. . . . . Sug. Retail $7.95

TREE TOP ORNAMENT

(B) Angel the Tree Top Illuminated. Angel of translucent plastic with silver wings

E1110H-118—Shpg. Wt. 1 lb. . . . . Sug. Retail $1.69

SANTA FIGURE

(C) 2[illegible] Plastic Santa Figure. Weatherproof construction for use outdoors as well as indoors

E1127H-933—Shpg. Wt. 8 lbs. . . . . . Sug. Retail $14.00

LARGE SANTA FACE

(D) Illuminated San[illegible] indoor or outdoor use [illegible] full color molded p[illegible]

E1125H-313—Shpg. Wt. 4 lbs. . . . . Sug. Retail $4.47

ILLUMINATED PLASTIC CHRISTMAS TREE STAND

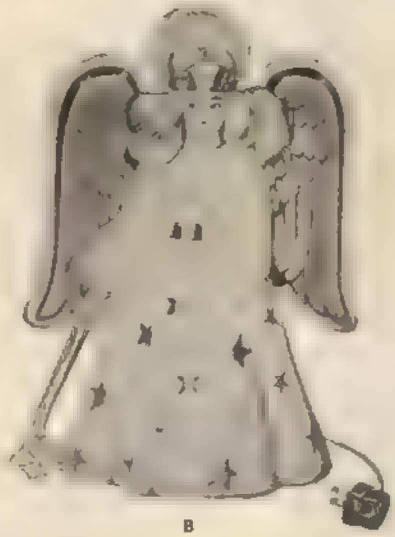
(E) Equipped with one candelabra base lamp. Lights up and bathes the [illegible] 4 foot lead cord with [illegible] plug [illegible] packed in individual [illegible]

E1109F-315—Shpg. Wt. 3 lbs. . . . . Sug. Retail $4.50

9 LIGHT PLASTIC MULTIPLE CANDOLIER

(F) C7½ orange candelabra base lamps. Lamps burn independently Ivory-colored plastic. Equipped with switch in base, 4 foot lead cord and add-on plug. 17" long and 10' high.

E1107H-450—Shpg. Wt. 3 lbs. . . . . . Retail $6.79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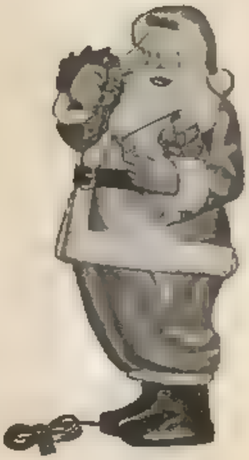
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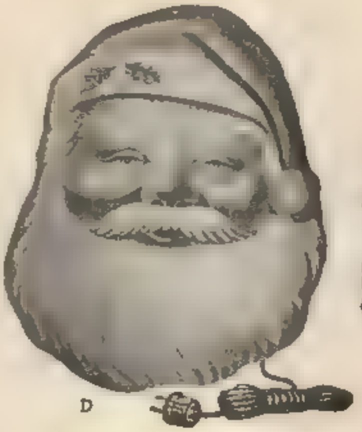
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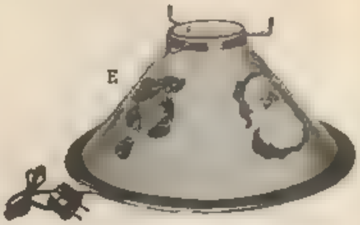
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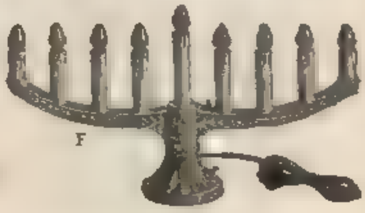
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BUBBLE-LITES
BUBBLE-LITES
G

H

J

SAFETY PLUG
K

8 LIGHT BUBBLE-LITES

(G) Series. Indoor set. Easy to place on tree. Flame resistant plastic base

E1112H-182—Shpg. Wt. 2 lbs. . . . . Retail $2.75

25 LIGHT SETS

(H) With new protective safety plug. Indoor set. 25 light multiple type [illegible] independently burning lights [illegible] tree. Add [illegible] sets. Safety Fuse Plug

E1131H-672—Shpg. Wt. 3 lbs. . . . . Retail $9.55

15 LIGHT SET. Same as above.

E1120H 395—Shpg. Wt. 2 lbs. . . . . Retail $5.60

7 LIGHT SET. Same as above.

E1114H-190—Shpg. Wt. 1 lb. . . . . Retail $2.70

BOX OF LAMPS. C7½ 1120 volt multiple to fit above.

E1128H-105—Shpg. Wt. 8 oz. . . . . Retail $1.50

15-LIGHT AD-A-LITE

(I) 15-light multiple type indoor set. Place the lights where you want them. Easy to dress your tree and to place the lights to the best advantage. Safety Fuse Plug

E1115H-458—Shpg. Wt. 2 lbs. . . . . Retail $6.60

7-LIGHT SET. Same as above.

E1117H-225—Shpg. Wt. 1 lb. . . . . Retail $3.20

BOX OF 10 LAMPS. C7½ to fit above.

E1126H-105—Shpg. Wt. 8 oz. . . . . Retail $1.50

15 LIGHT RED CAMP MULTIPLE OUTDOOR OUTFIT

(K) Independently burning lamps. Weatherproof base and spring keeps lamps tight. Rubber washers seal out moisture

E1119H-512—Shpg. Wt. 3 lbs. . . . . Retail $7.35

25-LIGHT OUTDOOR SET. Same as above.

E1121H-853—Shpg. Wt. 4 lbs. . . . . Retail $12.20

BOX OF 10 LAMPS. C8½ to fit above.

E1128H-127—Shpg. Wt. 8 oz. . . . . Retail $1.85

DECORATIONS

(A) All Plastic Fully Illuminated Candy Cane. Traditionally colored. For indoor and outdoor use. Lead cord with plug. Illuminated with three C7½ lamps. Individually boxed.

E1105H 314—Shpg. Wt. 4 lbs. . . . . . .Sug. Retail $4.50

(B) Illuminated Plastic Church Scene. Made of durable plastic—realistically decorated—mounted on simulated snow-capped bas[illegible] with [illegible] trees—Swiss [illegible] one G 14 Candelab[illegible] base lamp—add-[illegible]—individually boxed

E1145H 567—Shpg. Wt. 5 lbs. . . . . .Sug. Retail $8.50

(C) 15 Light Outdoor Set—15 Light Multiple sets—when one goes out the rest stay lit—120 volt intermediate base set with 15 assorted, inside colored C 9½ General Electric bulbs. Complete with No. 18 heavy duty plastic wire, female connector and extension plug. Rubber gaskets seal each socket.

E1102H 472—Shpg. Wt. 3 lbs. Sug. Retail $ 6.80

25 light Outdoor Set, same as above

E1104H 770—Shpg. Wt. 4 lbs. . . . . Sug. Retail $10.95

(D) Illuminated Plastic Stocking. Large illuminated plastic Christmas stocking—in full color—2G-14 lamps [illegible] connector—outdoor or indoor use.

E1141H 350 Shpg. Wt. 4 lbs. . . . . . SUG. RETAIL $5.00

(E) Outdoor Candles. 53" high overall. Base is 13" square by 9" high. Completely weatherproof. One 150 Watt PAR 38 outdoor lamp lights entire length of [illegible] candle and realistic flame tip [illegible] with a holly leaf design and "Season's Greetings" in co[illegible] lettering. Four foot lead cord and plug

E1101H 1667—Shpg. Wt. 17 lbs. SUG. RETAIL $25.00

(F) Sno-Man. This bright new, weatherproof sno-man will bring added joy to the holiday seas[illegible] Height [illegible] Full color illuminated. Vinylite plastic [illegible] door use. Complete with a 6 ft. lead cord, outdoor type add-on plug. 25 watt standard base lamp lights up the entire figure.

E1103H-433—Shpg. Wt. 4 lbs. . . . . SUG. RETAIL $6.50

(G) Bubble-Lite Trees. Trees with bubbling action. Colorful candles of bubbling light. Trees of bright visca. Metal frame construction. Finished in green or white.

E1094H 690—18" High—8 lights (Green)

Shpg. Wt. 6 lbs. . . . . .SUG. RETAIL $10.50

E1096H 690—18" High—8 lights (White)

Shpg. Wt. 6 lbs. . . . . .SUG. RETAIL 10.50

E1098H 1520—26" High—18 lights (Green)

Shpg. Wt. 11 lbs. . . . . .SUG. RETAIL 23.00

E1100H 1520—26" High—18 lights (White)

Shpg. Wt. 11 lbs. . . . . .SUG. RETAIL 23.00

E1137H 2300—36" High—20 lights (Green)

Shpg. Wt. 13 lbs. . . . . .SUG. RETAIL 35.00

E1139H 2300—36" High—20 lights (White)

Shpg. Wt. 13 lbs. . . . . SUG. RETAIL 35.00

(H) "Twinkling" Set. Each Bulb Flashes On and Off. [illegible] Twinkling [illegible] set, [illegible] with [illegible] if one goes out the rest continue to operate. Novel twinkling [illegible] makes this set perfect for retail [illegible] as [illegible] tree or wreath. Complete with transformer operates on [illegible] current AC ONLY. 6 feet of cord to transformer 4 feet between transformer and first socket, 18" spacing between sockets. In individual box.

E1106H 735—Shpg. Wt. 3 lbs. . . . SUG. RETAIL $10.50

(J) 15 Light Indoor Set—[illegible] Candelabra base set with [illegible] color C7½ General [illegible] Bulbs [illegible] female connector and extension plug. If one goes out the rest stay lit. Packaged in new full-color cellophane-window box.

E1111H 360—Shpg. Wt. 2 lbs. . . . . . .SUG. RETAIL $5.10

25 Light Indoor Set, same as above.

E1116H 603—Shpg. Wt. 3 lbs. . . . . . SUG. RETAIL $8.55

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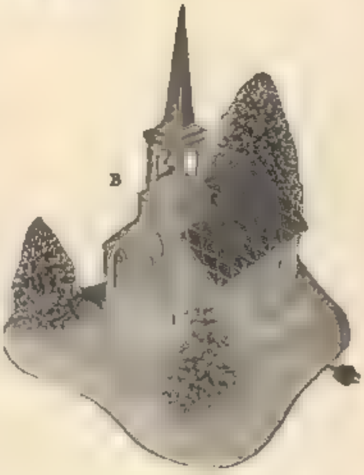
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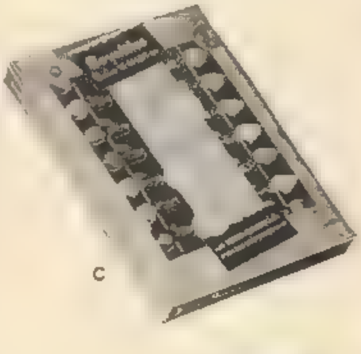
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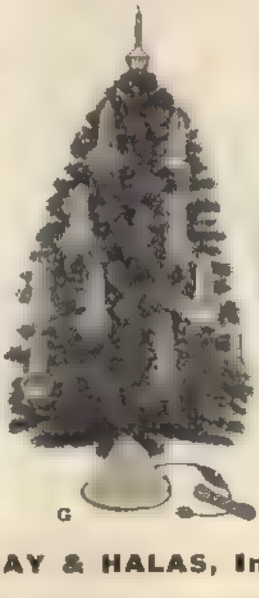
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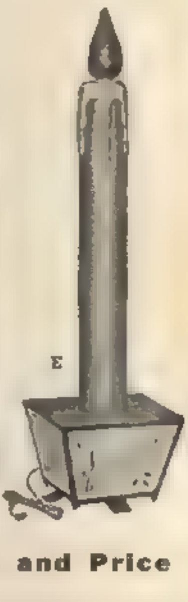
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Season's Greetings
D

AIRGUIDE WEATHER INSTRUMENTS

CANTERBURY

(A) Handsome period styling to grace the discriminating home. Forecasts weather changes, indicates temperature and relative humidity. Hand rubbed Red or Mahogany case, brass metal trim etched silvered dials and scale. 29" high, 9" wide.

E645H-3600 ______________ **RETAIL $60.00**

CORONET BAROMETER

(B) Authentic period wall barometer that incorporates fine styling and expert workmanship. Shows temperature, weather forecast and relative humidity. Beautifully styled Red, Brown, or Mahogany case, 20" long. Silvered dials and thermometer scale and rich brass trim. This barometer includes features [illegible] only in much more expensive instruments.

E841-1500 ______________ **RETAIL $25.00**

AIRGUIDE ETON

(C) A precision-built instrument that indicates both temperature and humidity at a glance. Black plastic case set off by a gleaming [illegible] trim [illegible] silver finished [illegible] dial. Size [illegible] x 2¾" x [illegible]

E646H-300—Shpg. Wgt. 2 lbs. ______________ **RETAIL $5.00**

AIRGUIDE DOVER

(D) Modern pendant barometer that predicts weather and tells temperature. Deep [illegible] plastic case [illegible] brass [illegible] and [illegible] width 3¾", and depth 1½".

E639-450 Shpg. Wgt. 4 lbs. **RETAIL $7 50**

INDOOR-OUTDOOR THERMOMETER

(E) Mounted indoors, yet tells both outdoor and indoor temperature. [illegible] unit has flexible capillary tube. Easy [illegible] without breaking hoses. Dark grey plastic case. Si[illegible] scale. Size: 8¾" high 2⅛" wi[illegible]

E624H-300—Shpg. Wgt. 8 ozs. ______________ **RETAIL $5.00**

AIRGUIDE COSAIR

(F) A three-purpose instrument des[illegible] very [illegible] nautical tradition [illegible] temperature, and relative humidity. [illegible] wheels and base are finished in gleaming, polished brass. Silver dials with Black characters. 9½" wide, 5¼" high and 2¼" deep.

E628H-1200 **RETAIL $20.00**

CAMEO

(G) A warmly traditional wall model barometer in a provincial [illegible] fruitwood case. Octagonal in shape, the bezel and knob are polished brass. Black graduations on a silver finished dial. 8¾ inches overall diameter 2 inches deep. One of the new Decorator Series

E627H-960 ______________ **RETAIL $16.00**

AIRGUIDE SHERWOOD

(H) The original "home weather bureau" has taken on a sparkling modern look. Satin brass finished bezel and feet and polished brass knob and hands complement the provincial finish of the solid fruitwood case. Combination barometer, thermometer and humidity indicator. Gray and white dial with black graduations. 5½ inches high 9¼ inches wide, 2½ inches deep. A gift [illegible]

E625H-900 **RETAIL $15.00**

AIRGUIDE PILOT

(J) Ship's Wheel Desk Barometer designed with a nautical note, performs with nautical precision. Dependable for advance tips on the coming weather [illegible] planning [illegible] door activities. Solid Walnut base with Bronze color case and [illegible] spokes. [illegible] dial with [illegible] figures and silver finish. Fits gracefully into home or office. Height 5⅛", width 5½", depth 2⅝".

E638H-720 ______________ **RETAIL $12.00**

AIRGUIDE PRINCETON

(K) Shows weather trends, room temperature and relative humidity. Beautifully styled dark Grey or Ivory plastic case with brass finished trim. Light Grey dials with Black and White [illegible] 7¼" wide [illegible] high and 1¾" deep. A handsome modern appointment in home or office

E626H-600 ______________ **RETAIL $10.00**

VISI-DOME AUTO COMPASS

(L) The ultra modern styling with either a light gray or light [illegible] case harmonizes perfectly with today's modern car [illegible]. The jet black dome-type dial and large white 5 degree calibrations give maximum visibility and finely accurate directional information. New Alnico V magnet, more than 10 times more powerful than the finest steel magnets gives faster and steadier readings. Airplane type 8-magnet compensating system [illegible] adjusted [illegible] key. [illegible] and socket bracket permits simplest mounting any place on [illegible] convex windshield molding strips with only a screwdriver needed. Airguide guarantees [illegible] (optional) makes dome glow with soft green light [illegible] either 6 or 12 volt system.

E629H-357 ______________ **RETAIL $5.95**

E630H-417 Illuminated **RETAIL $6.95**

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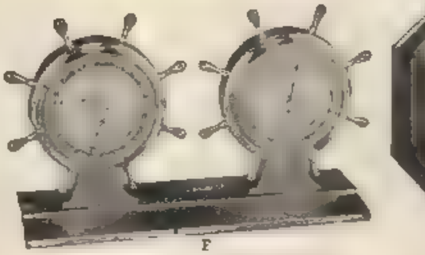
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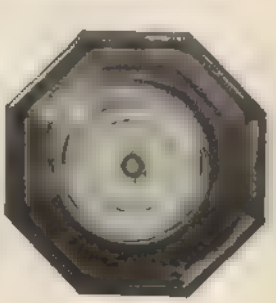
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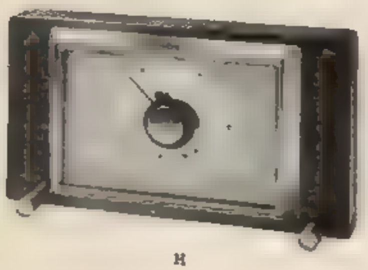
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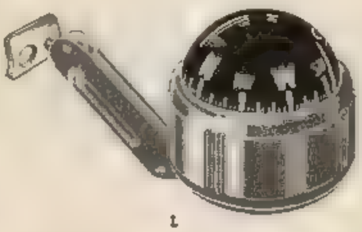
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Chris-Craft's 18-foot Fiesta (right) has a big cabin that can be equipped with twin berths, galley and toilet. Design of the cabin gives occupants full sitting headroom. Fifty horsepower outboards or inboards up to 75 h.p. can be used to bring speeds to 30 m.p.h. The Fiesta is offered as a prefabricated kit. Easy-to-follow assembly instructions assure finished boats that reflect good workmanship

The cabin structure on the 18-foot Voyager Hardtop Day Cruiser (right) is of aluminum. Built by Larson Watercraft, Inc., Little Falls, Minn., she can be driven by motors to 25 h.p. She's one of the Crestliner fleet

Olympia Yachts Division of U-Mak-It Products, Bronx, N. Y., builds the hull of their model 018 (above) of five-ply 7/16-inch mahogany, deck white cedar strip-planked and cabin superstructure of African mahogany. Cabin facilities include two berths, space-saving toilet and sink combination, and large utility stowage compartment

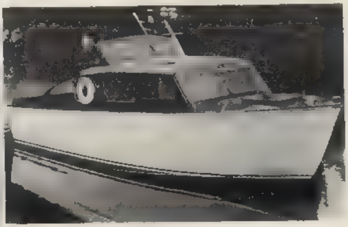
Above: The Ladd-Built 17-foot Cruisette (above) is available as a kit but with the hull assembled at the factory to insure a seaworthy boat. Factories are at Mamaroneck, N. Y., and Stockton, Calif. The boats are also available ready for painting or, if wanted, completely finished

Left. The 20-foot Commander is built by Bryant's Marina, Inc., Seattle, Wash. Two of the new silent 25 h.p. outboards provide speeds in the 25-30 m.p.h. range. There's a light, airy cabin to make her a comfortable cruising boat, and a big cockpit for pleasure day trips or water-skiing

Silent outboard motors create an entirely new concept of boating pleasure in cruising craft

Left: This 20-footer built by Revel Craft, Arnold, Md., has two bunks, enclosed toilet, complete galley and 6- by 8-foot cockpit. Bunks are equipped with foam rubber mattresses. Side windows are sliding, cabin windshield full opening. Sheer moldings are aluminum

Left: Barbour's 21-foot Overniter can be powered with one or two outboards or, if preferred, with single or twin screw inboard engines. They're built at New Bern, North Carolina, and have been completely redesigned



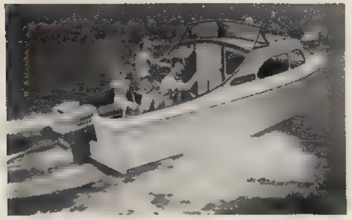
Above: The Hide-a-way is one of four 21-foot Scottie-Craft models built by International Shipbuilding Corp., Miami, Fla. Two of the models are outboard cruisers, two are inboard-powered. An 18-footer is also available

Above: The 16-foot Du-Craft Waterbug is of plywood construction with mahogany trim. In this particular installation the power plant is twin-screw outboard, using a pair of 15 h.p. motors, although a single 25 h.p. motor would make a highly satisfactory installation. Twin screws bring to outboard cruisers all the advantages of this type of powering achieved in the inboards

Right: Still another type of hull construction for the outboard cruiser is exemplified by this Shell Lake (Wis.) Lady Gull model. Hull in this case is strip-planked and the power a single motor of 25 h.p.

OUTBOARD CRUISERS BRING THE JOY OF CRUISING DOWN INTO THE SMALLER BUDGET BRACKETS

Tomahawk Boat Mfg. Corp.'s Sweet 16 Camping Cruiser sleeps two on cushions with space for portable stove

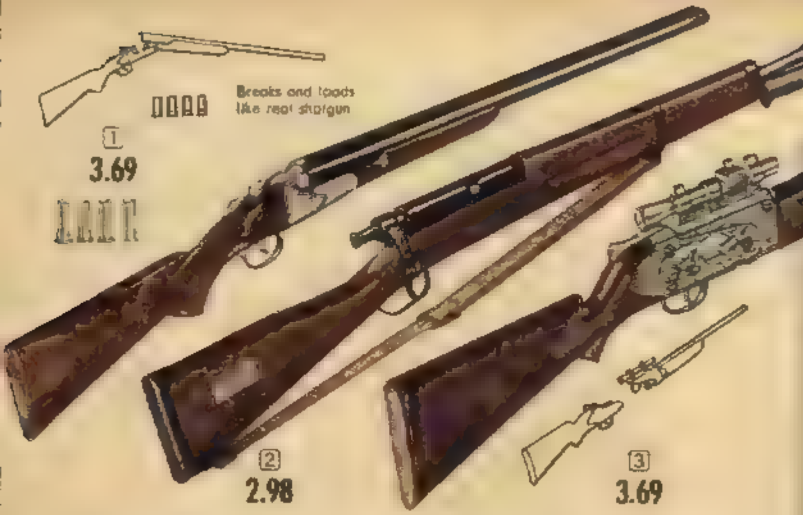


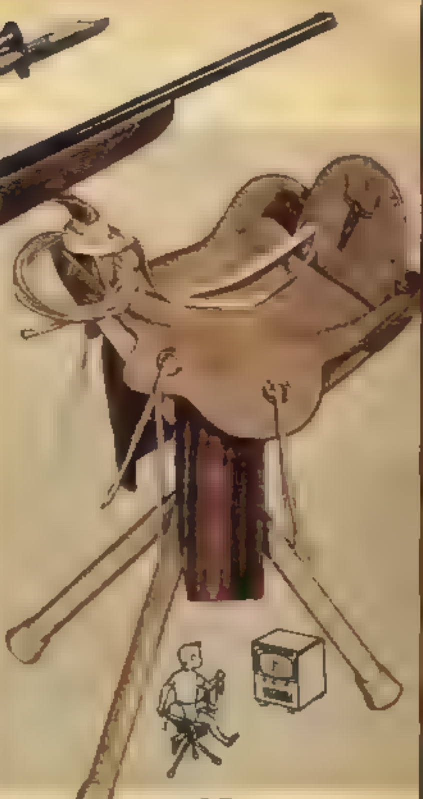
The F-180 Flying Cloud is an outboard cruiser designed by U-Mak-It Products for home assembly. Weighs 870 pounds, has two bunks and also available as an inboard

The Topper (above) Chesapeake Bay-built in Baltimore. She's a 19-footer with two full-length bunks, galley, toilet, well ventilated cabin, and soundproofed, watertight engine compartment. Speeds up to 20 m.p.h. with a standard 25 h.p. outboard motor

The Owens 21-foot express cruiser (left) is a roomy model sleeping two or three. The same boat is available as an inboard. Although the cost has been kept low, the 21 is built to the same standards of quality as larger Owens models

This Albatross 20, (right) built by the Mac Bay Boat Company, illustrates well how the outboard cruiser of today can be designed to resemble, in miniature, the larger inboard cruisers. This particular 20-footer is built of molded plywood and is driven by a 25 h.p. motor, the popular power choice for many of the outboard cruiser models. Note the canopy





Realistic Guns for High Adventure

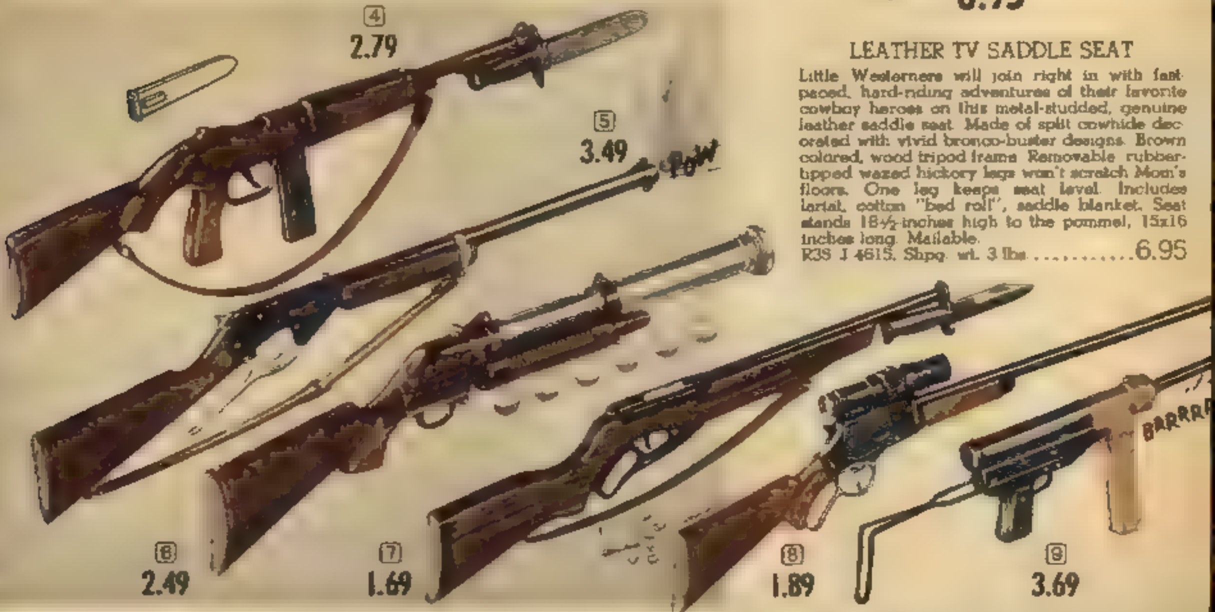
① **SHOTGUN** Double barreled "hunting" model breaks, loads. High impact plastic, embossed "Silver" breech. Walnut color simulated wood stock. Ammo space in stock stores caps. Black barrel, metal firing parts. 4 dummy practice cartridges. 36-in.
R35 J 4102. 3 lbs. 3.69

② **"ARMY" TRAINER** Right shoulder present arms!" Replica of training rifle, down to bolt-action cocking, adjustable web strap. Metal barrel, wood stock, removable rubber bayonet. Manual of arms. 39-in. long with bayonet. Big but lightweight.
R35 J 4128. 4 lbs. 2.98

③ **SPORTSMAN'S RIFLE** . . like Dad's hunting gun. Breaks down into 2 parts for carrying, storage. Telescopic sight, automatic "firing" action. "Bangs" when trigger is pulled. Engraved steel barrel, embossed plastic stock. 35 inches long. Shpg. wt. 4 lbs.
R35 J 4177 3.69

LEATHER TV SADDLE SEAT

Little Westerners will join right in with fast-paced, hard-riding adventures of their favorite cowboy heroes on this metal-studded, genuine leather saddle seat. Made of split cowhide decorated with vivid bronco-buster designs. Brown colored, wood tripod frame. Removable rubber-tipped waxed hickory legs won't scratch Mom's floors. One leg keeps seat level. Includes lariat, cotton "bed roll", saddle blanket. Seat stands 18½-inches high to the pommel, 15x16 inches long. Mailable.
R38 J 4615. Shpg. wt. 3 lbs. 6.95



④ **PARATROOPER CARBINE** Insert loaded clip, pull trigger . . . gun "fires" harmless ¾-in. pellets, ejector moves back and forth. 24-in. high impact plastic. Plastic sling. Safe 9-in. bayonet fits barrel. Scabbard, target included.
35 J 4132. Shpg. wt. 2 lbs. 2.79

⑤ **DAISY SUPER RIFLE** makes extra loud crack, belches smoke, recoils. Plastic forearm, stock, metal barrel. (3 lbs.)
R35 J 4164. Web sling. 35-in. long 3.49

DELUXE TRAINING RIFLE (not shown.) Smokes and makes bang. No forearm.
R35 J 4165. 32-in. long. (3 lbs. 2.79

⑥ **SIX-SHOT JET** automatic rifle. Fast shooting, easy to load—fine for target practice. Sliding barrel builds up air pressure . . gun shoots harmless plastic table-tennis type balls. Aluminum barrel, plastic stock. 22-in. long. Completely safe.
R35 J 4196. Shpg. wt. 2 lbs. 2.49

⑦ **CORK TARGET RIFLE**, removable rubber bayonet. Single barrel cork shooting "army" rifle—ideal for target practice. Spring-action cocking lever, web strap, metal barrel. Walnut finished wood stock. 32-inches long. 8-inch rubber bayonet, bag of cork ammunition.
R35 J 4129. Shpg. wt. 2 lbs. 1.69

⑧ **TELESCOPIC CARBINE** Draw a bead on far-off targets with real-lens telescopic sight! Handsome sport carbine with metal barrel, high impact plastic forearm and stock. Ammunition chamber in stock. Embossed breech. 31-in. long.
R35 J 4174. Shpg. wt. 2 lbs. 1.89

⑨ **AUTOMATIC "BURP" GUN** fires caps in fast runs or short burst automatically and safely . . won't fire unless breech is closed! Spring wind replica of U.S. Army 25 caliber "grease gun" made of steel and plastic, has permanent winding key and clip. Overall 24 inches long.
35 J 4167. Shpg. wt. 2 lbs. 13 oz. 3.69

Chrome plated Holster Set **6.95**

HOLSTER SET OF BRAND NEW DESIGN! Chrome plated metal pocket on genuine top-grain Black leather backing. Embossed fleur-de-lis design has room for engraving your cowboy's name! Leather belt, 32 studs 4 "jewels". 4 metal belt joiners have brass-colored steerheads. Chromed buckle shows steer head. Chromed 11-in. break-action repeaters; fully engraved handles Fits 22 to 27 in. waist
35 J 5802 (3 lbs. 10 oz.)........Set 6.95

Quick on the Trigger

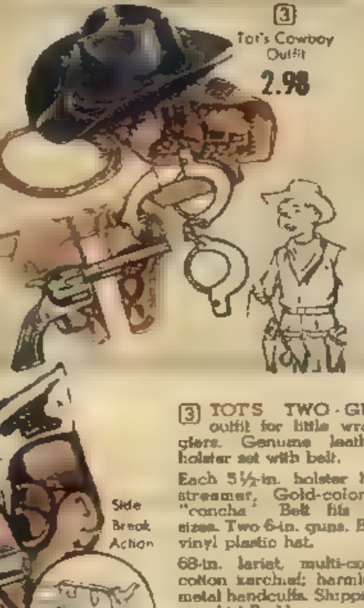
[1] **TWO GUN HOLSTER SET** 10-inch genuine leather holsters Each has White woven cross strap, metal rosette, bright Decoration and streamer leg ties. Steel rivet-reinforced belt holds 3 Red wood "bullets" Two 8-inch Hubley 6-shot repeaters. Belt adjusts to 27 inches.
35 J 4169. Shpg. wt. 1 lb. 12 oz. Set 1.98

[2] **WESTERN HOLSTER SET** Genuine leather holsters and belt. Embossed pockets, leather cross straps with buckles. Leather leg ties. 1½-inch belt adjusts to fit 22 to 27-inch waists, holds 3 wood bullets. Two 8-inch western six gun repeaters.
35 J 5804 Shpg. wt. 1 lb. 14 oz............... .Set 2.98

TWO SURESHOT REPEATERS with break action (not shown)
35 J 4186. 8 in. long Shpg wt. 1 lb. 1 oz... . .. Pair 98¢

[1] 1.98

[2] 2.98

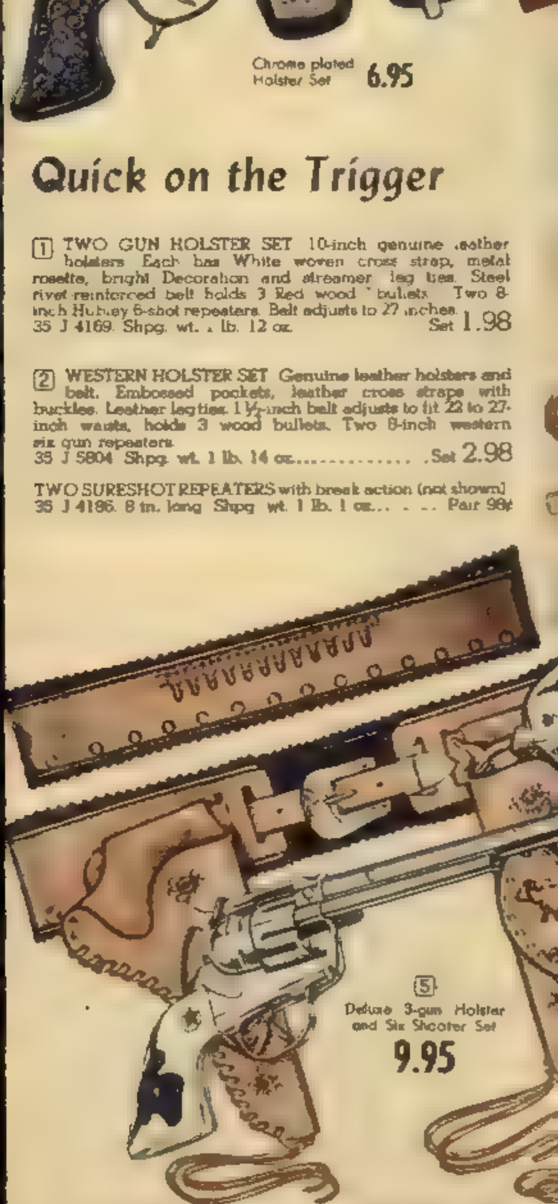


[3] Tot's Cowboy Outfit 2.98

Loads and "fires" like a real 6-gun!

[4] 45" 3.49

"38" 1.98



[5] Deluxe 3-gun Holster and Six Shooter Set **9.95**

[3] **TOTS TWO-GUN** outfit for little wranglers. Genuine leather holster set with belt.

Each 5½-in. holster has streamer, Gold-colored "concha" Belt fits tot sizes. Two 6-in. guns. Blk. vinyl plastic hat.

68-in. lariat, multi-color cotton kerchief; harmless metal handcuffs. Shipping weight 1 lb. 11 oz.
35 J 5801........ 2.98

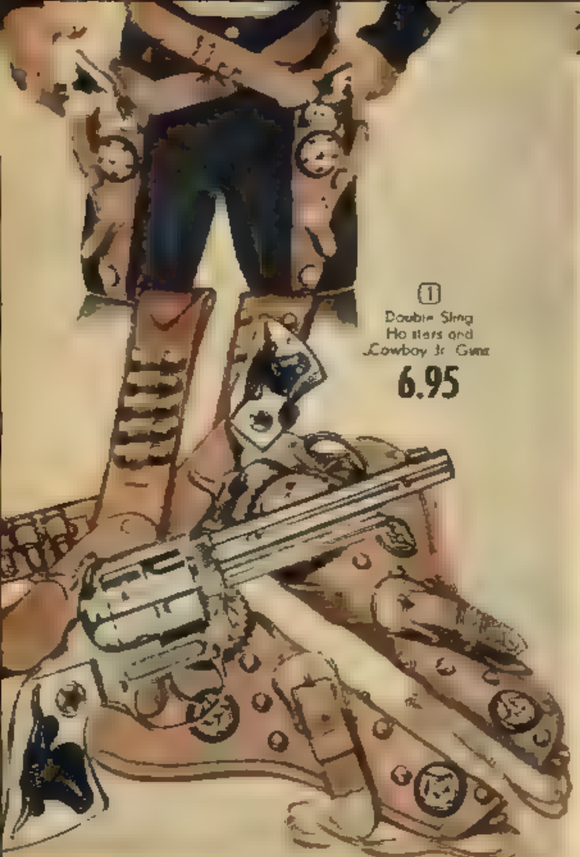
[4] **STALLION "45"** six-shooter 13-in revolving cylinder repeater. Place cap in 2-pc. "cartridge" Load revolving cylinder. Safe enclosed firing chamber push button to eject bullets Metal and plastic. 12 "bullets" Shpg. wt. 2 lbs.
35 J 4131. . .. 3.49

STALLION "38". 9-in black grips, 12 "bullets"
35 J 4112 (1 lb 2 oz) 1 98

[5] DELUXE 3-GUN HOLSTER SET

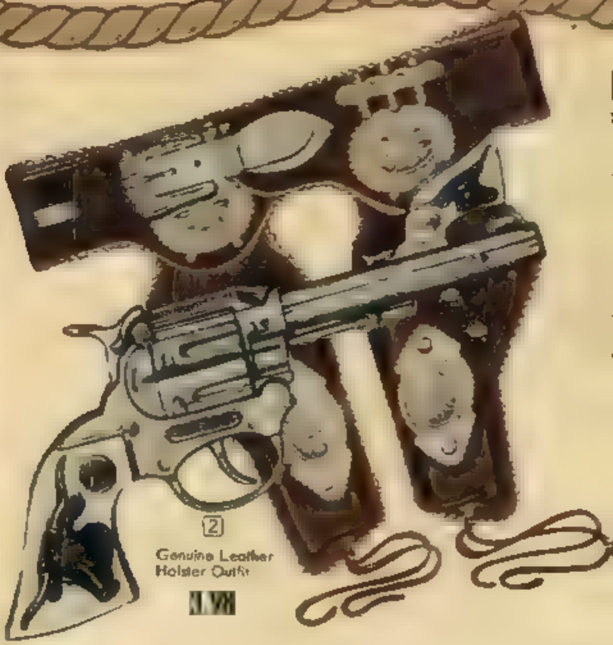
The finest outfit for young buckaroos. Genuine top grain leather throughout! Each 10½-inch holster has edges hand laced with leather thongs, metal studs, Red "jewels", 1½-in. brass colored saddle decoration, rawhide leg ties. Tan 3-in. wide belt, felt backing 16 studs, embossed buckle, 12 "Silver" bullets. Two 12-in. side-break, revolving-cylinder repeaters. Press barrel lever—cylinder releases for reloading. Single shot 5-in. gun in back of one holster is his secret!
35 J 5800 Shipping weight 4 lbs. 5 oz...Set 9.95

COWBOY GUN only. Side-loading 6-shooter (above), with plastic grip, steer head design.
35 J 4184 Shipping weight 1 lb. 9 oz....Each 1.79



① Double Sling Holsters and Cowboy Jr. Guns

6.95



② Genuine Leather Holster Outfit

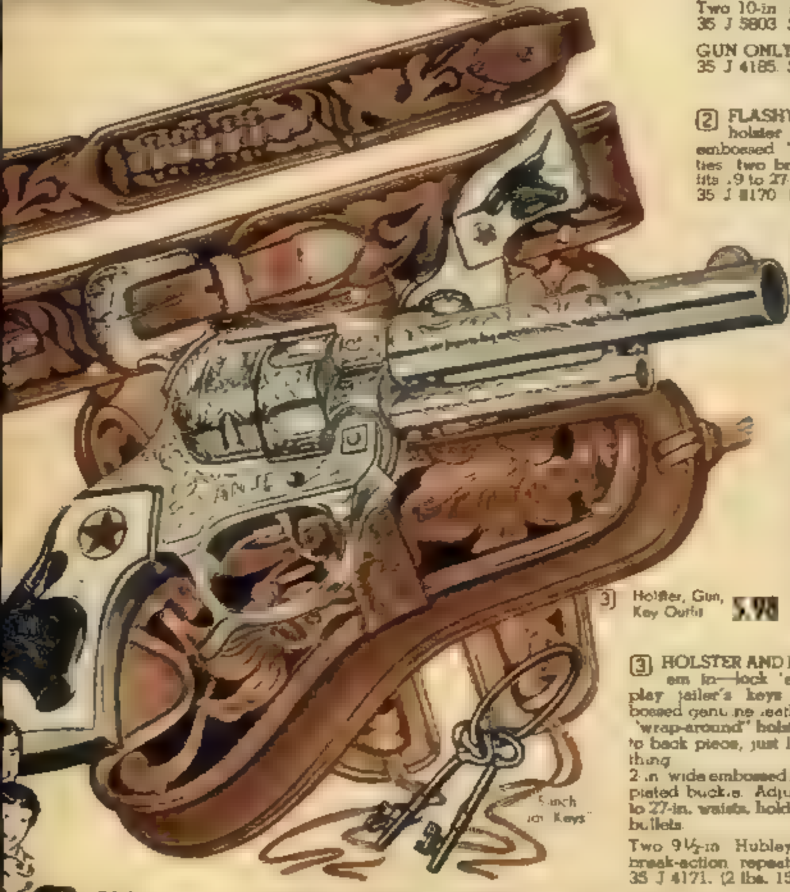
[illegible]

Fast on the Draw . . .

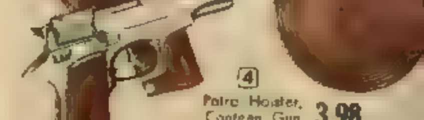
① DOUBLE SLING HOLSTERS. He'll wear 'em low for a speedy draw! Each 11-in. genuine leather holster has cross-over strap, buckle, rawhide leg ties, 6 shiny studs, and 3 "conches". Each belt holds 5 "silver" bullets, has plated, embossed buckle design, fits 20 to 27-in. waist. Two 10-in. side-break, revolving cylinder pistols.
35 J 5803 Shpg. wt. 3 lbs. 6 oz. . . . . Set 6.95

GUN ONLY. Die-cast, 9½-in. repeater (as above)
35 J 4185. Shpg. wt. 1 lb. . . . . 98¢

② FLASHY GENUINE LEATHER HOLSTER SET. 13-inch holster and belt backed with Yellow felt. Four plated embossed "conches", embossed metal buckle, rawhide leg ties, two break-action 9½-inch six-guns, 6 "bullets". Belt fits 19 to 27-inch waists.
35 J 4170 (2 lbs. 13 oz.) . . . . Set 3.98



③ Holster, Gun, Key Outfit 5.98



④ Patrol Holster, Canteen, Gun **3.98**

③ HOLSTER AND KEYS. Bring 'em in—lock 'em up with play jailer's keys. Fully embossed genuine leather 1-piece "wrap-around" holster strapped to back piece, just like the real thing.

2-in. wide embossed leather [illegible], plated buckle. Adjusts to fit 18 to 27-in. waists, holds 6 "Silver" bullets.

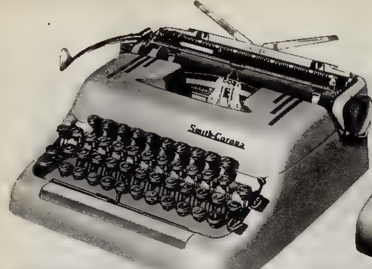
Two 9½-in. Hubley Texan Jr. break-action repeaters.
35 J 4171. (2 lbs. 15 oz.) 5.98

④ PATROL OUTFIT for adventurous "scouting missions." Genuine leather belt and holster.

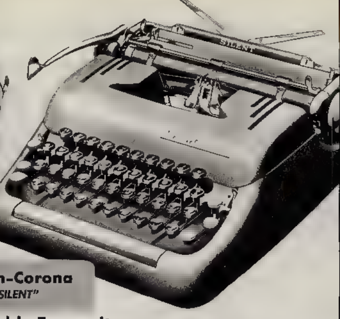
Double tongue belt, six "Silver" bullets. 7½-inch holster—snap down flap. 6-inch diam. canteen of hard-to-break vinyl plastic.

7-in. "45-Caliber" Hubley automatic. Pull back barrel—magazine pops up for "reloading". Belt adj. to 28-in.
35 J 5805. (2 lbs.) 3.98

Budget Power fulfills your heart's desire . . . without worry over money

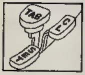


Smith-Corona
"SUPER"



Smith-Corona
"SILENT"

Smith-Corona Portable Typewriters



Fastest Keyset Tabulator

Set, clear and tabulate from the keyboard with one hand. No reaching required.

SMITH-CORONA'S NEW "SUPER." Features the most rugged and dependable, fast and foolproof automatic keyset tabulator to be found on any portable. Every bit of tabulating process is done from the keyboard. Combines the same features that are found on the Smith-Corona "Silent." Finished in gray with harmonizing green of the Colorspeed keyboard and paper table. With smart carrying case and instructions.
33-1204-Z-9438 Wt. 19 lbs........... Retail **116.28**

SMITH-CORONA "SILENT." World famous for faster, quieter typing. Revolutionary Super Speed Escapement and Dual Universal Action for lightning response and velvet touch. Full-size Colorspeed keyboard. Possesses all features of the "Sterling" plus many sound deadening devices. Interchangeable Platen, Paper Fingers and Paper Bail and Line Retainer. Shipping weight, 19 pounds.
33-1202-Z-8578 With carrying case.. .Retail **105.68**

PAGE GAGE: Predetermines the exact bottom page margin desired. Cautions against typing too deep on page—keeps letters uniform, typing neater.

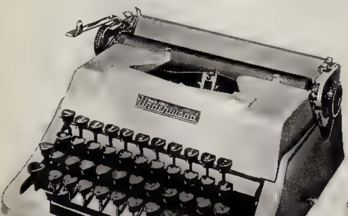
Colorspeed Keyboard: Rimless keys, in restful green color; comfort shaped to fingertips Lifetime key letters.

Synchronized Line Spacer: Single, double, triple line spacing with perfect register—requires minimum lever movement.

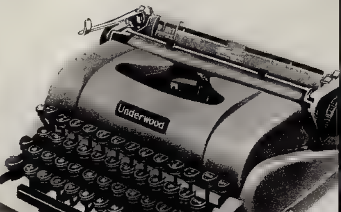
Quick-set Margin Control: Sets margins with touch of a finger. Conveniently located top of the easy-to-see paper scale.

Acoustical Vents: Operating noises muffled by enclosed design, vented thru rear Clatter is reduced to a quiet "purr"

`Actual Pica Type` Actual Size of Pica and Elite Type. Specify Choice When Ordering. `Actual Elite Type`



Underwood
"LEADER"



Underwood
"CHAMPION"

UNDERWOOD "LEADER." The entire family will use this beautifully styled, compact portable . . . for all their business, school and personal typing needs. It's many modern features include balanced segment shift, 9" writing line, adjustable hand margins with right hand bell indicator and adjustable paper fingers. Keyboard has 84 characters including arithmetic signs, back spacer, etc. The "Leader" is priced for every budget . . . an outstanding value in performance, convenience and low cost. Finished in tan tone with green keytops. *Pica type only.*
33-1238-Z-6042 With carrying case Weight 18 lbs..... Retail **74.41**

UNDERWOOD "CHAMPION". Pleasingly styled and designed for the easiest typing ever. Key-set tabulation operates with a flick of the finger; you set and clear tabs right from the keyboard. Finger-controlled "see-set" margins let you see both right and left hand margins and set them exactly where you want them. Standard spaced keyboard has finger-form keys for simple, effortless typing. 9" writing line; automatic line-finder; variable line-spacer; Fashion-Tone gray, non-glare finish. Specify elite or pica type. Shpg. wt. 24 lbs.
33-1239-Z-8578 With color-harmonizing carrying case. Retail **105.68**

Smith-Corona
"STERLING"

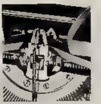
Smith-Corona
"SKYRITER"

SMITH-CORONA "STERLING." America's most popular medium priced portable with extra speed, precision action and longer life. With Colorspeed Keyboard, Quickset Margins, Line Space Levers, plus the handy 3-position paper bail that allows quick inserting, smoothes paper and raises for easier, cleaner erasing Adjustable paper guide, Retractable Paper Supports and the exclusive Cushioned Tabulator. With an attractive carrying case, "Touch Typewriting Chart" and instructions.
33-1201-Z-8148 Wt. 19 lbs................ ...Retail **100.38**

SMITH-CORONA "SKYWRITER." Light and compact. Only 3" high . . . weighs just 9 pounds, yet it contains the important features of office typewriters plus some exclusives. Free easy "touch." Perfect for traveling. Full Size Colorspeed Keyboard, Quickset Margin Stops, Retractable Paper Supports, Speed Booster, Half-Spacing, Automatic Ribbon Reverse, Swinging Shift that locks to prevent jouncing of carriage when traveling. Includes snap-on aluminum cover. Shipping wt. 11 lbs.
33-1203-Z-5815.......... .... Retail **71.65**

Remington Portable Typewriters

New Visible Margins: You see where to set both right and left hand margins.



Patented Simplified Ribbon Changer: Semi-automatic, one-operation change.

Exclusive Miracle Tab: Set, clear tab stops from keyboard. Fingertip control.

NEW REMINGTON "QUIET-RITER"

Noiseless, efficient, redesigned to give big-machine results! Full standard keyboard, new direct-set, visible margins, patented ribbon changer, exclusive "Miracle Tabulator" that sets and clears from keyboard Super-strong frame gives vibration-free performance. Two-color ribbon, stencil cutout. Non-glare gray velour finish, sturdy luggage-type case. Specify Pica or Elite.
33-1225-Z-9351 Shipping weight 21 lbs........Retail **115.21***

Remington
"QUIET-RITER"

NEW REMINGTON WITHOUT TABS

Make quick work of all those typing jobs . . . with this newly designed portable. Sturdy frame and gliding key action provides smooth, quiet operation. All the needed features of office-size machines plus Remington's visible margins and patented ribbon changer that add to your typing ease. Full standard keyboard; non-glare finish; carrying case. Specify Pica or Elite type.
33-1226-Z-8194 Shipping weight 21 lbs. .....Retail **100.94***

Remington
WITHOUT TABS

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*Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained.

Royal
Portable Typewriters

ROYAL "QUIET DELUXE." Combines precision workmanship, found only on the finest office typewriter, with sparkling new features that make it the most modern and durable portable typewriter in the world. This new Royal does more for you and does it better for the entire family.

Features include the exclusive "Touch Control" with which the touch of the keys can be tailored to every member of the family. The new speed selector enables the operator to adjust the speed of the carriage to typing needs by simply turning the selector knob. Both right and left hand margins set instantly, easily, automatically with the amazing "Magic" Margin. Newly devised line meter tells how many lines there are left when you are typing near the bottom of the page. Royal's visible tab stops are made instantly accessible by simply setting margin desired and pressing tab key.

Beautiful velvetone finish. Portable comes in a highly styled fibreglas carrying case that is lightweight and durable. *Specify Pica or Elite type.*
33-1275-Z-9287 Wt. 21 lbs....... ... Retail **114.42**

New Speed Selector . .
. . Sets Typing Speed

ROYAL
"QUIET DELUXE"

Royal Portable Features

The world's largest manufacturer of typewriters! The highest degree of precision workmanship goes into all Royal typewriters. *Portable features are:

"Magic" Margin—position carriage, press "Magic" Margin button and margin is set. "Touch Control"—enables every member of the family to tailor the touch to suit themselves.†Full Size Keyboard—exact in size, slope, dimensions as the standard office machine. Push Button Top—press button, top plate is raised automatically. Automatic Paper Lock—3-position paper lock assures clean, clear typewritten work. Fibreglas Carrying Case—lightweight and durable.
**(Not on Companion model.)* †*(Incld. on Companion.)*

ROYAL
"KEYSTONE"

ROYAL "KEYSTONE." A precision built portable made with the same craftsmanship and many of the features that go into the Royal Quiet Deluxe. Full size office keyboard is exact in size, slope and dimensions as Royal's standard machine making it ideal for students, authors, etc.

Features are: Push button top—press the button, top plate is raised automatically. Easy access to "Touch Control," ribbon changing, etc. Paper lock scale—visible when paper is in machine, giving operator easy reference to scale for tabulating, spacing and centering. Automatic paper lock—3-position paper lock assures clean, clear typewritten work, holds paper firmly against platen.

Rugged velvetone finish. With a sleek contour shaped carrying case. Clips inside the top of the case hold paper, envelopes. *Specify Pica or Elite type.*
33-1276-Z-7975 Wt. 20 lbs............ .Retail **98.25**

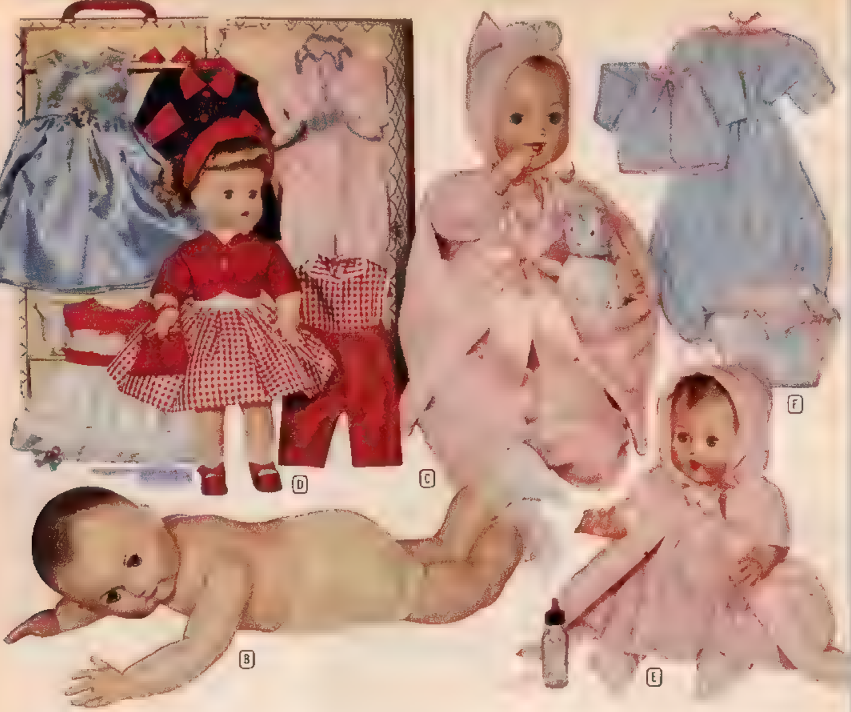
ROYAL
"COMPANION"

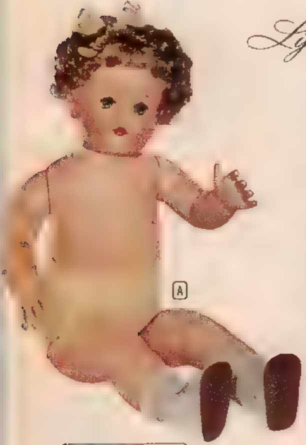
ROYAL "COMPANION." The entire family will use this handsomely styled, budget-priced portable for school, business, etc. Functionally designed with the same fine craftsmanship that goes into the Royal Deluxe.

Features: Full size office keyboard with finger flow keys, 8½" writing line. Card and writing line scale—use to align new characters with work or ruled lines already on the page or card. Automatic ribbon reverse and rapid ribbon changer—holds ribbon at printing point and facilitates the changing of ribbon. Line finder, line space selector. Paper table—swings back permits setting both left and right hand margin stops.

Handsome crackle finish Plywood carrying case with leatherette covering. Operating instructions are also included. *Please specify Pica or Elite type.*
33-1277-Z-6425 Wt. 16 lbs..............Retail **79.15**

"Royal Portable Typewriters" are sold to dealers who purchase for resale to ultimate users. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply to the District of Columbia and in states where price maintenance is not permitted.





Life-size Babies, "Drink-Wet" Babies,

(A) (B) BIG-AS-LIFE BABIES. It's fun to dress these appealing dolls in child's own outgrown clothes. So soft and cuddly, with such lifelike proportions, they seem almost real; sit up to be bathed, "coo" when squeezed go to sleep when put to bed. Pliable soft vinyl heads, glassene sleeping eyes with lashes. Lightweight, cotton-stuffed latex bodies feel like baby skin, jointed arms, swing legs. Wear size 1 training panties, socks, shoes.

(A) Curly-Top Baby with "Rooted Hair." Her pretty Saran ringlets are lock-stitched into her head so hair won't come out (see Pg. 146) and can be washed, combed and set without damage.

48 W 4096 L—Abt. 28 in. tall. Wt. 5 lbs. 4 oz. . 6.95
48 W 4095 L—Abt. 26 in. tall. Wt. 4 lbs. 8 oz 5.89

(B) Baby with Realistically Molded, Tinted Hair.

48 T 4206 L Abt. 28 in. tall. Wt. 4 lbs. 8 oz. . . 5.89
48 W 4094 L—Abt. 26 in. tall. Wt. 4 lbs. 4.98

(C) "BABY CUDDLE-UP." Darling, life-size "Effanbee" baby even has her own plush toy. She's cozily dressed for cold weather; wears soft, downy chinchilla cloth jacket, hood, and snug button-up blanket. Also wears flannel shirt, diaper. Pliable soft vinyl turning head, molded tinted hair; adorable baby face, glassene sleeping eyes, tiny "teeth." Body is petal-soft vinyl stuffed with cotton; jointed arms, swing legs. "Coos" when hugged.

48 T 4215 L—Abt. 27 in. tall. Wt. 9 lbs. 12 oz. 15.95
48 T 4214 L—Abt. 23 in. tall. Wt. 6 lbs. 11.98
48 T 4213 L—Abt. 20 in. tall. Wt. 4 lbs. 2 oz. . 9.95

(D) "ROOTED HAIR" TOT WITH OUTFIT IN CASE. A big value doll to delight "little mothers"—they can change her clothes, "fix" her hair, take her on "trips." Sweet, lifelike vinyl turning head, glassene sleeping eyes. Long Saran "pony tail" hair is firmly rooted, can be combed and set (see Pg. 146). Soft, cotton-stuffed latex body; movable arms, legs. Wears taffeta skirt, attached blouse; felt bolero, half-hat, "purse." Panties, socks, shoes. Case holds cotton coat, taffeta dress, pajamas, "mules," pedal pushers, blouse, satin formal, nosegay. Fiberboard case 21½x10¼x6¾ in.; plastic handle, snap lock. Wt. 4 lbs. 8 oz.

48 T 4204 L—Doll abt. 16 in. tall 7.98

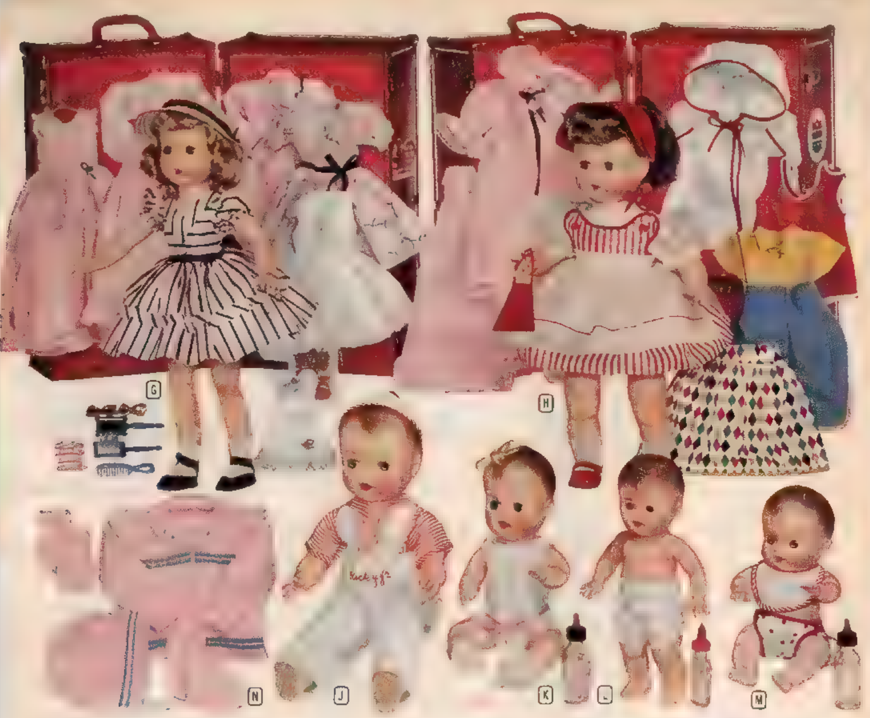
(E) "BANNISTER BABY." Inspired by Constance Bannister's captivating photographs. Drinks, wets, cries, sleeps, blows bubbles. Fleshlike soft vinyl from head to toe; jointed arms, legs; turning head. Glassene sleeping eyes, molded hair. "Coo" voice. Fluffy ninon dress, slip, shirt, panties, booties, flannel robe. Bottle, bubble pipe. Wt. 4 lbs.

48 T 4046 L—Abt. 18 in. tall. 9.29

(F) "NITEY-NITE" SLEEPER SET. Knit cotton flannel with dainty hand embroidery. Sleeper with drawstring, jacket, plastic-lined panties.

48 T 4168—For 25 to 29-in. dolls. Wt. 5 oz. . . 2.59
48 T 4145—For 19 to 24-in. dolls. Wt. 4 oz. . . . 2.29
48 T 4144—For 15 to 18-in. dolls. Wt. 3 oz. 2.09
48 T 4143—For 10 to 14-in. dolls. Wt. 2 oz. 1.89

See Terms, Pg. 105; Facts About Dolls, Pg. 146.



Dolls with Wardrobes, Clothing for Dolls

G **H** WARDROBE DOLLS WITH DELUXE STEEL TRUNKS. A special combination at Wards Both dolls come with sturdy steel trunk to hold their wardrobes. Same trunk sold Pg. 161 for over $5: 2 drawers, metal hangers, travel labels Size 19 x 10½ x 10 in

(G) "HONEY WALKER," a lovely "Effanbee" walking doll. All hard plastic; jointed arms legs. Head turns as she walks. Her pretty Saran hair is firmly sewn to a cloth foundation—can be washed, combed, set. Glassene sleeping eyes. Wears striped taffeta dress with matching panties, silk-straw hat, socks, slippers. Big wardrobe has everything for a well-dressed doll including "nylons", girdle and "bra" Linen coat, organdy dress, frilly negligee, nightie, petticoat, panties. Comb, brush, mirror, curlers, "gold" barrettes. Trunk described above. Ship. wt. 11 lbs

48 T 3850 L—Walking Doll abt. 19 in. tall.....19.45

(H) "PONY TAIL" TOT Such fun to change her clothes for "trips." Cunning soft stuffed doll has lifelike vinyl "skin"; movable arms, legs. Her long, thick Saran hair is firmly "rooted" (see Pg. 146), can be washed, combed, set. Pliable fleshlike vinyl head, glassene sleeping eyes. Coo voice. Striped taffeta jumper-dress with buttons on bodice, ninon puff sleeves and apron. Felt hall-hat with ribbon bow, "purse," knit panties, socks, slippers. Big wardrobe includes "swim suit," terry beach robe frilly ninon nightie and negligee, pedal pushers blouse harlequin print "gathered" skirt Steel trunk described above Ship. wt [illegible] lbs

48 T 4205 L—Doll abt. 19 in. tall . 13.49

SAVE THIS BOOK; YOU CAN ORDER DOLLS 'TIL OCT. 1, 1956

J "RICKY, JR." From "I Love Lucy" TV show All flesh like vinyl; turning head, glassene sleeping eyes coo voice Corduroy overalls, shirt "beanie," socks, shoes.

48 T 4022 · Abt. 17 in. tall Ship. wt. 3 lbs. 2 oz. ..7.39

K **L** **M** WELL-KNOWN "SUNBABES." Drink, wet, cry; are soft, lightweight, sturdy, washable.

(K) "BETTY BOWS." Soft vinyl turning head, molded hair with satin bow, glassene sleeping eyes; jointed rubber body Sunsuit, booties, bottle, bubble pipe

48 T 4045—Abt. 12 in. tall Ship. wt. 1 lb. 4 oz. 2.69

(L) "TOD-L-TOT" All soft vinyl. Has molded hair, plastic inset eyes. With diaper and nursing bottle.

48 T 4319—Abt. 10½ in. tall. Ship. wt. 7 oz.......... 92¢

(M) "SO-WEE." All soft rubber; jointed arms, legs, turning head Plastic inset eyes Diaper, bib, bottle.

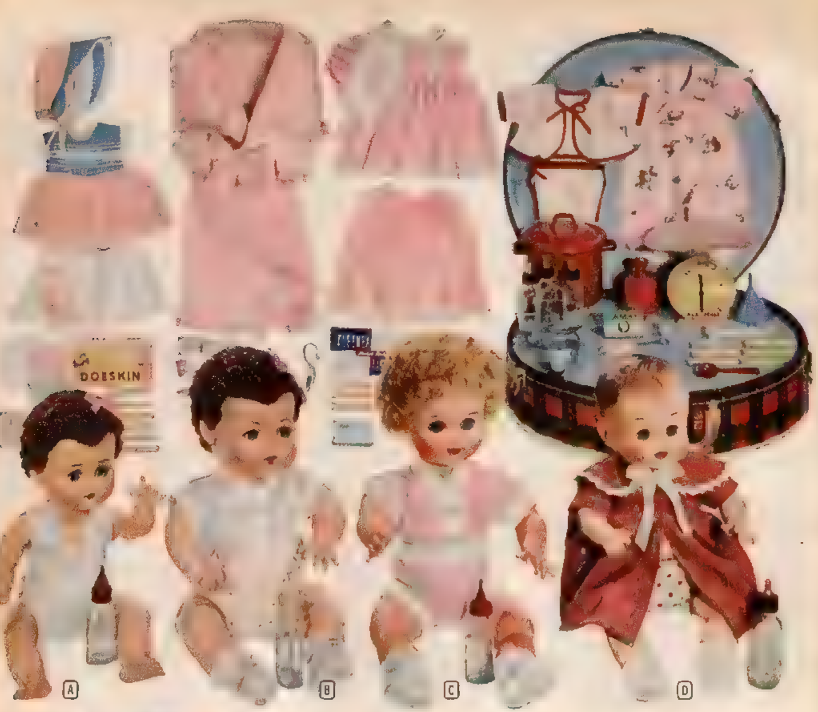
48 T 4300—Abt. 10 in. tall Ship. wt. 15 oz... . .. 1.75

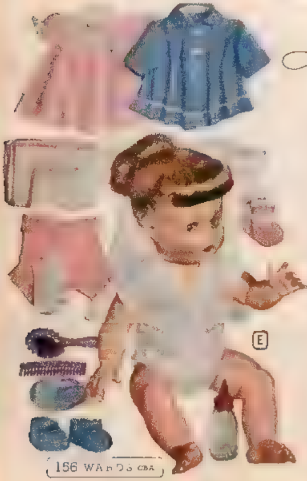
N 4-PC. DOLL SWEATER SET Soft cotton knit sweater has "rhinestones" on collar. Bonnet, mittens, booties.

48 T 4139—For 24 to 28-in. dolls. Ship. wt. 5 oz. 1.59
48 T 4138—For 19 to 23-in. dolls. Ship. wt. 5 oz. 1.39
48 T 4137—For 15 to 18-in. dolls. Ship. wt. 3 oz. 1.19
48 T 4136—For 10 to 14-in. dolls. Ship. wt. 3 oz. 1.00

P 4 PC. DOLL OUTFIT For "Babies" and Walking Dolls. Fluffy nylon dress and chemise; cotton coat and hat.

48 T 4125—For 22 to 25-in. dolls. Ship. wt. 6 oz...... 2.98
48 T 4124—For 19 to 21-in. dolls. Ship. wt. 6 oz...... 2.79
48 T 4123—For 14 to 18-in. dolls. Ship. wt. 6 oz..... .2.59





Nationally-known "Drink-wet" Babies

[A] IDEAL'S, "BETSY-WETSY" WITH LAYETTE Drinks, wets, cries "tears," "blows her nose." Body is lifelike, washable vinyl plastic with jointed arms and legs; hard plastic turning head, glassene sleeping eyes, lambskin wig. Wears shirt, diaper. Layette includes organdy dress, bonnet, slip, booties, bottle, tissues, soap, clothespins, diapers, etc.

48 T 4012 L—Abt. 16 in. tall. Ship. wt. 2 lbs. 8 oz. 11.45
48 T 4011 L—Abt. 13½ in. tall. Ship. wt. 1 lb. 13 oz. 8.98

[B] ORIGINAL "DYDEE"; CRIES "TEARS". Also blows bubbles, drinks, wets. Washable rubber body realistically molded with baby creases and dimples; chubby jointed arms and legs. Tinted plastic turning head glassene sleeping eyes, soft lamb-skin wig. Wears shirt, diaper, socks. Soft, downy flannel receiving blanket with sleeves has wide satin binding and big bow. Bottle, pacifier, bubble pipe, straw, spoon and tissues.

48 T 4082 L—Abt. 20 in. tall. Wt. 6 lbs. 4 oz.. 18.95
48 T 4081 L—Abt. 15 in. tall. Wt. 3 lbs. 6 oz.. 13.59
48 T 4080 L—Abt. 11 in. tall. Wt. 2 lbs. 2 oz. . 8.95

[C] "BABY TRIX" WITH LAYETTE Lifelike action doll waves her arms, kicks her heels, turns her head when cuddled. Also toddles, sits up to be bathed, cries tears, drinks, wets. Soft "baby-skin" vinyl from head to toe; lightweight, fully jointed. Curly Saran "rooted" hair can be washed, combed. Glassene sleeping eyes. Panties, shirt, socks, shoes; organdy dress, bonnet, slip, clothespins, soap, tissues, bottle

48 T 4089 L—Abt. 16 in. tall. Ship. wt. 4 lbs .. 11.29

[D] SUNBABE "BABEE BEE" WITH LAYETTE IN HAT-BOX CASE. Fleshlike soft vinyl turning head with delicately tinted features and hair, glassene sleeping eyes. Washable, skin-soft rubber body with movable arms and legs. She drinks, wets her diaper, cries. Dressed in corduroy coat, diaper, booties. Also has jacket, rompers, sleeper. Accessories include doll scales, metal sterilizer with lid, bottle rack, 4 bottles and nipples, funnel, spoon, cup, hot water bottle, soap, clothesline, clothespins. Sturdy case 16x15x5 in. has plastic handle, metal catch. Ship. wt. 6 lbs.

48 T 4318L—Abt. 13 in. tall; in Case 8.95
48 T 4032—Doll only; no Case. Wears coat, diaper, booties. Bottle. Wt. 1 lb. 12 oz. 3.59

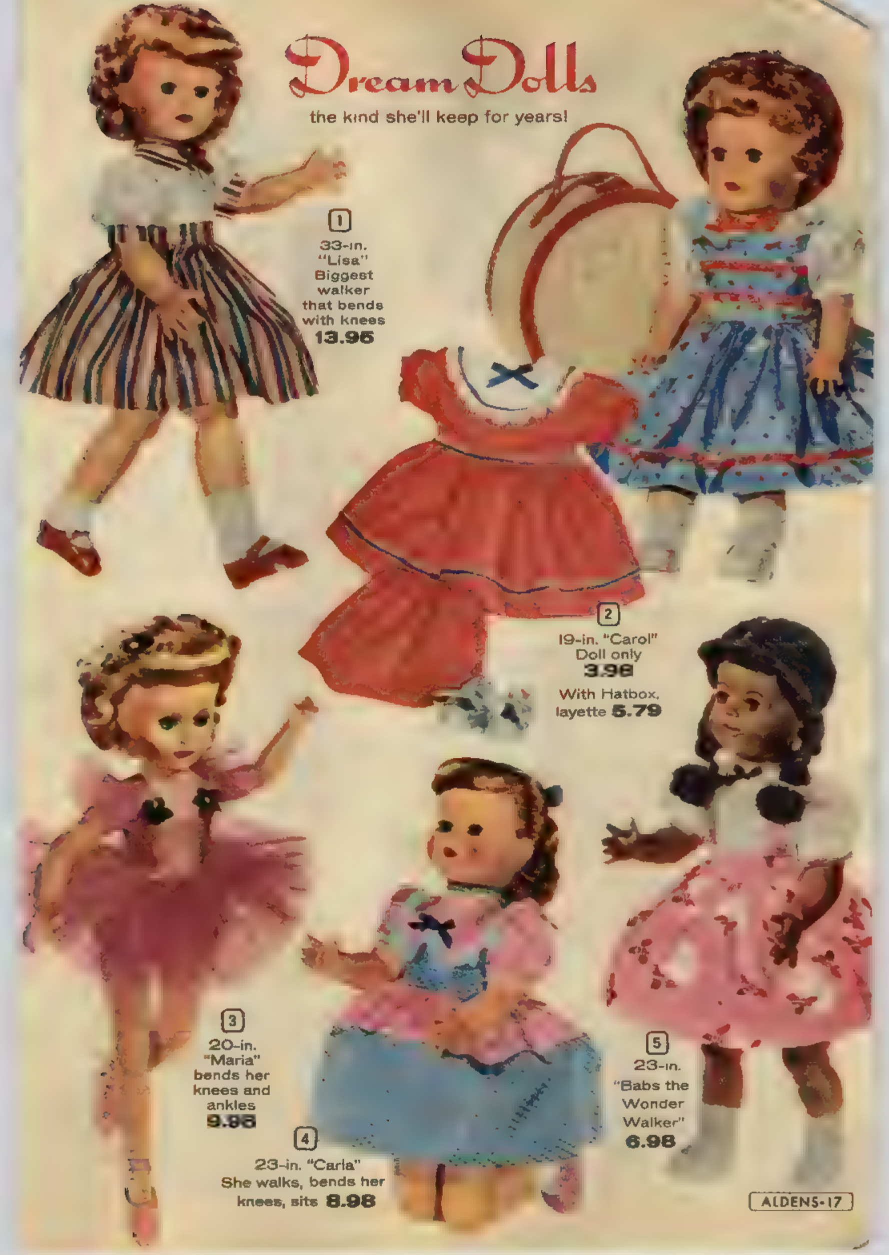
NEW "DRINK-WET" BABY IN GIFT BOX

[E] An exceptional value doll. Darling little girl with "ponytail" is all lightweight, flesh-like Vinyl realistically molded; cute, chubby arms and legs, delicately tinted features. Glassene sleeping eyes. Saran hair is firmly "rooted," can be combed, set. Drinks, wets, cries. Wears diaper, shirt. Layette incl organdy dress, cotton coat, robe, socks, shoes, booties, rubber panties; washcloth, towel, mirror, comb, bottle. Ship. wt. 3 lbs. 12 oz.

48 T 4092 L—Abt. 14 in. tall; Layette. 6.79
48 T 4093—Doll only; without Layette. Wears diaper, shirt. Bottle. Wt. 1 lb. 8 oz. 3.89

Dream Dolls

the kind she'll keep for years!



1 33-in. "Lisa" Biggest walker that bends with knees **13.95**

2 19-in. "Carol" Doll only **3.98**
With Hatbox, layette **5.79**

3 20-in. "Maria" bends her knees and ankles **9.95**

4 23-in. "Carla" She walks, bends her knees, sits **8.98**

5 23-in. "Babs the Wonder Walker" **6.98**

11
Jumps!
Hops!
Jingles!
12
"Waggie"
his tail wags,
bell rings as
he's rolled along
13
14
15
3-pc. set
2.49

MUSICAL "JUMPER" 2.69

11. A twist of the elastic leash and 'Jumper the monkey, hops and jingles his musical bell." Children's eyes sparkle as he performs his outlandish antics. Wired arms and legs — he poses in any lifelike position Brown, rayon plush cotton-stuffed body. Vinyl plastic face with painted features is easy to keep clean. Felt arms, ears, and feet. Wears a satin neck bow About 18-inches tall
35 Y 5242—Ship. wt. 1 lb. 2 oz 2.69

12-INCH "WAGGIE" 3.79

12. "Waggie" the dog on wheels The gentle tug of a child's hand on the leash puts "Waggie" in motion Tail wags and the metallic bell on his collar merrily jingles. Cuddlesome 'Waggie" is Black and White cotton-back rayon — he thrives on affection and rough wear Stands 12-in. high on a steel frame, rolls on 4 easy-rolling rubber wheels. "Waggie" makes an ideal pet for little tots!
35 Y 5203—Ship wt. 2 lb. 1 oz... 3.79

WASHABLE PLASTICS 89c ea.

Soft, sanitary, cotton-stuffed plastic animals. Durable plastic covering won't crack despite teeth cutters and knock-about wear
13. GIRAFFE. About 12½x5-inches.
35 Y 5211—Shipping weight 11 oz 89c
14. ROCKING HORSE Abt. 9½x7½
35 Y 5210—Shipping weight 11 oz 89c
15. DOG About 6¾x8½-inches
35 Y 5212—Shipping weight 11 oz. 89c
35 Y 5213—Set of 3 above....... 2.49
Shipping weight 1 pound 13 ounces

SHOWN AT RIGHT: Cuddle toys with delightful personalities 1.69 to 7.98

DUST-SEALED "ALGY" 2.89 up

1. "Algy" the cuddle bear with hypo-allergenic stuffing. Dust sealed to shut off allergy irritations before they begin. Thick rayon plush coat. Soft vinyl face with painted features. Long lashes over movable glassene eyes. About 16-inches long
35 Y 5237—Ship. wt. 1 lb. 8 oz. 4.79
ABOUT 12-inch long dust-sealed 'Algy" without moving eyes.
35 Y 5238—Shipping weight 15 oz. 2.89

"TINKLE" THE PANDA 1.89 up

2. A cuddly armful for children up to 8 years old Realistic all-vinyl face, rolling glassene eyes. Rayon-plush coat, cotton stuffed Bell in ear adds to his entertainment talents.
ABOUT 18-INCHES TALL
35 Y 5225—Ship. wt. 2 lb. 8 oz . 3.89
ABOUT 15-INCHES TALL.
35 Y 5224—Ship. wt. 2 lb. 1 oz 2.89
ABOUT 11-INCHES TALL.
35 Y 5223—Ship. wt. 1 lb. 8 oz. 1.89

BIG LOVEABLE "DOPEY" 3.89

3. "Dopey" the Dog — loves to pose! His legs, tail are wired to take dozens of different poses. Quizzical facial expression — just begs you to love him. Dopey's coat is thick plush rayon. He's cotton stuffed for extra softness Big Black eyes. Black plastic nose and ears, and, he's a big cuddly 20-inches long. Top comedian of dog-dom—priced lowest at Aldens!
35 Y 5259—Shipping weight 3 lb 3.89

NEW, "BARNEY" WITH BELL 3.89

4. He's a tamed Bull with the loveable personality. Loves tots toting him 'round Cowbell tied on neck jingles merrily. "Barney" has his tough side, too. He's cotton stuffed to take knock-about wear. Coat is of Black and White rayon plush. Movable eyes From the top of his nose to the tip of tail he's 16-inches long and 10-inches high.
35 Y 5258—Ship. wt. 1 lb. 8 oz. 3.89

"CUDDLES" WITH BELL 1.69 up

5. A soft vinyl faced Honey bear with a come-love-me look. Sparkling glassene eyes. A real cuddler in cuddly-soft rayon plush. Cotton stuffing. Bell in ear
ABOUT 18-INCHES TALL.
35 Y 5222—Ship. wt. 2 lb. 8 oz . 3.69
ABOUT 15-INCHES TALL.
35 Y 5221—Ship. wt. 2 lb. 1 oz. 2.69
ABOUT 11-INCHES TALL.
35 Y 5220—Ship. wt. 1 lb. 8 oz. . 1.69

"STRIPE-ER" THE SKUNK 1.89

6. Our "Stripe-er" has sweet, clean fragrant scent. He's so soft and snuggly because his coat is of fine quality plush Foam rubber stuffed. He'll be your child's inseparable companion from wake-up time through slumber time Large movable plastic eyes White ribbon tied 'round his neck. 13-inches long. So low priced you can get one for every child on your list
35 Y 5260—Shipping weight 14 oz. 1.89

CUDDLE CAT 3.89

7. "Kozy," a gentle squeeze and "Kozy" Me-ows to a youngster's delight. Kozy has a brightly striped rayon-plush coat Cotton stuffed. Pink ears. Soft vinyl face with hand painted features Paws in Natural colored felt 14-inches long
35 Y 5227. .. . . 3.89
Shipping weight 1 lb 6 oz.

J. FRED MUGGS 3.98 up

8. Here's the TV star! Vinyl face, shoes and flexible hands hold onto table edge. Rayon plush, non-allergenic stuffing. Wears corduroy pants and cotton shirt, hat 18-inches tall
35 Y 5248 ... .5.98
Shipping wt. 2 lb 10 oz.
15-INCH with felt shoes. No hat and vest.
35 Y 5249 .... 3.98
Shipping weight 2 lb. 2 oz

"SNOWBALL" 2.89 up

9. The cuddliest kitten of them all. Fluffy White rabbit fur coat. Soft cotton stuffed body. Holds a gay corsage. Big ribbon encircles her neck. Felt ears and yarn nose and mouth Comes in 2 sizes.
About 13-inches long
35 Y 5246—Wt. 1 lb.. 2.89
About 18-inches long.
35 Y 5244 . [illegible]
Shipping weight 1 lb. 6 oz.

HE WALKS! 7.98

10. "Monkey-Do," he walks when guided, sits and moves head from side to side. Walking mechanism is guaranteed. Shaggy rayon plush over hard plastic frame. Soft vinyl face with mischievous painted features. Vinyl ears, arms, hands and legs of hard plastic Sports Denim overalls and polo shirt 24-inches tall. Mailable
35 Y 5245E—Wt. 5 lb . 7.98

"ALGY"
is
dust-sealed,
picks up no
allergic matter

IDEAL

1
2.89 up

TINKLE
TINKLE
2
"Tinkle"
the Panda
1.89 up

Lovable, huggable animal personalities make safe night 'n' day pals.

5
"Cuddles"
1.69 up

4
16-in. long
"Barney"
3.89

3
"Dopey" poses
dozens of ways
20-in. long
3.89

6
13-in. long
"Stripe-er"
1.89

7
14-in.
"Kozy"
3.89

10
24-in.
"Monkey-Do"
Walks, sits,
moves his head
7.98

8
J. Fred
Muggs
3.98 up

IDEAL

9 "Snowball"
2.89 up

ONLY IDEAL'S

Playful Dolls

look and act so much like real babies

7
24-in. Magic Lips
13.95

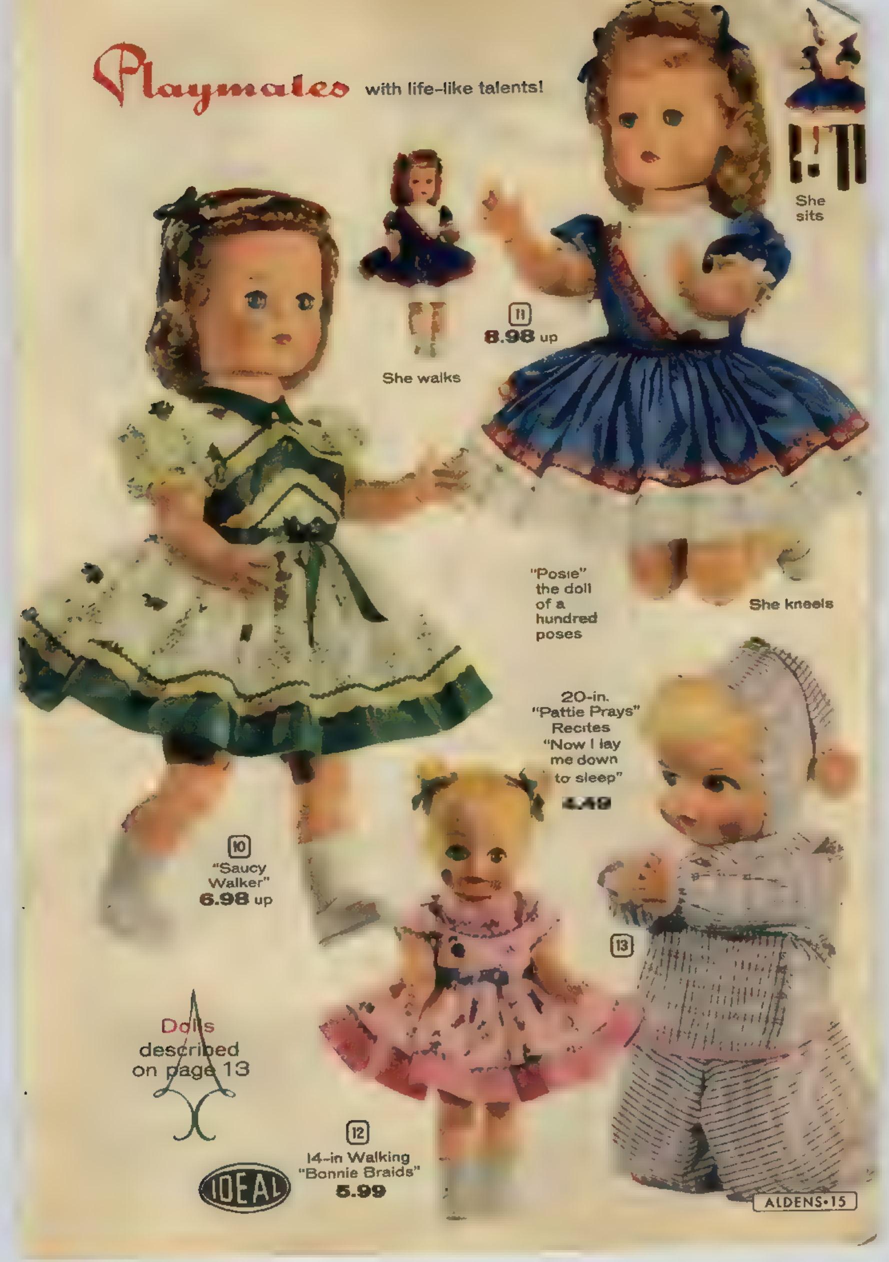
New! Different! She moves her lips and cries

8
"Suzy" is the most beautiful baby doll made
4.98 up

9
"Betsy-Wetsy" Weeps real tears, blows her nose, drinks, wets
8.98 set up

DOLLS
described on page 13

Playmates with life-like talents!



She sits

She walks

11
8.98 up

She kneels

"Posie" the doll of a hundred poses

20-in. "Pattie Prays" Recites "Now I lay me down to sleep"
4.49

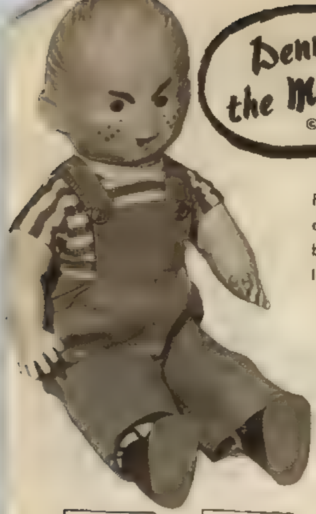
10
"Saucy Walker"
6.98 up

13

Dolls described on page 13

12
14-in Walking "Bonnie Braids"
5.99

IDEAL



Dennis the Menace ©

Famous comic strip boy now a fun-loving boy doll

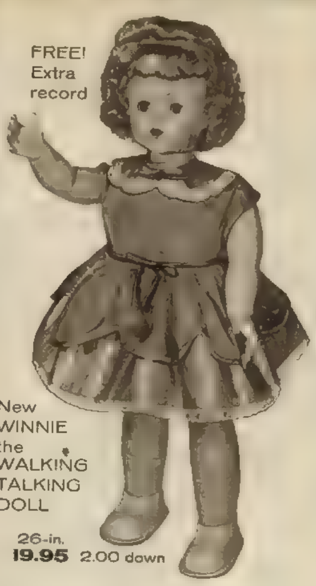
Was ~~3.79~~
Save 1.00
2.79

"I am not in the mood for carrots"

"It doesn't look unbreakable to me"

"My Dad says he has a good mind to tell you off"

WAS 3.79! "Dennis the Menace"—16 inches tall—every inch a real, fun lovin' guy! Washable latex body, cotton-stuffed to make his many spankings painless! Washable latex arms and legs. Soft plastic head has molded Yellow hair that sports the well-known "Menace" cowlick. Glassene eyes. Squeeze him—he coos! Dressed in his familiar "uniform"—sturdy Blue denim overalls, Red and White striped cotton "T" shirt, shoes, socks. Copyrighted by Post-Hall Syndicate Inc.
35 Y 5140—Shipping weight 2 pounds 6 ounces.... 2.79



FREE! Extra record

New WINNIE the WALKING TALKING DOLL

26-in.
19.95 2.00 down

She walks alone, moves arms, turns head—talks, sings, recites!

One key controls all actions. Now with vinyl head, rooted saran hair to wash and curl. Molded unbreakable plastic body. Blue, go-to-sleep glassene eyes. With extra record. Striped, satin dress. Hard plastic shoes. About 26-inches tall. 2.00 down!
35 Y 5198E—Shipping weight 10 lb 19.95

SHOWN AT RIGHT: "little girl" dolls she'll keep for years to come!

BIG 33-IN. LISA WITH BENDING KNEES 13.95

1. Lisa—world's largest walking doll with knees that bend. She walks when guided, can sit, kick up her heels, or kneel down to say her prayers! A real Blonde charmer with rooted saran hair to wash, comb and curl. Washable vinyl head that turns from side to side when walking. Long-lashed glassene eyes that close at bedtime after an active day. Washable hard plastic arms, legs and body. Lisa's lovely dress is multicolor rayon satin with White cotton blouse top. Lace-trimmed panties. Socks and vinyl plastic shoes.
35 Y 5160E—Shipping weight 7 pounds 13.95

CAROL, HATBOX, AND EXTRA OUTFIT 5.79

2. Cute and cuddly, Carol comes beautifully dressed and her hatbox carries another complete outfit! She's all packed and ready for holiday visiting. Her Blonde rooted saran hair is poodle-cut in the latest fashion, and may be washed at shampoo time, combed and curled. Jointed arms and legs of washable latex, vinyl head with glassene eyes that open and close. If you squeeze her, Carol cries! She wears a ribbon 'n' lace trimmed rayon-satin print dress, panties, socks and shoes. 19-inches tall.
35 Y 5197E—Carol and hatbox set. Ship. wt. 5 lb... 5.79
35 Y 5199—Carol alone. Shipping weight 2 lb. 8 oz.. 3.98

WALKING BALLERINA 9.98

3. Maria ballerina—20-in. tall, with knees and ankles that bend to assume any ballet position. Rooted Blonde saran hair, vinyl head, plastic body—all jointed—all washable! Closing glassene eyes! Ballet costume of metallic satin and nylon net. Rayon satin panties, mesh stockings, and satin ballet slippers.
35 Y 5161. .... 9.98
35 Y 5157—No bending knees . 6.98
Shipping weight each 2 lb 6 ounces.

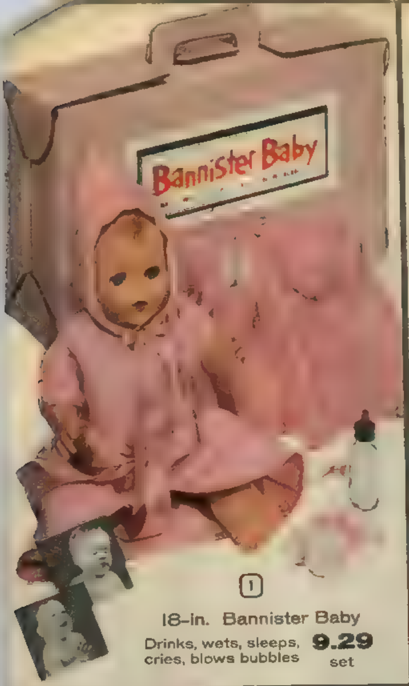
23-IN. CLEVER CARLA 8.98

4. Her knees bend—she walks when aided and her head turns from side to side as she strolls along. Completely jointed and washable—vinyl head, molded plastic body. "Pony Tail hairdo" of Brown rooted saran. Eyes that sleep—she cries too! Rayon taffeta dress, panties, socks and vinyl shoes.
35 Y 5172E—Shipping weight 6 lb 8.98
35 Y 5175E—No bend knees 7.98
Shipping weight 5 pounds.

BABS—23-IN. WALKER 6.98

5. Babs, the wonder walks-when-aided, doll! Her shining, bow-tied, Black braids are of dynel and may be washed, combed and curled. Beautiful big glassene go-to-sleep eyes with long lashes, washable, jointed, hard plastic head, arms, legs, and body. In "buzzy bee" print cotton skirt and pebble weave blouse. Panties, socks, and vinyl plastic shoes. Best walking-doll value anywhere today!
35 Y 5174E—Shipping weight 5 lb 6.98

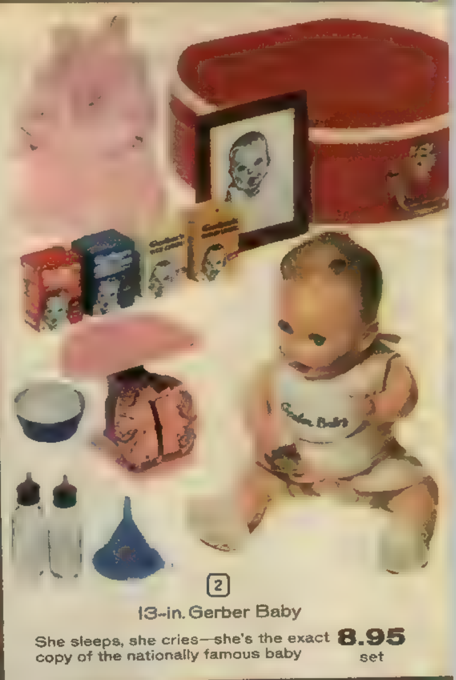
For complete selection — place your Christmas order now! See page 242 for Aldens Easy Payments.



1

18-in. Bannister Baby

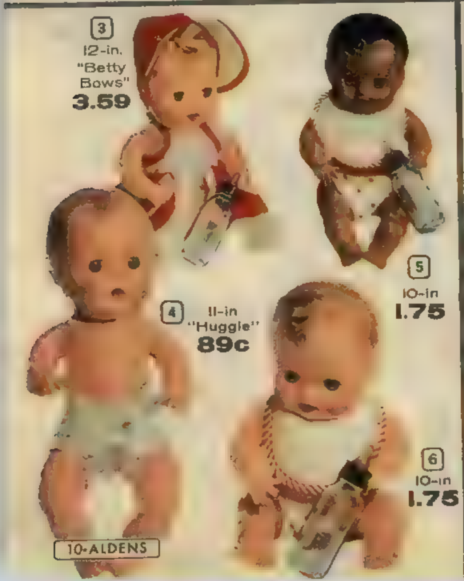
Drinks, wets, sleeps, cries, blows bubbles **9.29** set



2

13-in. Gerber Baby

She sleeps, she cries—she's the exact copy of the nationally famous baby **8.95** set

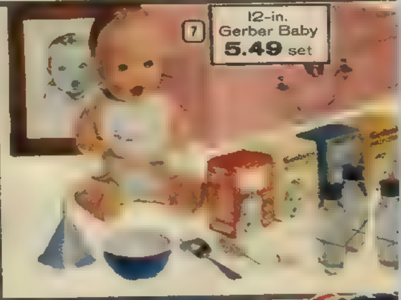


3 12-in. "Betty Bows" **3.59**

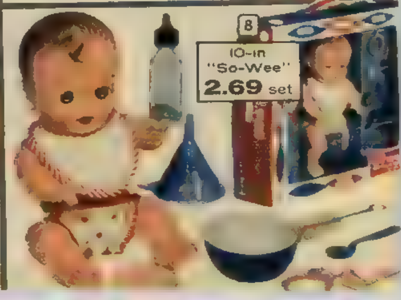
4 11-in "Huggle" **89c**

5 10-in **1.75**

6 10-in **1.75**



7 12-in. Gerber Baby **5.49** set



8 10-in "So-Wee" **2.69** set

VALUE-XTRA!

"Connie" is a big, big 26-in. —the biggest "little-girl" doll that's made at this price!

a regular
6.50 value, only **5.98**

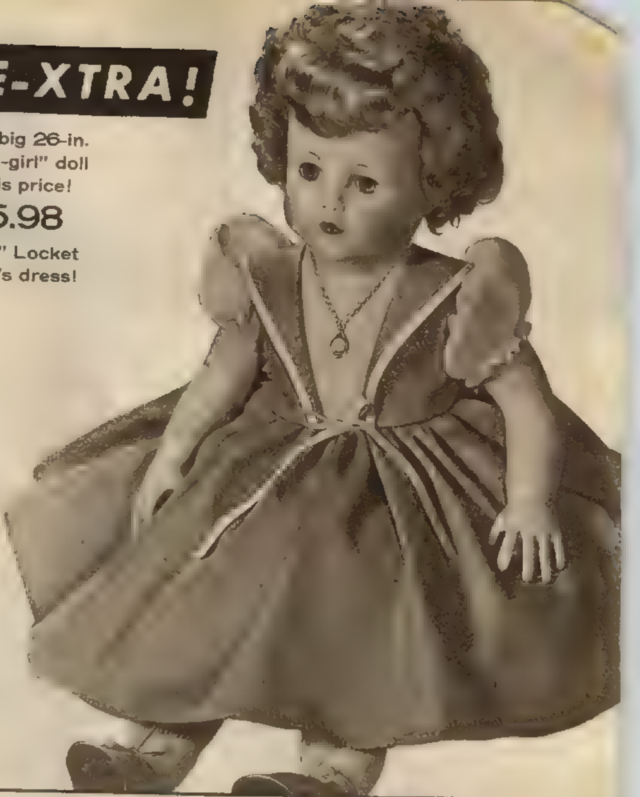
"Pearl" and "Gold" Locket glitters on Connie's dress!

Matching Lockets for her other dolls

Meet "Connie"—she's the sweetest doll a proud little Mother ever owned! You'll love her dainty "gold" and "pearl" locket — and you can order one just like it for your own little girl! "Connie" has a soft, huggable body of skin-toned Latex you'll love to bathe! She has gleaming, Blonde Saran hair that is permanently rooted — you can wash, comb and curl it over and over again! Her big glassene eyes open and close, and have thick lashes, too! "Connie" is dressed in fine quality embossed cotton dress with sheer puffed sleeves, undies, socks, cute "little girl" shoes Mail

35 Y 5194E—About 26-inch
Ship. wt. 5 lb. **5.98**
EXTRA "GOLD 'N' PEARL" locket for little girls, dolls
35 Y 5015—Wt. 2 oz. . **49c**

Shop early, for complete selections! Use Aldens Easy Payments, page 242



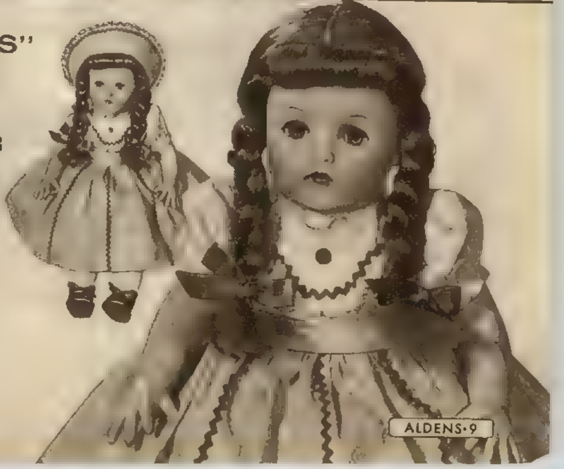
"PEGGY PIGTAILS"

Her thick, long braids wash, comb, and curl into dozens of styles!

16-in. **3.98** 20-in. **5.98**

"Peggy Pigtails" — one of the prettiest "baby-face" dolls you ever saw! And where but at Aldens could you find such a breath-taking beauty at this low, low price! Peggy has many features you find in higher-priced dolls! Her lovely braids of luscious Brownette hair—so baby-soft! You'll spend many happy hours, washing, combing, curling it—fixing it into dozens of new hairdos! Peggy has a life-like painted face with expressive glassene eyes that close at bedtime, are thickly fringed with lashes. Her all-latex body is cuddly soft, fun to bathe, holds a cry-baby voice, too! Perky hairbows, colorful cotton dress with lots of trimming, wide-brimmed bonnet! Undies, socks, shoes, rubber panties!

35 Y 5191—Abt. 20-in Wt. 2 lb. 8 oz **5.98**
35 Y 5190—Abt. 16-in. Wt. 2 lb. 2 oz **3.98**



DISNEY

Creates 11-in Standing, Washable Vinyl dolls

9-10-11. Right out of Disneyland and ready for bath or bedtime—come these original Disney character dolls. Created now of washable vinyl latex, beautifully dressed and decorated in sparkling safe colors. Full 11-inches tall, each individually boxed—

9. DONALD DUCK
35 Y 5037—Blue sailor suit **1.89**

10 MICKEY MOUSE
35 Y 5035—Red sun suit..... **1.89**

11. MINNIE MOUSE
35 Y 5036—Polka-dot dress. **1.89**
Shipping wt. each 1 lb. 5 oz.
Donald, Mickey and Minnie
35 Y 5124 .... **3-PC. SET 5.49**
Shipping weight 3 lb. 12 ounces

9

10

11

"Sunbabe" DRINKING, WETTING CHERUBS

SHOWN AT LEFT: Famous dolls made for hours of instructive fun!

- FEEDING! Take their bottles easily—no complicated assembly to break or puncture
- CHANGING! Dolls with molded rubber bodies won't absorb water, won't become soggy
- DRESSING! Completely movable joints, arms, legs, head—for easy dressing
- SLEEPING! Life-like plastic eyes locked inside head—most dolls sleep, too

18-inch Bannister Baby **9.29**

1. The Bannister Baby, a chubby darling, is a combination of the most lovable babies photographed by Constance Bannister, famous baby photographer! 18-inches tall—real-baby size, she drinks her bottle, wets, blows bubbles, and cries. Fully molded vinyl body with patented joints—move easily for dressing Molded hair is soft baby Brown color. Thickly lashed open 'n' close eyes of Blue glassene. Dressed in diaper, and hooded robe of terrycloth. Comes in fiber-board case, 20x12½x5-inches which contains: soap, bubble pipe, bottle, nipple, booties and six cute baby pictures.
35 Y 5152—Shipping weight 2 lb. 13 oz . .... . **Set 9.29**

13-in. Gerber baby **8.95** set

2. At last—"come-to-life" to be cuddled, the Gerber label baby—newest, most adorable of the "do-everything" baby dolls! She sleeps, drinks her bottle, blows bubbles, wets, and cries! 13-inches tall, dressed in Gerber bib, panties and booties. Realistically molded baby features, molded Light Brown hair, all movable joints. Long lashed eyes that close when she naps. Red carrying case contains: nylon dress and matching slip, real silver spoon, plastic feeding bowl, metal scale, 2 bottles with nipples and caps, plastic funnel and four empty Gerber cereal boxes for make believe feeding.
35 Y 5154—Shipping weight 4 lb. 12 oz. .... **Set 8.95**

3. "BETTY BOWS"—dressed up in her saucy play suit, bonnet, and booties. Cute, cuddly and 12-in. tall, with a real ribbon in her molded hair Movable vinyl head—fully jointed rubber body Blows bubbles, drinks, wets, sleeps, and cries. Bubble pipe and bottle included.
35 Y 5158 .. .. **3.59**
Shipping weight 1 lb. 12 oz.

4. "HUGGIE"—the baby doll who makes you want to hug and squeeze her till she cries! 11-in. tall, dressed in White cotton diaper Vinyl plastic head, molded Brown hair, stationary glassene eyes cloth stuffed sponge-clean latex body. A real "love" to give this Christmas! Low priced!
35 Y 5065—Wt 11 oz.. **.89c**

5. "KATHY-LYN"—a real cutie, smart too! Drinks her bottle, wets, cries! Washable: Brown molded hair, big Brown stationary plastic eyes; movable head, arms, legs. 10-in. tall and dressed in striped bib, polka-dotted diaper. Pyrex bottle and nipple included
35 Y 5061 .... **1.75**
Shipping weight 1 lb. 2 oz

6. "SALLY-SUE"—a sweet cuddly, batheable baby. She drinks her bottle, wets, cries, like real babies do Big Blue stationary plastic eyes, molded Brown hair, movable arms, legs, and head. 10-inches tall, dressed in bib and diaper. Bottle and nipple included. Aldens low priced!
35 Y 5060...... . ... **.1.75**
Shipping weight 1 lb. 2 oz

7. 12-INCH GERBER BABY DOLL KIT! She's an exact replica of the world famous Gerber label baby. She sleeps, drinks her bottle, blows bubbles, wets and cries! 12-inches tall and dressed in Gerber bib, panties, and booties. Authentically molded baby features, molded Light Brown hair, all completely movable joints for easy dressing, and long lashed eyes that open and close Baby Pink kit contains: real silver feeding spoon, plastic feeding bowl, bubble pipe, plastic funnel, bottle brush, 3 pyrex baby bottles with nipples and caps, and bottle rack. Also, empty Gerber cereal boxes.
35 Y 5153—Shipping weight 4 lb. 6 oz . . **Set 5.49**

8. "SO-WEE"—baby doll with carrying case filled with most everything a baby doll needs! She drinks, wets, blows bubbles and coos—keeps her new little mother busy all the time. 10-inches tall, all washable molded rubber body, with moving arms and legs. Movable vinyl head, Blue stationary glassene eyes, Brown, can't muss molded hair and baby detailed, painted face. Dressed for comfort in bib and diaper Carrying case is fitted with: bubble pipe, teething ring, bottle and nipple, feeding dish and spoon, soap. So-Wee wears a bright bib and colorful diaper.
35 Y 5159—Shipping weight 1 pound 15 ounces **Set 2.69**

Expand your Christmas budget with Aldens Easy Payment Plan, see page 242.

3D *Magic View Master*

Real-as-life, color scenes in your own home at low cost

- **Full, natural color, perfect illusion of depth.**
- **Vivid stereo shots of far lands, religious scenes.**
- **Wonderful entertainment all the family can enjoy.**
- **Youngsters will learn history, geography better.**

VIEW-MASTER STEREOSCOPE 2.00

1. You'll see 3-dimensional scenes jump into real life! Simply flick lever, change reels automatically.
363 Y 9154—Postpaid............2.00
STEREOSCOPE above, plus choice of 3 regular reels. State reels wanted.
363 Y 9166—Postpaid............3.00

NEW LIGHT ATTACHMENT 2.00

4. Use with new '55 View-master stereoscope above to light reels so every brilliant detail of pictures shows with utmost clarity Operates on only 2 flashlight batteries (not included) or from any electrical outlet with transformer at right!
363 Y 9164—Postpaid........2.00

VIEW-MASTER JR. PROJECTOR 9.95

2. Projects View-master reels up to 16x18 size. No 3-dimensional effect. Sturdy metal and plastic construction; simple enough for a child to operate. Works on 110-120 volts, AC or DC. Approved by Underwriters Lab.
363 Y 9187—Postpaid............9.95

SAVE WITH A TRANSFORMER 3.50

5. Plugs into any wall socket—AC to DC immediately. Never dims, you get true light always Save battery replacement costs. Especially safe for children's use With new light attachment at left, you'll enjoy clear, vivid scenes. Approved by Und. Lab.
363 Y 9179—Postpaid 3.50

NEW! NEAT LIBRARY BOX 1.85

3. Holds 1955 Model View-master stereoscope and 100 different reels! Keeps them dust-free, all together, easy to get at. Attractive looking, sturdy box of 2-tone molded plastic. Reels not included—see reels below
363 Y 9186—Postpaid 1.85

DELUXE STEREO OUTFIT 6.23

6. Everything you need for viewing pictures clearly, in sharp detail. View-master above, plus new light attachment and 2 batteries Choose any 6 regular reels—a 2.00 value in itself! Handsomely gift boxed too. State 6 reels desired. Order now!
363 Y 9158—Postpaid............6.23

VIEW-MASTER REELS Fascinating variety! 7 full-color scenes per reel. 6 reels for 2.00 up

7. 363 Y 9151—REGULAR SINGLE REELS. State Catalog number and Reel numbers. Postpaid

6 reels for 2.00

EDUCATIONAL ENTERTAINMENT
946. Roy Rogers in The Holdup
945. Roy Rogers & 'Trigger'
FT-25 Rudolph Red-Nose Reindeer
950 Gene Autrey & "Champion"
960 Cisco Kid & Pancho
XM-1 Christmas Mary & Joseph
955 Hopalong Cassidy & "Topper"
800 Bugs Bunny & Elmer Fudd
821 Woody Woodpecker in
"The Bill Collector"
822 Andy Panda in
"The Mystery Tracks"
823. Chilly Willy the Penguin in
"No Fishing"
701. A Day at the Circus I
956. Hopalong Cassidy & Rustlers
FT-6. Goldilocks & Three Bears
951. Gene Autrey & Kidnapping
FT-5. Cinderella
FT-1. Little Red Riding Hood
XM-2. Christmas Story, Shepherds
XM-3. Christmas Story, Wise Men
FT-30. The Night Before Christmas
FT-3. Jack & The Beanstalk
FT-13 Rumpelstiltskin
810. Tom & Jerry
702 A Day at the Circus II
FT-7 The Three Little Pigs
FT-8. Little Black Sambo
703. A Day at the Circus III
820. Woody Woodpecker in
"Pony Express Ride"
FT 2. Hansel & Gretel
740. Movie Stars I
741. Movie Stars II
742 Movie Stars III
745. TV Stars
746. TV Stars
747. TV Stars
FT-10. Sleeping Beauty
FT-20A. Alice in Wonderland
"The White Rabbit"
FT-9. The Ugly Duckling
FT-12 Thumbelina
SP-9058. Santa's Workshop
926. Performing Chimpanzees
976A. Tarzan Finds a Son
925. Performing Elephants

FT-20C. Alice in Wonderland
"The Croquet Game & Trial"
MG 1 Miss Muffet to Jack & Jill
FT 11 The Pied Piper of Hamelin
976B Tarzan Saves Jungle Explorer
976C Tarzan Saves Numa Lion
927 Performing Lions
FT 50A Aladdin & Wonderful Lamp I
FT-51 The Magic Carpet
MG-2 Little Boy Blue King Cole
MG-3 Bo Peep to Cat & Fiddle
901 Wild Animals Africa
FT 50B Aladdin. Wonderful Lamp II
SAM 1 Sam Sawyer Flies to Moon
SAM 2 Sam Sawyer Finds Treasure
SAM 3. Sam Sawyer Land of Giants
SAM 6 Sam & Flying Saucer Pirate
942 Cattle Round up & Branding
910 Wild Animals of Africa I
SAM 4 Sam Sawyer, Darkest Africa
SAM 5 Sam Sawyer In Land of Ice
913 Wild Animals, North America
710 Fire Fighters in Action
715 Down on the Farm
911 Wild Animals of Africa II
912 Wild Animals of India
720 Bullfight in Spain
914 Wild Animals South America
1550 Passion Play, Oberammergau
1551 Passion Play Oberammergau
1552 Passion Play Oberammergau
980. Garden Flowers. Spring
981 Garden Flowers, Summer
982 Garden Flowers, Autumn
SCENIC AND TRAVEL REELS
81 Niagara Falls, N Y
164A Cypress Gardens. Florida
375 Niagara Falls. Ont Can
82 Niagara Falls In Winter
128 Yellowstone Old Faithful
156 New York City I
136 Washington, D C I
137 Washington D.C II
164B. Water Ski, Cypress Gardens
26 Gr Canyon N P So. Rim I
126. Yellowstone Gr Canyon Area
157 New York City II
87 Statue of Liberty
251 Carlsbad Caverns N P I

158. New York City III
161A Silver Springs, Florida
161B Silver Springs, Florida
161C Silver Springs Florida
61 Hula Dancers Hawaii
127 Yellowstone Mammoth Area
163. Miami Beach Florida
27 Gr Canyon N P So Rim II
198A. San Francisco California
198B. San Francisco California
198C San Francisco California
245. Pikes Peak, Colorado
30 Grand Canyon N P Bright
219. Hollywood California
222 Tournament of Roses
177. Painted Desert, Arizona
131. Yosemite N.P. I, California
252 Carlsbad Caverns N.P. II
319. Lake Louise, Can. Rockies
111. Redwood Highway I, Calif
309. The Eskimos, Alaska
238 Royal Gorge, Colorado
160. St. Augustine, Florida
220 Homes of the Movie Stars
326B Lookout Mountain, Tennessee
1401. Paris I, France
129. Yellowstone, Lower Basin
167 Bok Tower & Florida Flowers
318. Banff, Canadian Rockies
63. Honolulu, Island of Oahu
66 Hawaii the Orchid Island
3303. Pyramids & Sphinx
176 Petrified Forest N Mexico
253. Carlsbad Caverns N P III
132 Yosemite N P II, Calif
76 Mt Vernon Home of Geo Wash
221 Los Angeles
165 Miami Florida
68. Flowers of Hawaii I
1001 London I England
31 Grand Canyon N P Kaibab
36. Grand Canyon N P North Rim
71 Hawaii National Park
101 Rocky Mt N P Trail Road
11 Hoover Boulder) Dam, Nevada
1601 Rome I, Italy
333. Chicago, Illinois
234. Cave of the Winds, Colorado
73. Wakiki, Island of Oahu

16 Bryce Canyon N P I
311 Vancouver B C Canada
316. Jasper Park. Can Rockies
2001 Matterhorn & Zermatt
8 Hoover Dam Powerhouse Tour
342 Race Horses of Kentucky
206 Sun Valley Ida Winter
41 Gr Teton N P I Wyo
151 Columbia River Highway
4300 Taj Mahal, Agra India
3100 Victoria Falls Africa
320 Indian Days. Banff
1402 Paris II, France
1411 Shrine of Our Lady
124A Dells of Wisconsin Riv.
169. Everglades N P
4000 Jerusalem, Palestine
501 Mexico City I Mexico
1606 Venice Italy
112 Redwood Highway II Calif
1002 London II England
317. Jasper Icefields
32. Gr Canyon N P . Havasupai
326A. Rock City Gardens
386. Ste. Anne de Beaupre
17. Bryce Canon N.P II
284 Death Valley N M. I, Calif.
21. Crater Lake Nat'l Park I
246. Denver & Denver Mt. Parks
46. Glacier N.P I, Montana
330 New Orleans French Quarter
332 The Mardi Gras
313 Victoria & Vicinity, B.C.
380. Montreal Quebec
22 Crater Lake Oregon
23 Crater Lake Oregon
355A Gr Smoky Mts Tenn. & N Car
355B Gr Smoky Mts Tenn. & N Car
355C Gr Smoky Mts Tenn. & N. Car
339A Mammoth Cave
339B Mammoth Cave
339C. Mammoth Cave
47 Glacier Nat'l Park, Montana II
48. Glacier Nat'l Park, Montana III
105. Raimer Nat'l Park, Wash.
106. Raimer Nat'l Park, Wash.
107. Raimer Nat'l Park, Wash.

363 Y 9177 —BIBLE STORY SET. State Catalog number and Reel numbers. Postpaid

4 reels for 2.00

CH-6A. Birth Of The Savior, Part I
CH-6B Birth Of The Savior, Part II
CH-37 Herod Kills John the Baptist
CH-40. Jesus Answers Prayer of a Mother
CH-47. The Good Samaritan
CH-49. Jesus, Our Good Shepherd
CH 57. The Rich Man and Poor Lazarus
CH 55A The Prodigal Son. Part I
CH-8. The Wise Men Find Jesus

363 Y 9157—THREE REEL PACKETS. Free story folder included with many! State Catalog number Reel titles. Postpaid

2 packets for 2.00

EDUCATION AND ENTERTAINMENT
Snow White & The Seven Dwarfs
Rudolph Shines Again
Rin Tin Tin
Dale Evans Queen of the West
Buffalo Bill Jr
Tom Corbett Space Cadet
20.000 Leagues Under the Sea
Coronation of Queen Eliz II
United Nations

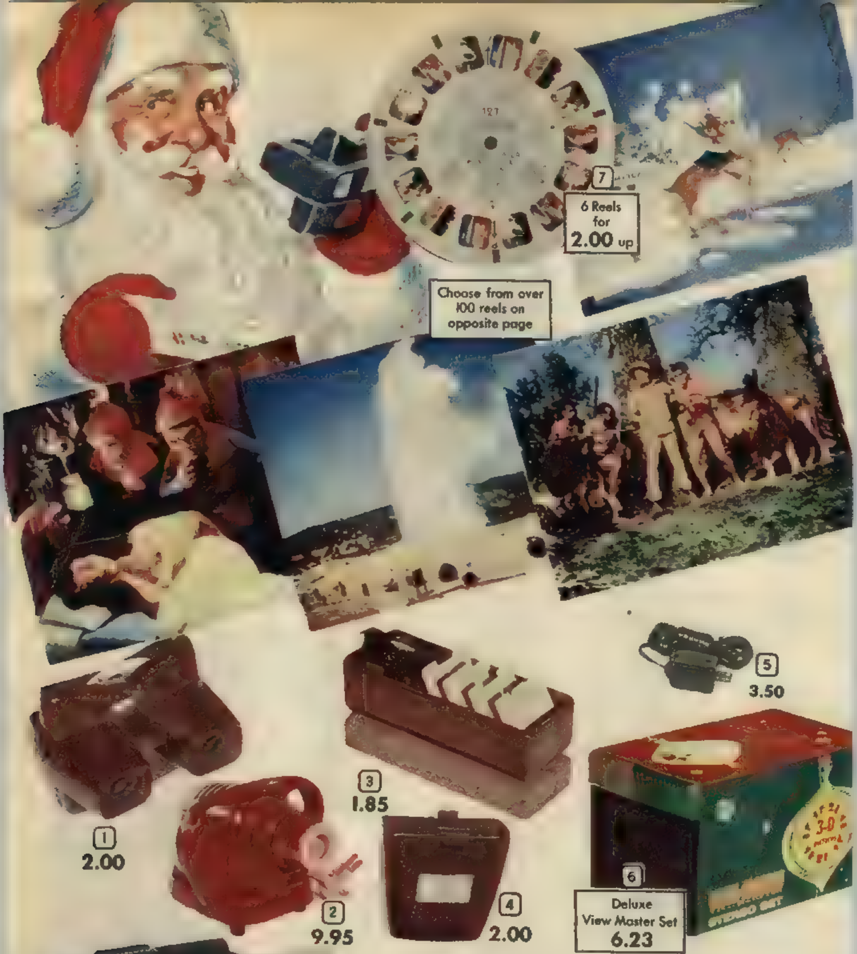
Canonization of Blessed Pius X
Robin Hood
Wonders of the Deep
Baseball Stars
Wild Birds
Butterflies
BEAUTIFUL AMERICA SCENIC SETS
Dells of Wisconsin
Black Hills—Badlands, So. Dak
Crater Lake, Oregon

Glacier Nat'l Park Mont.
Hoover Dam & Lake Mead
Rainier Nat'l Park Wash
Sequoia Nat'l Park Calif
MANY of the GREAT STATES
Alabama
Arizona
Arkansas
California
Florida

Georgia
Idaho
Iowa
Kansas
Kentucky
Maine
Massachusetts
Michigan
Missouri
North Carolina

Ohio
Oklahoma
Oregon
Pennsylvania
South Carolina
South Dakota
Tennessee
Texas
Washington
Wisconsin

Wide selection of scenes—many more in stock than above. Complete list sent on request.


7
6 Reels for 2.00 up
Choose from over 100 reels on opposite page
5
3.50
3
1.85
1
2.00
2
9.95
4
2.00
6
Deluxe View Master Set
6.23

8
True-Vue Viewer 1.49
9
Reels 6 for 1.70
10
3 Card Albums 2 for 1.70

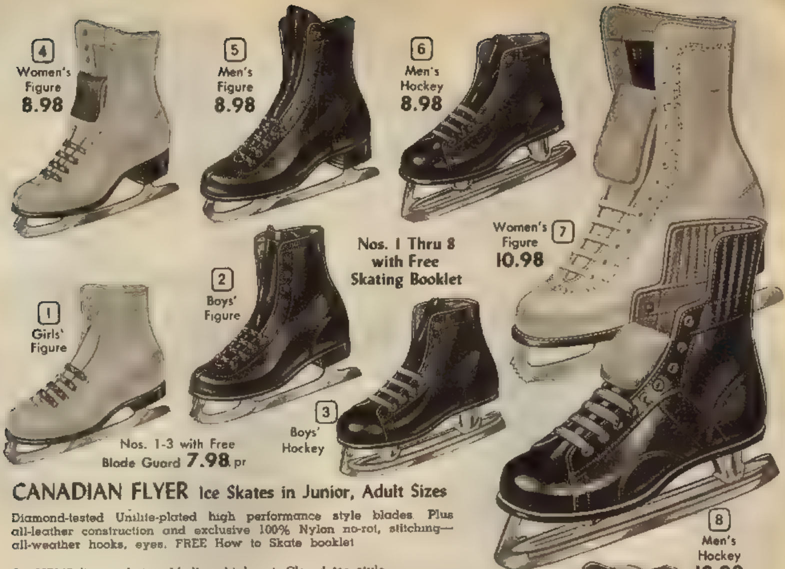
TRU-VUE 3-D Viewer. Low-cost fun!

8. Viewer—easy for even children to use. Big, clear picture, more detail Lever changes scenes automatically. Black plastic.
363 Y 9192—Use cards below Postpaid........................1.49

9. 363Y9190—SINGLE CARDS. State Catalog No. Reel No., title Postpaid **6 cards for 1.70**

C-1. Day at the Zoo
C-4. Fairyland children
C-6. Circus Parade
D-1. Mickey Mouse
D-2. Donald Duck
D-4. Pinnochio
D-5. Snow White
D-6. Peter Pan
D-7. Lady & The Tramp
F-1. Cinderella
F-3. Jack & The Beanstalk
F-4. The Three Little Pigs
K-1. Kitten Capers
P-1. Playful Puppies
S-1. Frosty The Snowman
S-2. Night Before Christmas
T-1. Kukla, Fran & Ollie
F-2. Little Red Riding Hood
T-12. The Lone Ranger
T-2. Wild Bill Hickock
T-3. Buck Rogers
T-4. Howdy Doody & Clarabell
T-5. Howdy Doody and "Treasure"
T-6. Howdy Doody and "Mr. Bluster"
T-8. Kit Carson Cowboy
T-10. Annie Oakley

363 Y 9193—3 CARD ALBUMS. Specify 2 card numbers. Postpaid **2 for 1.70**
DA-1. Disney Album includes ever-popular stars Mickey Mouse, Donald Duck, and Pluto.
DA-2. Featuring: Pinnochio Comes To Life, Snow White & The Seven Dwarfs, Peter Pan.
DA-3. Walt Disney's Davy Crockett as Indian Fighter, Pioneer, Battle of Alamo hero.
DA-4. Disneyland Park Album. The highlights of Disney's multi-million dollar display.



Nos. 1 Thru 8 with Free Skating Booklet

Nos. 1-3 with Free Blade Guard **7.98** pr

CANADIAN FLYER Ice Skates in Junior, Adult Sizes

Diamond-tested Unilite-plated high performance style blades. Plus all-leather construction and exclusive 100% Nylon no-rot, stitching—all-weather hooks, eyes. FREE How to Skate booklet

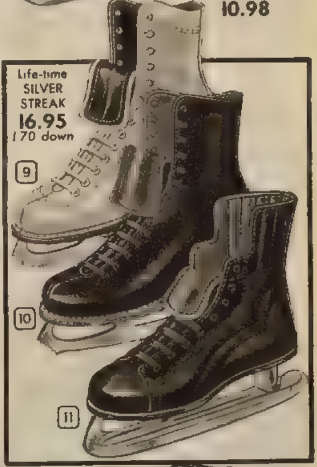
1. GIRL'S figure skates. Medium high cut. Closed toe style
35 Y 7570—Sizes: 12, 13, 1, 2, 3, 4. White. Ship. wt. 3 lb. 2 oz.....**7.98**
2. BOY'S figure skates. Medium high cut. Closed toe style.
35 Y 7571—Sizes: 12, 13, 1, 2, 3, 4. Black. Ship. wt. 3 lb. 2 oz.....**7.98**
3. BOY'S hockey skates. Hard box toe, steel shank
35 Y 7572—Sizes: 12, 13, 1, 2, 3, 4. Black/Burgundy. Wt. 3 lb. 2 oz...**7.98**

4. WOMEN'S figure skates. Medium cut. Closed toe. All above features
35 Y 7553—Sizes: 5, 6, 7, 8, 9, 10. White. Wt. 4 lb. 6 oz...........**8.98**
5. MEN'S closed toe figure skates. Medium cut. Steel shank. Narrow heel. Blades hollow ground. All features above
35 Y 7554—Sizes: 5, 6, 7, 8, 9, 10, 11, 12. Black. Wt. 4 lb. 12 oz...**8.98**
6. MEN'S hockey skates. Hard box toe. Black with Burgundy trim
35 Y 7555—Sizes: 5, 6, 7, 8, 9, 10, 11, 12, 13. Wt. 4 lb. 6 oz.........**8.98**

7-8. DELUXE with ankle-fit "Polar-Pile" tongue, reinforced webbing
7. WOMEN'S Deluxe—high-cut figure skates. Silver brazed 1-pc blades.
35 Y 7556—Sizes: 5, 6, 7, 8, 9, 10. White. Shipping wt. 4 lb. 8 oz...**10.98**
8. MEN'S DELUXE—Box-toe hockey skates in professional tendon-guard style. Blades are hollow ground, lengthwise creased to form 2 edges
35 Y 7557—Sizes: 5, 6, 7, 8, 9, 10, 11, 12, 13. Black. Wt. 5 lb. 2 oz...**10.98**

SILVER STREAK—Professional Adult Skates

9-11. FINEST QUALITY UNILITE-PLATED DIAMOND-TESTED BLADES
9. WOMEN'S professional figure skates. Leather upper, leather lined for warmth. Goodyear welted. Long heel counter. Leather-covered Texon innersole gives perfect support. Cushioned leather sole and heel
35 Y 7567—Sizes: 5, 6, 7, 8, 9, 10, 11. White. Ship. wt. 4 lb. 2 oz...**16.95**
10. MEN'S professional figure skates. Goodyear welt sole. All abv. fea.
35 Y 7568—Sizes: 5,6,7,8,9,10,11,12,13. Black. Ship. wt. 4 lb. 11 oz. **16.95**
11. MEN'S professional hockey skates. Leather upper. Super-hard box toe. Rubber padded leather lining keeps feet warm. Cushioned sole with leather bottom. Sizes below, please state size when you order
35 Y 7569—Sizes: 6, 7, 8, 9, 10, 11, 12, 13. Black. Ship. wt. 4 lb. 15 oz. **16.95**



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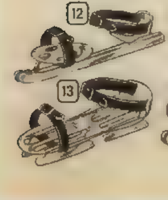
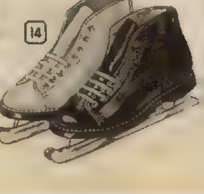
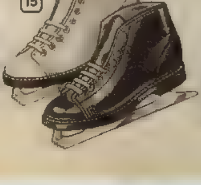
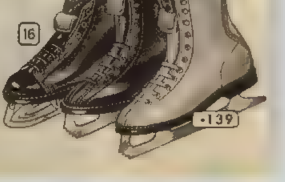








MARX FARM SETS 2.98 up

1. BIG, 88-PC. AUTHENTIC modern farm set—modeled after a real farm! Has so much in it for youngsters to work with—keeps them busy and entertained for hours—all in scale and accurately detailed Big hipped-roof type barn of brilliant Red-and-Green lithographed steel (15⅝x9¼x11¾-inches) with safe rolled edges Has roomy loft, cow-stalls, 14 plastic barn accessories. Farm tractor hitches, pulls 7 farm implements, wagon, leveller, plow, etc. 23 plastic animals. Milk-loading platform. "Growing" garden, plastic vegetables, scarecrow Plastic trees, 6 birds, 5 industrious people! Put up White logs, encircle the farm Mail.
35 Y 5431E—Shipping weight 10 pounds... **4.69**

44-PC. FARM SET — accurately lithographed sheet steel barn, 13⅝x9¼x9¼-inches. Set includes: Farm tractor that pulls 6 implements, 23 animals and farm fowl, 3 birds, and 10 sections of fence.
35 Y 5429—Shipping weight 3 lb. 6 oz....... **2.98**

14-PC. FARM ANIMAL SET—includes all of the familiar farm animals, detailed in plastic
35 Y 5471—Shipping weight 7 ounces...... **87c**

2. GIGANTIC, 84-PC. Space Academy—a trip into tomorrow's world for imaginative boys and girls—everything in this enormous, 84-pc Space Academy helps provide thrilling "adventure"! This realistic, built-to-scale model space port is equipped with Radar guns that really fire, 2 flying saucers and 3 rocket ships that actually fly! Futuristic Space Port building. 12x6¼x11-inches of colorful lithographed steel, space code clicker on roof. Scale-model inventions, equipment includes 40 spacemen, frogmen with geiger counters, ray guns, 15 removable transparent helmets! Complete control unit inside building, instruction room! Outside: radar, searchlight units, rocket car, launching platform! Mailable.
35 Y 5421E—Shipping weight 7 pounds..... **4.69**

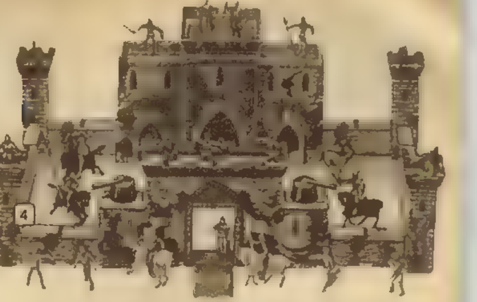
3. COMPLETE 60-PC. "DOUBLE R BAR" ranch—a fascinating, scale-model replica of a busy ranch, sure to keep dudes and ranchers busy for hours on end! Corrals are action-packed with steer-ropin', bronc-bustin'! Steel bunk house is completely equipped inside with 22 pieces of furniture—2 bunks, benches, armchairs, washstand, kerosene lamp, pot-bellied stove, table, wood bin, chopping block, axe All-plastic pieces, 8 cowboys, 3 horses, longhorns, hitching rail! 10 sections of log-type 4-rail fence, swinging gate. Well, pump, blazing forge, anvil. House: 11x7x6⅛-inches high.
35 Y 5433E—Mailable. Shipping wt. 5 lb **3.79**

13-PC SET COWBOYS, ranch "people" — with horses, badmen, riders, sheriff! Molded plastic.
35 Y 5472—Shipping wt. 7 oz.. ..**13-pc. Set 87c**

Army, air force training set 4.49

6. Here's today's most modern up-to-date play air-field! Completely equipped — with Headquarters Building, Jet planes, Field and Training area—all with the latest Military equipment! Lithographed steel Headquarters Building, 11x7x6-inch, metal flagpole, lithographed flag. Assortment of 50 soldiers in action positions—marching, combat, training Also crewmen, pilots of Air Force. Realistic shell-projecting machine gun, miniature plastic pellets. Army vehicle in modern design, 3 jet planes with 8¼-in. wingspread, free-rolling wheels. Carefully designed, molded to scale in sturdy plastic. Formations, groupings possible with equipment! Interlocking fence.
35 Y 5460E—Mail. Shipping weight 6 lb.. .**4.49**

22-PC SOLDIER SET—in typical positions.
35 Y 5461—Plastic Shipping wt. 7 oz ..**Set 87c**


4

Prince Valiant's wonderful steel castle! 4.79

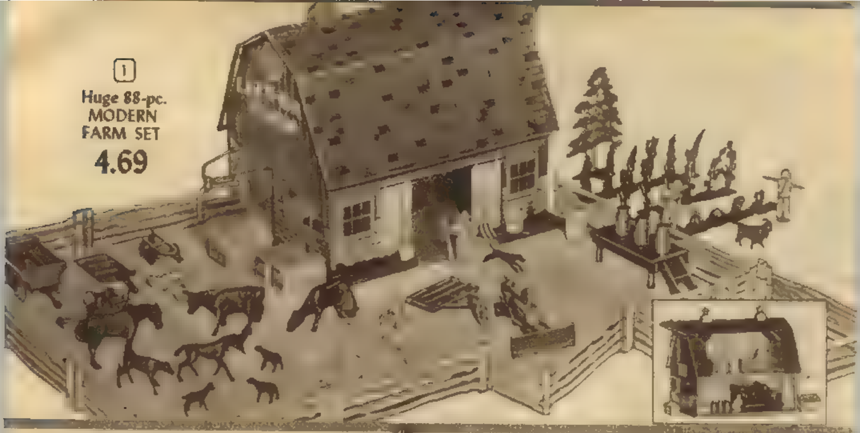
4. Everything you need for thrilling feudal warfare! Prince Valiant commands the defense of brilliantly lithographed steel castle, with lovely Aleta by his side! There are 23 silvery vinyl knights, ready to defend honor—6 charging mounts, and 2 cannons that actually fire 20 harmless shells! 8 assorted spears, banners. Castle walls, towers, encircle open courtyard. Moat bridge really moves! Castle: 14½x23x8-in. Plastic 2¼-in. figures.
35 Y 5436E—Mailable. Shipping weight 6 pounds **4.79**
35 Y 5462—14-PC SET. Knights, horses. Ship. wt. 7 oz.........**87c**

5

Huge, 66-pc. Lumar construction camp 3.79

5. Such wonderful fun for the young engineer — construction worker! Scaled-to-size, accurately detailed powerful looking earth-moving equipment, with trucks, haulers, road graders, conveyors! Lithographed steel Field Office 11x7x6⅛-in. high. Heavy wall plastic equipment, many with moving parts. Ten workmen, molded in flexible plastic, in lifelike positions—such as: surveyor, carpenter, flagmen, man digging, watchman, and others! Set of 36 accessories, necessities—drain pipes to lamps!
35 Y 5443E—Mailable. Interlocking fence Ship. wt. 5 lb.....**3.79**

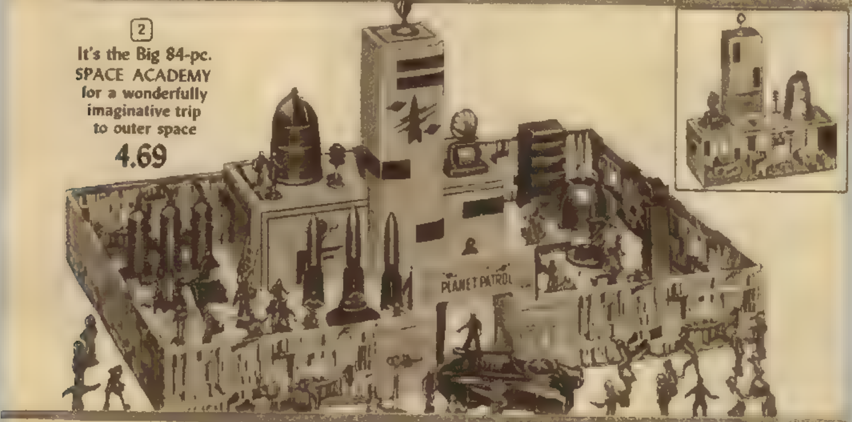
6



1

Huge 88-pc.
MODERN
FARM SET

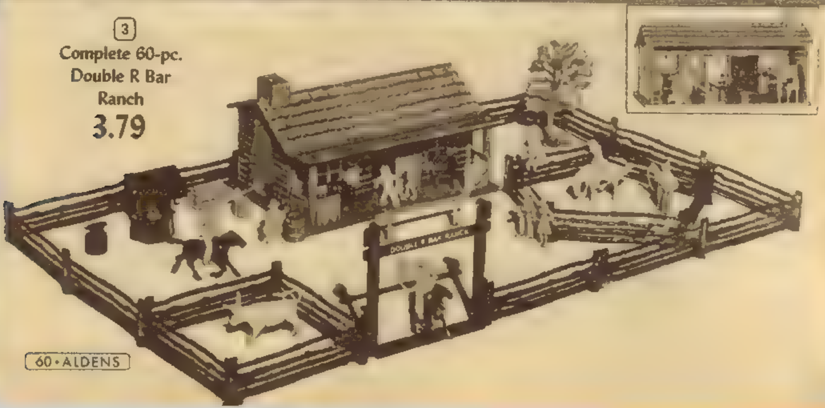
4.69


PLANET PATROL

2

It's the Big 84-pc.
SPACE ACADEMY
for a wonderfully
imaginative trip
to outer space

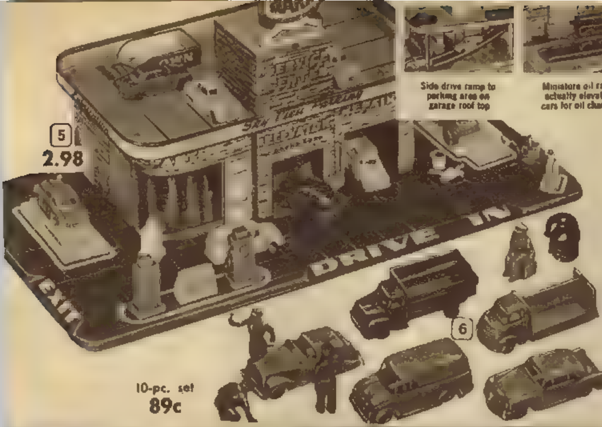
4.69


DOUBLE R BAR RANCH

3

Complete 60-pc.
Double R Bar
Ranch

3.79



Side drive ramp to parking area on garage roof top

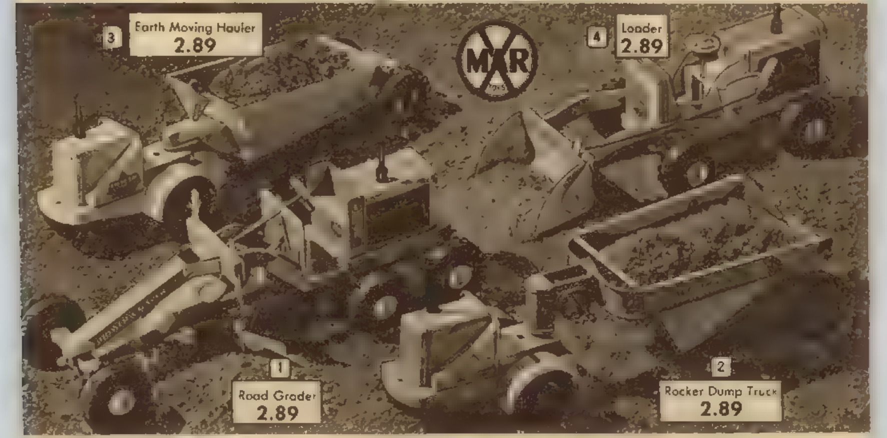
Miniature oil rack actually elevates cars for oil change

Large roof-top parking area—for repair service

17-pc. working model steel service station

5. Cars go up, down, on hand-operated elevator! Lithographed steel set has turned edges for safety—no rough edges to cut hands. With realistic plastic jack, grease, wash rack, pail, water can, display counter, air, grease, pumps, oil can racks, sponge, 2 cars, washstand, toilet 26¼x14¾-in.
35 Y 5430E—Mail......**Set 2.98**
Shipping weight 8 pounds

6. Five plastic attendants in various poses, 2¼-in. high. 5 plastic cars and trucks
35 Y 5411—Wt. 7 oz. 10 pcs **89c**



MARX "ENGINEERING" TOYS—actually build, load, dump, lift 2.89 ea.

Look exactly like equipment used to build such big engineering jobs as highways, airports

YOU SAVE 1.07 WHEN YOU BUY THESE TOYS IN 4-PC SET. Imagine how thrilled your boy will be to get all 4 of these massive, heavy-duty steel toys! Each is an actual replica of big models. 4-pc. set includes: Nos. 1, Grader, 2-Truck, 3-Hauler, 4-Loader. Shown above.
35 Y 5469E—Mailable. Ship. wt. 16 lb......**Set of 4, 10.49**

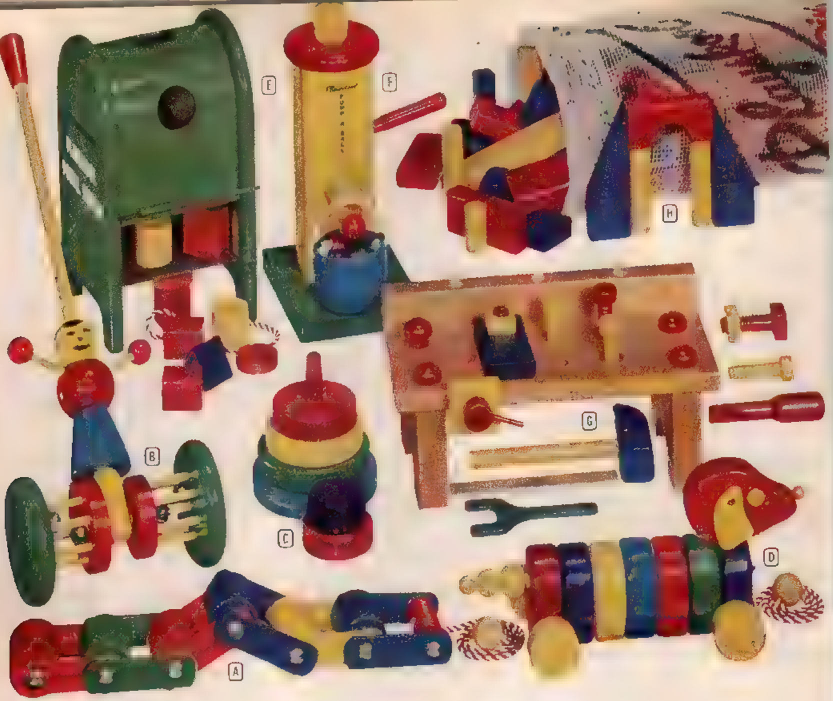
1. ROAD GRADER—such fun to grade a "mile-long" highway in your own back yard! Realistic replica is scaled down to boy-size! It's made of heavy gauge steel, with baked-on Orange enamel finish: has 6 heavy-duty rubber tires. Front wheels steered by wheel at drivers seat. Adjustable scraper. Plastic "pretend" motor
35 Y 5468—Size: 17x5¼x5¾-in. Wt. 4 lb. 4 oz **2.89**

3. EARTH MOVING HAULER—scaled down model "Power unit" is heavy duty diesel motor with a driver's seat and controls. Exhaust stack on top of hood. Bottom dump-type body is mounted to power unit: twists, turns at sharp angles Bottom doors open by trip-lever action. Yellow-enameled steel. Solid rubber tires
35 Y 5465—Size: 18½x5¼x4½-in. Wt. 4 lb...........**2.89**

2. ROCKER DUMP TRUCK—used to build cross-country roads, air strips, etc. Loads, and unloads sand or gravel Heavy-duty, 2-wheel diesel-type hauler with spacious rocker dumping body attached with swivel mounting to driver's seat. Dumping body raised by crank behind driver's seat. Orange enameled steel, 4 rubber tires.
35 Y 5466—Size: 17½x5¾x4½-in. Wt. 4 lb. 6 oz... ..**2.89**

4. HI-LIFT LOADER—easy to operate! Hand-operated lever raises bucket, locks it in position until released by the trip lever for dumping. Used to dig, grade, and scrape roads. Plastic diesel "motor" seen thru open sides of hood. Exhaust stack on hood. Yellow-enameled steel body, huge rubber tires.
35 Y 5467—Size: 15½x6⅝x5-in. Wt. 3 lb. 4 oz.......[illegible]

Toys described on these two pages are for children ages 3 to 10. See page 19 for toy ideas!



Nationally-known Playskool Toys . . . Provide

Playskool Toys are products of years of research and experiment—scientifically designed to encourage mental and physical development of children up to 8 yrs. of age. They are well made, practically unbreakable. Constructed of selected wood, finely sanded with rounded corners and lacquered in washable non-toxic colors. Each toy has been selected for a particular age group to encourage walking, eye-hand coordination, color matching, muscular development, to help stimulate the young child's imagination. For your child's benefit, follow the suggested age recommendations. **Playskool Toys** are approved by Miss Frances and used on her "Ding Dong School" TV program.

Toys on These Pages May Be Ordered Until Oct. 1, 1956.

J
PLAYSKOOL
TAKE APART TRUCK

A CATERPILLAR PULL (1 to 2½ yrs.) Keeps toddlers fascinated. Loose-jointed wood toy climbs over objects and will buckle back and climb over itself. Always right side up. Abt. 15 in. long. Pull cord.
48 T 1349—Ship. wt. 1 lb. 4 oz......1.10

B PUSH DOLLY DANCER (1 to 2½ yrs.) Hardwood doll rotates and tinkling bells tumble in twin cages as toy is pushed. Action and sound encourage child to walk. Abt 6½ by 25 in.
48 T 433—Ship. wt 1 lb. 8 oz .. 1.35

C BABY PYRAMID (1 to 2½ yrs.) A challenge in learning size and shape relationship. Set has base, four round blocks of graduated sizes and cup, each in a different color. Abt. 5 by 4½ in.
48 T 434—Ship. wt 1 lb. 6 oz...... 1.35

D WOBBLY PULL PUP (1½ to 3½ yrs.) A take-apart toy that is lots of fun. Ears flop and head bounces like a live "dachshund" puppy when pulled along. Remove tail to slip off blocks. 11 in. long
48 T 585—Ship. wt 2 lbs 2.25

E POSTAL STATION (1½ to 3½ yrs.) Realistic mailbox with loads of play value. Vari-shaped blocks fit in slots. Storage space at bottom. Includes cord for stringing blocks. Abt [illegible] high.
48 T 677—Ship. wt 2 lbs. 10 oz 2.69

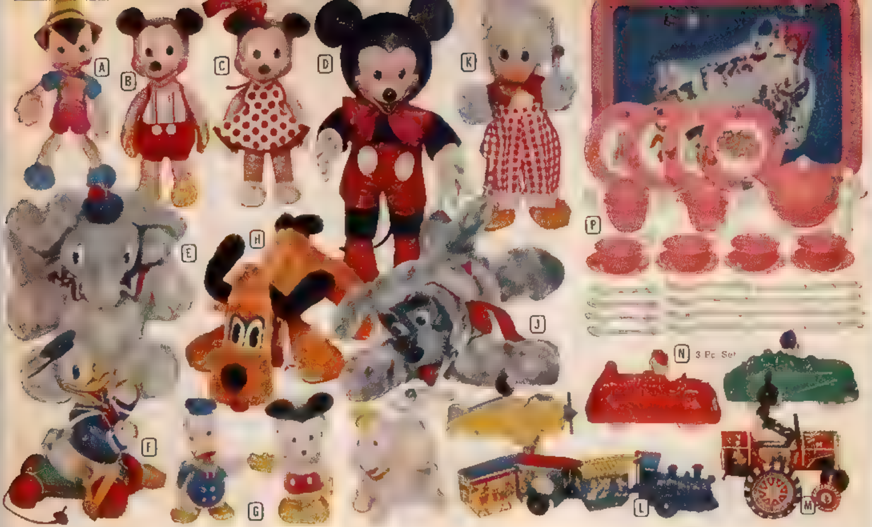
F PUMP A BALL (2 to 5 yrs.) An old favorite back in new design. Vari-colored balls load easily into toy. Pump up and down by handle brings one ball through spout at a time to drop into bucket with rope handle. 11½x5x6½ in.
48 T 435—Ship. wt 2 lbs. 4 oz. 2.69

G WORK BENCH (2 to 5 yrs.) Like Pop's but with wood nails, screws, nuts, bolts, claw hammer, wrench and vise. Bench can be taken apart with the screw driver. Child has fun, learns to use tools as he tinkers. Bench 11½ x [illegible]½ in.
48 T 519—Ship. wt 2 lbs. 4 oz 2.25

H BAG OF COLORED BLOCKS (3 to 6 yrs.) Abt. 70 brightly finished blocks in 10 different shapes. Provides assortment for child to build many things. Smoothly sanded edges. Abt ⅞ in. thick
48 T 404—Ship. wt 4 lbs 2.69

48 T 420—Like (H) but natural finish. Abt. 60 blocks. Ship. wt. 4 lbs. ... 1.75

J TAKE A PART CARRY-ALL TRUCK (3 to 6 yrs.) A complete take-apart wood pull toy from bumper to sides and back. Strong enough to support a child, big enough to carry toys [illegible] equipment. Abt 18 in. long. Spare wheel and tools can be attached at rear. Spray finished in Playskool bright lacquers. Pull cord.
48 T 425M—Ship. wt 9 lbs. . . . 7.25



"Disneyland" Stuffed Toys, Action Toys

(A) **"BENDY" PINOCCHIO."** Quaint little figure of foam rubber, wire-imbedded body bends to all sorts of funny positions. Harmless colors.
48 T 1414—Abt. 11 in. high. Ship. wt. 4 oz 1 65

(B) (C) **MICKEY AND MINNIE MOUSE** in vinyl plastic, harmless coloring; voice box in body. Printed percale outfits. Ea. abt. [illegible] high.
(B) 48 T 1404-Mickey. Ship. wt. 7 oz. 1 85
(C) 48 T 1426-Minnie Ship. wt. 7 oz. 1 85

(D) **STANDING MICKEY MOUSE.** Gay, saucy fellow from cartoonland. Plush and felt body cotton stuffed; felt trousers; vinyl plastic face
48 T 1408—Abt. 14½ in. high. Ship. wt. 1 lb..4 65

(E) **MUSICAL DUMBO** Swiss music box in cotton stuffed body plays a merry tune. Soft cuddly plush, plastic eyes. Abt. 15 in. high
48 T 1406—Ship. wt. 1 lb...... 5 45

(F) **"TALKING" DONALD DUCK** Arms and feet swing merrily as he struts and squawks. Lithographed wood. Wide base prevents tipping
48 T 1294—Abt. 8 in. high. Ship. wt. 1 lb.. 1.10

(G) **SOFT RUBBER TOYS.** Easy for tiny hands to hold. Washable, chewable. Sealed-in noise maker. Donald, Dumbo, Mickey 4½ to 6¾ in.
48 T 1[illegible]57—Ship. wt. 1 lb. Set of 3 . . ..1.29

(H) TO (K) **"DINGLE-DANGLE" SOFT TOYS** Hang from crib by detachable elastic strap with bells. Soft, cuddly, washable. Foam rubber stuffed, vinyl plastic faces. Fun to "walk with."

(H) **LOVABLE PLUTO** Mickey's whimsical pal in soft plush. About 13 in. high.
48 T 14[illegible] Ship. wt. 12 oz 2 79

(J) **"TRAMP DOG HERO"** of "Lady and The Tramp." Softest plush, squawker in body.
48 T [illegible]4[illegible]7 Abt. 14 in. high. Wt. [illegible] 12 oz. 4.65

(K) **DONALD DUCK** Soft plush, dressed in printed percale clothing. About 13 in. high.
48 T 1407 Ship. wt. 12 oz.. . . . . 2.79

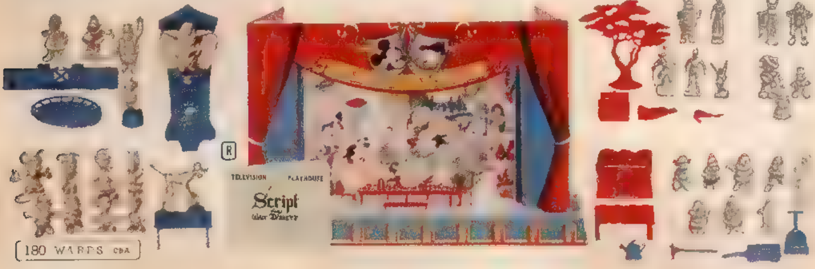
(L) **CRAZY EXPRESS TRAIN** delights children as it zig zags along. Tough plastic locomotive, 3 decorated metal cars, spring motor, key.
48 T 2932—Abt. 12⅝ in. long. Ship. wt. 12 oz. 89c

(M) **MICKEY MOUSE ECCENTRIC CAR.** Mickey bobs around as he drives, lithographed steel car runs in all directions. Spring motor.
48 T 2852—Abt. 5½ in. long. Ship. wt. 14 oz. 94c

(N) **3-PC. WHEEL TOY SET.** Mickey zooms about in his airplane, or his flashy fire truck; Donald drives sporty roadster. Hard rubber, harmless colors; about 6½ in. long. Wheels roll.
48 T 1168 Ship. wt. 2 lbs. 3-Pc. Set 1 29

(P) **ALICE IN WONDERLAND TEA SET** 30-pc. service for 4, decorated with characters from Alice's experiences, the Mad Hatter, March Hare, Queen of Hearts etc. All pcs. sturdy plastic except enameled metal plates. Plates abt. 3¾ in.
48 T 4725 Ship. wt. 3 lbs. 8 oz. 30-Pc. Set 3 39

(R) **DISNEYLAND TELEVISION PLAYHOUSE.** Lithographed metal stage. 38 figures and [illegible] props help you act out famous stories children love. Script book and flexible plastic figures include scenes of Mickey, Donald Duck, Alice in Wonderland, Peter Pan, Pinocchio, Snow White, Dumbo.
48 T 2754M Mailable. Ship. wt. 3 lbs. 8 oz. 3 79



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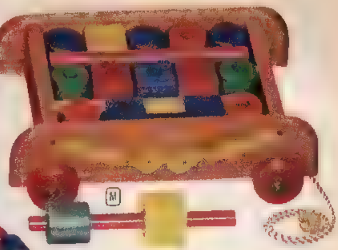

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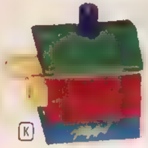

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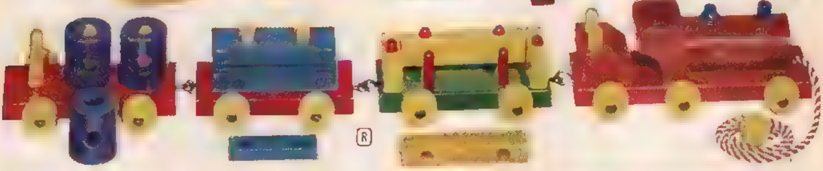


R

Creative Play for Younger Children

K BLOCK HOUSE (1½ to 3½ yrs.). Child fits colorful blocks together to perfect house puzzle. Center post is chimney, round and square window pieces. Six pieces in set.
48 T 402 4½ in high. Ship. wt 1 lb 4 oz..1.15

L NOK OUT BENCH (2 to 5 yrs.) Hit one color peg with mallet, out pops another color from hole in end of bench. For fun and exercise. Mallet, pegs. 10½ in. long
48 T 537—Ship. wt. 2 lbs. 4 oz 1 79

M COL-O-ROL WAGON (2 to 5 yrs.) Streamlined wagon, abt. 13 in. long, full of wood rods cylinders, cubes. Youngsters can make fascinating structures using rods to connect cubes, cylinders. Strong pull cord.
48 T 40.—Ship. wt. 4 lbs..................2.69

N JUMBO BEADS (3 to 8 yrs.) Oversized 1⅛-in. diam for safety, easy handling. 5 different shapes. 6 different colors. 2 stringing laces inc. Come in colorful container. Abt. 35 beads.
48 T 68. Ship wt 1 lb 5 oz 89¢

U DE LUXE PEG AND NAIL TABLE WITH BENCH (3 to 8 yrs. A combination desk board and hammering table with blackboard top. Sturdy wood table with a brown stained finish. Abt. 18⅝x13⅞x19 in. high. Matching bench is 10¾ in. high. Built-in peg board and large supply of wood [illegible] desert trees, houses, etc. for creating scenes. Removable composition board, and large assortment of wood sticks, lots and object blocks to be nailed into designs. Metal hammer, nails included. Design booklet. Shipped with legs off; easily attached
48 T 589 M—Ship. wt. 11 lbs. *Mailable*. 3.98

48 T 535—Refill for (U). Large supply of colorful lacquered wood pieces to replace or supplement material in above table. Including pegs, pounding pieces. Ship. wt. 1 lb ..89¢

P LACING BOOT (3 to 6 yrs.) When unlaced the tongue pops out to show 'Old Woman' and 5 children. Lace the shoe to put children to bed. Bases of figures are triangular, square, and round to match boot openings. Teaches tots to lace, tie their own shoes. Abt. 8 in. high
48 T 584 Ship. wt. 1 lb. 3 oz 2 75

R DE LUXE TAKE-A-PART TRAIN (3 to 6 yrs.) Engine with Coal, Oil and Caboose cars for "loading," "unloading." All cars are take-apart. Even "Engineer," and "Fireman" can be taken out. Sturdy couplings are easy for child to take apart, put together. Easy turning wood wheels, strong pull cord. Abt. 28 in. long.
48 T 538—Wt. 2 lbs. 4 oz 2 89

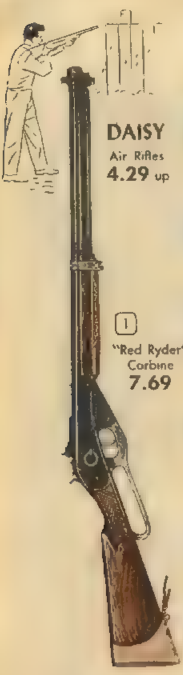
T LANDSCAPE PEG SET. (3 to 8 yrs.) Large supply of wood parts, about 180 pegs, rods, cars, discs, trees, houses, train, light poles, boat, etc. Fit pieces into Masonite Presdwood peg board for city or country scenes. Fun to play with, stimulates imagination. Board 11½x11½ in. Design booklet included. Boxed
48 T 429—Ship. wt. 2 lbs............... .1.79

ABCDEFG
123456789
PLAY

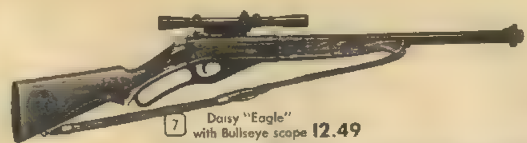
J

DAISY

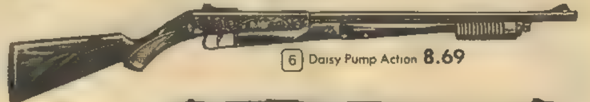
Air Rifles
4.29 up



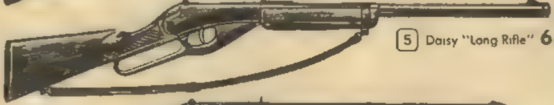
1 "Red Ryder" Carbine **7.69**



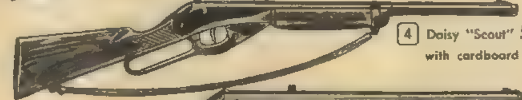
7 Daisy "Eagle" with Bullseye scope **12.49**



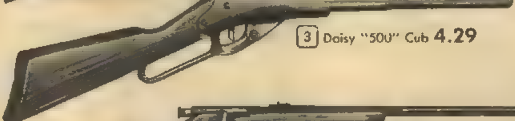
6 Daisy Pump Action **8.69**



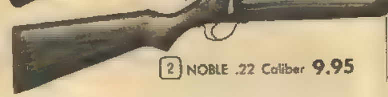
5 Daisy "Long Rifle" **6.69**



4 Daisy "Scout" **5.29**
with cardboard scabbard

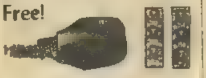


3 Daisy "500" Cub **4.29**



2 NOBLE .22 Caliber **9.95**

Free!



With each air rifle

1. DAISY "RED RYDER" MODEL 94 carbine. 35-inch rifle with lever action. "Lightning Loader" holds 850 BB's. Checkered stock, fore-end. Combination peep and open sight adjusts for elevation, windage Leather boot on stock ties with thong. Swivels. 2 pouches BB's (144 each), shot horn.
36 Y 8153E—Mail. Ship. wt. 4 lb ...**7.69**

2. NOBLE .22 CALIBER single shot rifle. Ideal for beginners. Supersafe! Bolt must be hand cocked and in locked position before firing. 21¼-in. barrel with adjustable elevator rear, blade front sights Walnut finish stock with pistol grip. 38¼-in. overall length. Mailable Order early for Christmas
36 Y 7705M—Ship. wt. 7 lb.........**9.95**

3. DAISY "500" CUB REPEATER. Lever-action 35-in. rifle holds over 350 BB's Full-fashioned checkered forearm and stock White line between butt plate, stock. Cardboard scabbard
36 Y 8150E—Mail Ship. wt 4 lb ...**4.29**

4. DAISY SCOUT REPEATER Lever-action 32-in. rifle holds over 350 BB's. Open iron sights. Checkered forearm. Carbine-type checkered stock. Yellow sling. Cardboard scabbard. Mailable
36 Y 8151E—Ship. wt. 4 lb..........**5.29**

BB PACK (not shown). About 2550 BB's
36 Y 8176—Ship wt. 2 lb 3 oz......**79c**

5. DAISY "LONG RIFLE". Famous lever-action Model 80 holds over 850 BB's Checkered forearm and stock. Bright plated swivel, hardware, carbine band and trigger Adjustable Brown sling 35-inches overall length. 2 pouches BB's (144 each) included
36 Y 8152E—Mail. Ship wt. 5 lb....**6.69**

6. DAISY PUMP ACTION "King of BB guns"—accurate, rapid-fire repeater. Simple one-bolt take-down. Sight is adjustable for windage and elevation Pistol grip stock. 37-inches overall length. 2 pouches BB's (144 each) and shot horn. Mailable
36 Y 8154E—Ship wt. 4 lb.........**8.69**

7. DAISY EAGLE with Bull's Eye scope Styled after the big game sporting rifle. Amazing new 4-lens, 2-power magnifying scope with adjustable crosshairs Metal is gun Blue, scope 2-tone Black Eagle design on Brown full-fashioned stock. Extra-long fore-end. Full length adjustable sling. 850-shot capacity. 2 BB packs included
36 Y 8158E—Mail Ship. wt 7 lb...**12.49**

8. HYSCORE AIR RIFLE. Caliber .177 "3-way" rifle. Fires BB's, pellets, darts. Positive trigger action 2 sights. All pressure used on each shot. 33-inches overall length Mail
36 Y 8177M—Ship wt 5 lb........**8.95**

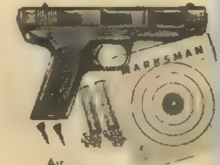
"3-in-1" AIR PISTOL 5.95

Shoots 3 types of missiles!
• BB's • .177 Pellets • Darts

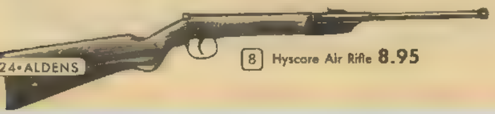
Big 5-unit set includes pistol built like a .45 caliber automatic. Set also includes 1 tube each of BB's and pellets, 2 darts and targets
36 Y 8170R* -Wt. 5 lb.....**5.95**

ABOVE with chrome finish
36 Y 8171R* Wt 5 lb ....**[illegible]95**
*Shipped Express only—based on 5 lb. minimum weight

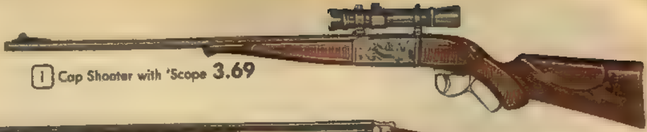
PELLETS 500 .177 caliber
36 Y 8190—Wt 14 oz......1.69



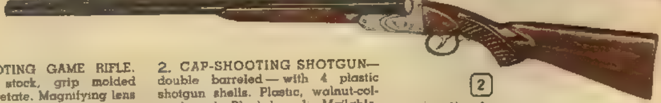
Air Pistol **5.95** up



8 Hyscore Air Rifle **8.95**



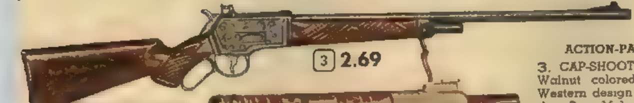
1 Cap Shooter with 'Scope 3.69



2 Cap Shooting Shotgun 3.69

1. CAP-SHOOTING GAME RIFLE. Walnut-color stock, grip molded heavy-wall acetate. Magnifying lens to sight targets. Mailable
35 Y 5774E—36-in. Wt. 4 lb 3.69

2. CAP-SHOOTING SHOTGUN— double barreled—with 4 plastic shotgun shells. Plastic, walnut-colored stock, Black barrels. Mailable.
35 Y 5778E—36-in. Wt. 4 lb. . . 3.69



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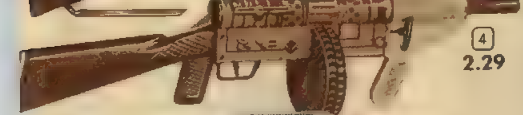

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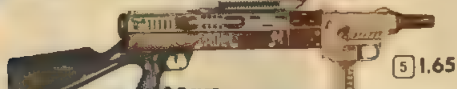

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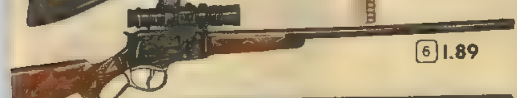
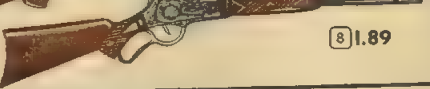


6 1.89

7 1.69



8 1.89

ACTION-PACKED GUNS 1.65 up

3. CAP-SHOOTING RIFLE WITH SLING— Walnut colored plastic stock and grip. Western design on breech. Webbed shoulder sling. Makes a loud report when fired 35 inches long. Mailable.
35 Y 5777E—Shipping weight 4 lb. . . . 2.69

4. G-MAN SPARKLING GUN—goes rat-tat-tat! Sparks fly! In brightly colored lithographed steel Key-wind clockspring motor. 25⅝-inches long. Mailable
35 Y 5755E—Shipping weight 3 lb . . . 2.29

5. X-92 PLANET PATROL MACHINE GUN— with features that young space-men dream about. Goes rat-tat-tat. Muzzle ejects harmless sparks. Steel barrel. Plastic grip
35Y5718[illegible]—Mail. 21½-in. long 1 lb. 2 oz 1.65

6. CAP-SHOOTING CARBINE RIFLE—with telescopic sight. Walnut-colored plastic stock and grip. Rear compartment stocks cap ammunition. Telescope is equipped with magnifying lens for sighting long-range targets. Repeater-type cap shooter makes a loud report, smoke curls from muzzle. 30¼-inches long
35 Y 5753E—Mail. Ship. wt 2 lb 1.89

7. DOUBLE BARRELED CORK SHOTGUN— fires 2 corks. Plastic, walnut-colored stock, Black finish on steel barrels. Makes 2 loud reports 29¼-inches long
35 Y 5769E—Mail. Ship. wt. 4 lb. . 1.69

8. PAPER BUSTER RIFLE—looks like a 'Western Carbine" Plastic, walnut-colored stock with Black. 3 rolls of paper ammunition included
35 Y 5775—Ship. wt. 1 lb. 2 oz 1.89

12-BULLET MACHINE GUN 5.69

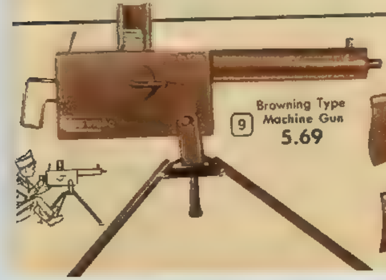
9. All-steel "Browning" type machine gun. Makes realistic noise when cranked. Swivels to any desired angle. Shoots 12 plastic bullets. Red and Blue enamel. 28x42-inches long Mailable
35 Y 5765E—Shipping weight 7 lb 5.69

BALL-SHOOT MACHINE GUN 2.98

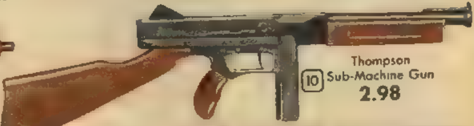
10. M P Sub Machine Gun looks like a Thompson automatic Plastic, metal bring mechanism. No pumping, cocking—fires 12 plastic balls automatically. Gray and Yellow enamel 27½-inches long. Mailable
35 Y 5750E—Shipping weight 3 lb 2.98

ACTION-PACKED JET RIFLE 2.49

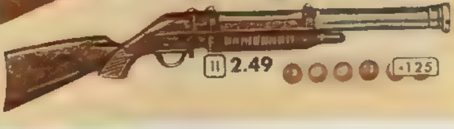
11. Automatic Jet Rifle—shoots six table tennis balls—no reloading. Slide action. Rich-looking Mahogany plastic stock. Metal barrel. Six table tennis balls included 29-inches long Mailable.
35 Y 5754E—Shipping weight 3 lb . 2.49



9 Browning Type Machine Gun 5.69



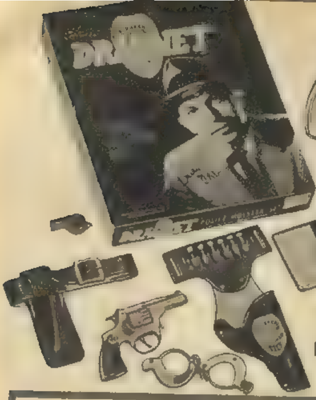
10 Thompson Sub-Machine Gun 2.98



11 2.49

"DRAGNET"

Official Jack Webb equipment



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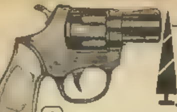
1.98 up



2

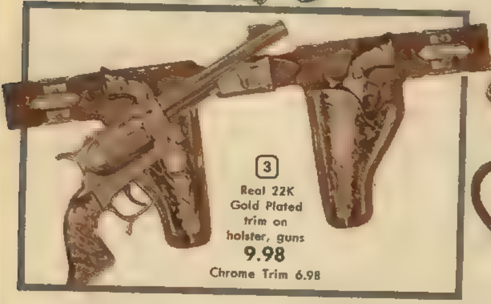
89c

DELUXE DRAGNET PISTOL AND HOLSTER SET 3.98

1. Authentically copied police equipment! Set includes: cap-firing repeater pistol, Black leather police-type holster with bullet clip, plastic bullets, leather belt, metal handcuffs, plastic holder and identification card, sergeant Friday badge, leather pencil sheath and police whistle
35 Y 5729—Shipping weight 1 pound 12 ounces. 3.98
JOE FRIDAY SET with police-type gun, holster, belt, bullet clip, bullets, handcuffs, identification and badge in case.
35 Y 5730—Shipping weight 1 pound 6 ounces 2.98
BADGE 714 set has gun, holster, identification card and badge
35 Y 5731—Shipping weight 1 pound 1.98

OFFICIAL DRAGNET JACK WEBB PISTOL 89c

2. New Dragnet metal cap pistol. Streamlined zinc metal pistol, 5½x4-inches. Authentic gun-metal color with Brown handle grip. Dragnet name and badge number painted on pistol
35 Y 5732—Shipping weight 14 ounces 89c

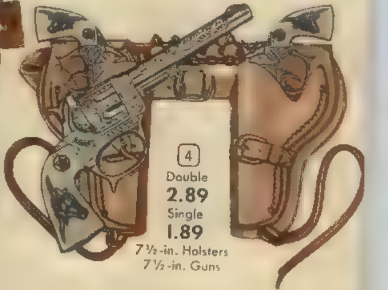


3

Real 22K Gold Plated trim on holster, guns

9.98

Chrome Trim 6.98



4

Double 2.89

Single 1.89

7½-in. Holsters

7½-in. Guns

22K GOLD PLATED HOLSTER FRONT, GUNS 9.98

3. Two 10-inch 22K gold plated metal cap pistols in Brown leather holsters with 22K gold plated metal fronts "Silver Steer" decorated leather belt. Belt adjusts 26-31-in
35 Y 5714—Shipping weight 3 pound 4 ounces . 9.98
AS ABOVE but in Black leather and Chrome trim
35 Y 5712—Shipping weight 3 pounds 4 ounces . . .6.98

STAR RANCH DOUBLE HOLSTER SET 1.79

5. "Star Ranch" Black and White leather holsters, fitted with fancy Western style single shot "engraved" barrel pistols. Leather belt adjusts up to 29-inches.
35 Y 5703—Double gun set. Ship. wt 1 lb. 3 oz. . 1.79
35 Y 5702—Single gun set. Shipping weight 13 oz 89c

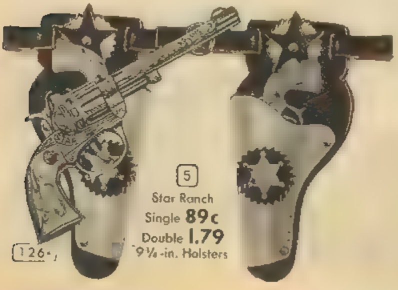
"RODEO" STYLE HOLSTER OUTFIT 2.89

4. Tan leather holsters—7½-inches long, with Western style shiny metal buckles. Leather thongs too! Fitted with 7½-inch "Rodeo" single shot pistols with "Steer and Star" handle design. Belt adjusts 22-in. to 27-in
35 Y 5757—Double gun set Ship. wt 1 lb. 8 oz . .2.89
35 Y 5756—Single gun set. Shipping weight 1 lb 1.89

BEST BUY DOUBLE HOLSTER SET 1.98

6. Twin 9¾-inch long holsters of Tan color leather, concho and steerhead decorated 2 single-shot metal cap "rodeo" guns with Black steerheads on White plastic handles. Tan leather belt adjusts from 24 to 28-inches
35 Y 5700—Shipping weight 1 pound 6 ounces .. .1.98

Note: In accordance with state laws, residents of New Jersey, Maryland, or Delaware may not orde



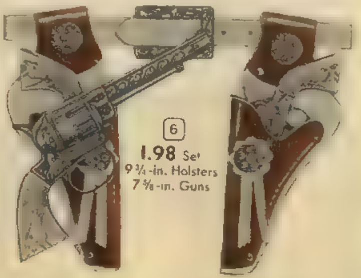
5

Star Ranch

Single 89c

Double 1.79

9¼-in. Holsters

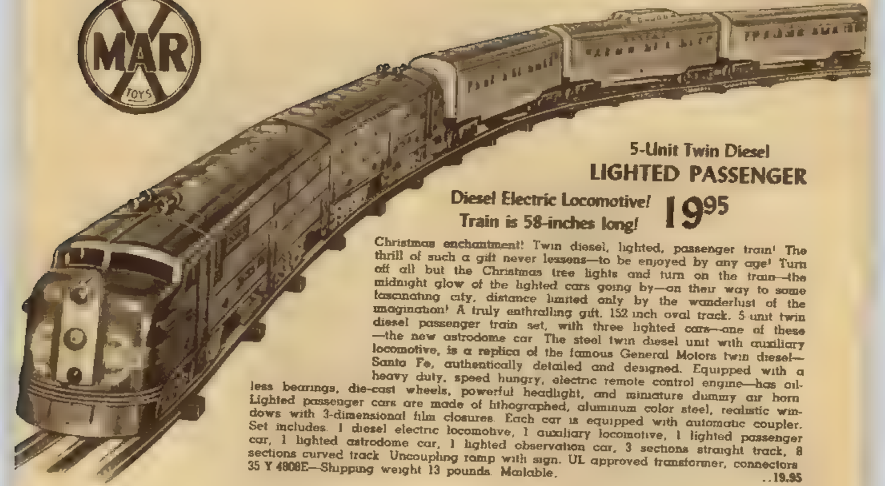


6

1.98 Set

9¾-in. Holsters

7⅝-in. Guns



5-Unit Twin Diesel

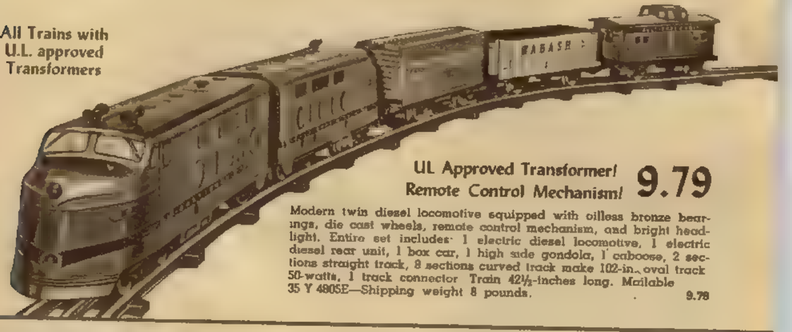
LIGHTED PASSENGER

Diesel Electric Locomotive! Train is 58-inches long! 19.95

Christmas enchantment! Twin diesel, lighted, passenger train! The thrill of such a gift never lessens—to be enjoyed by any age! Turn off all but the Christmas tree lights and turn on the train—the midnight glow of the lighted cars going by—on their way to some fascinating city, distance limited only by the wanderlust of the imagination! A truly enthralling gift. 152 inch oval track. 5-unit twin diesel passenger train set, with three lighted cars—one of these—the new astrodome car The steel twin diesel unit with auxiliary locomotive, is a replica of the famous General Motors twin diesel—Santa Fe, authentically detailed and designed. Equipped with a heavy duty, speed hungry, electric remote control engine—has oilless bearings, die-cast wheels, powerful headlight, and miniature dummy air horn Lighted passenger cars are made of lithographed, aluminum color steel, realistic windows with 3-dimensional film closures. Each car is equipped with automatic coupler. Set includes. 1 diesel electric locomotive, 1 auxiliary locomotive, 1 lighted passenger car, 1 lighted astrodome car, 1 lighted observation car, 3 sections straight track, 8 sections curved track Uncoupling ramp with sign. UL approved transformer, connectors
35 Y 4808E—Shipping weight 13 pounds. Mailable. ..19.95

SHOWN BELOW: 5-Unit Twin Diesel Streamlined Freighter

All Trains with U.L. approved Transformers



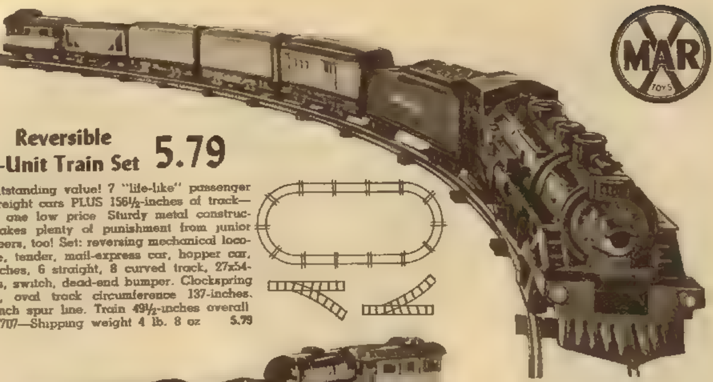
UL Approved Transformer! Remote Control Mechanism! 9.79

Modern twin diesel locomotive equipped with oilless bronze bearings, die cast wheels, remote control mechanism, and bright headlight. Entire set includes· 1 electric diesel locomotive, 1 electric diesel rear unit, 1 box car, 1 high side gondola, 1 caboose, 2 sections straight track, 8 sections curved track make 102-in. oval track 50-watts, 1 track connector Train 42½-inches long. Mailable
35 Y 4805E—Shipping weight 8 pounds. 9.79

MARX ELECTRIC ACCESSORIES — tunnels, gates, signals, etc., shown on opposite page

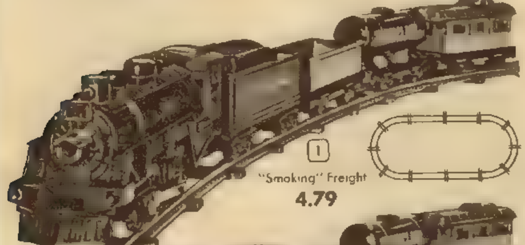
1. METAL TUNNEL· Lithographed landscape. Collapsible
35 Y 4859—10¾x9x7-in Ship. wt. 1 lb. 5 oz 2-pc. 89c
2. CROSSING GATE. Electric. Arm raises, lowers to control traffic. Metal. Connectors. 7½x2¾inch base.
35 Y 4857—Shipping weight 14 ounces 1.87
3. RAILROAD PEOPLE—10 different plastic figures
35 Y 4873—To 2-in. tall. Shipping weight 4 ounces... .87c
4. STATIONS. Lithographed steel. Electric. 9x5½x5-in.
35 Y 4855—Whistling Remote control. Wt. 2 lb 14 oz. 4.29
35 Y 4856—Diesel horn. Control panel. Wt. 1 lb. 15 oz. 3.49
5. BELL CROSSING SIGNAL. Rings warning. Metal.
35 Y 4858—2¾x6¾-inches high. Ship. wt. 12 oz 1.87
6. HEAVY DUTY 150-WATT TRANSFORMER. Plastic case; air-cooled metal base. Large Red indicator handle operates trains at variable speeds. Reset button pops up when derailments or short circuits occur. 4 binding posts—2 control trains, 2 control accessories. Mailable
35 Y 4869E—8¼x7¾x6-in 60 cycle, AC Wt 11 lb 12.95
35 Y 4868—70-Watt Transformer Wt 3 lb 14 oz 6.79
7. REVOLVING beacon light tower—of hi-impact plastic.
35 Y 4854—4⅜x4⅜x12 inches high Ship wt 12 oz 1.87
8. SWITCHMAN'S tower 2 action figures. Connectors.
35 Y 4860—5½x3¾x7½-in Plastic Wt 1 lb 2 oz 3.49
9. STRAIGHT TRACKS—Standard "O" gauge. 3 rails
35 Y 4850—4 sections, 8⅞-in ea Wt 12 oz **Set of 4, 72c**
10. REMOTE CONTROL SWITCHES—electric. With 4-button panel, wires Right and left hand operation
35 Y 4853—Shipping weight 2 pounds 6 ounces. 6.79
11. MANUAL SWITCHES. Electric. Right or left hand
35 Y 4852—Wired. Shipping weight 11 ounces. [illegible]
12. CURVED TRACKS — Standard "O" gauge. 3 rails
35 Y 4851—4 sections, 10½-in. ea. Wt 12 oz...**Set of 4, 72c**

Electric train accessories on this page UL approved, operate on 60 cycle, 110-120V, AC

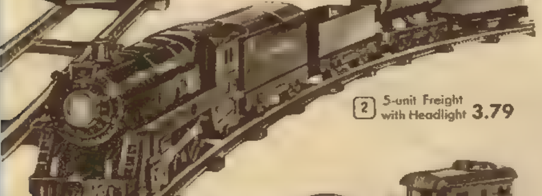


Reversible 7-Unit Train Set 5.79

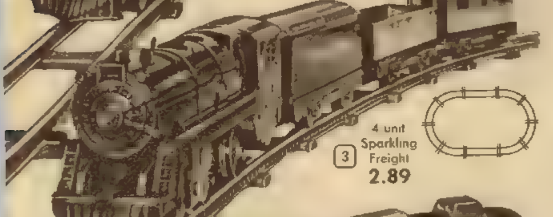
An outstanding value! 7 "life-like" passenger and freight cars PLUS 156½-inches of track—all at one low price Sturdy metal construction takes plenty of punishment from junior engineers, too! Set: reversing mechanical locomotive, tender, mail-express car, hopper car, 2 coaches, 6 straight, 8 curved track, 27x54-inches, switch, dead-end bumper. Clockspring motor, oval track circumference 137-inches. 19½-inch spur line. Train 49½-inches overall
35 Y 4707—Shipping weight 4 lb. 8 oz 5.79



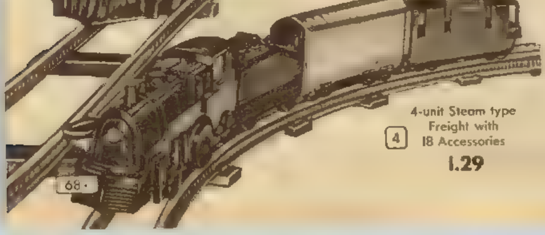
1 "Smoking" Freight
4.79



2 5-unit Freight with Headlight 3.79



3 4 unit Sparkling Freight
2.89



4 4-unit Steam type Freight with 18 Accessories
1.29

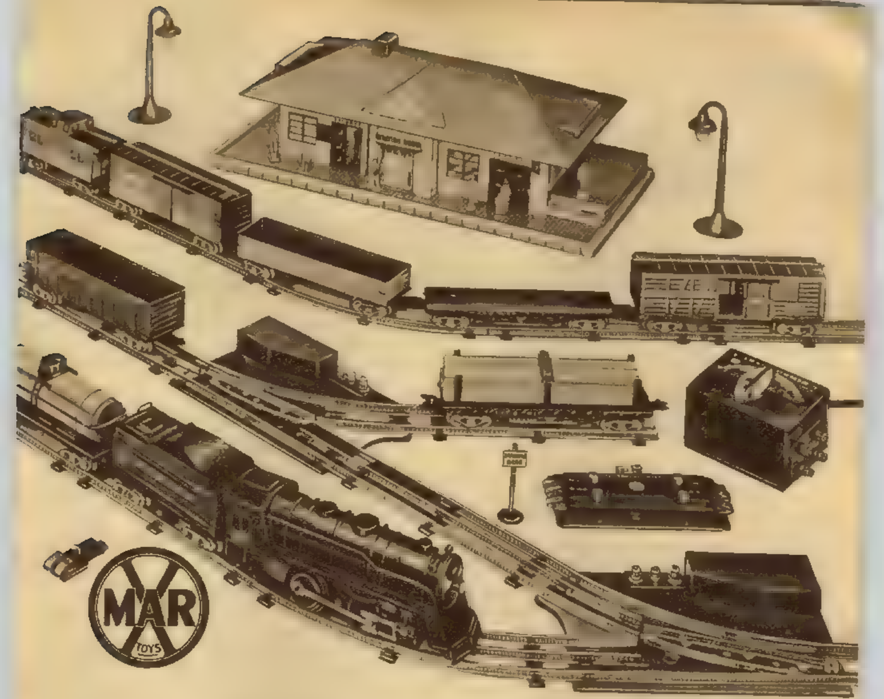
MARX LOW COST MECHANICAL TRAINS

1. 5-UNIT SMOKING FREIGHT SET. Locomotive actually puffs harmless, non-toxic smoke as it chugs along. Long-running mechanism of high-impact plastic with brake. Clockspring motor, motor governor regulates train speed. Set: mechanical smoking locomotive, tank car, tender, gondola, caboose, 4 sections straight and 8 sections curved track, 27x45-in. Oval track circumference 120-in. Train: 35½-in. long.
35 Y 4706—Ship. wt. 3 lb. 8 oz......4.79

2. 5-UNIT FREIGHT with headlight. A headlight glows as lithographed steel freight rumbles along. On-off switch; powered by standard flash. battery (not included). Heavy duty steam-type locomotive has brake, long-running spring motor, built-in speed governor. Set: locomotive, tender, gondola, tank car, caboose, 4 sections straight, 12 curved track, 27x63-in., crossover. Oval track circumference 176-in. Train: 35¾-in. long.
35 Y 4705—Ship. wt. 4 lb. 6 oz......3.79

3. 4-UNIT "SPARKLING" freight set. It's "full steam ahead" as flashing sparks shoot from smoke stack of locomotive—for an exciting realistic touch Mechanical locomotive has governor, brake, long-running clockspring motor. Sturdy durable lithographed steel, authentically detailed. Set complete with locomotive, 3 freight cars, 10 sections of track, 27x36-in. Oval track circumference 102-in. Train 28¾ in. overall length A fun-packed, value packed buy!
35 Y 4704—Ship. wt. 3 lb. 6 oz...... 2.89

4. MINIATURE mechanical train set plus all accessories! Easy to handle and operate! Locomotive tender, box car and caboose are molded together in a curve to fit track. Easy wind, clockspring motor. Train 11-in. long, 1½-in high is set on regular narrow gauge tin plate track—forms 20-in. diameter circle. Includes: 18 plastic miniature railroad signs, signals, accessories and railroad station, minutely detailed, scaled to train.
35 Y 4701—Shipping wt. 1 lb. 2 oz. 1.29

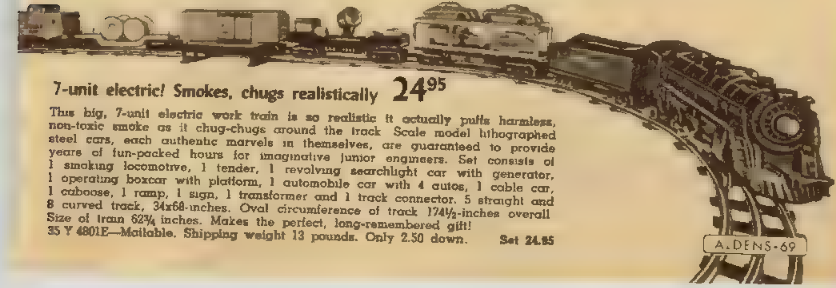


58.00 VALUE! 45-PC. ELECTRIC REMOTE CONTROL SET 29^{95} 3.00 down

- **Huge 10-unit freight train and 35-pc. station**
- **Die cast locomotive — oilless bronze bearings**
- **Remote control reversing unit, automatic coupling**
- **Operated by push button control panel**
- **With steel station, 2 electric lamp posts**

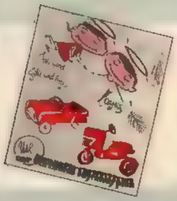
Only at Aldens could you find a value as sensational as this! A complete 45-pc. railroad freight station at one amazing low price. Each piece is exact scale miniature—from the lithographed steel cars right down to the lighted lamp posts and busy lithographed steel station. Big, authentic die-cast locomotive with electric headlight is remote controlled from a convenient push-button control panel. Here's hours of fun—for youngsters of every age.

HERE'S WHAT YOU GET in this big, 45-piece bargain priced remote control freight set! 1 die-cast electric remote control locomotive with electric light, 1 tender, 1 gondola, 1 tank car, 1 box car, 1 flat car, 1 square lumber car, 1 cattle car, 1 high-side gondola and 1 caboose. All cars are equipped with automatic uncouplers. Also included are 1 uncoupler ramp with sign, 1 left hand switch (remote control), 1 right hand switch (remote control), 1 push button control panel, 2 lighted lamp posts, 1 Glendale train station with 7 realistic figures, one 75-watt transformer and 1 track connector. 16 straight track and 10 curved track, size 45x17-inches. Outer track circumference 208-inches, inner track oval circumference 190-inches. Overall length of train is 84-in.
35 Y 4800E—Mailable. Shipping weight 22 pounds . 29.95



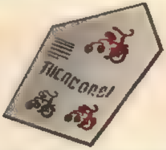
7-unit electric! Smokes, chugs realistically 24^{95}

This big, 7-unit electric work train is so realistic it actually puffs harmless, non-toxic smoke as it chug-chugs around the track. Scale model lithographed steel cars, each authentic marvels in themselves, are guaranteed to provide years of fun-packed hours for imaginative junior engineers. Set consists of 1 smoking locomotive, 1 tender, 1 revolving searchlight car with generator, 1 operating boxcar with platform, 1 automobile car with 4 autos, 1 cable car, 1 caboose, 1 ramp, 1 sign, 1 transformer and 1 track connector. 5 straight and 8 curved track, 34x68-inches. Oval circumference of track 174½-inches overall. Size of train 62¾ inches. Makes the perfect, long-remembered gift!
35 Y 4801E—Mailable. Shipping weight 13 pounds. Only 2.50 down. **Set 24.95**



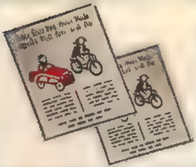
BIRTHDAY PROMOTION

Birthdays are big business—every day, all year long! Make the most of your birthday business with this appealing promotion



COUNTER CARDS AND WINDOW STREAMERS

Attention-getting, sales-producing—they keep AMF Wheel Goods right before your customers' eyes. Excellent for window displays, too.



AD MATS

Hard-hitting ads that spark big sales at low cost. Use them as effective sales stimulants throughout the year.

FOR TRAFFIC THAT MEANS MORE PROFIT FOR YOU

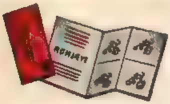
AMF WHEEL GOODS

exciting year 'round promotion material

There are separate, complete promotion kits for

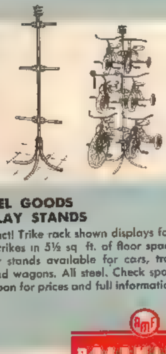
AMF JUNIOR Trikes & Bikes   AMF ROADMASTER Bicycles

AMF Cars, Tractors and Wagons



CUSTOMER FOLDERS

In color! There are separate folders for each of the three lines. And the descriptions are written for *sales action*. Ample room for your own imprint.



WHEEL GOODS DISPLAY STANDS

Compact! Trike rack shown displays four to six trikes in 5½ sq. ft. of floor space. Similar stands available for cars, tractors and wagons. All steel. Check space in coupon for prices and full information.

SEND FOR YOUR FREE KITS NOW!

AMF WHEEL GOODS
1420 Merchandise Mart, Chicago 54, Illinois   P

Please send me:

☐ AMF JUNIOR Trikes and Bikes Kit

☐ AMF ROADMASTER Bicycles Kit

☐ AMF Cars, Tractors, Wagons Kit

☐ Send me additional information on the AMF JUNIOR Trike Display Stand

☐ Send me additional information on the display stand for AMF Cars, Tractors and Wagons

NAME____________________

STORE NAME____________________

ADDRESS____________________

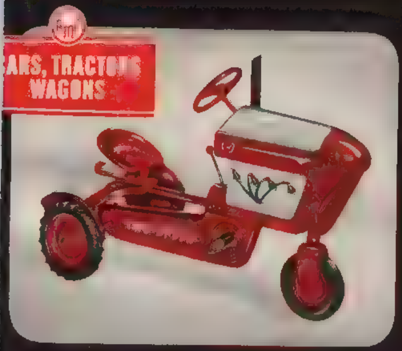
CITY__________ZONE____STATE__________

AMF ROADMASTER BICYCLES
made by the
Cleveland Welding Company
Cleveland, Ohio

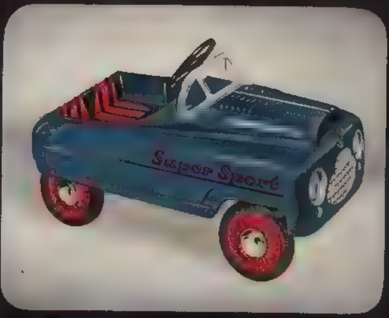
AMF Junior TRIKES & BIKES
made by
Junior Toy Corporation,
Hammond, Indiana

AMF CARS, TRACTORS WAGONS
made by
BMC Manufacturing Corpor
Binghamton, N. Y.

Subsidiaries of
AMERICAN MACHINE & FOUNDRY COMPANY, New York

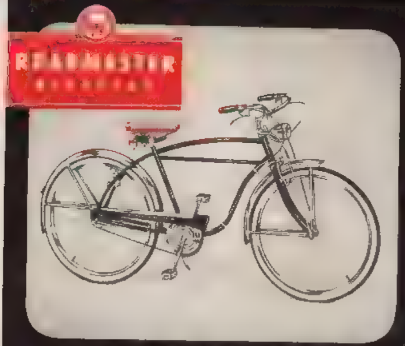


2-SPEED CHAIN DRIVE TRACTOR
Real low and high strip-proof gears, spark plugs that actually snap in and out, bump-absorbing knee action, deep-cleated semi-pneumatic tires—this great new AMF Tractor is a sure best seller! Pulls all the famous AMF extra play attachments.

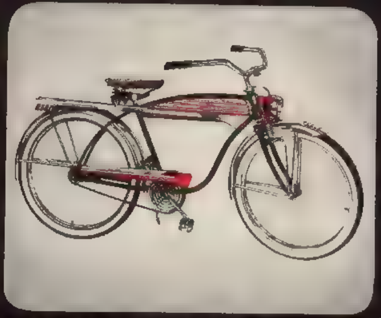


SPEED-O-MATIC CHAIN DRIVE SUPER SPORT
Here, back and forth pedal action teams up with a rear end chain and sprocket assembly in a totally new drive that pedals ½ easier. And note the advanced styling of the Super Sport: modern waffle grill, top hood vents, "frenched" headlights.

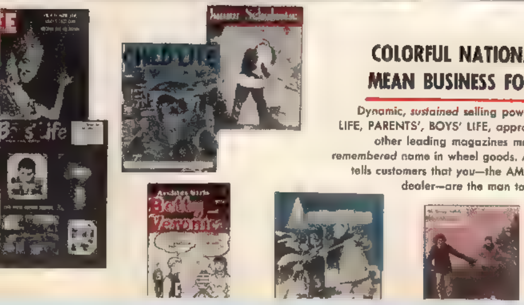
Cars, Tractors and Wagons made by BMC Manufacturing Corporation are now known as AMF Juvenile Wheel Goods.



THE SPORTS-STYLED NEW FLYING FALCON
First to combine lightweight maneuverability with cushion ride. Much-copied but never equalled, the Flying Falcon is now more popular than ever. Bendix multi-speed power brakes, slim 1.75 tires, generator lights. 26" and 24" boy's, girl's models.



THE SUPERB NEW LUXURY LINER
When they want the very finest—this is it! Lavish chrome trim, deluxe headlamp, spring fork, whitewall balloon tires—no other bike ever offered such a great combination of features to make a youngster buy! 26", 24", 20" sizes for boys and girls.



COLORFUL NATIONAL ADS MEAN BUSINESS FOR YOU!

Dynamic, *sustained* selling power! Big ads in LIFE, PARENTS', BOYS' LIFE, approved comics and other leading magazines make AMF the most remembered name in wheel goods. And every ad tells customers that you—the AMF Wheel Goods dealer—are the man to see!

and FOR STORE PROMOTIONS THAT REALLY PAY OFF

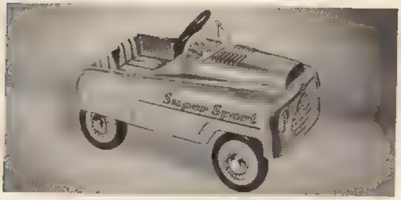
turn page...

AMF WHEEL GOODS NEWS

PUBLISHED BY AMERICAN MACHINE & FOUNDRY COMPANY, NEW YORK

NEW AMF MODELS FIRST AGAIN IN NEW IDEAS

ROADMASTER, JUNIOR and AMF Lines Unveil Basic Design Changes, Exciting New Features



New AMF Super Sport Speed-O-Matic drive

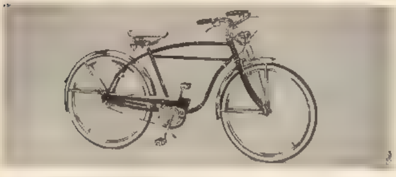
REAL 2-SPEED TRANSMISSION IS BIGGEST PEDAL CAR ADVANCEMENT IN DECADE

For almost unbelievable pedaling ease, top models in the new AMF line of cars and tractors can actually be shifted from low to high gear. Child starts out in low (1-to-1 gear ratio) and shifts into high (2-to-1 gear ratio). Gears are strip-proof and are operated by an automobile type gear shift lever.

In addition to the new 2-speed gear shift, the new AMF line introduces a greatly improved rear end chain drive pedaling principle This new development eliminates the "dead spot" found in the conventional 'round and round pedaling cycle These new developments combine to make the new AMF cars and tractors the easiest-to-pedal play vehicles of their kind in the world

Styling of the new AMF line is also outstanding. Longer, lower lines, authentic features and beautiful finishes make them as handsome as they are easy to ride

AMF ROADMASTER Introduces Complete New 1.75 Tire Flying Falcon Line



AMF ROADMASTER Flying Falcon with new Bendix Power Brake.

Important new styling, new features and more models highlight the new Flying Falcon middleweight bicycle series. Pounds lighter, beautifully trim and streamlined, the forks, fenders and frame of the new Falcons have been redesigned to take full advantage of the new longer coasting 1.75 middleweight tire The first bike to combine lightweight construction and true cushion ride, the Flying Falcon is one of the most imitated bikes ever made in America

This year, according to Frank H. Cankar, Sales Manager for AMF ROADMASTER, this tremendously popular line has been expanded to include both 26" and 24" boy's and girl's models. Both boy's and girl's styles are available in a choice of Bendix Multi-Speed Power Brake or standard coaster brake models.

JUNIOR "Sulky" Sets Design Trend

The sensational new AMF JUNIOR "Sulky".

A vision of "things to come" in velocipedes is apparent in the new AMF JUNIOR "Sulky" trike. Sleek straight lines give this model a speedy, sports-styled look that is totally different from any other velocipede. New inside mounted rear wheels, chrome mounting stirrups and a racing saddle accentuate the lively appearance of the "Sulky." Other "Sulky" features include an attractive front fender ornament and a sulky whip.

Available in the 12" front wheel size, the "Sulky" has a ball bearing front wheel and semi-pneumatic puncture proof tires. Finish is horizon blue enamel with white wheels. Saddle is two-tone red and white. Handlebar is chrome plated with red grips.

BMC Name Change to AMF Juvenile Wheel Goods Pleases Dealers

"Changing the name of our line to AMF Juvenile Wheel Goods makes sales sense to dealers," reports Philip Forman, Vice President in Charge of Sales for the BMC Manufacturing Corp.

"BMC is a subsidiary of American Machine & Foundry Company. Associating our cars and tractors as closely as possible with AMF—the nation's leading wheel goods manufacturer—is a distinct sales advantage to our dealers. In discussing this point with many of our customers, I find them in complete agreement," continued Mr. Forman

AMF ROADMASTER Simplifies Bike Repair And Service

The drop-out rear fork is standard on all AMF ROADMASTER bicycles for 1955. With this simplified mounting, the rear wheel may be removed simply by loosening two outside nuts. Removal of the fender and luggage rack strut nuts is no longer necessary. The drop-out rear fork gives new ease to rear wheel and brake repair and maintenance

JUNIOR TOY Marks Silver Anniversary With Greatest Line Ever

"To commemorate our 25th anniversary, we are presenting the most appealing line in our history," reports Ray A. Boos, newly elected Vice-President in Charge of Sales for Junior Toy Corp

"Style, features, accessories and quality construction are more important today than ever before. Modern youngsters look at a velocipede or sidewalk bike in the same way that their parents look at a new car," Mr. Boos continued 'It must have streamlined, modern design and the more 'plus' features, the better. In addition to merely 'something to ride', the AMF JUNIOR Silver Anniversary line offers the child a whole new world of extra imagination and action appeal."

FOR A LOOK

at the year's most exciting, most saleable line on wheels

TURN THIS PAGE

Junior

AMF

presents

NEW IDEAS ON WHEELS

spirited new styling
. . . exciting
new features

THE TOTALLY NEW "SULKY" TRIKE

This they've been waiting for! Slim, lightweight styling, racer saddle, mustang fender ornament, chrome mounting stirrups, sulky whip—the Sulky has everything to make it sales dynamite! 12" front wheel.

THE FLASHING NEW "JACK & JILL"

Now you can offer real "big bike" looks in a sidewalk bike! Note the new Flite-Line tank and chain guard—tank swings open to make a tool compartment. And this easy-riding beauty is quickly convertible to a girl's model! 14" and 16" wheel sizes.

More of what everyone wants—that's the AMF Wheel Goods story for 1955. When you sell AMF you sell the line that's first in advanced design—first in appealing new features that no other line can offer. This year again, AMF is far out in front with the selling features that make customers buy!

Regal

Cheerio BEVERAGE PITCHER

Tall, gracefully styled 2½ qt. Pitcher — ideal for serving all types of drinks. Holds chill for iced beverages. Has ice guard, easy-pouring spout and sure-grip bakelite handle. Permanent color-anodized finish on aluminum — easy to clean. Choice of Red, Gold or Green.

No 2377M263	CHERRY RED	Retail each $3.95
No 2378M263	SUNSET GOLD	Retail each $3.95
No 2379M263	FOREST GREEN	Retail each $3.95

Red Cap SINGING TEA KETTLE

Same features as Regal Chrome-copper model (shown at right) but 3 qt size and made of aluminum with permanent color-anodized finish. Choice of Red, Gold or Green.

No 2380M330	CHERRY RED	Retail each $4.95
No 2381M330	SUNSET GOLD	Retail each $4.95
No 2382M330	FOREST GREEN	Retail each $4.95

Cheerio BEVERAGE SERVICE

Drinks are "something special!" when served in this beautiful 8-piece set. Perfect for dining room, porch, patio or recreation room. Unbreakable aluminum with permanent anodized color finish — stain and scratch-resistant. Includes 2½ qt Pitcher with ice guard and sure-grip bakelite handle, six 14-oz. Tumblers, and 10 x 17-inch all-purpose Tray. Choice of Cherry Red, Sunset Gold or Forest Green.

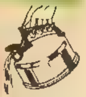
No 2374M663	CHERRY RED	Retail set $9.95
No 2375M663	SUNSET GOLD	Retail set $9.95
No 2376M663	FOREST GREEN	Retail set $9.95

Chrome Plated
SOLID COPPER

Regal SINGING TEA KETTLE

The famous push-button tea kettle — superbly styled in solid copper with an exquisite chrome-plated finish. The copper heats fast and efficiently; the chrome stays bright and beautiful. Sings when water starts to boil — tells when to turn off heat and save fuel! Cool, comfortable bakelite handle. Capacity, 2½ qts.

No. 2383M330	CHROME-COPPER	Retail each $4.95



PUSH - BUTTON lifts spout cap — to fill or pour

Regal

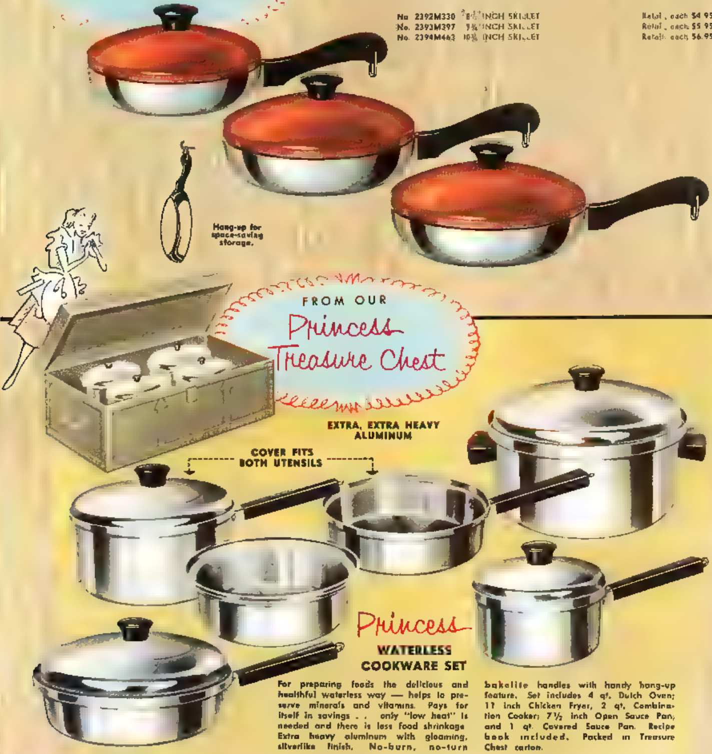
GUARANTEED Warp-proof

New French Style

COVERED SKILLETS

These remarkable skillets have every feature the homemaker desires. Ideal for top-stove frying, roasting or broiling. Marvelous for healthful and delicious waterless cooking. Classic French styling. In super-durable aluminum — heats fast and evenly. Guaranteed warp-proof under normal home use. Easy to clean; easy for stirring and pouring. No-burn, no-turn bakelite handles with hang-up ring for space-saving storage. Snug-fitting aluminum covers in beautiful color-anodized bright copper finish — stain and scratch-resistant.

No. 2392M330 8⅜ INCH SKILLET	Retail, each $4.95
No. 2393M397 9⅜ INCH SKILLET	Retail, each $5.95
No. 2394M463 10⅜ INCH SKILLET	Retail, each $6.95


Hang-up for space-saving storage.

FROM OUR
Princess Treasure Chest

EXTRA, EXTRA HEAVY ALUMINUM

COVER FITS BOTH UTENSILS

Princess
WATERLESS COOKWARE SET

For preparing foods the delicious and healthful waterless way — helps to preserve minerals and vitamins. Pays for itself in savings . . only "low heat" is needed and there is less food shrinkage. Extra heavy aluminum with gleaming, silverlike finish. No-burn, no-turn bakelite handles with handy hang-up feature. Set includes 4 qt. Dutch Oven; 11 inch Chicken Fryer, 2 qt. Combination Cooker; 7½ inch Open Sauce Pan; and 1 qt. Covered Sauce Pan. Recipe book included. Packed in Treasure Chest carton.

No. 2395M1130 PRINCESS COOKWARE SET Retail, set $16.95

Regal

THE ORIGINAL PORTABLE

Carry-All

CAKE SERV

This lovely cake server is king-size — and portable! Helps keep cake, sandwiches and other foods fresh. A slight twist locks cover securely to tray. Roomy enough for the largest cake . . . cover is 6½ inches high (without handle) and 11 inches in diameter. Finger-grip bakelite handle. All-purpose 13⅝-inch Tray with sun-ray finish. Quality aluminum with color-anodized, stain and scratch-resistant cover in choice of Cherry Red or Sunset Gold. Also available with Polished Aluminum cover.

No. 2384M363	CHERRY RED	Retail, each $5.45
No. 2385M363	SUNSET GOLD	Retail, each $5.45
No. 2386M263	ALUMINUM	Retail, each $3.95

EASY TO CARRY
Cover locks on tray

Cheerio TUMBLERS IN RAINBOW COLORS

Tall, sparkling, 14-oz. aluminum tumblers — wonderful for iced tea, iced coffee, juices, mixed drinks, etc. Unbreakable, stain-resistant and easy to clean. Metal holds chill for frosted drinks. Set includes 8 tumblers in gay, assorted colors as illustrated.

No. 2387M397 SET OF 8 TUMBLERS [illegible] Retail, set $5.95

Moisture Control in cover

Jiffy-Serv BUN WARMER-CASSEROLE

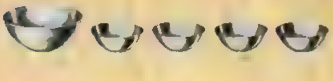
A marvelous stove-to-table server! Heats buns, muffins, etc. on top of stove — keeps them hot at the table. Wonderful for baking potatoes, crisping, freshening or preparing oven casserole dishes. Gleaming polished aluminum; thermoplax side handles, wire basket inset.

No. 2388M263 JIFFY-SERV [illegible] Retail, each $3.95

Rainbow SNACK SET

Adds festive cheer to any occasion. Wonderful for popcorn, candy, fruit, etc. Excellent for salads or breakfast cereals. The Rainbow Set (shown at right) is made of anodized aluminum — easy to clean. The colors are permanent and resistant to stains or scratches. Set includes 4-qt. Master Bowl in Cherry Red and 4 Individual Bowls in Red, Green, Gold and Blue. Set also available in polished aluminum (shown below).

No. 2389M330	SNACK SET—Assorted Colors	Retail, set $4.95
No. 2390M167	SNACK SET—Aluminum	Retail, set $2.50



Easy-Flo

ALL-AUTOMATIC ELECTRIC PERCOLATOR

It's a coffee-making marvel! Brews 4, 6 or 8 cups of perfect coffee at a time — automatically! Simply put in the cold water and coffee — and connect the cord. The Easy-Flo brews the coffee (any strength desired) . . . stops brewing when the coffee is done . . . and then keeps the coffee drinking hot as long as desired. There's no guesswork — no attention required. Exquisitely styled in finest quality aluminum with a finish that gleams like a jewel. Cool, non-slip, black bakelite handle; no-drip spout for easy pouring. Heating unit and cord (which is included) are approved by Underwriters' Laboratories. Operates on A.C. only.

No 2152MB33 EASY-FLO PERCOLATOR [illegible] Retail, each $12.50

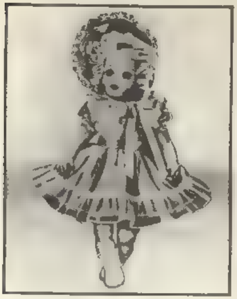
Regal

Pots of Gold HOSTESS SET

The magic of rich, golden color is combined with superb designs in aluminum to create this breathtakingly beautiful ensemble. The proud owner never tires of its many, many uses for food or beverage service. It's a showpiece when not in use. Set includes a deep and roomy 14½-inch Party Bowl; set of four multi-use Snack Bowls; smartly styled 2½-qt. Pitcher with ice-guard and sure-grip bakelite handle, four tall 14-oz. Tumblers, and an exquisite 10 x 17-inch All-Purpose Serving Tray. Anodized with a rich, permanent, gleaming gold finish that resists stains, mars or scratches — cleans easily without polishing

No. 2391M997 POTS OF GOLD SET [illegible] Retail, set $14.95

Horsman
15 INCH BABY BUTTERCUP

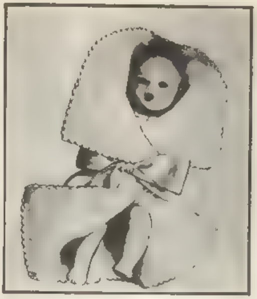


All vinyl baby with coo voice, head that turns, super-flex legs, sleeping eyes with lashes. Fine lace trimmed baby dress with matching bonnet, knit panties, rayon socks and vinyl shoes. Individually boxed.

No.	Retail	L.P.L.	*P.L.
EG117-212	$3.98		

Pkd. 6 ea. - 14 lbs.

Horsman
13 INCH TYNIE BABY

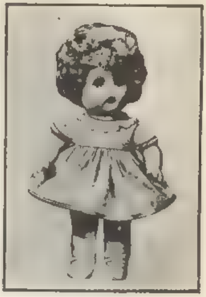


All vinyl new-born baby wrapped in a cotton flannel blanket with contrasting trim, tied with a wide bow of ribbon. Patented super-flex legs, coo voice, sleeping glassine eyes. Each in an attractive box.

No.	Retail	L.P.L.	*P.L.
EG117-T11	$2.98		

Pkd. 12 ea. - 19 lbs.

Horsman
12 INCH TYNIE TOT



All vinyl standing doll with rooted curly Saran hair, sleeping eyes with lashes, coo voice, head that turns. Dressed in a printed cotton dress; panties, shoes and socks molded and painted. Individually boxed.

No.	Retail	L.P.L.	*P.L.
EG117-205	$2.98		

Pkd. 12 ea. - 18 lbs.

SWEET SUE DOLLS

American Character Doll
SWEET SUE WALKING DOLL SERIES

Glamorous Sweet Sue walking dolls are fully jointed. Their knees bend and their soft, pliable vinyl arms bend at the elbows. Can be placed in practically any lifelike position. They have rooted, washable Saran hair on hard plastic heads. All are beautifully costumed.

SWEET SUE SCHOOL GIRLS

Ready for school in a full skirted cotton print dress with taffeta yoke and sleeves, matching panties, shoes and socks.

Lifesize, 31 inches tall.

No.	Retail	L.P.L.	*P.L.
EG117-131	$24.95		

Pkd. 6 ea. - 60 lbs.

22 inches tall.

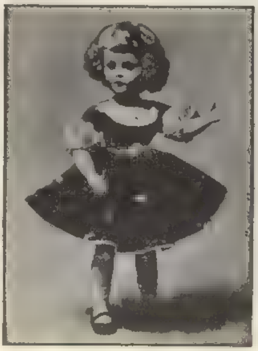
No.	Retail	L.P.L.	*P.L.
EG117-122	$12.95		

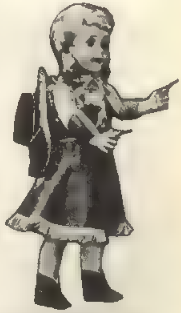
Pkd. 12 ea. - 46 lbs.

15 inches tall.

No.	Retail	L.P.L.	*P.L.
EG117-115	$8.95		

Pkd. 12 ea. - 20 lbs.



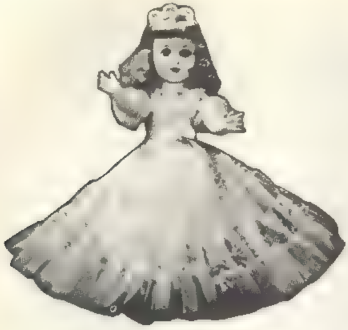


18 INCH SWEET SUE ANNIE OAKLEY

Ohio's own golden girl, dressed in green denim cullottes with matching bolero edged in gold fringe. Gold satin blouse and scarf, black riding boots, felt hat, holsters with six shooters.

No.	Retail	L.P.L.	*P.L.
EG117-18/6	$12.95		

Pkd. 12 ea. - 33 lbs.

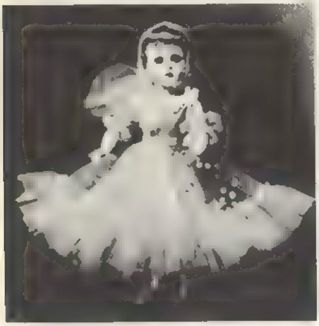


SWEET SUE COTILLIONS

Exquisite formal gown in aqua or pink lace and nylon tulle with floating skirt shirred in tiers. Taffeta underskirt and slip with built-in hoop. Puffed sleeves, shirred nylon tulle neck, velvet ribbon at waist, flowers, bows and pearl tiara. Dainty panties, silver slippers.

25 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG118-25/9	$19.95	12 each	56 lbs.		

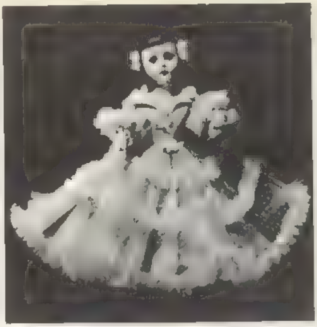
22 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG118-22/9	$17.95	12 each	46 lbs.		



18 INCH SWEET SUE JUNIOR PROM

Ready to dance in a ballerina length gown of nylon net with silver flocked dots, deep dust ruffle. Satin bodice trimmed with lace. Satin petticoat, hooped petticoat. Matching head scarf and silver evening slippers.

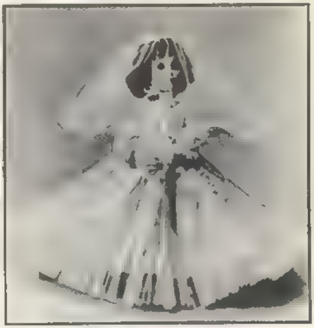
No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG118-818	$12.95	12 each	33 lbs.		



22 INCH SWEET SUE AMERICAN BEAUTY

Gorgeous point d'esprit nylon net gown, rows and rows of ruffles on skirt. Satin bodice with ruffle and lace trim. Full petticoat with ruffle, hooped petticoat. Hair ornament and evening slippers add further glamor.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG118-1022	$17.95	12 each	45 lbs.		



18 INCH SWEET SUE BRIDE

Bridal gown of white nylon lace over satin with deep dust ruffle, nylon tulle skirt, full petticoat and hooped petticoat. Lace trimmed yoke. Pancake cap with full circle veil of lace and tulle. Corsage of lace, tulle and flowers.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG118-1118	$14.95	12 each	34 lbs.		

American Character Doll

21 INCH BABY SUE

ROOTED HAIR

ALL VINYL
WITH ALL NYLON
COSTUME

Dressed in a frilly lace trimmed nylon creation with tiny rosebud print, deep ruffles and square neckline. Matching nylon bonnet edged in ruffled tulle, shoes and stockings.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG120-2106	$7.95	12 each	77 lbs.		

American Character Doll

RICKY, JR.

The baby
all America
loves!

17 inches tall.

Ricky, Jr. is made of soft vinyl plastic, beautifully detailed. Rooted Saran hair can be washed, combed and brushed. He has sleeping eyes with long lashes, drinks, wets, blows bubbles and cries loudly. Wears gay printed pique shorts with button-down straps, play sandals and white embroidered blouse monogrammed "Ricky, Jr."

No.	Retail	Packed	L.P.L.	*P.L.
EG120-R17-W	$9.95	12 each		

P.L. weight 36 lbs.

American Character Doll

BABY SUE

All vinyl, complete washable. She has rooted Saran Hair. Baby dress and matching bonnet in nylon tricot and beautiful nylon sheers, trimmed in lace. Panties, shoes and socks.

19 inch, in nylon sheer.

No.	Retail	L.P.L.	*P.L.
EG120-1902	$11.95	8.00	7.40

Pkd. 12 ea. - 45 lbs.

13 inch, in nylon tricot.

No.	Retail	L.P.L.	*P.L.
EG120-1301	$6.95		

Pkd. 12 ea. - 18 lbs.

American Character Doll

BABY SUE IN COAT & HAT

21 inch all vinyl doll with bending action that permits her to assume lifelike poses. Washable rooted Saran hair. Dressed in a corduroy coat and bonnet with lace trim. She wears a baby dress, panties, shoes and socks.

No.	Retail	L.P.L.	*P.L.
EG120-2103	$17.95		

Pkd. 12 ea. - 72 lbs.

American Character Doll

RICKY, JR. IN CORDUROY

Ricky and Lucy's boy in vinyl. Built in feature allows him to sit, stand, kneel and assume other lifelike positions. Dressed in corduroy overalls in bright pastel shades. Contrasting striped shirt, corduroy beanie tied under his chin, shoes and socks.

No.	Retail	L.P.L.	*P.L.
EG120-17R	$7.95		

Pkd. 12 ea. - 35 lbs.

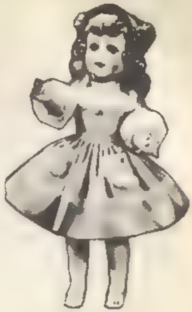
15 INCH SWEET SUE BRIDE WITH TROUSSEAU

Lovely satin gown with nylon net and lace trim. Nylon net veil. Ribboned corsage. Wardrobe trunk with drawers and hangers. Complete outfits for daytime, evenings and sports, including slippers, stockings and undergarments.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG119-15T	$15.95	6 each	33 lbs.		

SWEET SUE SUNDAY BEST

Tops in chic fashion. Sue wears a taffeta dress in rose or blue, with lace edged deep hem and matching panties. Nylon print blouse with full puff sleeves. Skirt has lace trimmed nylon pockets. Stylish felt hat, trimmed with flowers and ribbons. Pink or blue suede shoes, white knit socks.



18 inches tall.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG119-18/5	$10.95	12 each	33 lbs.		

SWEET SUE SUNDAY BEST

All dressed up in a sheer nylon dress with pastel embroidery. Pastel taffeta, can-can petticoat. Flower and ribbon sash. Matching panties. Straw hat and hand bag. Shoes and socks.

25 inch	Retail	L.P.L.	*P.L.
EG119-625	$18.95		

Pkd. 12 ea. - 56 lbs.

15 inch	Retail	L.P.L.	*P.L.
EG119-615	$9.95		

Pkd. 12 ea. - 21 lbs.

SWEET SUE IN COAT AND HAT

Blue and white checked fitted coat with full skirt, red velvet trimmed. White collar and cuffs. Lace handkerchief in front pocket. Matching straw bonnet and bag. Taffeta dress matching panties, shoes and socks.

Life size 31 inch.

No.	Retail	L.P.L.	*P.L.
EG119-731	$29.95		

Pkd. 6 ea. - 60 lbs.

22 inch

No.	Retail	L.P.L.	*P.L.
EG119-722	$16.95		

Pkd. 12 ea. - 46 lbs.

15 INCH SWEET SUE BIRTHDAY PARTY

Lovely taffeta party dress with deep dust ruffle, sheer nylon print yoke and sleeves, lace trimmed. Matching panties. Flower trimmed straw bonnet. Shoes and socks.

No.	Retail	L.P.L.	*P.L.
EG119-515	$9.95		

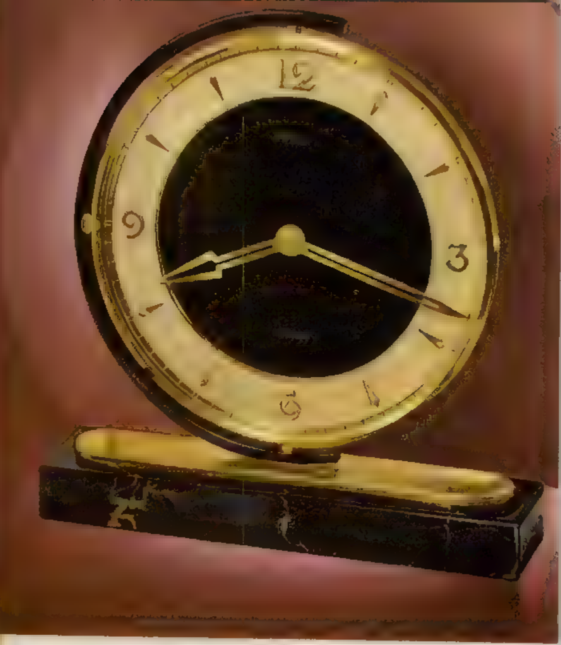
Pkd. 12 ea. - 21 lbs.

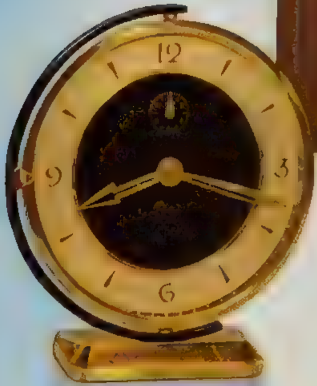
*** LOWEST DOLL PRICES!**

P.L. (Pack Lot) price also applies if all dolls ordered total up to, or surpass, the amount specified on your Toy Order Form.

DIPLOMAT 8 Day. The outstanding design of the year, this handsome clock will lend a note of importance to the desk of any executive, at home or office. Luxurious imported genuine Porter marble base. Revolving dial. Guaranteed American made eight day movement. Size: 7¾" high, 7½" base, 6" dial.

24/234 Y 1197 . . . . Retail Price **$19.95**





Alarm with Charm

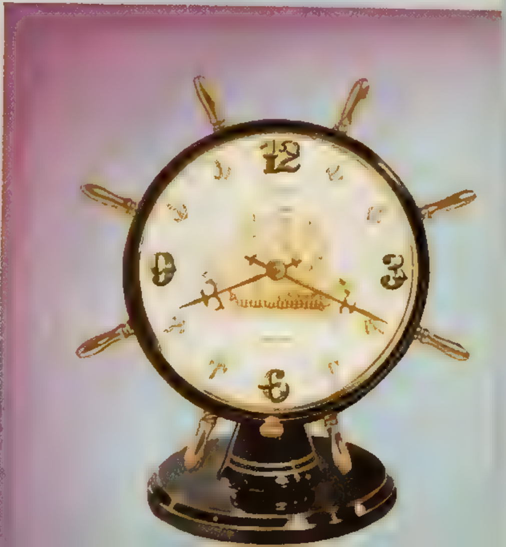
LIDO ALARM. As attractive as it is practical. Latest modern styling. Revolving dial Perfect for bedroom alarm or living room showpiece. American made 40 hour bell alarm movement of guaranteed dependability. Size 5¼" high, 3" base, 4" dial.

26 234 Y 777 . . . . . . Retail Price **$12.95**

Prices [illegible]

SHIP N' SHORE 8 Day. Authentically styled pilot's wheel clock that brings a touch of the sea to home and office Richly etched silver finish dial with full-rigged sailing ship, numerals and anchor markers in contrasting gilt. Silent, guaranteed eight day movement. Size: 7" high, 3¾" circular base, 4" dial.

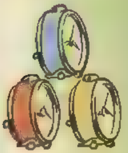
25/234 Y 897 . . . . Retail Price **$14.95**



Artco

Proudly presents the PRESIDENT line of superb imported Miniature and Travel 40 Hour Alarm Clocks. These smartly styled timepieces have fully guaranteed silent movements with clear bell alarm. Lowest in price, outstanding in both design and performance, they are ideal gifts in the popular price range.

ARTCO
RADIUM



MADISON Miniature Alarm Clock. Packed with all the charm and allure of a treasured antique. Baked enamel case in latest decorator shades of blue, pink, green or ivory. Luminous hands and numerals. Clear bell alarm. Stands 3" high with 2 1/4" dial

27, 234 Y 330 Retail Price **$4.95**

WASHINGTON Miniature Alarm Clock. Equally popular for the modern desk or boudoir. Latest styling features include radium dial, simplified alarm set, brilliant polished brass case. Guaranteed imported bell alarm movement. Stands 2 3/4 high, with 3" base and 2 1/4" dial.

28 234 Y 330 . . . . Retail Price **$4.95**

ARTCO
JEWELED

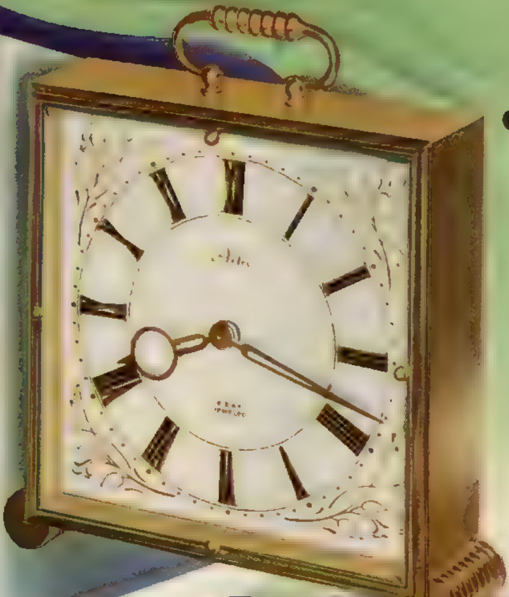
CLEVELAND Jeweled Travel Alarm Clock. Choice of genuine reptile or calf grain leather case in brown, red, beige, green or blue. Etched silver finished dial with luminous hands and markers. Precision made jeweled bell alarm movement of guaranteed dependability. Closed case measures 3 x 3 1/4".

29/234 Y 440 . . . Retail Price **$6.95**

JACKSON 7 Jewel Travel Alarm Clock. Fine imported 7 jewel bell alarm movement assures long years of service in home, office or travel. Radium dial. Genuine leather case in Lizard, Morocco or Crocodile grains. Colors of brown, red, beige, green or blue. Closed case measures 3 1/2" x 3 1/8".

30 234 Y 565. . . . . Retail Price **$8.95**

Prices do not include Federal Excise Tax



Artco

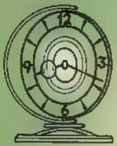
CLOCKS OF DISTINCTION

with Jeweled 8 Day Movements

Majestic, graceful and distinctive, Artco jeweled eight day occasional clocks are the ultimate achievement in both artistic design and clock manufacturing. Fine precision made jeweled movements provide quiet, dependable service and freedom from unsightly wires. Wind only once each week. Fully guaranteed and American serviced to assure a lifetime of enjoyment. The ideal special gift you'll want remembered throughout the years.

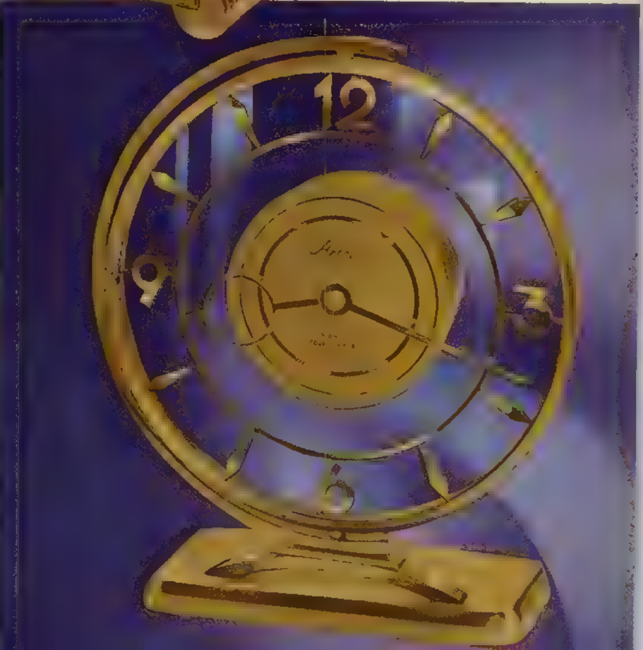
AMBASSADOR 8 Day. The last word in elegance. A clock that speaks of dignity and charm and arouses admiration wherever used. Fine, American made two jewel movement. Richly etched silver finished dial. Bevel-edge, high crystal. Size: 6½" wide, 7½" high.

20 234 Y 1497. . . . . . .Retail Price **$24.95**

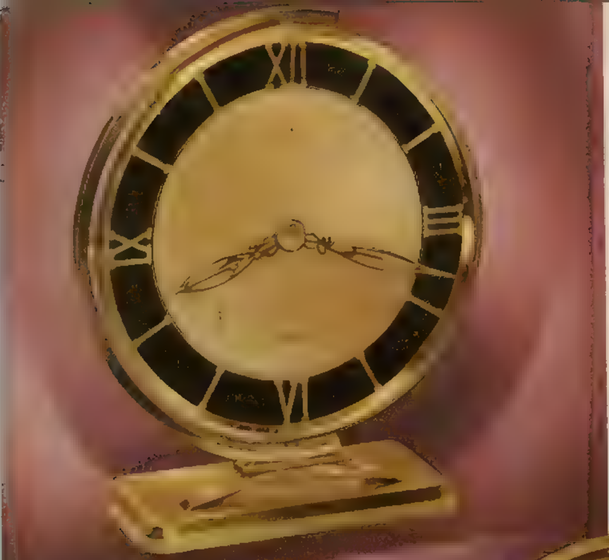


SATURN 8 Day. The clock of mystery. Concealed movement gives illusion of free turning hands. Rare combination of beauty, intrigue and utility. Transparent dial and polished brass trim blend with all settings. Finest quality, four jewel imported eight day movement provides accurate, silent timekeeping. Revolving dial Size: 7¾" high, 5⅛" base, 6" dial.

21/234 Y 1377 Retail Price **$22.95**



Prices do not include Federal Excise Tax



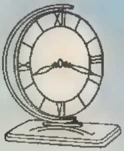
.Artco

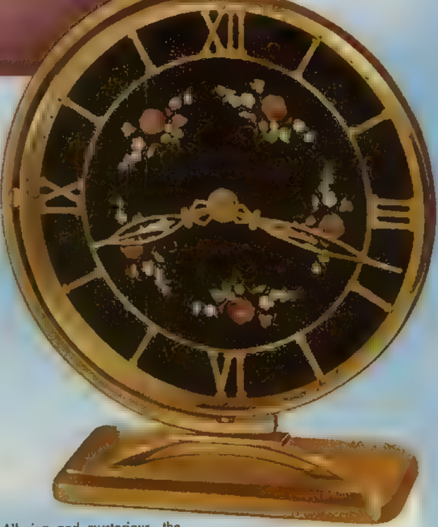
CLOCKS OF DISTINCTION

Each and every clock, a decorator's dream come true. Designed by Europe's most talented artists, these Artco clocks feature fine, imported cases and dependable American made, American serviced movements. Truly versatile, they are perfect for home or office, in modern or traditional settings. No unsightly wires or connections. Fully guaranteed by certificate, Artco clocks will give a lifetime of service and make ideal business and personal gifts.

OLYMPUS 8 Day. A triumph in classic design. Elegantly styled for home or office. Revolving dial. Guaranteed eight day movement of proven dependability. Ideal gift for male or female. Size: 7¾" high, 5⅛" base, 6" dial.

22 234 Y 1137 . . . . . Retail Price **$18.95**

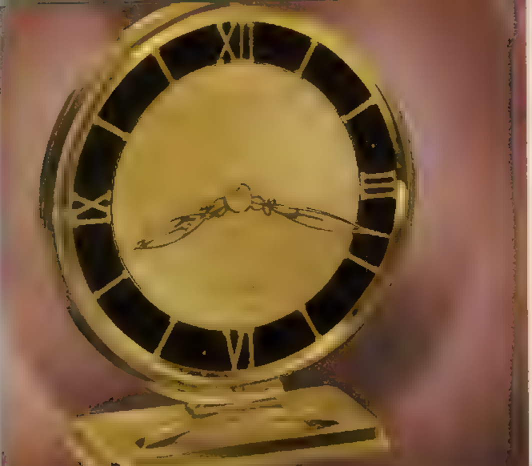




FIESTA 8 Day. Alluring and mysterious, the Fiesta will enhance the beauty of any room. Revolving dial features colorful floral pattern on dramatic jet black background. Guaranteed 8 day movement Raised gilt numerals and minute markers. Size: 7¾" high, 5⅛" base, 6" dial.

23/234 Y 1197 . . . . . Retail Price **$19.95**

Prices do not include Federal Excise Tax



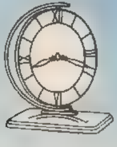
.Artco

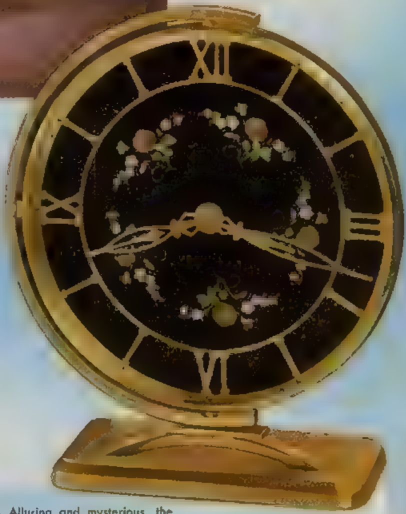
CLOCKS OF DISTINCTION

Each and every clock, a decorator's dream come true. Designed by Europe's most talented artists, these Artco clocks feature fine, imported cases and dependable American made, American serviced movements. Truly versatile, they are perfect for home or office, in modern or traditional settings. No unsightly wires or connections. Fully guaranteed by certificate, Artco clocks will give a lifetime of service and make ideal business and personal gifts.

OLYMPUS 8 Day. A triumph in classic design Elegantly styled for home or office. Revolving dial Guaranteed eight day movement of proven dependability Ideal gift for male or female Size: 7¾" high, 5⅛" base, 6" dial.

B5712A List $18.95 . Dealers Ea. **$11.37**





FIESTA 8 Day. Alluring and mysterious, the Fiesta will enhance the beauty of any room Revolving dial features colorful floral pattern on dramatic jet black background. Guaranteed 8 day movement. Raised gilt numerals and minute markers. Size 7¾" high, 5⅛" base, 6" dial.

B5713A List $19.95 Dealers Ea. **$11.97**

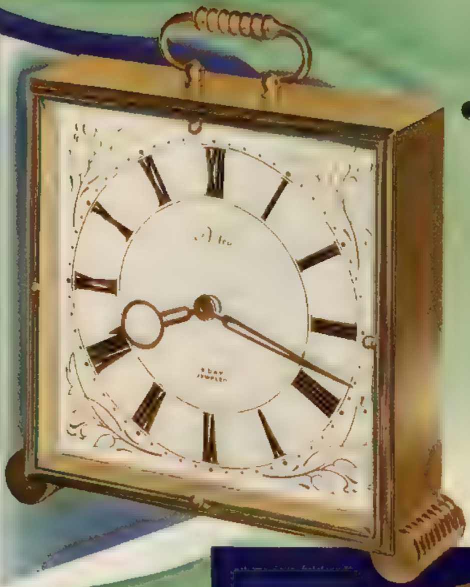
Prices do not include Federal Excise Tax

Artco

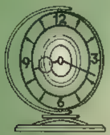
CLOCKS OF DISTINCTION

with Jeweled 8 Day Movements

Majestic, graceful and distinctive, Artco jeweled eight day occasional clocks are the ultimate achievement in both artistic design and clock manufacturing. Fine precision made jeweled movements provide quiet, dependable service and freedom from unsightly wires. Wind only once each week. Fully guaranteed and American serviced to assure a lifetime of enjoyment. The ideal special gift you'll want remembered throughout the years.

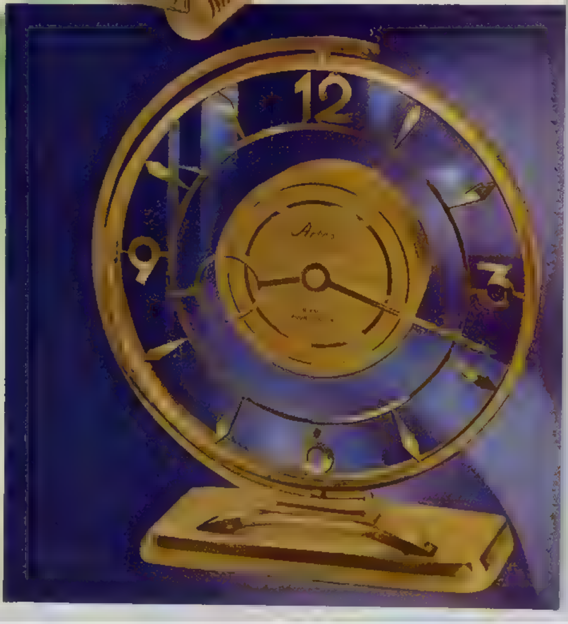


AMBASSADOR 8 Day. The last word in elegance. A clock that speaks of dignity and charm and arouses admiration wherever used. Fine, American made two jewel movement. Richly etched silver finished dial. Bevel-edge, high crystal. Size: 6½" wide, 7½" high.
B5710A List $24.95. .Dealers Ea. **$14.97**



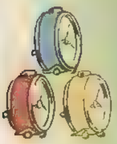
SATURN 8 Day. The clock of mystery. Concealed movement gives illusion of free turning hands. Rare combination of beauty, intrigue and utility. Transparent dial and polished brass trim blend with all settings. Finest quality, four jewel imported eight day movement provides accurate, silent timekeeping. Revolving dial Size 7¾" high, 5⅛" base, 6" dial.
B5711A List $22.95
Dealers Ea. **$13.77**

Prices do not include Federal Excise Tax



Artco

Proudly presents the PRESIDENT line of superb imported Miniature and Travel 40 Hour Alarm Clocks. These smartly styled timepieces have fully guaranteed silent movements with clear bell alarm. Lowest in price, outstanding in both design and performance, they are ideal gifts in the popular price range.



MADISON Miniature Alarm Clock. Packed with all the charm and allure of a treasured antique. Baked enamel case in latest decorator shades of blue, pink, green or ivory. Luminous hands and numerals. Clear bell alarm. Stands 3" high with 2¼" dial.
B5717A List $4.95 Dealers Ea **$3.30**

WASHINGTON Miniature Alarm Clock. Equally popular for the modern desk or boudoir. Latest styling features include radium dial, simplified alarm set, brilliant polished brass case. Guaranteed imported bell alarm movement. Stands 2¾" high, with 3" base and 2¼" dial.
B5718A List $4.95......... ......Dealers Ea. **$3.30**

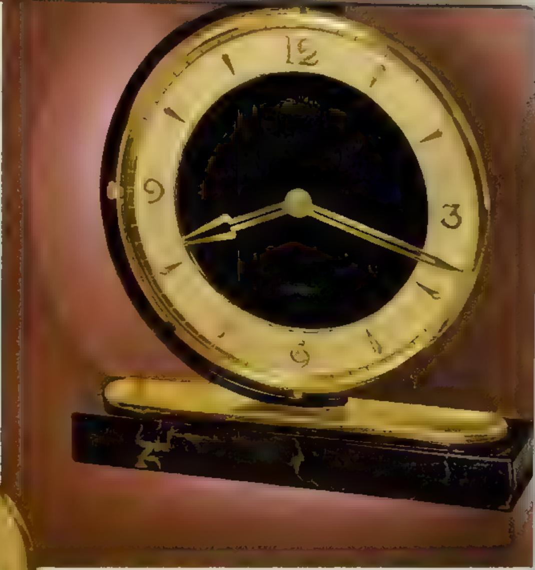
CLEVELAND Jeweled Travel Alarm Clock. Choice of genuine reptile or calf grain leather case in brown, red, beige, green or blue. Etched silver finished dial with luminous hands and markers. Precision made jeweled bell alarm movement of guaranteed dependability. Closed case measures 3 x 3¼".
B5719A List $6.95 Dealers Ea **$4.40**

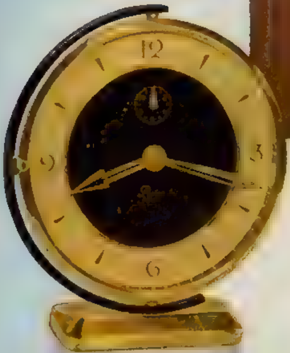
JACKSON 7 Jewel Travel Alarm Clock. Fine imported 7 jewel bell alarm movement assures long years of service in home, office or travel. Radium dial. Genuine leather case in Lizard, Morocco or Crocodile grains. Colors of brown, red, beige, green or blue. Closed case measures 3½" x 3⅛"
B5720A List $8.95...........Dealers Ea **$5.65**

Prices do not include Federal Excise Tax

DIPLOMAT 8 Day. The outstanding design of the year, this handsome clock will lend a note of importance to the desk of any executive, at home or office. Luxurious imported genuine Porter marble base. Revolving dial. Guaranteed American made eight day movement. Size: 7¾" high, 7½" base, 6" dial.

B5714A List $19 95 Dealers Ea. **$11.97**



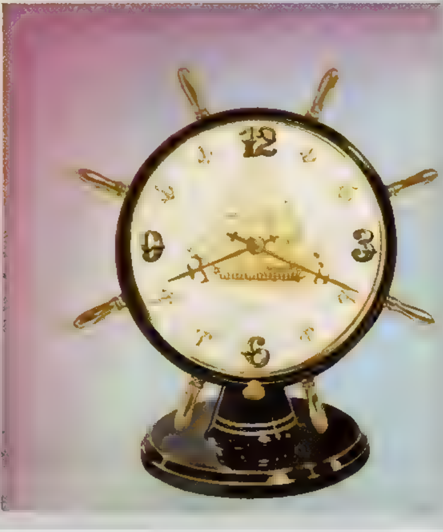


Alarm with Charm

LIDO ALARM. As attractive as it is practical. Latest modern styling. Revolving dial. Perfect for bedroom alarm or living room showpiece. American made 40 hour bell alarm movement of guaranteed dependability. Size 5¼" high, 3" base, 4" dial.

B5716A List $12.95 Dealers Ea **$7.77**

Prices do not include Federal Excise Tax



SHIP N' SHORE 8 Day. Authentically styled pilot's wheel clock that brings a touch of the sea to home and office. Richly etched silver finish dial with full-rigged sailing ship, numerals and anchor markers in contrasting gilt. Silent, guaranteed eight day movement. Size: 7" high, 3¾" circular base, 4" dial.

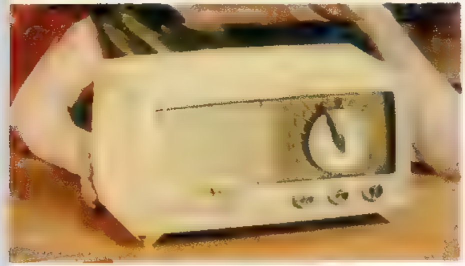
B5715A List $14.95. . Dealers Ea. **$8.97**

Arvin *Polonaise* MODEL 780TFM

FM and AM reception at their best through this ultra powerful 8-tube straight AC receiver. Equipped with dial light. 5″ Alnico "V" PM speaker. 110-120 volts. FM 88-108MC. Size 7 5/16″ high, 14 1/16″ wide, 7″ deep. Shipping weight 12 lbs. UL approved

COLORS IVORY SANDALWOOD, ROSEWOOD. SPECIFY COLOR

5475E4547—"Polonaise" **Sugg. Retail $64.95**

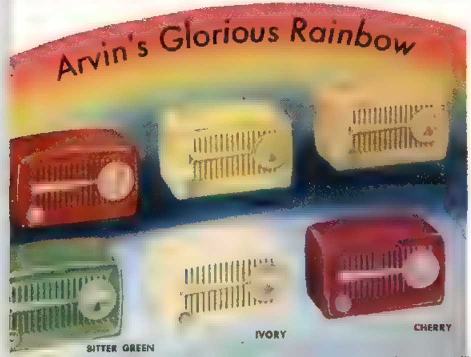


Arvin *Rainbow* MODEL 840T

A color for every room Arvin's famous shatterproof, non-breakable cabinet. 4 tubes including rectifier. 4″ improved Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 5¼″ high, 8¼″ wide, 3⅞″ deep. Shipping weight 4 lbs. UL approved

CARTON OF 6. ASSORTED COLORS.

5619E7560—"Rainbow" **Sugg Retail $15.95 ea.**



Arvin *Sonata* MODEL 751TB and 751TM

The blonde beauty of table models. Equipped with Phono-Jack and dial light 9″ x 6″ heavy duty PM speaker. 60 cycle AC operation only. 110-120 volts Size 9⅛″ high, 15″ wide, 7¾″ deep Shipping weight 15 lbs. UL approved

COLOR MAHOGANY

5478E3792—"Sonata" **Sugg. Retail $54.95**

COLOR BLONDE

5479E3999—"Sonata" **Sugg Retail $57 95**

Arvin *Prelude* MODEL 760T

For sheer beauty and distant reception you can't beat the Arvin "Prelude." 6 tubes including rectifier. Equipped with dial light 5″ improved type Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 7 9/16″ high, 14 1/16″ wide and 7″ deep Shipping weight 10 lbs. UL approved

COLORS GREEN ROSEWOOD SPECIFY COLOR

5474E2586—"Prelude" **Sugg Retail $36.95**

Arvin *Collegian* MODEL 741T

Compact and cute as a button—a dazzling plastic cabinet with built-in antenna. 4 tubes including rectifier. 4″ cone Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 5 5/16″ high, 8¾″ wide, 4″ deep. Shipping weight 5 lbs UL approved

COLORS SANDALWOOD GREEN. SPECIFY COLOR

5467E1346—"Collegian" **Sugg Retail $17 95**

for complete
enjoyment
of the finest...
new Arvin
Velvet Voice
Radios

Styled for Modern Living

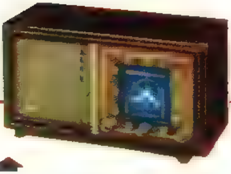
Arvin Clock Radios

Lull you to sleep then waken with gentle music

Nocturne MODEL 857T

Enchanting is the word for the Arvin Nocturne Styled in the mode of expensive jewelry. Its appointments actually sparkle Arvin's perfect timekeeper 5 tubes including rectifier. Power supply 110-120 volts AC operation only Alnico "V" PM speaker Size 6" high, 13" wide, 5¼" deep. Shipping weight 11 lbs. UL approved

COLORS—IVORY, GREEN, SANDALWOOD
SPECIFY COLOR
5599E3197—"Nocturne" **Sugg Retail $44 95**



Futura MODEL 858T and 859T

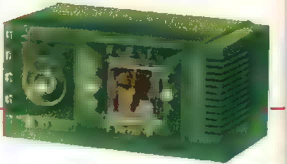
Exquisite new clock radio design combines dignity and outstanding beauty. 5 miniature "preferred type" tubes. Power supply 110-120 volts. AC operation only Alnico "V" PM speaker Size 5¾" high, 11¼" wide, 4¾" deep. Shipping weight 8 lbs. UL approved.

COLOR ROSEWOOD
5614E2306—"Futura" **Sugg Retail $29 95**
COLORS—IVORY, CORAL. SPECIFY COLOR
5615E2471 "Futura" **Sugg Retail $32 95**

Sleepytimer MODEL 657T

Exquisite styling. Lulls you to sleep, shuts itself off, wakens you to gentle music. Handy appliance outlet will have your breakfast coffee ready, too. 5 tubes including rectifier Heavy duty 5" PM Alnico "V" speaker 60-cycle, AC operation only. 110-120 volts. Size 6¾" high, 13¼" wide and 5¾" deep. Shipping weight 9 lbs. UL approved

COLORS—IVORY, GREEN. SPECIFY COLOR
5473E2797—"Sleepytimer" **Sugg. Retail $39.95**



Moderne MODEL 849T

It's new—it's brilliant—it's petite—it's charming! The Arvin Moderne is a beautiful dependable clock radio at an economical price. 4 miniature tubes including rectifier. AC operation only. Power supply 110-120 volts. Size 4⅞" high, 9⅜" wide, 5½" deep. Shipping weight 5 lbs. UL approved

COLORS GREEN, SANDALWOOD. SPECIFY COLOR
5616E2152—"Moderne" **Sugg Retail $27 95**

Arvin

TER YOUR CHOICE TOO!

BENNETT BROTHERS INC.

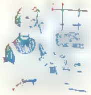
Traditional Quality

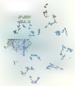
Arvin

America's most Beautiful and Complete Radio Line

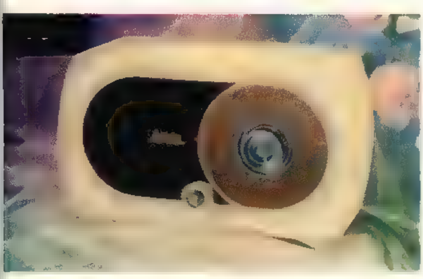
Choose from the Arvin garden of colors

SWEETEST VOICE IN RADIO





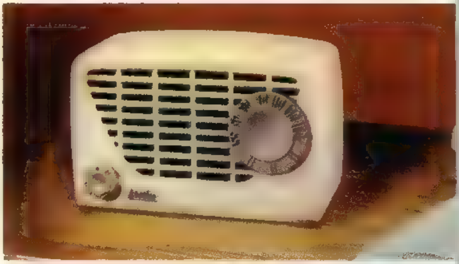
An Arvin radio for every occasion · Every style · Every color · Every price



Arvin *Urbanite* MODEL 850T and 853T

Designed for moderns. It neatly combines top performance and stunning eye appeal. 5 tubes including rectifier Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC DC circuit. Size 5$\frac{13}{16}$" high, 9⅞" wide, 4⅝" deep. Shipping weight 7 lbs. UL approved

COLOR ROSEWOOD
5617E1536—"Urbanite" **Sugg. Retail $19.95**
COLORS IVORY SANDALWOOD SPECIFY COLOR
5618E1721 "Urbanite' **Sugg. Retail $22.95**



Arvin *Favorite* MODEL 842T

Arvin's famous 4 tube all metal cabinet radio now reasserts its leadership as America's favorite personal radio in a striking ivory color accented with beige knobs. Power supply 110-120 volts AC/DC circuit. Size 5¼" high, 8¼" wide, 3⅞" deep Shipping weight 4 lbs. UL approved

COLOR—IVORY
5622E1195—"Favorite" **Sugg Retail $14 95**

Arvin *Cosmopolitan* MODEL 851T and 855T

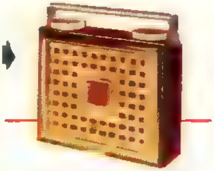
Breathtaking new design with unusual power and tone quality. Years ahead in styling suitable for any room in the house. Colors to match any color scheme. 5 miniature tubes including rectifier. Equipped with dial light. Power supply 110-120 volts AC/DC circuit. Alnico "V" PM speaker. Size 5¾" high, 11½" wide, 4½" deep. Shipping weight 7 lbs. 4 oz. UL approved.

COLOR ROSEWOOD
5620E1921—"Cosmopolitan" **Sugg. Retail $24.95**
COLOR · SANDALWOOD
5621E2068—"Cosmopolitan" **Sugg. Retail $27 95**

Arvin portable radios for any occasion in smart modern colors

Arvin *Personal Pal*

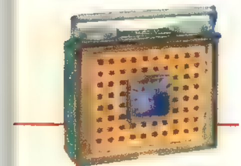
MODEL 746P



Petite, yet smart and rugged—truly the portable of distinction for choosy buyers Battery operation only. 4 improved type miniature tubes. 4" Alnico "V" speaker. Chassis designed for easy tube replacement and service. Size 7⅝" high, $8\frac{5}{16}$" wide, 2¾" deep. Shipping weight 4¼ lbs.

COLOR SUNTAN

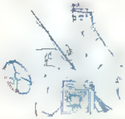
5476E1907—Complete with batteries **Sugg. Retail $25.60**



Arvin *Gypsy*

NEW PORTABLE

Clock Radios

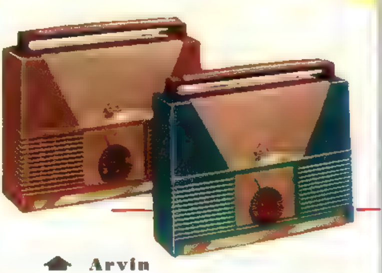


MODEL 747P

Here's something really new—Arvin's portable clock-radio Exquisitely styled Very light Battery-powered with a mechanical clock. 4 improved type miniature tubes 4" Alnico "V" speaker Power supply battery operation only. Size 7⅝" high, $8\frac{5}{16}$" wide, 2¾" deep. Shipping weight 4¼ lbs.

COLORS JADE GREEN SUNTAN SPECIFY COLOR

5477E2198—Complete with batteries **Sugg Retail $30.60**



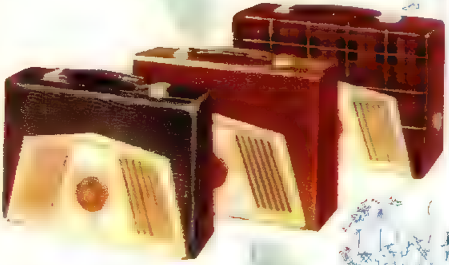
Arvin

Sportable MODEL 854P

Sportsmen! Here it is! Especially for you! Makes any sporting event more enjoyable. You'll be the envy of your friends. Plays on batteries or on AC or DC. 4 tubes plus life-long selenium rectifier. Size 10" long, 7⅝" high, $5\frac{5}{16}$" deep. Shipping weight 6¼ lbs. UL approved.

COLORS RED AQUA, CINNAMON. SPECIFY COLOR

5623E3036—Complete with batteries **Sugg Retail $42.48**



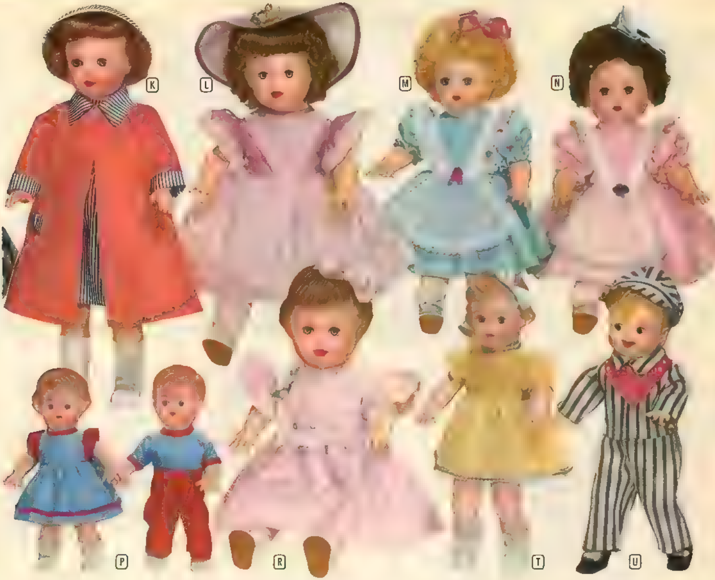
Arvin

Vacationer MODEL 852P

Take it anywhere. Play it anywhere. A luggage type portable of top quality This 3-way Arvin portable draws admiring glances at the beach or anywhere it's carried Operates on batteries or 115 volts AC DC 4 tubes plus long life selenium rectifier Alnico "V" PM speaker. Size 11⅛" long, 8½" high, 3¾" deep. Shipping weight 7⅞ lbs. UL approved.

COLORS—BRITISH TAN, BROWN, SCOTCH PLAID. SPECIFY COLOR

5624E3540—Complete with batteries **Sugg Retail $49.48**



Ages . . . Priced to Suit Every Purse

K "CINDY STRUTTER" WITH COAT AND HAT. Winsome little girl in taffeta dress and hat, waffle-weave coat, panties, shoes and socks. All vinyl body, jointed arms, swinging legs. Glassene sleeping eyes, "rooted" Saran hair. "Coos" when squeezed.

48 T 3859 L—Abt. 21 in. tall. Wt. 3 lbs. 8 oz. ... 7.95

L LOVELY BABY WITH FLOWER TRIMMED HAT. Cuddly cotton stuffed latex body, soft vinyl head, glassene sleeping eyes. Luxuriant "rooted" Saran hair (see Page 140). Dainty dress of ninon with flower flocked design, scalloped at bottom. Big hat trimmed with flowers, slip, panties, socks, shoes.

48 T 4322 L -Abt. 20 in. tall. Wt. 2 lbs. 8 oz......5.59

M **N** "LITTLE SISTERS" WITH "ROOTED" SARAN HAIR. Exactly alike except for color of eyes, hair and clothing. Perfect for two little girls you want to treat exactly alike—perhaps twins. Washable lightweight latex bodies, soft vinyl heads. Glassene sleeping eyes; "coo" voices. Both wear embossed cotton dresses with white ninon pinafores, panties, shoes, socks.

(M) 48 T 4277 L—Little Girl in Blue Dress; light hair, blue eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz...3.98

(N) 48 T 4053 L—Little Girl in Pink Dress; dark hair, brown eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz .3.98

P "LOOK-ALIKE" BROTHER AND SISTER TWINS. Soft vinyl heads with molded hair, plastic inset eyes. "Coo" voices. Latex bodies, cotton stuffed. Cotton outfits with contrasting trim, and knit booties.

4278 Abt. 9½ in. tall. Ship. wt. 1 lb. .Pair 1.79

R PRETTY BABY WITH BIG HAIR BOW Squeeze her... she'll "coo" for you. Molded vinyl head and hair, glassene sleeping eyes. One-piece body of soft latex. Lace-trimmed dress, panties, shoes and socks.

48 T 4274 L Abt. 19 in. Ship. wt. 2 lbs. 8 oz.....3.98

T LITTLE GIRL WITH MOLDED VINYL HEAD. Huggable one-piece latex body, cotton stuffed. Inset glassene eyes. Pretty dress of ninon and cotton, panties, socks and shoes, ribbon in her molded hair.

48 T 4051 Abt. 14 in. tall. Ship. wt. 1 lb. 2 oz. . 1.89

U YOUNG ENGINEER. Dressed in striped denim engineer's outfit with matching cap, 'kerchief, socks and shoes. One-piece latex body, cotton stuffed; vinyl head, painted features. "Coo" voice.

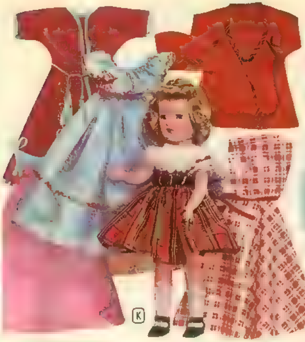
48 T 4290 -Abt. 14 in. tall. Wt. 1 lb. 4 oz.........2.79

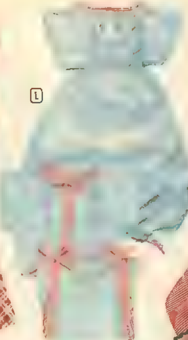
V "LOVE ME" BABY—WEARS FLANNEL SNOWSUIT. Big, soft and cuddly like a real baby. Cotton stuffed latex body with swing legs, vinyl jointed arms, plump baby hands. Beautifully molded vinyl head with curly "rooted" Saran hair "Flirting" glassene eyes roll from side to side, go to sleep too. "Coos" happily when hugged. Wears cotton rompers, pretty lace-trimmed flannel snowsuit and bonnet with ribbon ties. Rattle tied to wrist. Ship. wts.: 4 lbs.; 2 lbs. 8 oz.

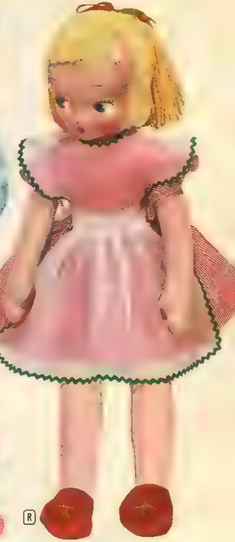
48 T 4328 L—Abt. 23 in. tall.. ....7.89

48 T 4342 L—Abt. 18 in. tall. Like above but with latex arms, sleeping eyes, no rompers. . . . 4 89

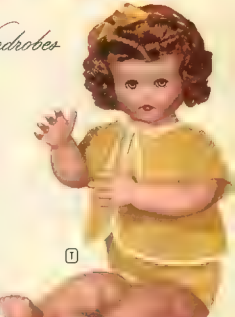
FACTS ABOUT DOLLS, PG. 138; ROOTED HAIR, PG. 140.







Babies and Dolls with Complete Wardrobes



K **WALKING DOLL WITH WARDROBE.** Winsome little girl is made entirely of hard plastic with jointed arms and legs, turning head. Glassene sleeping eyes, lashes, lovely Saran hair can be washed, combed. Dressed in lace-trimmed taffeta dress, panties, shoes and socks. Wardrobe consists of floor length taffeta evening dress, plaid trimmed gabardine coat and hat, taffeta housecoat, ninon nightgown and plastic raincoat. Ship wt. 1 lb. 8 oz.

48 T 3840—Abt. 14 in. tall..........Complete 7.95

L **"NITEY NITE" SLEEPER SET** Knit cotton flannel with dainty hand embroidery. Sleeper with draw string, jacket and plastic-lined diaper cover.

48 T 4168—For dolls 25 to 29 in. Wt. 5 oz.....2.59

48 T 4145—For dolls 19 to 24 in. Wt. 4 oz... 2.29

48 T 4144—For dolls 15 to 18 in. Wt. 3 oz.. . 2.09

48 T 4143 For dolls 10 to 14 in. Wt. 2 oz.. ...1.89

M **SUNBABE "HUGGEE" DOLL.** A sweet little baby made of soft latex, cotton stuffed. Has tinted features, stationary plastic eyes. Moveable rubber head, molded hair Squeak voice. Wears diaper.

48 T 4091—About 11 in. tall. Ship. wt. 12 oz. .87¢

N **LITTLE WALKING TODDLER WITH WARDROBE.** "Walks" when you guide her, turns head from side to side. Plastic sleeping eyes, moving arms. Saran hair. Doll with panties, peda. pusher outfit and scarf, dress and panty set, pajamas and robe, shoes, socks, comb, curlers totals 16 pieces.

48 T 3841—Abt. 9 in. tall. Ship. wt. 12 oz. .. 3.59

P **KNIT SWEATER SET.** Just like a real baby's. Soft cotton yarn knit sweater, bonnet, booties, and mittens. Include with one of Wards dolls.

48 T 4156—For 24 to 26 in. doll. Wt. 4 oz... ..1.59

48 T 4155—For 19 to 23 in. doll. Wt. 4 oz 1.39

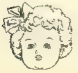
48 T 4154—For 15 to 18 in. doll. Wt. 3 oz......1.19

48 T 4153—For 10 to 14 in. doll. Wt. 3 oz......1.00

R **"DANCING DOLL,"** for decoration or play Tall as a child. Ideal dancing partner when elastic on her feet is slipped over child's shoes. Cute buckram face, yarn hair, cotton stuffed body, floppy arms and legs. Removable pinafore dress.

48 T 3875 L—Abt. 43 in. tall. Ship. wt. 5 lbs..10 95

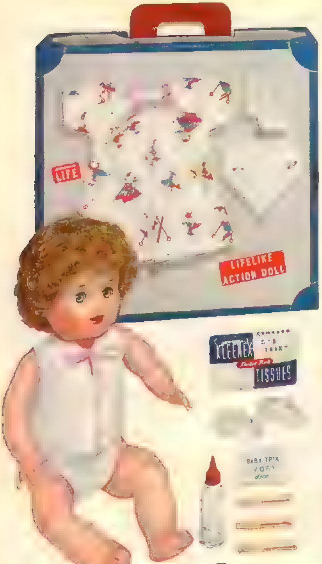
48 T 3874 L—Abt. 30 in. tall. Ship. wt. 3 lbs.. 6.95



T **LIFE-SIZE BABY WITH "ROOTED" SARAN HAIR.** Can wear real baby clothes and be bathed like a baby. Life-like soft vinyl head with glassene sleeping eyes. Cotton stuffed latex skin body. Jointed arms, swing legs. Coos when you squeeze her. Has lovely "rooted" Saran hair (choice of two styles). Read about "rooted" hair on Pg. 140. Wears size 1 pants and crinkle cotton jacket. Ship. wt. 5 lbs. 8 oz. each.

48 T 4002 L—About 29 in. tall. Hair styled as shown at right (T) . 8 95

48 T 4001L About 29 in. tall. Short curly hair as shown in sketch at left . . 6.95



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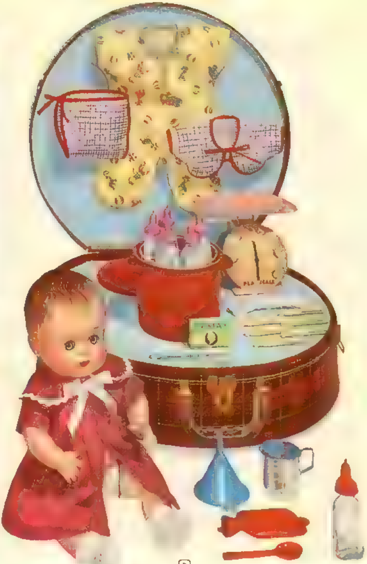


B

Record
Book

C

Baby Trix . . . Babee-Bee

BABY TRIX . . . NEW LIFELIKE ACTION DOLL 11.29

A "Baby Trix" waves her arms, kicks her legs and turns her head all by herself as she is cuddled. A new revolutionary principle of movement causes this life-like action. She also toddles, sits, cries, drinks and wets her diaper. Her body is of hard plastic, arms, legs and head of soft vinyl. Sleeping eyes, firmly "rooted" curly Saran hair which can be washed and combed. Dressed in cotton panties and shirt with ribbon tie. Accessories include a flannel robe, plastic shoes, rayon socks, soap, tissues, nursing bottle, diaper and 3 clothes pins. Doll and accessories packed in corrugated traveling case. Shipping weight each 5 lbs. 4 oz.

48 T 4268 L—Doll abt. 16 in. with "rooted" hair . $11 29

48 T 4269 L—Doll abt. 16 in. with molded hair, accessories same as described above $9.45

C DOLL'S DIAPER BAG SET. Quilted plastic bag has inside pocket for "wet" diapers. Scotty dog bottle holder, plastic bib, nursing bottle, 2 diapers, plastic protector, 2 safety pins and "Dolly's Baby Book" included.

48 T 4166—Plastic bag abt. 7½x5½ in. Ship. wt. 7 oz. $1 85

D E F DOLL'S TRAVELING CASES. Beautifully made of durable vinyl with zipper closings. Each has 4 metal buttons on bottom to help prevent scuffing.

(D) 48 T 4135 Train Bag—7½x5¼x2¼ in. Ship. wt. 4 oz. 79c

(E) 48 T 4133—Hat Box 5x6½ in. Ship. wt. 3 oz.. .. . . .79c

(F) 48 T 4134 Duffle Bag—6x2¾x3 in. Wt. 3 oz...... . 79c

BABEE-BEE WITH HAT-BOX CASE 8.95

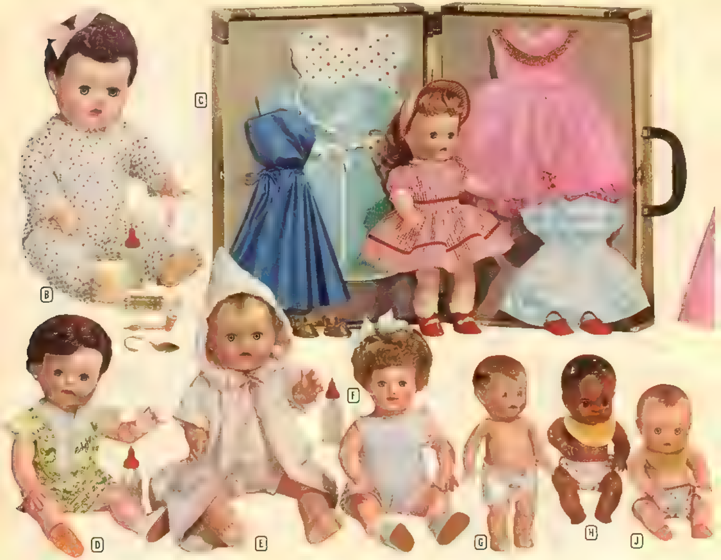
B "Babee-Bee's" beautifully molded head is amazing soft vinyl—so smooth and pliable it feels like real flesh. Glassene sleeping eyes with lashes, delicately tinted features and hair. Body is washable skin soft rubber, head, arms and legs are moveable. She drinks, wets her diaper, and cries. Dressed in diaper, corduroy coat and booties. Jacket, rompers and sleeper included. Accessories consist of doll scale, metal sterilizer and cover, bottle rack, 6 nursing bottles and nipples, brush, funnel, measuring spoon, measuring cup, hot water bottle, soap, clothes line, and 6 clothes pins—all in sturdy hat-box case with plastic handle and metal catch. Case measures 15x15x5 inches. There are hours of fun in store for the little girl who gets this doll with all these accessories. Ship. wt. 6 lbs.

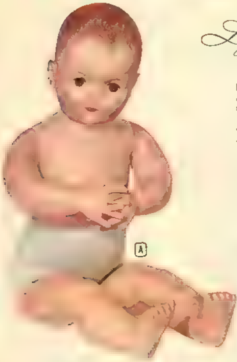
48 T 4318 L—Doll abt. 13 in. in Case $8.95

"BABEE-BEE" SUNBABE. Same loveable baby doll as pictured and described above but without carrying case and accessories. Dressed in diaper, corduroy coat and knitted booties. Has nursing bottle and nipple. Ship. wt. 1 lb. 12 oz.

48 T 4032—Doll about 13 in.... $3 5[illegible]

READ "FACTS ABOUT DOLLS" ON PAG[illegible] 38.





Life-Size Babies, Drinking-Wetting

A **LIFE-SIZE BABY.** Can wear real baby's outgrown clothes. Soft vinyl head, molded hair; glassene sleeping eyes, lashes. Latex body, cotton stuffed. Jointed arms, swing legs. "Coo" voice. Wears size . pants. Ship. wts.: 4 lbs. 8 oz., 4 lbs.

48 T 4327 L Abt. 29 in. In training pants. . 5.89

48 W 4013 L—Abt. 26 in. No training pants . 4.59

B **ORIGINAL "DY-DEE" . . . CRIES, DRINKS, WETS.** Rubber body, jointed arms, legs. Turning plastic head, sleeping eyes, lambskin wig. Shirt, diaper, pajamas, bottle, bubble pipe, pacifier. Boxed.

48 T 4010 L Abt. 20 in. Wt. 6 lbs. 8 oz. . . 19.95

48 T 4009 L Abt. 15 in. Wt. 3 lbs. 6 oz. . 13.45

48 T 4008 L—Abt. 11 in. Wt. 2 lbs. 2 oz. . . . 8.95

C **DOLL WITH CLOTHES IN CASE.** Little girls will love her five different outfits. Has "rooted" Saran hair in pony tail, glassene sleeping eyes, "coo" voice. Latex body, cotton stuffed. Wears taffeta dress, bonnet, panties, socks, shoes. Raincape, boots, pinafore dress, evening gown, slippers, robe, nightie, incl. Case abt. 18½x12x6 in.

48 T 4003 L—Doll abt. 14½ in. Wt. 4 lbs. 8.59

D **RICKY JR. OF "I LOVE LUCY".** Soft, vinyl plastic. Jointed arms, legs. Sleeping eyes, lashes. Drinks, wets, cries. In pique clothing, sandals. Bottle incl. Ship. wts.: 3 lbs.; 4 lbs. 4 oz.

48 T 4028 L—Abt. 17 in. with "rooted" hair 9.95

48 T 4248 L—Abt. 21 in. with molded hair. . 11.49

E **"BANNISTER BABY."** Inspired by famous baby photographs. Drinks, wets. All vinyl, molded hair. Glassene sleeping eyes, "coo" voice. Jointed arms, legs, turning head. Wears shirt, panties, terry robe, booties. Bottle, bubble pipe, soap incl. In simulated leather case 18¾x11¼ in.

48 T 4317 L—Abt. 18 in. tall. Wt. 3 lbs. 6 oz. . 8.95

F **SPECIAL VALUE! DRINK WET BABY WITH "ROOTED" HAIR.** Ordinarily a doll with these features would cost much more. Her cute tousled Saran hair is "rooted" like real hair. Body and head are soft vinyl plastic—smooth and flexible. Jointed arms and legs, "coo" voice. Embossed cotton playsuit, shoes and socks. Nursing bottle incl.

48 T 4343 Abt. 15 in. tall. Wt. 1 lb. 8 oz. 3.98

G **DRINK-WET DOLL.** All vinyl, plastic inset eyes, "squeak" voice. Wears diaper. Bottle incl.

48 T 4319—Abt. 10½ in. tall. Ship. wt. 7 oz. . .95c

H **AMOSANDRA*.** Chubby baby of Amos n' Andy fame. Soft rubber, moveable head, arms, legs. Plastic inset eyes. Drinks, wets, cries. With cotton diaper, bib, bottle. *Copyright C.B.S. Inc. 1949.

48 T 4074—Abt. 10 in. tall. Ship. wt. 15 oz. . . 1.75

J **"SUNBABE" DRINK-WET BABY.** Sweet little doll molded of soft rubber. Movable arms, legs and head, cry voice. Wears flannelette diaper and bib. Nursing bottle included. Gift box

48 W 4300 Abt. 10 in. tall. Ship. wt. 15 oz. 1.7

BENRUS

Men's Watches

Benrus combines the ruggedness of a sport watch with the elegance of an ultra smart timepiece for dress

Fully guaranteed accurate movements combined with modern designed, handsome fine-styled cases gives you an outstanding timepiece

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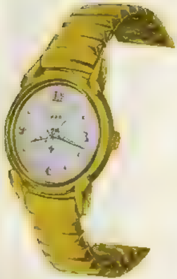
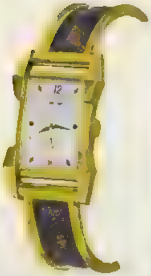
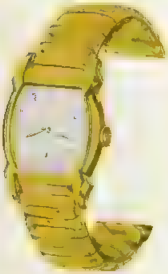
* Benrus waterproof watches have been tested at the equivalent of 60 feet of water and are guaranteed waterproof. To retain their waterproof quality crystal must remain intact They should be serviced regularly by a competent watchmaker, using genuine Benrus parts and crown gasket repacked, if necessary."



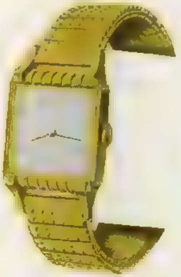
INDICATOR YALE—17 J., *Waterproof* Self Winding* 10K YGF, 14K Gold Applied Dial, Luminous Dial and Hands Sweep Second Hand, *Special Power Reserve Indicator Feature, Shock Resistant Dust Proof Anti-Magnetic* Matching GF Expansion Band
170185360 Retail **$92.50**



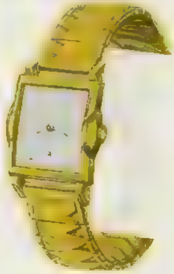
CITATION CRAIG—17 Jewels *Citation Movement*, 10K Yellow Gold Filled Case, 14K Gold Applied Dial and Hands, Nivarox Hairspring, 2 Way Beveled Crystal Matching Gold Filled Expansion Band with Handsome Genuine Leather Insets
170284272 Retail **$71.50**



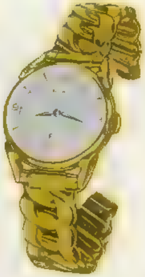
RUGBY A Terrific Value 17 Jewels, Yellow Rolled Gold Plate Top Stainless Steel Back Matching Gold Filled Expansion Band
170382484 Retail **$39.75**



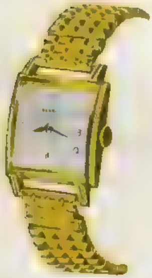
JOLSON - 'You'll Sing About This One' 17 Jewels Yellow Rolled Gold Plate Top Stainless Steel Back Domed Crystal Matching Gold Filled Expansion Band.
170482930 Retail **$49.50**



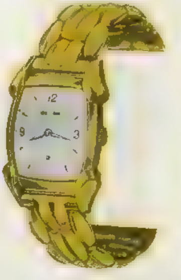
PORTER—17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Domed Crystal, Matching Gold Filled Expansion Band.
170583410 Retail **$59.50**



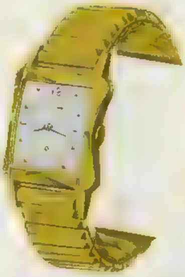
OPPORTUNITY—17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Matching Gold Filled Expansion Band
170683812 Retail **$62.50**



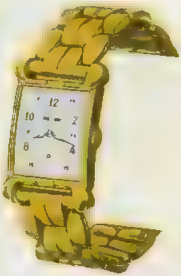
OTHELLO—17 Jewels, Applied Gold Dial, Yellow Rolled Gold Plate Top Stainless Steel Back, Matching Gold Filled Expansion Band Handsome yet rugged to withstand unusual hard wear
170783812 **$62.50**



CITATION CHESHIRE—17 Jewels, *Citation Movement*, 10K Yellow Gold Filled Case, 14K Gold Applied Dial and Hands, Domed Crystal Triple Bevel, Matching Gold Filled Expansion Band
170884272 Retail **$71.50**



CITATION CEDRIC—17 Jewels, *Citation Movement*, 10K Yellow Gold Filled Case 14K Gold Applied Numerals and Hands 4 Way Beveled Crystal Matching Gold Filled Expansion Band
170984870 Retail **$85.00**



CITATION COPLEY—17 Jewels, *Citation Movement* 10K Yellow Gold Filled Case 14K Gold Applied Numerals and Hands 4 Way Beveled Crystal Matching Gold Filled Expansion Band.
171084870 Retail **$85.00**

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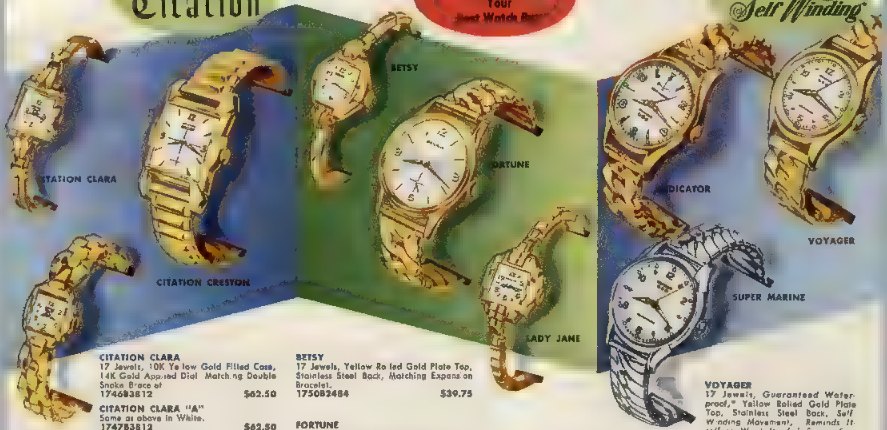

CITATION CLARA
17 Jewels, 10K Yellow Gold Filled Case, 14K Gold Applied Dial Matching Double Snake Bracelet
174683812 $62.50

CITATION CLARA "A"
Same as above in White.
174783812 $62.50

CITATION CHARLENE
17 Jewels, 10K Yellow Gold Filled Case, 14K Gold Applied Dial, Expansion Bracelet
174884272 $71.50

CITATION CRESTON
17 Jewels, 10K Yellow Gold Filled Case, 14K Gold Applied Dial, Matching Expansion Band.
174984272 $71.50

BETSY
17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Matching Expansion Bracelet.
175082484 $39.75

FORTUNE
17 Jewel Movement Yellow Rolled Gold Plate Top and Stainless Steel Back, Matching Gold Filled Expansion Band
175183410 $59.50

LADY JANE
17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Matching Expansion Bracelet
175282930 $49.50

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17 Jewels, *Self-Winding Movement, Reminds Itself to Wind Itself, Guaranteed Waterproof,** Yellow Rolled Gold Plate Top, Stainless Steel Back, *Special Power Reserve Indicator Feature,* Sweep Second Hand, Matching Expansion Band
175384272 $71.50

VOYAGER
17 Jewels, *Guaranteed Waterproof,** Yellow Rolled Gold Plate Top, Stainless Steel Back, *Self Winding Movement, Reminds Itself to Wind Itself,* Sweep Second Hand Luminous Hands and Dial Matching Expansion Band
175484272 $71.50

SUPER MARINE
17 Jewels, *Self Winding,* Shock Resistant Movement *Guaranteed Waterproof,** A Stainless Steel Case with Luminous Applied Dial and Hands. Matching Expansion Band, Anti-Magnetic, Dust Proof
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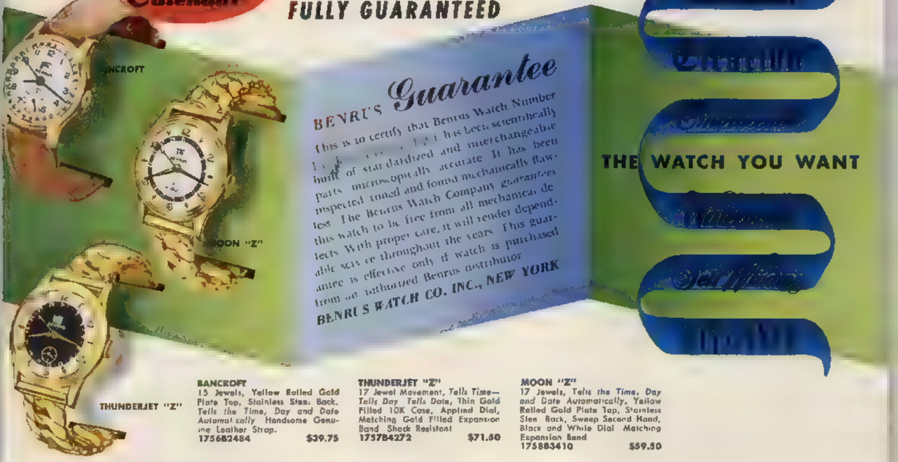

BENRUS *Guarantee*

This is to certify that Benrus Watch Number [illegible] has been scientifically built of standardized and interchangeable parts microscopically accurate. It has been inspected timed and found mechanically flawless. The Benrus Watch Company guarantees this watch to be free from all mechanical defects. With proper care, it will render dependable service throughout the years. This guarantee is effective only if watch is purchased from an authorized Benrus distributor

BENRUS WATCH CO. INC., NEW YORK

BANCROFT
15 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, *Tells the Time, Day and Date Automatically* Handsome Genuine Leather Strap.
175682484 $39.75

THUNDERJET "Z"
17 Jewel Movement, *Tells Time—Tells Day Tells Date,* Thin Gold Filled 10K Case, Applied Dial, Matching Gold Filled Expansion Band Shock Resistant
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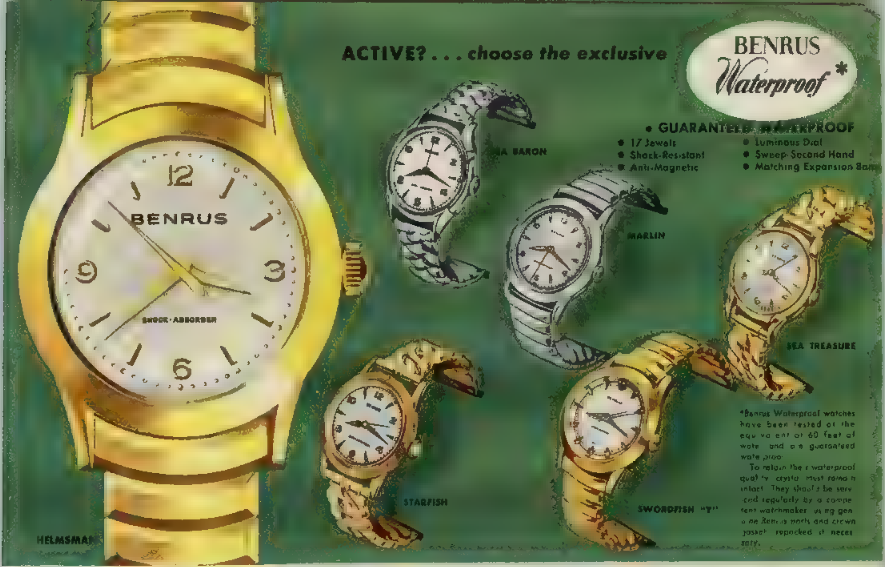
17 Jewels, *Tells the Time, Day and Date Automatically,* Yellow Rolled Gold Plate Top, Stainless Steel Back, Sweep Second Hand, Black and White Dial Matching Expansion Band
175883410 $59.50

BENRUS The Watch of Guaranteed Accuracy!



ACTIVE? . . . choose the exclusive BENRUS *Waterproof**

- **GUARANTEED WATERPROOF**
- 17 Jewels
- Shock-Resistant
- Anti-Magnetic
- Luminous Dial
- Sweep-Second Hand
- Matching Expansion Band

*Benrus Waterproof watches have been tested at the equivalent of 60 feet of water and are guaranteed waterproof.

To retain their waterproof quality crystal must remain intact. They should be serviced regularly by a competent watchmaker using genuine Benrus parts and crown gasket replaced if necessary.

HELMSMAN
17 Jewels Self Winding, "Reminds Itself to Wind Itself," Shock Resistant Movement, Guaranteed Waterproof,* Dust Proof, Anti Magnetic. Yellow Gold Filled Case with 14K Applied Dial. Sweep Second Hand. Matching Gold Filled Expansion Band.
172885360 **$92.50**

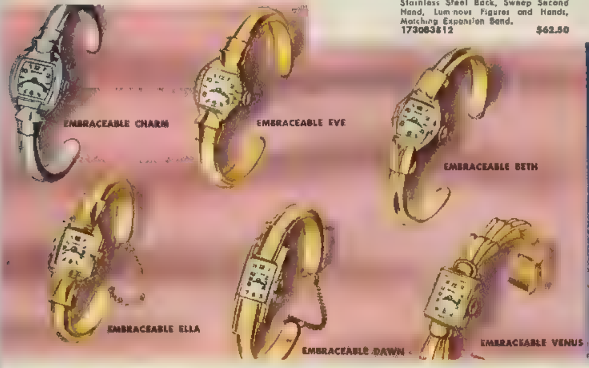
SEA BARON
*17 Jewels, Guaranteed Waterproof,** Stainless Steel Case, Sweep Second Hand, Luminous Hands and Dial, Matching Expansion Band.
172982685 **$45.00**

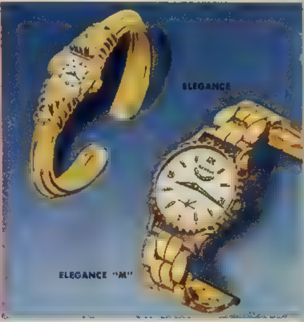
MARLIN
17 Jewels, *All Stainless Steel Case, Beautifully Thin Waterproof,** Unique Two Tone Dial, Sweep Second Hand, Matching Expansion Band.
173182930 **$49.50**

SEA TREASURE
17 Jewels, Guaranteed Waterproof,* Shock Resistant Yellow Rolled Gold Plate Top, Stainless Steel Back, Sweep Second Hand—Luminous Dial and Hands with Matching Gold Filled Expansion Band
173383410 **$59.50**

STARFISH
17 Jewels, *"Beautifully Thin Waterproof,"** Yellow Rolled Gold Plate Top, Stainless Steel Back, Sweep Second Hand, Luminous Figures and Hands, Matching Expansion Band.
173083812 **$62.50**

SWORDFISH "Y"
17 Jewels, 10K Yellow Gold Filled Case, *Beautifully Thin Waterproof,* Unique Three-Dimensional Dial,* Sweep Second Hand, Matching Expansion Band.
173284272 **$71.50**





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15 Jewel Movement, Chrome Top, Stainless Steel Back. The finest value ever offered in a Benrus Watch with a conforming Bracelet combined.
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EMBRACEABLE ELLA
17 Jewels, 10K Yellow Gold Filled Case, Watch and Conforming Bracelet Combined, Heavy Rock Crystal.
173983905 **$65.00**

EMBRACEABLE ELLA "B"
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"The Smartest Way to a Woman's Heart," 17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Faceted Crystal.
173582930 **$49.50**

EMBRACEABLE EVE "W"
Same as above in White
173682930 **$49.50**

EMBRACEABLE DAWN
17 Jewels, 14K Gold Applied Dial, 10K Yellow Gold Filled Case.
174184272 **$71.50**

EMBRACEABLE DAWN "W"
Same as above in White.
174284272 **$71.50**

EMBRACEABLE BETH
17 Jewels, Yellow Rolled Gold Plate Top, Stainless Steel Back, Heavy Crystal.
173783410 **$59.50**

EMBRACEABLE BETH "W"
Same as above in White.
173883410 **$59.50**

EMBRACEABLE VENUS
17 Jewel Movement, 10K Yellow Gold Filled Case. 14K Gold Applied Dial New Mobile Link Bracelet Attached to Case.
174384870 **$85.00**

ELEGANCE
Lady's 17 Jewels, 10K Yellow Gold Filled Case, 14K Gold Applied Dial. For the woman who has everything. A watch with Conforming Bracelet, that has the "Elegance" that will complete any costume
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ELEGANCE "M"
Man's 17 Jewels, 10K Yellow Gold Filled Case, 14K Gold Applied Dial. This is a watch any man would be proud to wear. The unusual styling of the case and band is "Elegance" itself
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For your personal use—or for the important events on your gift calendar—Benrus is the perfect timepiece

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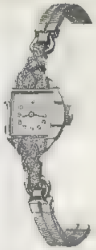
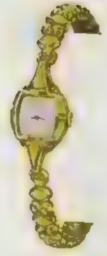
Be sure! The nationally advertised name—Benrus—is your absolute guarantee of the finest

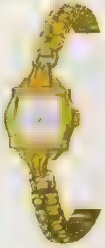
* Benrus waterproof watches have been tested at the equivalent of 60 feet of water and are guaranteed waterproof. To retain their waterproof quality crystal must remain intact. They should be serviced regularly by a competent watchmaker, using genuine Benrus parts and crown gasket repacked if necessary.



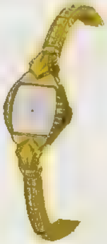
DIAMOND RITA—17 Jewels, White Rolled Gold Plate Top, Stainless Steel Back, 2 *Matched Diamonds,* Domed Crystal, Matching Gold Filled Double Snake Bracelet.
171184272 Retail **$71.50**
DIAMOND RITA T—As above, *Yellow*
171284272 Retail **$71.50**



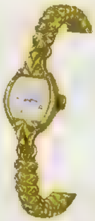
LADY HARDWICK—17 Jewels, Brilliantly Designed, *14K Yellow Gold Case,* Domed Crystal Matching Gold Filled Expansion Bracelet
171383410 Retail **$59.50**
LADY HARDWICK A—Same as above in *14K White Gold Case*
171483410 Retail **$59.50**



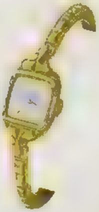
AMERICAN BEAUTY A—17 Jewels. Yellow Rolled Gold Plate Top. Stainless Steel Back, Domed Crystal, Matching Yellow Gold Filled Expansion Bracelet
171582371 Retail **$35.75**
AMERICAN BEAUTY B—Same As Above in *White* Rolled Gold Plate Top
171682371 Retail **$35.75**



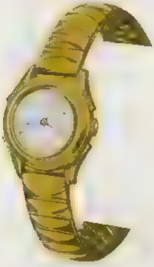
CLAUDETTE — Graceful, 17 Jewels Yellow Rolled Gold Plate Top, Stainless Steel Back Domed Crystal Matching Gold Filled Expansion Bracelet New fashioned modern designing
171782685 Retail **$45.00**
CLAUDETTE W—Same As Above in *White* Rolled Gold Plate Top.
171882685 Retail **$45.00**



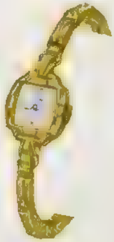
LOLA—Most Attractive, 17 Jewels, *Yellow* Rolled Gold Plate Top, Stainless Steel Back, Heavy Rounded Crystal that adds Charm and Beauty Matching Gold Filled Expansion bracelet
171983224 Retail **$55.00**
LOLA W—Same As Above in *White* Rolled Gold Plate Top.
172083224 Retail **$55.00**



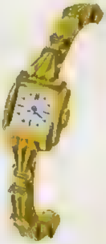
LADY HESS—17 Jewels, Applied Dial *Yellow* Rolled Gold Plate Top, Stainless Steel Back, Domed Crystal, Matching Gold Filled Expansion Bracelet.
172183410 Retail **$59.50**
LADY HESS W—Same As Above in *White* Rolled Gold Plate Top.
172283410 Retail **$59.50**



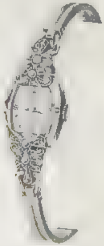
SEA FLOWER—17 Jewels, *"Benrus Water Beauty—Perfectly Beautiful, Perfectly Waterproof"** Yellow Rolled Gold Plate Case, Stainless Steel Back, Sweep Second Hand, Shock Resistant, Dust Proof, Anti-Magnetic. Matching Gold Filled Expansion Bracelet
172383905 Retail **$65.00**



CITATION CARMEN—17 Jewels Petite *Citation Movement 14K Yellow Gold Case, 14K Gold Applied Dial,* Matching Gold Filled Expansion Bracelet.
172484272 Retail **$71.50**
CITATION CARMEN A—Same As Above in *14K White Gold Case*
172584272 Retail **$71.50**



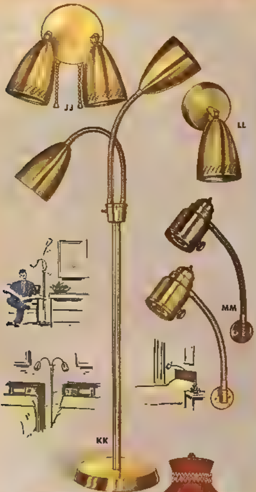
CITATION COUNTESS — 17 Jewels, *Citation Movement,* 14K Yellow Gold Case, 14K Gold Applied Dial Matching Gold Filled Expansion Band, 3 Way Beveled Crystal Smart, graceful lines accentuate the rich beauty of this fine watch.
172684870 Retail **$85.00**



DIAMOND MOONGLOW — Exquisite 4 Beautiful Sparkling Matching Diamonds. 17 Jewels, *14K White Gold Case* Matching Gold Filled Double Snake Bracelet Truly, A Watch You Will Be Proud To Own. The Benrus name assures accuracy—dependability.
172785605 Retail **$100.00**

All lamps have U.L. (Underwriters' Laboratories) approved components such as sockets, switches, cords and plugs.

The "Nod Nook"



EE. "PLANT-A-LAMP." 10" one-piece "Can't Leak" spun bowl, cast metal base with switch. Finished in satin brass. Height 15". Weight 6 Lbs. (Plants not included).

DE 9982F-1165	Retail **$19.00**

FF. "TELE-CLOCK." Reflected light ideal for T.V. viewing, self starting electric clock guaranteed for 1 year (A.C. only). Night light for child's room, and many other applications. Height 12". Weight 4 Lbs.

DE 9980F-1400	Satin Brass	Retail **$22.95**
DE 9981F-1400	Satin Brass & Char.	Rtl. **$22.95**

GG. "PLASTI-LITE." Fluorescent bed lamp complete with plug-in ballast and 8 watt tube. Adjustable rubber covered clamps fit any head board. (A.C. only). Weight 2½ Lbs.

E 7378F-875	Retail **$14.25**

HH. "LUXURAY." "Plastacele" eye comfort diffuser. Rubber covered clamps adjustable to headboards, easy reach switch. Wt. 2 Lbs.

E 7379F-450	Retail **$6.95**

II. "SPOTRAY." Read in bed without disturbing others. Swivel light where desired. Felt lined adjustable clamp. Bull's-eye lens increases light of 25 watt bulb to 100 watt efficiency. Weight 3 Lbs.

E 7380F-550	Retail **$7.95**
E 7382F-550	Retail **$7.95**

JJ. "HIS" AND "HER." Each starlight perforated reflector has swivel and pull chain switch for "His" and "Her" side, wall hanger included. 7" back plate. Satin brass. Wt. 4 Lbs.

DE 9966F-1305	Retail **$19.95**

KK. "EVERY-WHICH-WAY." 15" flexible arms bend in all directions, 3 way switch. Heavy weighted base. Finished in satin brass. Height Arms Extended 65" Weight 19 Lbs.

DE 9983F-2460	Retail **$39.95**

LL. "HOLLYWOOD." (Matches Model JJ) Pierced metal reflector. Pull chain switch, adjustable swivel, wall hanger included. Satin brass finish. Weight 2 lbs.

E 7383F-880	Retail **$14.25**

MM. "HEAD-LITE." Designed for low type headboards. Plate fastens on back of bed or can be turned for wall mounting. 12" flexible arm "Spot-Ray" with bull's-eye convex lens increases 25 watt lighting to 100 watt. Weight 4 Lbs. Length Extended 19".

E 9993F-1210	Satin Brass	Retail **$18.95**
E 9994F-1210	Bronze	Retail **$18.95**

NN. "SOFT-LITE." Metal T.V. lamp and for so many other uses! Switch in base, felt lined bottom. Height 10". Weight 2 Lbs.

E 7390F-660	Satin Brass	Retail **$10.50**
E 7391F-660	Bronze	Retail **$10.50**

OO. "AMERICAN BEAUTY." Full size lamp planter, one piece 10" "Can't Leak" metal bowl, cast base Shade of fabric over velum (Plants Not Included). Height 29". Shade 19". Weight 11 Lbs.

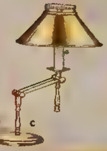
DE 9776F-1500	Red Shade	Retail **$23.75**
DE 9928F-1500	Green Shade	Retail **$23.75**

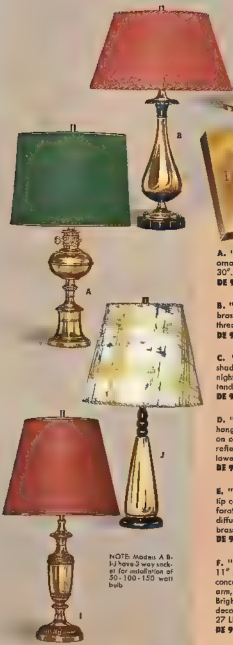
PP. "HORSESHOE." The "Good Luck" lamp, flexible feature at base plus swivel at top. Gleaming bright brass. Fiberglass reflector. Height extended 15" Wt. 6 Lbs.

DE 9995F-1350	Chartreuse	Retail **$21.25**
DE 9996F-1350	Green	Retail **$21.25**
DE 9997F-1350	Red	Retail **$21.25**

RR. "DRIFTWOOD." Exact replica molded in durable Hydrocal. Toned to natural aged wood colorations. Shades of hand sawn "Tree Bark." Wide nubby braid top and bottom. Height 28". Shade 22". Weight 25 Lbs. (Note: Shades can be transposed . . . (red or chartreuse only).

DE 9925F-2195	Redwood Red Shade	Retail **$35.25**
DE 9926F-2195	Saltwood Chartreuse	Shade Retail **$35.25**





NOTE: Models A B-I-J have 3 way socket for installation of 50-100-150 watt bulb

BRASS

A. "NEWPORT." Bright brass finish Authentic key ornament. Shade textured fabric over velum. Height 30". Shade 16". Weight 14 Lbs.
DE 9710F-1925 Retail **$30.85**

B. "CONCORD." Graceful spun metal in gleaming brass, charcoal relief. Fiberglass shade, laminated thread motif. Height 30". Shade 19". Weight 14 Lbs.
DE 9711F-2355 Retail **$38.00**

C. "CANTILEVER." Adjustable "up" or "down," shade tilts too! Piano lamp, and for desks or night stands. Bright finish. Width as shown 18", extended upright 23". Metal shade 12". Weight 10 Lbs.
DE 9712F-1925 Retail **$30.85**

D. "PULL DOWN-PUSH UP." Wall lamp. Special hanger included for easy installation. Handy switch on cord, 2 light socket. 15" star light pierced metal reflector. Perforated metal diffuser Pull ornament to lower lamp 29". Weight 15 Lbs.
DE 9713F-2855 Retail **$46.50**

E. "PULL DOWN-PUSH UP." Ceiling lamp, finger tip control. Balanced pulley in ball, 15" starlight perforated metal reflector, 2 light cluster, pierced metal diffuser. Pulls down to 40". Ceiling plate 6½" Bright brass finish, charcoal ball. Weight 13 Lbs.
DE 9714F-3115 Retail **$50.75**

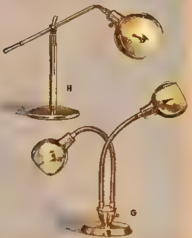
F. "TRI-LITE." New! Modern! Functional! 11" metal shade becomes a torchier, 2 reflectors for concentrated light. Double adjustable feature on each arm, 3 way switch, extra heavy weighted base. Bright brass and charcoal finish. Complements the decor of any room. Height extended 63". Weight 27 Lbs.
DE 9715F-4285 Retail **$70.25**

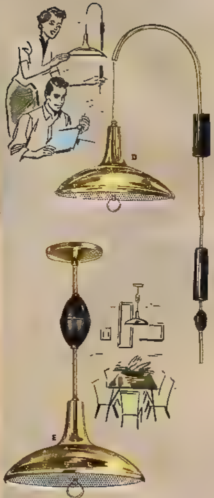
G. "DUO-FLEX." 15" flexible arms permit unlimited adjustment. Ball reflectors are pinpoint perforated, controlled lighting with variable switch. Weighted base. Width (illustrated) 22". Arms turn up to 24" for indirect lighting Weight 13 Lbs.
DE 9716F-2290 Retail **$37.00**

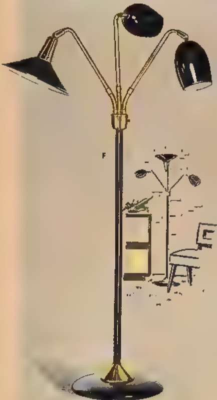
H. "LOCK-TITE." Attractive as well as practical. Ideal for desk or night stand. Arm locks in any position, pin point perforated metal reflector. Weighted base, turn knob socket. Gleaming brass finish, extends 18". Height upright 18". Weight 12 Lbs.
DE 9717F-2150 Retail **$34.75**

I. "GORHAM." Solid cast metal in sparkling brass plate. Shade of Buckram Fabric over durable velum. Height 30". Shade 16". Weight 15 lbs.
DE 9718F-1640 Retail **$26.25**

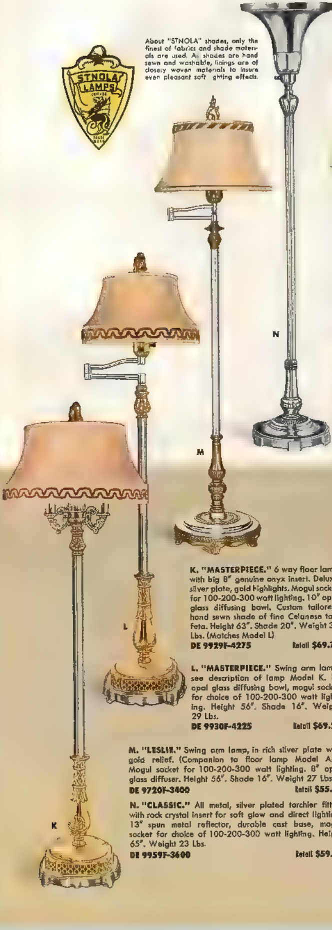
J. "HERITAGE." Modern styling. Gleaming brass with charcoal finished accessories. Hand laced translucent fiberglass shade. A decorator's delight. Height 30". Shade 16". Weight 13 Lbs.
DE 9719F-2215 Retail **$35.75**

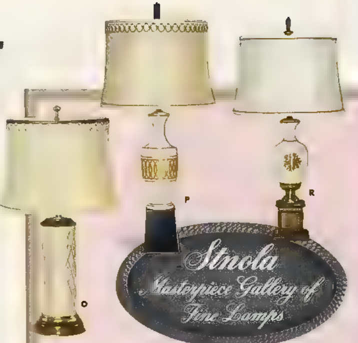


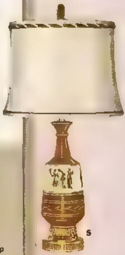




About "STNOLA" shades, only the finest of fabrics and shade materials are used. All shades are hand sewn and washable, linings are of closely woven materials to insure even pleasant soft lighting effects.







K. "MASTERPIECE." 6 way floor lamp with big 8" genuine onyx insert. Deluxe silver plate, gold highlights. Mogul socket for 100-200-300 watt lighting. 10" opal glass diffusing bowl. Custom tailored, hand sewn shade of fine Celanese taffeta. Height 63". Shade 20". Weight 31 Lbs. (Matches Model L).
DE 9929F-4275 Retail **$69.75**

L. "MASTERPIECE." Swing arm lamp, see description of lamp Model K. 8" opal glass diffusing bowl, mogul socket for choice of 100-200-300 watt lighting. Height 56". Shade 16". Weight 29 Lbs.
DE 9930F-4225 Retail **$69.25**

M. "LESLIE." Swing arm lamp, in rich silver plate with gold relief. (Companion to floor lamp Model AA). Mogul socket for 100-200-300 watt lighting. 8" opal glass diffuser. Height 56". Shade 16". Weight 27 Lbs.
DE 9720F-3400 Retail **$55.50**

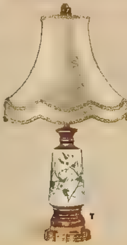
N. "CLASSIC." All metal, silver plated torchier fitted with rock crystal insert for soft glow and direct lighting. 13" spun metal reflector, durable cast base, mogul socket for choice of 100-200-300 watt lighting. Height 65". Weight 23 Lbs.
DE 9959F-3600 Retail **$59.00**

O. "MAYFAIR." Decorated Bristol-type cylinder mounted on rich hand rubbed fruitwood base, capped in matching fruitwood. Socket for 50, 100, 150 watt bulb. Custom tailored, hand sewn shade of Celanese taffeta. Height 33". Shade 17". Weight 16 Lbs.
DE 9721F-3255 Retail **$53.00**

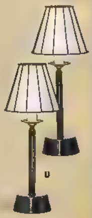
P. "SAVOY." High styled tapered charcoal finished hardwood base is mounted with triple fired Grecian scroll designed ceramic vase. Fine count, hand sewn Celanese taffeta shade. Socket for 50, 100, 150 watt bulb. Height 36". Shade 16". Weight 18 Lbs.
DE 9722F-2925 Retail **$47.50**

R. "PLAZA." Luxurious hand rubbed fruitwood finished base, Bristol-type acid etched crystal ware decorated in 22K gold floral design. Hand sewn, washable Celanese taffeta shade. Socket for 50, 100, 150 watt bulb. Height 34". Shade 16". Weight 15 Lbs.
DE 9723F-3215 Retail **$52.25**

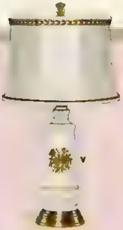
S. "HEIRLOOM." Interpretation of Wedgewood in tripled high fired American china. Grecian decoration with 22K gold highlights. Hand made filagree double decked mounting, finished in brushed brass. Nubby hand sewn Shantung shade, tailored design. Three way lighting. Height 36". Shade 17". Weight 19 Lbs.
DE 9724F-3645 Retail **$59.50**

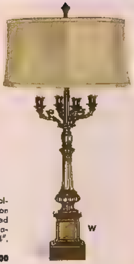


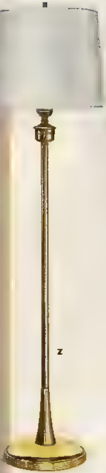
T. "APPLE BLOSSOM." Triple fired American china brilliantly hand decorated, mounted on smart metal base. Shade of inwoven design Metalasse fabric. Height 33". Shade 18". Weight 16 Lbs.
DE 9984F-1895 Retail **$30.50**

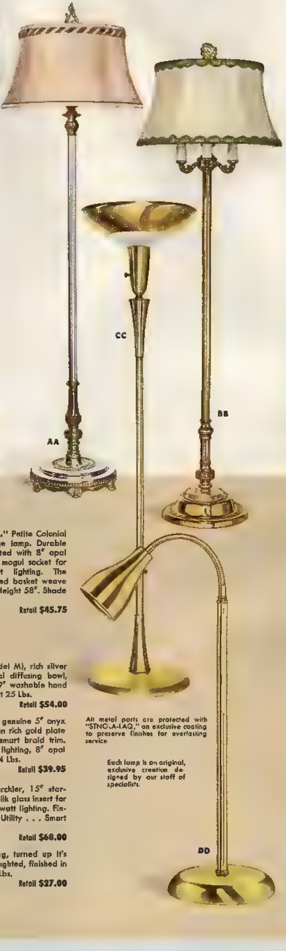


U. "MILADY." A modern concept of smaller lamps, charcoal finish with polished brass relief. 'Skeleton Frame' shades lined in durable fiberglass. Smart for buffets, night stands, and vanities. Clip on feature shades. Height 20". Shade 8". Weight 9 Lbs. Pair (Sold only in pairs).
DE 9985F-2030 Rtl. **$32.50** pr.



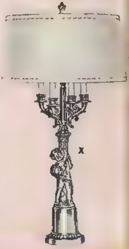






V. "BARRINGTON." Tall Bristol-type acid etched crystal, mounted on spun metal base. 22K gold imported floral application. Shade is of Celanese washable taffeta. Height 34". Shade 17". Weight 12 Lbs.
DE 9986F-2715 Retail **$44.00**

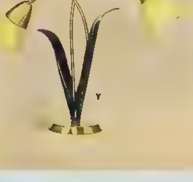
W. "REGENCY." Traditional design finished in luxurious Bank bronze, hand rubbed fruitwood finished hardwood mounting. 4 candelabra arms are fitted with miniature candle tubes (for decoration only). Single harp construction completed with 3 way socket for 50-100-150 watt lighting. Shade of grained nubby Shantung, hand tailored and self trimmed. Height 37". Shade 19". Weight 23 Lbs.
DE 9987F-4350 Retail **$71.50**



X. "RENAISSANCE." Cast metal in rich silver plate, smartly ebony antiqued. The decorative cherub supports the 4 candle regency styled candelabra completed with miniature candle tubes (for decoration only). Single harp lighting with 3 way socket for selection of 50-100-150 watt lighting. Pin pleated shade of Celanese taffeta, hand sewn and tailored trim. Height 35". Shade 18". Weight 22 Lbs.
DE 9988F-386Q Retail **$63.25**

Z. "WESTCHESTER." Petite Colonial modern Club Lounge lamp. Durable brass finish, completed with 8" opal diffusing bowl and mogul socket for 100-200-300 watt lighting. The shade is of embossed basket weave design over velum. Height 58". Shade 17". Weight 26 Lbs.
DE 9989F-2525 Retail **$45.75**

Y. "LILY." Adjustable swivel on each arm for desired position. Spun metal holders are specially constructed for the translucent crystal shades. 3 way switch in base. Height 23". Width 22". Weight 8 Lbs.
DE 9967F-2765 Retail **$44.95**



AA. "LESLIE." Floor lamp (companion to Model M), rich silver plate finish, detailed metal castings, 10" Opal diffusing bowl, mogul socket for 100-200-300 watt lighting. 19" washable hand sewn Celanese taffeta shade. Height 63". Weight 25 Lbs.
DE 9990F-3315 Retail **$54.00**

BB. "ESSEX." Ever popular 6 way floor lamp, genuine 5" onyx insert. Cast metal base and ornaments finished in rich gold plate effect. Shade is of stretched Celanese fabric, smart braid trim. Mogul socket for choice of 100-200-300 watt lighting, 8" opal diffusing bowl. Height 63". Shade 19". Weight 24 Lbs.
DE 9991F-2495 Retail **$39.95**

CC. "SHERATON." Modern direct-indirect torchier, 15" starlight perforated metal reflector with 8" ribbed milk glass insert for direct lighting. Mogul socket for 100-200-300 watt lighting. Finished in luxurious satin brass. Eye comfort . . . Utility . . . Smart decorator appeal. Height 65". Weight 29 Lbs.
DE 9992F-4150 Retail **$68.00**

DD. "CHAIRSIDE." For close work or reading, turned up it's an indirect torchier. 12" flexible arm, heavily weighted, finished in satin brass. Height 48". Upright 60". Weight 12 Lbs.
DE 9974F-1645 Retail **$27.00**

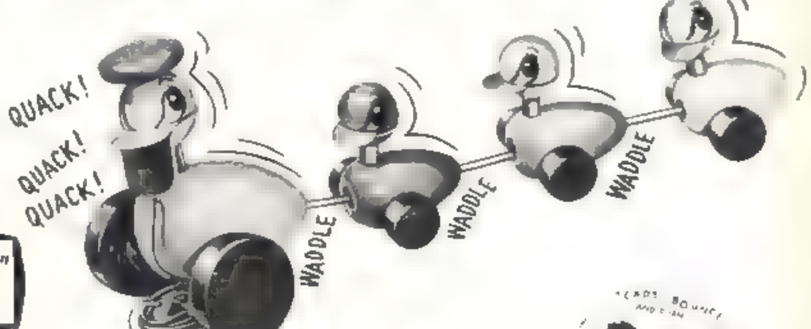
All metal parts are protected with "STNO-A-LAQ," an exclusive coating to preserve finishes for everlasting service.

Each lamp is an original, exclusive creation designed by our staff of specialists.

MISS 1-5 YR. OLDS

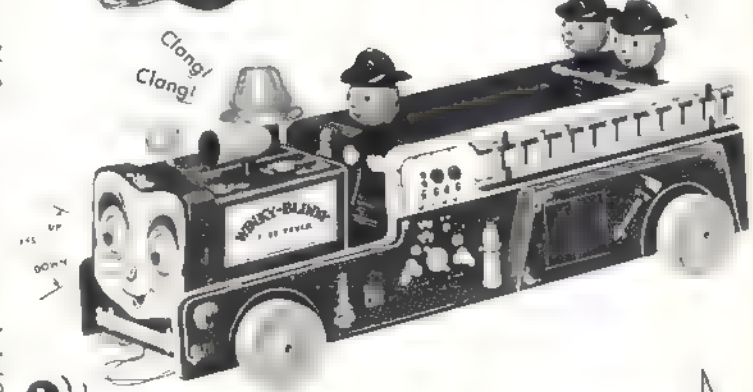
So there are 100's of NEW TOYS.. these "old" FISHER-PRICE TOYS are still *NEWS* to us!

There may be hundreds of new toys every year . . . but these Fisher-Price Toys are still in *volume* demand after as much as *18 years.* Stick with Fisher-Price's *proven sellers* as basic stock!


QUACK!
QUACK!
QUACK!
WADDLE
WADDLE
WADDLE

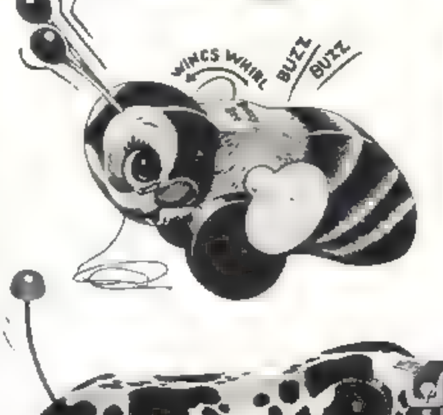
"QUACKY FAMILY" lives with us!

No. 799 created 1940
. . . so basically sound in play-value, Quacky Family is *still* a strong year 'round seller . . . and *brand new* to many *thousands* of 1-5 year olds! $1 25 east, $1.39 south and west


Clang!
Clang!
WINKY-BLINKY

I'm the fire chief on "WINKY BLINKY FIRE TRUCK"!

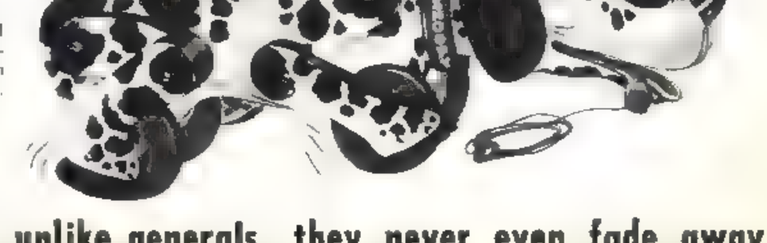
No 200 created 1950
. . . when inspecting the many new Toy Fair items, don't overlook the proven, *sure-selling* toys . . . such as colorful, act-on-loaded Winky Blinky! $2 00 east, $2 19 south and west.



Oh Yes!
WE HAVE THE NEWEST OF THE NEW, TOO!

"BUZZY BEE" is always happy!

No. 325 created 1949
. . . the "proof of the pudding" that *good toys never die!* Buzzy's still as big a seller as when first introduced. Don't forget *him!* 60c east, 65c south and west.

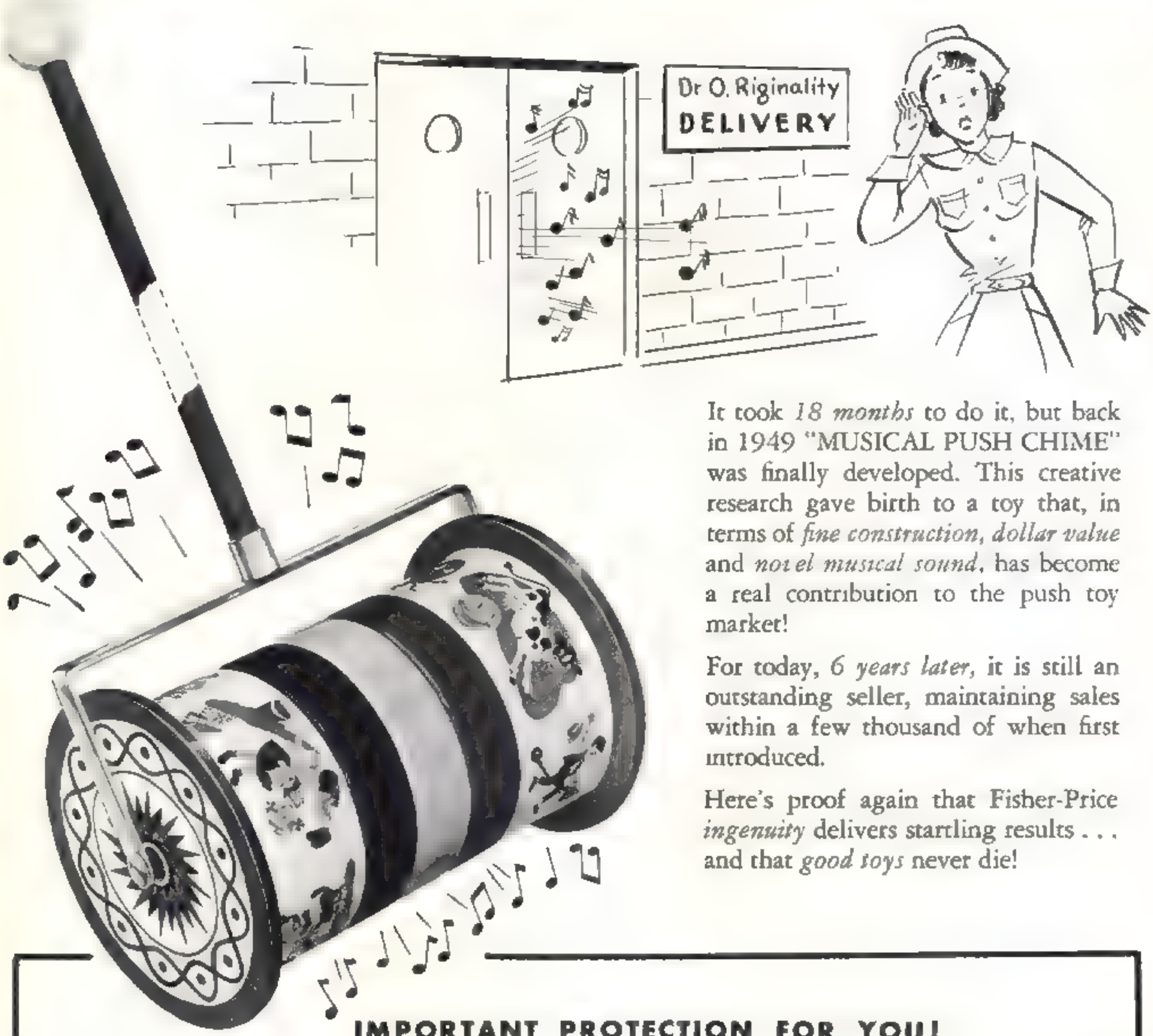


"SNOOPY SNIFFER" . . . he's alive!

No. 780 created 1937
. . . "modernized" this year, but still the same *idea* that's made pull toy history since '37! Stay with the line with the reputation for *lasting* new toys. $2 00 east, $2 19 south and west.

GOOD TOYS NEVER DIE, and unlike generals, they never even fade away!

FISHER-PRICE ingenuity delivers startling results!



It took *18 months* to do it, but back in 1949 "MUSICAL PUSH CHIME" was finally developed. This creative research gave birth to a toy that, in terms of *fine construction, dollar value* and *novel musical sound*, has become a real contribution to the push toy market!

For today, *6 years later*, it is still an outstanding seller, maintaining sales within a few thousand of when first introduced.

Here's proof again that Fisher-Price *ingenuity* delivers startling results . . . and that *good toys* never die!

IMPORTANT PROTECTION FOR YOU!

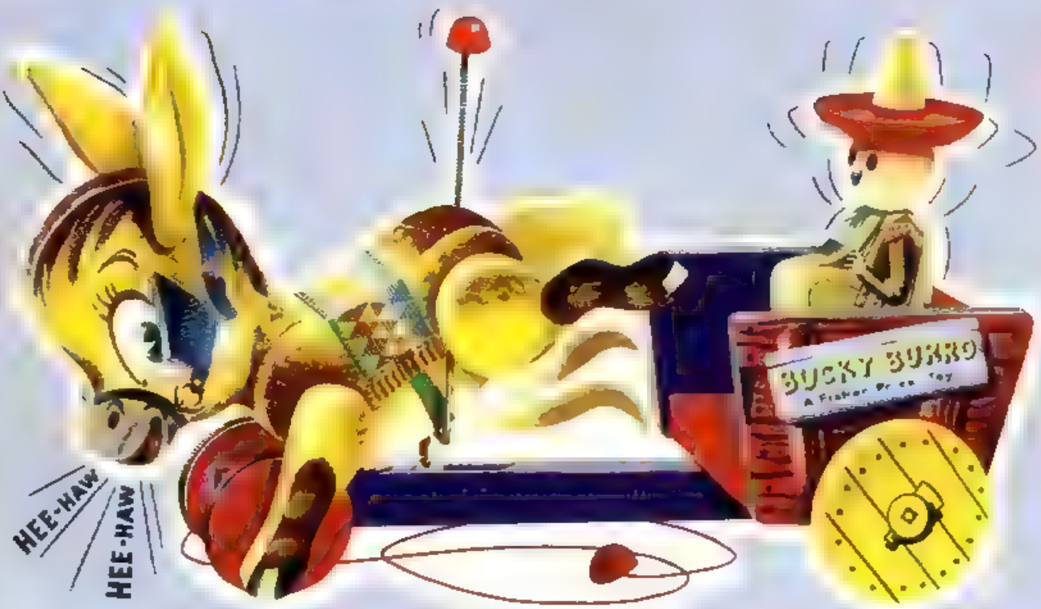
In view of the importance of No. 722 MUSICAL PUSH CHIME to your push toy market, we bring the following to your attention:

On August 3, 1954, the U. S. Patent Office granted patent No. 2,685,145 covering this toy. Any copying of this item would, therefore, constitute infringement of the patent rights of Fisher-Price Toys, Inc. Any distributors, dealers or retailers selling such toys, are guilty of patent infringement and will be prosecuted under the provisions of the applicable laws.

FISHER-PRICE TOYS, Inc.
EAST AURORA, ERIE COUNTY, N. Y.
N. Y. Office & Display, Suite 417, 200 Fifth Ave. Bldg.

MORE FISHER-PRICE

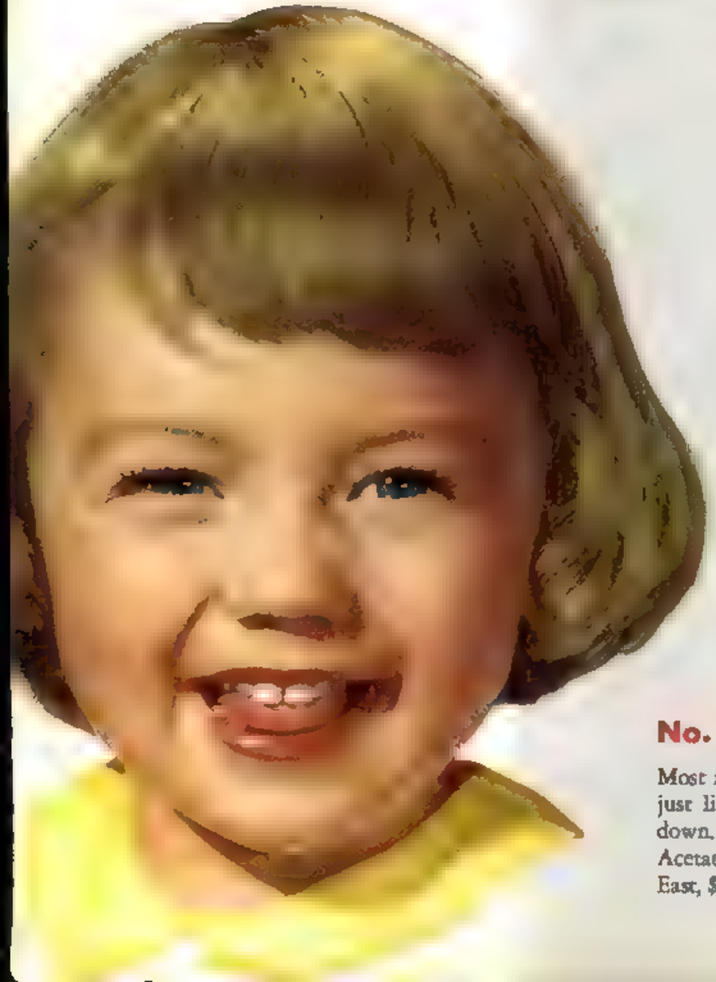
More PLAY-VALUE with Fisher-Price Toys!

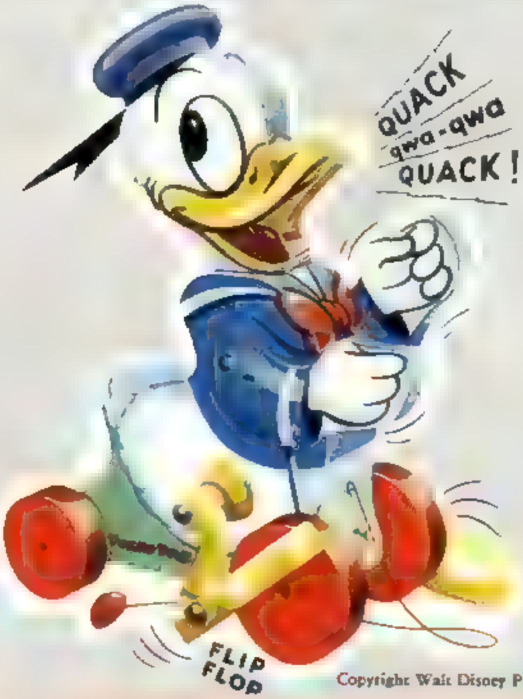


No. 166
BUCKY BURRO

Life-like "hee-haw" sound intrigues every child! Acetate ears and spring tail flip back and forth as fun-packed burro bucks up and down with kicking motion. Driver mounted on safe spring. Provides a wealth of imaginative play for children 2-5! 13½" long, durable all-wood construction. $2.50 east, $2.69 south and west.

More COUNTER-APPEAL with Fisher-Price





Copyright Walt Disney Productions

No. 765 TALKING DONALD DUCK

Most realistic Donald Duck in pull toy history! Ingenious voice sounds just like Donald "himself" as he struts along, arms swinging up and down. Jaunty wood sailor hat with vinyl ribbon, solid wood body. Acetate feet revolve with laughable "flip-flop" action. 6½" long, $1.25 East, $1.39 South and West.

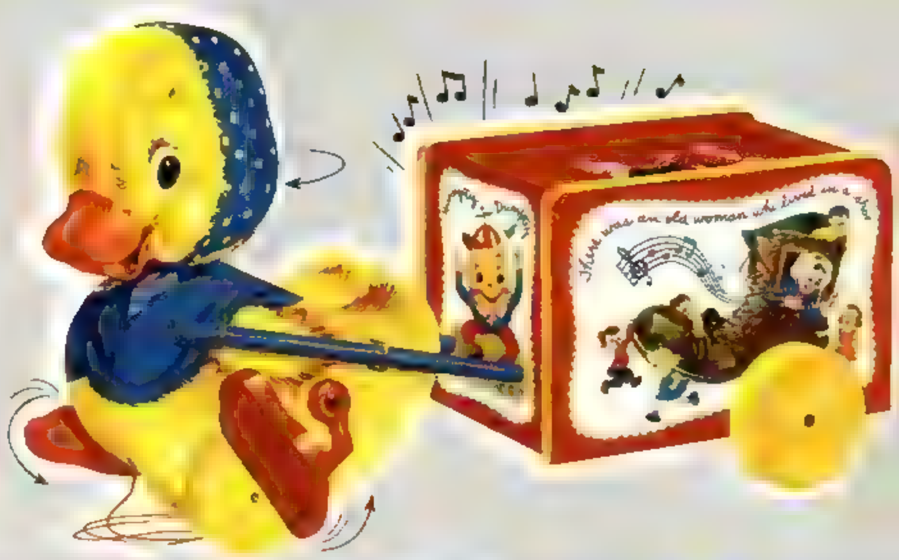
TOYS NEW This Year!

5 more of 10 New Toys Ready for the Toy Fair, Suite 417, 200 5th Ave. Bldg.

More QUALITY with Fisher-Price

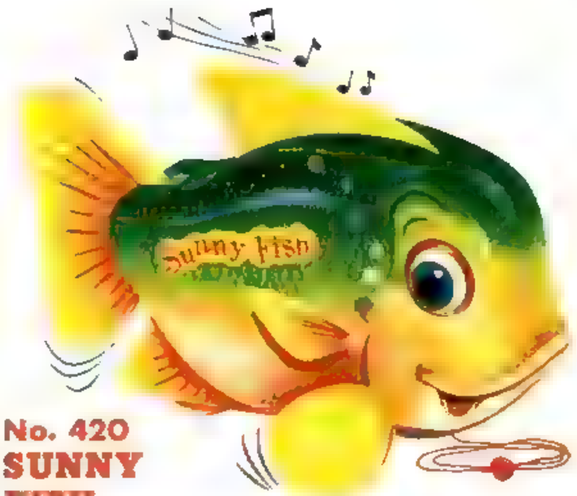
No. 784

MOTHER GOOSE MUSIC CART



Musical sounds *fascinate* every child! This beautifully lithographed cart has 3 concealed zilo keys to provide *sound-a-plenty.* Acetate feet paddle "flip-flop" in time to music. Almost indestructible *wood* construction, quality built throughout. Instructive play-value galore! 12" long, $2.00 East, $2.19 South and West.

More PROMOTION with Fisher-Price



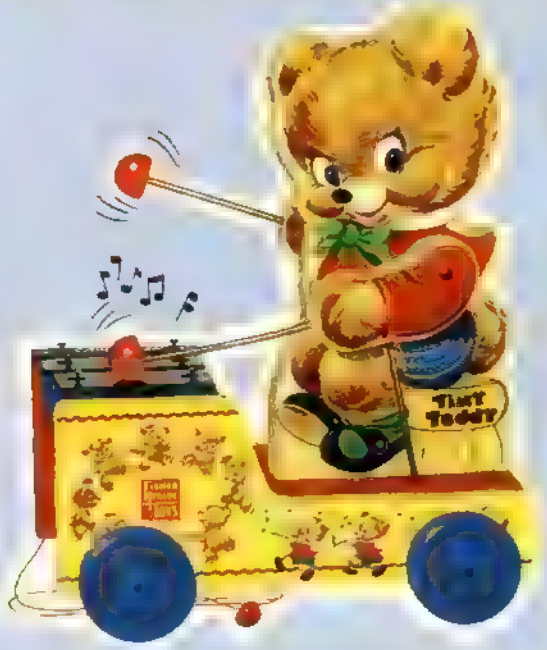
No. 420

SUNNY FISH

Happiest fish ever! Tail and body wiggle up and down. Bell rings "tinkle-tinkle." 6¾" long. 75c East, 85c South and West.

More SPRING Advertising

SUNNY FISH and other colorful pull toys star in Fisher-Price's Spring promotion. Spring and Fall, round the year, Fisher-Price advertising has helped make the name "Fisher-Price" the "buy"-word for safe, wood action toys for children from 1 - 5.



More FUN with Fisher-Price

No. 634 TINY TEDDY

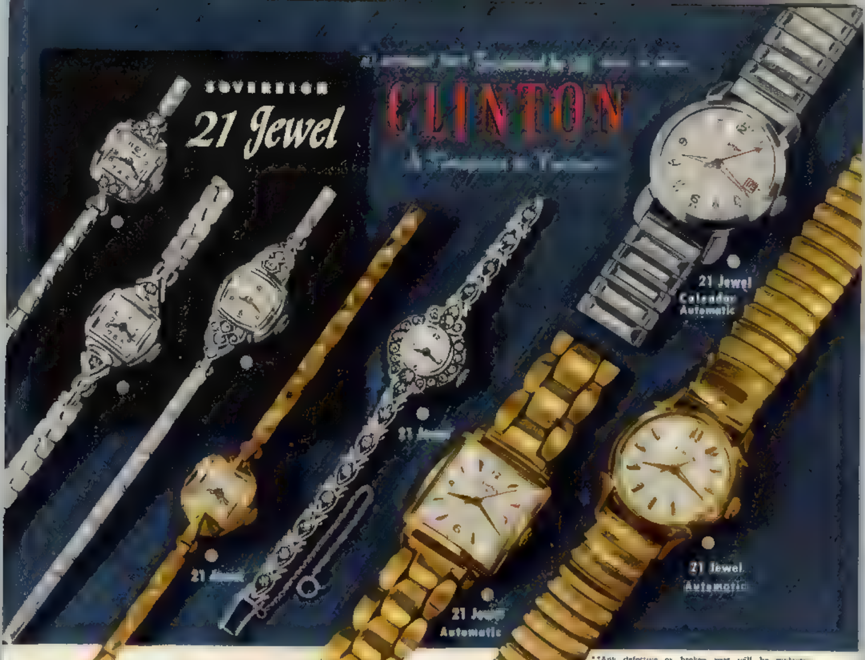
As Teddy is pulled, his paws swing up and down tapping out gay musical sounds on 3 nickeled zilo keys! Encourages active, fun-filled pull-toy play . . . colorful Teddy Bears appeal to the imagination. $1.00 East, $1.19 South and West. 6¼" long.

FISHER PRICE TOYS

Fisher Price's numerous original and exclusive actions and designs are fully covered by patents and copyrights. Infringers, copyists and design pirates will be prosecuted to the full extent of the law.

Copyright 1955, Fisher-Price Toys, Inc.
East Aurora, N. Y., U.S.A.

In Western New York State at East Aurora, Erie County, N. Y.



GUARANTEED FOR LIFE**

A ▶ FOUR TREASURED DIAMONDS distinctively set in an elegant 14 K white SOLID GOLD sculptured case . . . dome crystal and matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7240A.................List $165.00 **Dealers each $70.00**

B ▶ TWO CLASSIC DIAMONDS set on either side of a radiant 10 K white rolled Gold plate case with a stainless steel back and dome crystal to enhance its beauty . . . harmonizing Gold-filled expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7241A .... List $100.00 **Dealers each $47.60**
As above, in handsome 10 K YELLOW rolled Gold plate
J7242A List $100.00 **Dealers each $47.60**

C ▶ A PRIZED COLLECTION of Jewels consisting of 6 BEAUTIFUL DIAMONDS set in a 10 K white rolled Gold plate case with a stainless steel back and highly-styled dome crystal . . . dot-and-figure combination dial and companion Gold-filled telescope expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7243A.................List $140.00 **Dealers each $59.50**

D ▶ ENCHANTMENT IN 14 K YELLOW SOLID GOLD is found in the simplicity of this beautiful case with its stunning dial and dome crystal . . . matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7244A List $100.00 **Dealers each $47.60**

E ▶ THIRTY ROYAL DIAMONDS designed to please a queen in a regal 14 K white SOLID GOLD case that continues magically into a fashionable diamond bracelet . . . dot-and-figure combination dial perfectly covered with broad rock crystal, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7245A................ List $550.00 **Dealers each $265.00**

F ▶ CALENDAR AUTOMATIC SELF-WINDING achievement that assures you of the correct time and date always in this superb WATERPROOF white stainless steel watch . . . round in shape, sweep second hand and an unbreakable crystal over a trylon-and-figure dial; dustprotected . . . matching Gold-filled link expansion band . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7246A................ List $135.00 **Dealers each $58.10**
As above, in YELLOW Gold filled case and band, stainless steel back.
J7247A.................List $140.00 **Dealers each $59.50**
As above in 14 K YELLOW SOLID GOLD case, not waterproof
J7248A ....List $185.00 **Dealers each $82.60**

G ▶ AN AUTOMATIC SELF WINDING 14 K YELLOW SOLID GOLD timepiece in a square case with a sweep second hand, raised trylon-and-figure dial and harmonizing Gold-filled ultra expansion band, dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7249A .... List $185.00 **Dealers each $82.60**
As above, with Yellow all Gold-filled case
J7250A .... List $140.00 **Dealers each $59.50**

H ▶ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDER and WATER RESISTANT too! . . . in a smart case with a stainless steel back, sweep second hand and harmonizing Gold-filled expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7251A List $185.00 **Dealers each $79.90**
As above, with 10 K yellow rolled Gold plate top and steel back
J7252A List $135.00 **Dealers each $57.40**

GUARANTEED FOR LIFE**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

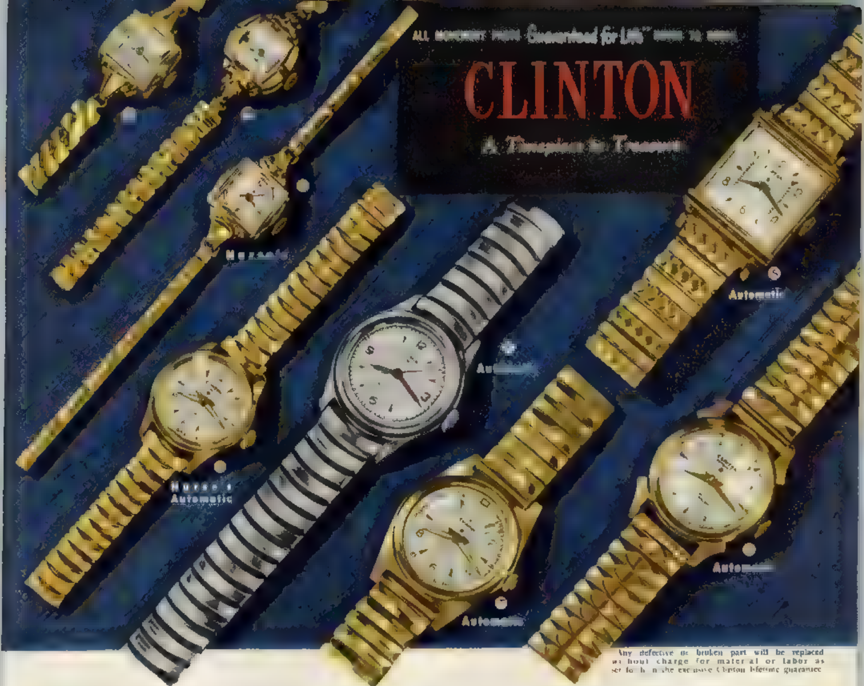
ADVERTISED IN
LIFE
December 1954

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

ALL [illegible] "Guaranteed for Life" [illegible]

CLINTON

A Timepiece to Treasure



Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

[L] ▶ 14 K YELLOW SOLID GOLD! High dome crystal covers beautiful dial in a square-shaped case which is matched by Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7264A . . . . List $75.00 **Dealers each $35.00**

As above, in 14 K WHITE SOLID GOLD case.
J7265A . List $75.00 **Dealers each $35.00**

[M] ▶ 14 K YELLOW SOLID GOLD! Designed in a graceful case with dome crystal and matching Gold filled expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7266A List $[illegible] 50 **Dealers each $32 20**

[N] ▶ NURSE'S 14 K YELLOW SOLID GOLD precision timepiece in tailored case with RED sweep second hand and harmonizing Gold-filled telescopic expansion band . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7267A .. List $75.00 **Dealers each $35.00**

As above, in 10 K rolled Gold plate, steel back.
J7268A ....List $59.50 **Dealers each $28.00**

[O] ▶ SELF-WINDING AUTOMATIC WATERPROOF for NURSES and CAREER WOMEN With "no-break" crystal, sweep second hand, radium dial and yellow Gold-filled case with steel back and matching Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7269A .... List $92.00 **Dealers each $39 90**

As above, WHITE chrome top, stainless steel back.
J7270A List $75.00 **Dealers each $35.00**

[P] ▶ AUTOMATIC, SELF-WINDING WATERPROOF watch in ALL-STAINLESS STEEL handsome case with 'no-break' crystal, sweep second hand, radium dots and hands and companion stainless steel expansion band dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7271A . . . .List $85.00 **Dealers each $37.10**

[S] ▶ 14 K YELLOW SOLID GOLD AUTOMATIC SELF WINDING Clinton styled in a masculine case unusual two-tone dial with a dome crystal, sweep second hand and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7272A.......List $150.00 **Dealers each $65.80**

As above, with 10 K rolled Gold plate with stainless steel back case
J7273A..... ..List $85.00 **Dealers each $37.80**

[T] ▶ "RESERVE POWER INDICATOR" (shows how much power is in reserve in the mainspring) is a special feature of this AUTOMATIC, SELF-WINDING WATERPROOF timepiece in yellow Gold-filled case with stainless steel back, sweep second hand radium dots and hands and matching Gold-filled expansion band...dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7274A ....List $92.00 **Dealers each $39 90**

As above, in WHITE all steel case, matching ban
J7275A . ....List $85.00 **Dealers each $37 10**

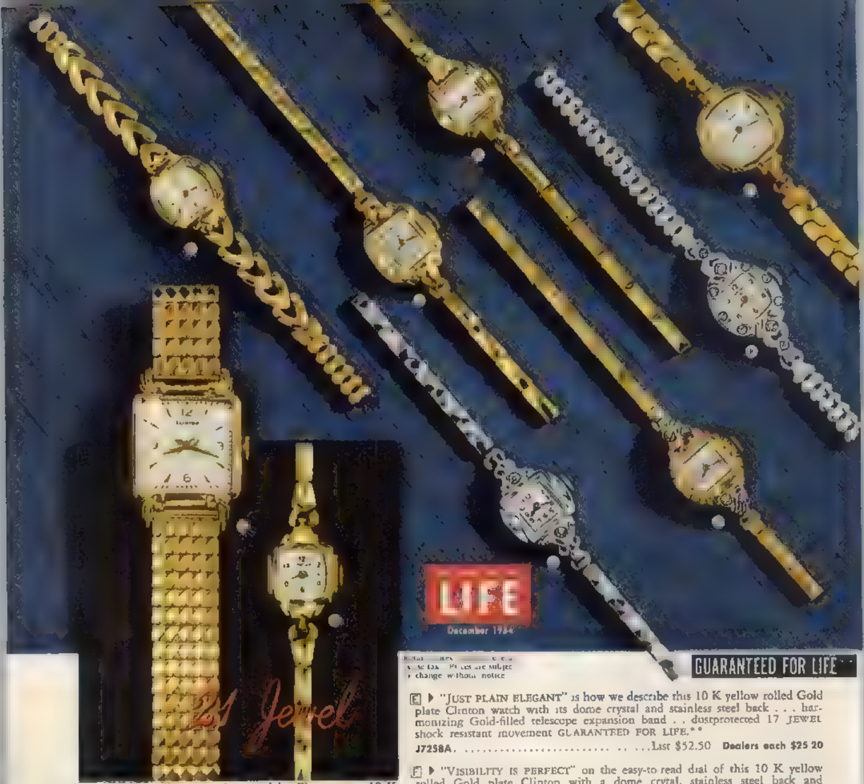
[U] ▶ AUTOMATIC SELF-WINDER in th color of natural Gold with stee [illegible] sweep second han [illegible] expansion band [illegible] JEWEL [illegible] ment GUARANTEED FOR L[illegible]
J7276A List [illegible] **Dealers ea [illegible]**

As above, in [illegible] K [illegible]
J7277A List $[illegible] **Deale[illegible] $59 9[illegible]**

[W] ▶ TWO DIAMONDS, [illegible] GOLD . . . in a carefully wrough[illegible] with rock crystal and [illegible] expansion band. 1[illegible] JEWEL [illegible] movement GUARANTEED FOR LIFE **
J7278A List $[illegible] **Dealers ea [illegible]**

*Guaranteed waterproof [illegible] long as case crown [illegible] crystal are intact

Dust Protected • *Triple Selected Diamonds* • *Gift Boxed*



GUARANTEED FOR LIFE

[illegible] excise tax. Prices are subject to change without notice

A ▶ **21 JEWEL** superlative watch created by Clinton in a 10 K yellow rolled Gold plate case with a stainless steel back. Sweep second hand, modern trylon-and-figure dial and heavy rock crystal for rugged wear. Matching Gold-filled expansion band; 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7253A . . . . List $92.00 **Dealers each $39.95**

B ▶ **21 JEWELS** in a 10 K yellow rolled Gold plate timepiece with carved case, steel back. Designed with a dome crystal, modern dial and companion Gold-filled telescope expansion band. 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7254A . . . . List $92.00 **Dealers each $39.95**

C ▶ FOR BEAUTY AND PRECISION this Clinton in a lovely 10 K yellow rolled Gold plate case with a steel back and dome crystal. Design extends into Gold-filled combination link expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7255A List $59.50 **Dealers each $27.30**

D ▶ A 14 K YELLOW SOLID GOLD classic design in a square case with a dome crystal and matching Gold filled telescope expansion band . . . honored for its excellent dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7256A List $[illegible]1.50 **Dealers each $32.90**
As above, in 10 K YELLOW rolled Gold plate with steel back
J7257A . . . . List $55.00 **Dealers each $25.90**

E ▶ "JUST PLAIN ELEGANT" is how we describe this 10 K yellow rolled Gold plate Clinton watch with its dome crystal and stainless steel back . . . harmonizing Gold-filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7258A . . . . List $52.50 **Dealers each $25.20**

F ▶ "VISIBILITY IS PERFECT" on the easy-to-read dial of this 10 K yellow rolled Gold plate Clinton with a dome crytal, stainless steel back and matching Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7259A . . . . List $49.50 **Dealers each $24.20**

G ▶ TWO DIAMONDS make a perfect composition in a 10 K white rolled Gold plate case with a dome crystal, stainless steel back and companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7260A . . . . List $71.50 **Dealers each $33.60**

H ▶ FOUR BRILLIANT DIAMONDS unerringly selected resulted in this exquisite filigree 10 K yellow rolled Gold plate watch designed with unusual sculptured detailing and a stainless steel back . . . harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7261A List $85.00 **Dealers each $37.10**
As above, in brilliant 10 K WHITE rolled Gold plate
J7262A . . . . List $85.00 **Dealers each $37.10**

K ▶ TEN DIAMONDS you'll cherish have been fashioned for you in this elegant 10 K white rolled Gold plate case with a rock crystal, stainless steel back and dot and figure dial . . . matching Gold-filled expansion band . . . dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7263A . . . . List $140.00 **Dealers each $59.50**

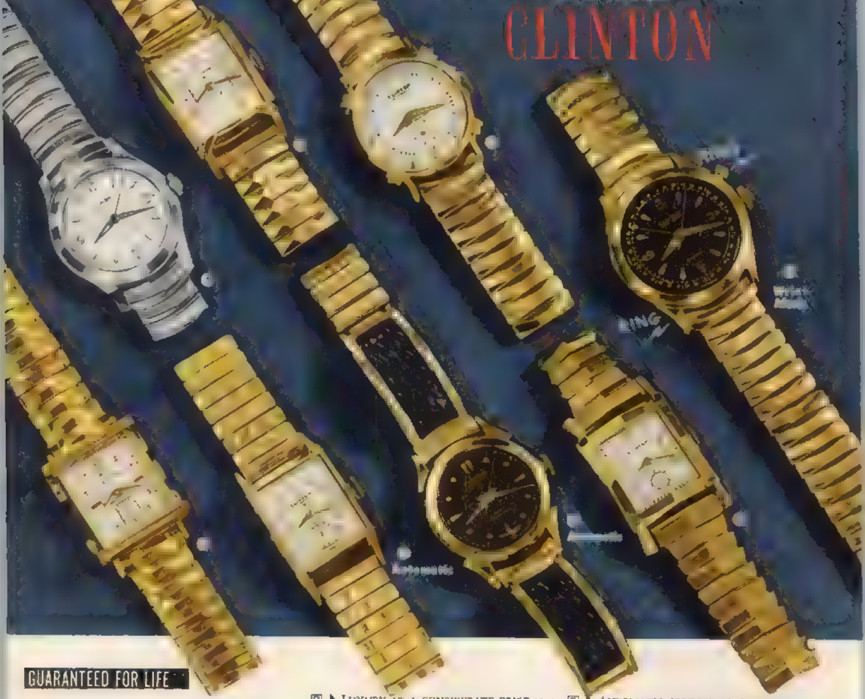
"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

All watches illustrated are actual size.

Diamonds enlarged to show detail.

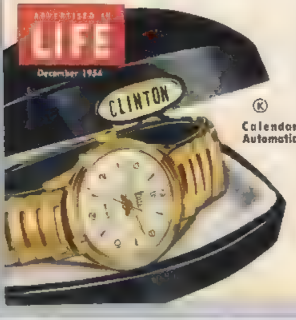
[illegible]

CLINTON



GUARANTEED FOR LIFE

[A] ▶ WATERPROOF, ALL STAINLESS STEEL watch in a perfect case, "Sunburst" dial with radium markers and raised figures, sweep second hand and all steel expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7279A . ... List $52 50 **Dealers each $24.50**
As above, with YELLOW top, steel back and Gold filled band
J7280A List $57 50 **Dealers each $26.60**



[B] ▶ LUXURY AT A CONSIDERATE PRICE in a 10 K yellow rolled Gold plate case with stainless steel back and dome crystal; matched Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7281A List $55.00 **Dealers each $25 90**

[C] ▶ A MOST ATTRACTIVE DIAL is the key to this 14 K yellow SOLID GOLD designed with a curved crystal, harmonizing Gold-filled expanion band, dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7282A . .List $100.00 **Dealers each $47.60**
Same, with 10K R G.P. and steel back case
J7283A . List $71.50 **Dealers each $29.40**

[D] ▶ WRIST ALARM awakens you, reminds you of important appointments . . . yellow Gold-filled case with a steel back, sweep second hand, BLACK DIAL with radium figures and companion Gold-filled expansion band . . 17 JEWEL movement GUARANTEED FOR LIFE **
J7284A .List $125.00 **Dealers each $55 65**
Same as above, with WHITE Silver finish dial
J7285A . List $125 00 **Dealers each $55.65**

[E] ▶ THE POWER OF LEADERSHIP is yours in this yellow all-Gold-filled timepiece which features a rock crystal, distinctive dial and matching Gold-filled expansion band . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
J7286A. . . .List $71.50 **Dealers each $32.60**

[F] ▶ AUTOMATIC, SELF WINDING timepiece in 10 K yellow rolled Gold plate case with stainless steel back and modern crystal, companion Gold filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7287A List $67 50 **Dealers each $32 20**

[G] ▶ "BLACK MAGIC" in an AUTOMATIC, SELF WINDING watch. As bright as Gold stainless steel back, with black dial, sweep second hand matching leather inset Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7288A List $92 00 **Dealers each $40.60**

[H] ▶ 14 K YELLOW SOLID GOLD perfection in a rectangular case with an unusual pyramid crystal . . harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7289A . . List $125 00 **Dealers each $54.60**

[K] ▶ CALENDAR WATCH shows the day and the date, is AUTOMATIC, SELF-WINDING AND WATERPROOF, too! Yellow Gold-filled case with stainless steel back, luminous dial, Gold-filled expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
J7290A List $100.00 **Dealers each $44.80**
Same, in steel, with a small second hand
J7291A . . . .List $92.00 **Dealers each $43.40**

The Ultimate in Design and Artistry • Gift Boxed

*Guaranteed waterproof as long as case, crown and crystal are intact

LIDO TOYS BUILD PLAY INTEREST AND SALES VOLUME WITH .... *Catalin Styrene*

Lido Toy* knows that light-weight, strong, color-bright CATALIN STYRENE *plays* all games well . . . and that its favorable, low-cost factor enables the molding of greater value into the company's popular-priced leaders!

You can crowd a lot of CATALIN STYRENE-fun into any one of Lido's graduated-size "Brick Blocks" canisters, as shown above Each spills out *oodles* of ingeniously molded, self-affixing, gay-color cubes, oblongs and food-for-imagination pieces. When put together, they form exciting house fronts, animals, bridges and what-not. Equally in demand are Lido's Knitting Spool Kits, and Walt Disney Tracing Sets and Target Sets Each enjoys, to a maximum, the sales and play appeal of CATALIN STYRENE, the gem of plastics!

**Lido Toy Company, 321 Rider Ave., New York 51*

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

CATALIN

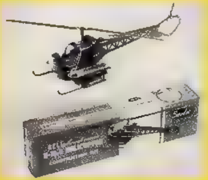
In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Ureas, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations

HANDIPHONE INTERCOM SET

A toy for two! A "private" talking, listening and signal wire between rooms and twixt houses! Great fun! Receiver-transmitters and wall hangers are molded of black CATALIN STYRENE. Phones are regulation size, modernly styled. This is the set that'll send sales soaring—it's got what it takes!

Retail Price . . about $4.95

REMCO INDUSTRIES, INC.
113 North 13th St., Newark, N. J.



HELICOPTER CONSTRUCTION KIT

An easy-to-assemble Bell H-13-E scale model. All parts designed in minute detail. All structure-pieces molded of sturdy, gray metal-toned and clear CATALIN STYRENE. To hobbyists and toy lovers, this "copter" promises a thrilling "straight up take-off."

Retail Price . . about 98¢

SAUNDERS TOY CO.
500 Rathbone Ave., Aurora, Ill.

RADAR RAIDER

Halt! An automatic, repeating Water Machine Gun that commands attention! Ingeniously designed. Tricked up with exSIGHTing and GRIPping features. Shape is ruggedly molded of CATALIN STYRENE in color, then metalized. I surrender!

Retail Price . . about 98¢

ARLISS COMPANY, INC
365-75 DeKalb Ave.
Brooklyn 5, N. Y.

Catalin STYRENE

takes you to the N. Y. Toy Show!

CATALIN STYRENE scoops the "new"s! These four pages colorfully preview the year's most promising toy leaders.

This up-and-playful variety is a Show in itself. Each featured item is an outstanding color-bright, popular-priced Valueful To further excite consumer enthusiasm, all are most impressively molded of sturdy CATALIN STYRENE, the gem of plastics.

In advancing these as our "pick of the best", we are also passing on to you the necessary follow-through information. The names and addresses of the molders or marketers are clearly indicated under each selection. We invite you to make your contacts directly with these prime sources—or their representatives. In that the get-together can lead to more sales and happier youngsters, CATALIN STYRENE is glad to render toy buyers this pre-reporting service. 'Fifty-five is the year for you to thrive!

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE - NEW YORK 16, N. Y.

CATALIN

In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin Formulations.

KWEENIE THE WEENIE

Kweenie is a toy-happy puppy. The "these and those" pieces of its elongated shape are molded of bright-color CATALIN STYRENE. She's 18 inches long—every inch of which is underslung with dynamic action. Great at following its young master around!

Retail Price . . about $1.98

[illegible]
200 Fifth Ave., New York 10, N. Y.

LAUGHING HORNS . . . LAUGHING SIP CUPS

You blow the horn and the "music" comes out through the opened "laughing" mouth of a fun-sharing character face. The Sip Cup is a "two-on-a-straw" whimsy . . . self-explanatory except to add that these feature toddler toys are molded in color of High-Impact CATALIN STYRENE . . . They "laugh" at the thought of breaking.

Retail Price . . Cup, about 25¢ ea.
Horn, about 19¢ ea.

SPEC-TOY-CULARS, INC.
33-35 35th St., Long Island City 6, N. Y.

DOUBLE JACKS SET
PERMANENT

"DOUBLE JACK" SET

Twenty crackaJACKS, colorfully molded of play-enjoyable CATALIN STYRENE! . Two lively rubber balls and a handy, little CATALIN STYRENE container case What little girl could resist such a wonderful play bargain?

Retail Price about 19¢

PLASTI-TOY CO.
Tenth Ave. & Third St , East Northport, N. Y.

"PLASTICVILLE U.S.A." SHOPPING CENTER SP-8

This is "Market Street"! complete as a boxed assortment of central stores, shoppers, street lights, billboards, automobiles also traffic signals, signposts, fencing. Scaled ¼" to the foot and molded in CATALIN STYRENE The colors are bright and varied The structures and accessories are realistic—and faithfully detailed. This is a real value! Provides sustained play interest, a "do-it-yourself" thrill and peps up model railroad pikes Eight other new Plasticville assortments as well as individual selections are likewise available. These, also processed of CATALIN STYRENE, are a tribute to the excellence of the gem of plastics.

Retail Price about $7.98

BACHMANN BROS , INC.
1400 E. Erie Ave , Philadelphia 24, Penna.

TILT-TAC-TOE

Action! Skill! Chance! Suspense! A smart variation of an all-time favorite takes the form of a CATALIN STYRENE-molded game assembly! The play alternates back and forth between two contestants. In this way both loser and winner have fun.

Retail Price . . . about $1.00

E. S. LOWE, INC.
200 Fifth Ave., New York 10, N. Y.

MEDIC'S CARRYING CASE

Within, a "professional" assembly of toy medical instruments, including a stethoscope to count the quickened heartbeats of the excited receiver. These and the siren-ated ambulance are molded of CATALIN STYRENE. Case size is 10½" x 6¼" x 5".

Retail Price about $2.98

HASSENFELD BROTHERS, INC.
Pawtucket, Rhode Island

NEW QUACKING DUCK

You'll get as much fun from this toy as did the writer, and you'll hatch plenty of Easter sales! It's terrific! Greatest little handful of play action you ever saw or heard! Molded of High-Impact CATALIN STYRENE it'll withstand the abuses of affection.

Retail Price about 39¢ ea. *(Note basket display)*

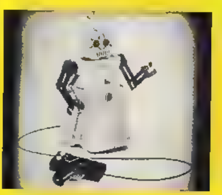
RENWAL MANUFACTURING CO., INC.
Toyland Park, Mineola, N Y.

PAGODA TEA SETS

No teahouse of the August moon ever offered a more enjoyable setting. "Oriental" extravaganza offers a boxed and fitted assortment of 30 pieces—all beautifully molded of black CATALIN STYRENE, then "gold" screened Flatware and many of the individual pieces are brilliantly Banner-plated.

Retail Price about $3.98

BANNER PLASTICS CORP.
80 Beckwith Ave., Paterson 3, N. J.



ROBERT THE ROBOT (14" TALL)

This is the amazing, remote-controlled , walking, talking, steerable, cheerable Robot! His many times tougher High-Impact CATALIN STYRENE-molded body holds safe the secret to the operation This much we know its battery activation also lights up the eyes and head-antenna.

Retail Price about $6.00

IDEAL TOY CORP.
200 Fifth Ave., New York 10, N. Y.

THE GOLDEN TRUMPET

Briefly, it's a top hit! Molded of High-Impact CATALIN STYRENE, the trumpet surface is heavily and brilliantly gold finished. Though a sweet melody in itself, the complete presentation includes Mellow Tone Mute, 16-page Music Book, Music Stand and a Luggage-type Carrying Case.

Retail Price , about $4.00

EMENEE INDUSTRIES
200 Fifth Ave., New York 10, N. Y.

Happy Easter Toys from **KNICKERBOCKER***

To assure strong, long-lasting play-values, these plastic personalities are molded of . . .

Catalin HIGH IMPACT *Styrene*

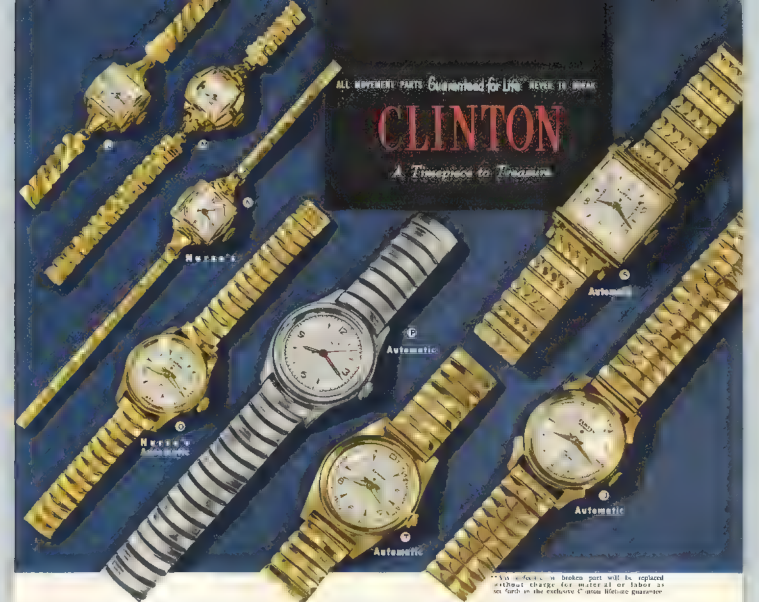
Knickerbocker Penny Banks, Pull Toys and Novelties *play right into the hands* of little people . . . And, because this means constant cuddling, handling, pulling and tugging, each is made to withstand over-ardent affection. Of the plastic materials, CATALIN *High-Impact Styrene* proved to be the one best qualified. It is toy-colorful, light in weight, structurally rugged and cost-favorable. Its smooth surface is adaptable to spray finishing. Note the effective paint-contrasts achieved in *dressing-up* Father and Mother Rabbit. We at CATALIN are inclined to crow with the Knickerbocker Rooster for having contributed *materially* to the success enjoyed by these outstanding Eastertime attractions.

**Knickerbocker Plastic Co., Inc.* *11301 Hart St., No. Hollywood, Calif.*

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

CATALIN

In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations



**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

L ▶ 14 K YELLOW SOLID GOLD! High dome crystal covers beautiful dial in a square-shaped case which is matched by Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C440L3430 . . . . **Retail $75.00**

As above, in 14 K WHITE SOLID GOLD case.
No. C441L3430 . . . . **Retail $75.00**

M ▶ 14 K YELLOW SOLID GOLD! Designed in a graceful case with dome crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C442L3156 . . . . **Retail $67.50**

N ▶ NURSE'S 14 K YELLOW SOLID GOLD precision timepiece in tailored-case with RED sweep second hand, and harmonizing Gold-filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C444L3430 . . . . **Retail $75.00**

As above, in 10 K rolled Gold plate, steel back.
No. C445L2744 . . . . **Retail $59.50**

O ▶ SELF-WINDING AUTOMATIC WATERPROOF for NURSES and CAREER WOMEN. With "no-break" crystal, sweep second hand, radium dial and yellow Gold-filled case with steel back and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C446L3910 . . . . **Retail $92.00**

As above, WHITE chrome top, stainless steel back
No. C447L3430 . . . . **Retail $75.00**

P ▶ AUTOMATIC, SELF WINDING WATERPROOF watch in ALL-STAINLESS STEEL handsome case with "no break" crystal, sweep second hand, radium dots and hands and companion stainless steel expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C448L3636 . . . . **Retail $85.00**

S ▶ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDING Clinton styled in a masculine case . . . unusual two-tone dial with a dome crystal, sweep second hand and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C450L6448 . . . . **Retail $150.00**

As above, with 10 K rolled Gold plate with stainless steel back case
No. C451L3704 . . . . **Retail $85.00**

T ▶ "RESERVE POWER INDICATOR" (shows how much power is in reserve in the mainspring) is a special feature of this AUTOMATIC, SELF-WINDING WATERPROOF timepiece in yellow Gold-filled case with stainless steel back, sweep second hand, radium dots and hands and matching Gold filled expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C452L3910 **Retail $92.00**

As above, in WHITE all steel case, matching band.
No. C453L3636 . . . . **Retail $85.00**

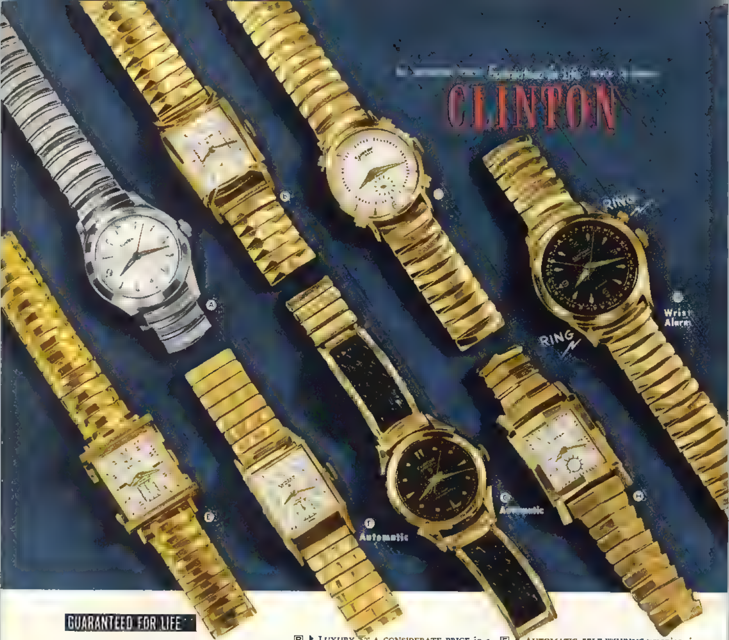
U ▶ AUTOMATIC SELF-WINDER in the color of natural Gold with steel back, sweep second hand Gold-filled expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C454L3499 **Retail $75.00**

As above, in 14 K yellow SOLID GOLD case.
No. C455L5875 . **Retail $140.00**

W ▶ TWO DIAMONDS. 14K YELLOW SOLID GOLD . . . in a carefully wrought case with rock crystal and matching Gold-filled expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C456L3944 **Retail $92.00**

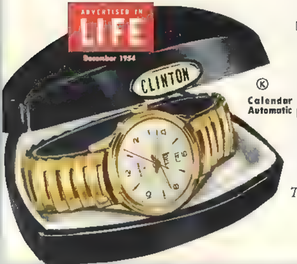
*Guaranteed waterproof as long as case, crown and crystal are intact

Dust Protected • *Triple Selected Diamonds* • *Gift Boxed*



GUARANTEED FOR LIFE

A ▶ WATERPROOF, ALL STAINLESS STEEL watch in a perfect case, "Sunburst" dial with radium markers and raised figures, sweep second hand and all steel expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C460L2401 .... Retail $52.50
As above, with YELLOW top, steel back and Gold filled band.
No C461L2607 .... Retail $57.50



B ▶ LUXURY AT A CONSIDERATE PRICE in a 10 K yellow rolled Gold plate case with stainless steel back and dome crystal, matched Gold-filled expansion band; 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No C462L2538 .... Retail $55.00

C ▶ A MOST ATTRACTIVE DIAL is the key to this 14 K yellow SOLID GOLD designed with a curved crystal; harmonizing Gold-filled expanion band, dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C464L4665 .... Retail $100.00
Same, with 10 K R.G.P. and steel back case.
No. C465L2881 .... Retail $71.50

D ▶ WRIST ALARM awakens you, reminds you of important appointments . . . yellow Gold-filled case with a steel back, sweep second hand, BLACK DIAL with radium figures and companion Gold-filled expansion band . . . 17 JEWEL movement GUARANTEED FOR LIFE.**
No. C466L5454 .... Retail $125.00
Same as above, with WHITE Silver finish dial
No. C467L5454 .... Retail $125.00

E ▶ THE POWER OF LEADERSHIP is yours in this yellow all-Gold-filled timepiece which features a rock crystal, distinctive dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C468L3195 .... Retail $71.50

F ▶ AUTOMATIC, SELF WINDING timepiece in 10 K yellow rolled Gold plate case with stainless steel back and modern crystal, companion Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C470L3156 .... Retail $67 50

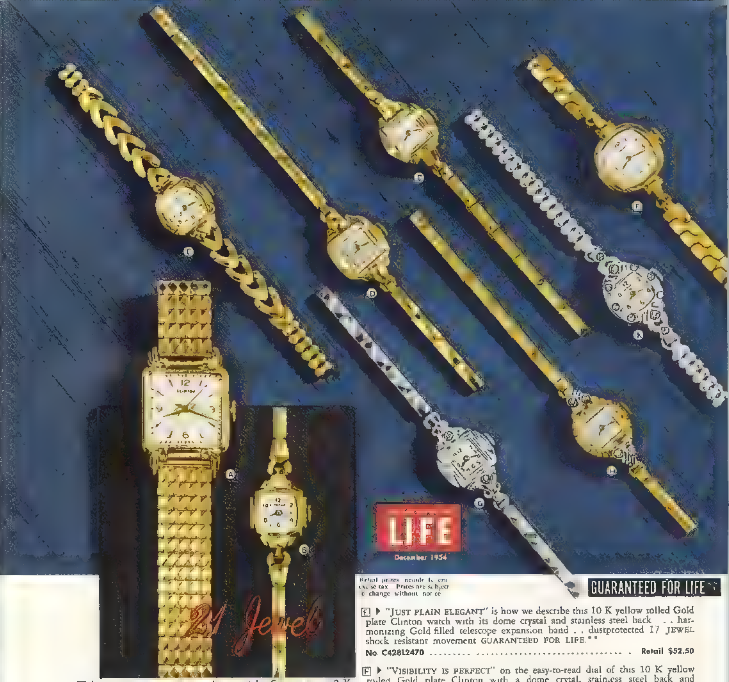
G ▶ "BLACK MAGIC" in an AUTOMATIC, SELF-WINDING watch. As bright as Gold, stainless steel back, with black dial, sweep second hand, matching leather inset Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C472L3979 .... Retail $92.00

H ▶ 14 K YELLOW SOLID GOLD perfection in a rectangular case with an unusual pyramid crystal . . . harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C474L5351 .... Retail $125.00

K ▶ CALENDAR WATCH shows the day and the date, is AUTOMATIC, SELF-WINDING AND WATERPROOF, too! Yellow Gold-filled case with stainless steel back, luminous dial, Gold filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C476L4390 .... Retail $100.00
Same, in steel, with a small second hand
No. C477L4253 .... Retail $92.00

The Ultimate in Design and Artistry • Gift Boxed

*Guaranteed waterproof as long as case, crown and crystal are intact



Retail prices include federal excise tax. Prices are subject to change without notice

GUARANTEED FOR LIFE

[A] ▸ **21 JEWEL** superlative watch created by Clinton in a 10 K yellow rolled Gold plate case with a stainless steel back. Sweep second hand, modern trylon-and-figure dial and heavy rock crystal for rugged wear. Matching Gold-filled expansion band; 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C420L3915 .... **Retail $92.00**

[B] ▸ **21 JEWELS** in a 10 K yellow rolled Gold plate timepiece with carved case, steel back. Designed with a dome crystal, modern dial and companion Gold-filled telescope expansion band 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C422L3915 .... **Retail $92.00**

[C] ▸ FOR BEAUTY AND PRECISION this Clinton in a lovely 10 K yellow rolled Gold plate case with a steel back and dome crystal. Design extends into Gold-filled combination link expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C424L2675 .... **Retail $59.50**

[D] ▸ A 14 K YELLOW SOLID GOLD classic design in a square case with a dome crystal and matching Gold-filled telescope expansion band . . . honored for its excellent dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C426L3224 .... **Retail $71.50**
As above, in 10 K YELLOW rolled Gold plate with steel back.
No. C427L2538 .... **Retail $55.00**

[E] ▸ "JUST PLAIN ELEGANT" is how we describe this 10 K yellow rolled Gold plate Clinton watch with its dome crystal and stainless steel back . . . harmonizing Gold filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C428L2470 .... **Retail $52.50**

[F] ▸ "VISIBILITY IS PERFECT" on the easy-to-read dial of this 10 K yellow rolled Gold plate Clinton with a dome crytal, stainless steel back and matching Gold filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C430L2372 .... **Retail $49.50**

[G] ▸ TWO DIAMONDS make a perfect composition in a 10 K white rolled Gold plate case with a dome crystal, stainless steel back and companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C432L3293 . . **Retail $71.50**

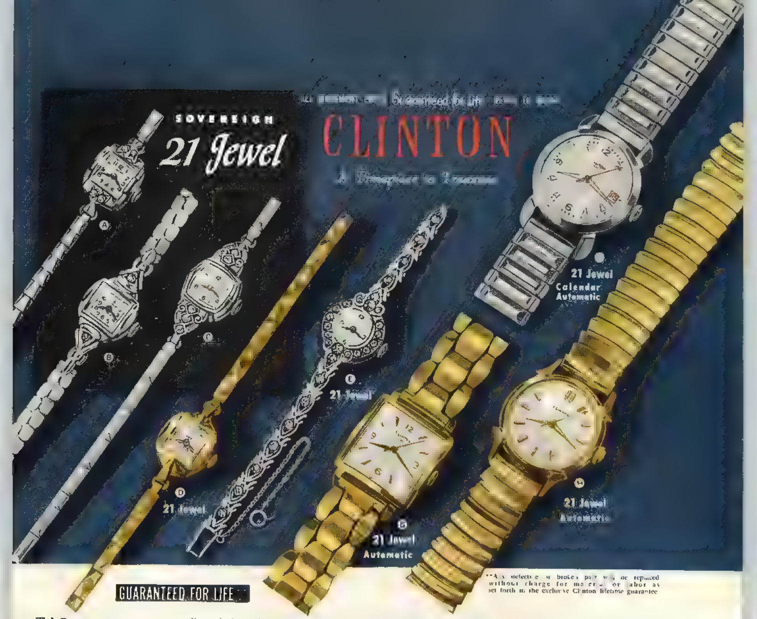
[H] ▸ FOUR BRILLIANT DIAMONDS unerringly selected resulted in this exquisite filigree 10 K yellow rolled Gold plate watch designed with unusual sculptured detailing and a stainless steel back . . . harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C434L3636 .... **Retail $85.00**
As above, in brilliant 10 K WHITE rolled Gold plate
No. C435L3636 .... **Retail $85.00**

[K] ▸ TEN DIAMONDS you'll cherish have been fashioned for you in this elegant 10 K white rolled Gold plate case with a rock crystal, stainless steel back and dot and figure dial . . . matching Gold-filled expansion band . . . dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C436L5831 .... **Retail $140.00**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

All watches illustrated are actual size

Diamonds enlarged to show detail



**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

[A] ▸ FOUR TREASURED DIAMONDS distinctively set in an elegant 14 K white SOLID GOLD sculptured case . . . dome crystal and matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C400L6860	Retail $165.00

[B] ▸ TWO CLASSIC DIAMONDS set on either side of a radiant 10 K white rolled Gold plate case with a stainless steel back and dome crystal to enhance its beauty . . . harmonizing Gold-filled expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C402L4665	Retail $100.00
As above, in handsome 10 K YELLOW rolled Gold plate.	
No. C403L4665	Retail $100.00

[C] ▸ A PRIZED COLLECTION of Jewels consisting of 6 BEAUTIFUL DIAMONDS set in a 10 K white rolled Gold plate case with a stainless steel back and highly-styled dome crystal . . dot-and-figure combination dial and companion Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C404L5831	Retail $140.00

[D] ▸ ENCHANTMENT IN 14 K YELLOW SOLID GOLD is found in the simplicity of this beautiful case with its stunning dial and dome crystal . . . matching Gold-filled telescope expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C406L4665	Retail $100.00

[E] ▸ THIRTY ROYAL DIAMONDS designed to please a queen in a regal 14 K white SOLID GOLD case that continues magically into a fashionable diamond bracelet . . . dot-and-figure combination dial perfectly covered with broad rock crystal, dustprotected . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C408L25970	Retail $550.00

[F] ▸ CALENDAR AUTOMATIC SELF-WINDING achievement that assures you of the correct time and date always in this superb WATERPROOF white stainless steel watch . . . round in shape, sweep second hand and an unbreakable crystal over a trylon-and-figure dial, dustprotected . . . matching Gold-filled link expansion band . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C410L5694	Retail $135.00
As above, in YELLOW Gold-filled case and band, stainless steel back.	
No. C411L5831	Retail $140.00
As above in 14 K YELLOW SOLID GOLD case; not waterproof	
No. C413L8095	Retail $185.00

[G] ▸ AN AUTOMATIC, SELF-WINDING 14 K YELLOW SOLID GOLD timepiece in a square case with a sweep second hand, raised trylon-and-figure dial and harmonizing Gold-filled ultra expansion band; dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C414L8095	Retail $185.00
As above, with Yellow all Gold-filled case	
No. C415L5831	Retail $140.00

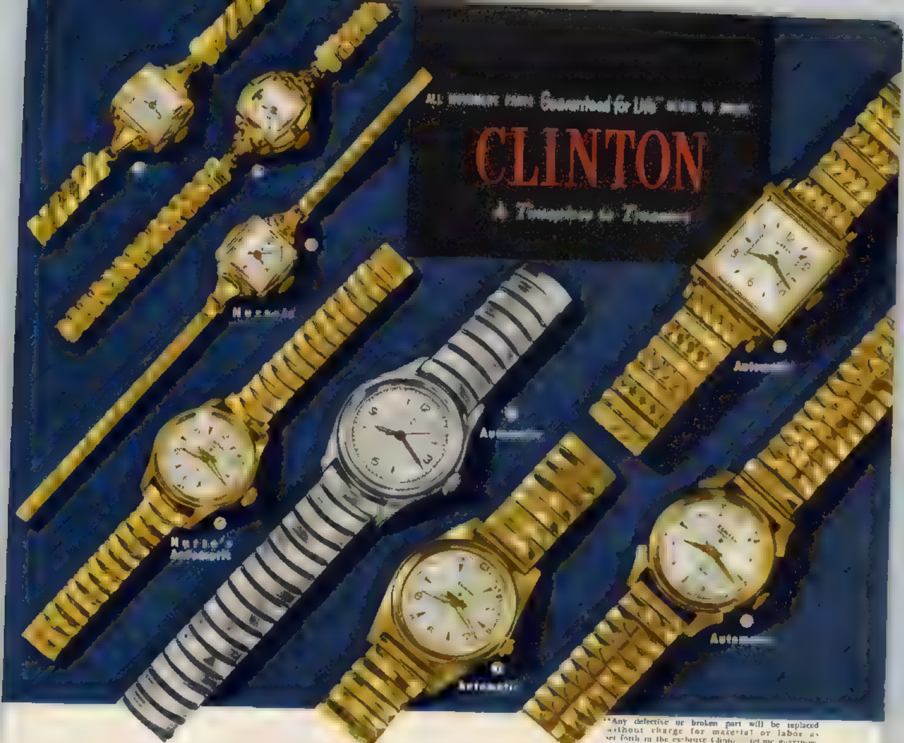
[H] ▸ 14 K YELLOW SOLID GOLD AUTOMATIC SELF WINDER and WATER RESISTANT too! . . . in a smart case with a stainless steel back, sweep second hand and harmonizing Gold-filled expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**

No. C416L7830	Retail $185.00
As above, with 10 K yellow rolled Gold plate top and steel back.	
No. C417L5625	Retail $135.00

GUARANTEED FOR LIFE**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

ADVERTISED IN
LIFE
December 1954



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L ▸ 14 K YELLOW SOLID GOLD! High dome crystal covers beautiful dial in a square-shaped case which is matched by Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C440L3430 .... **Retail $75.00**

As above, in 14 K WHITE SOLID GOLD case.
No. C441L3430 .... **Retail $75.00**

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N ▸ NURSE'S 14 K YELLOW SOLID GOLD precision timepiece in tailored case with RED sweep second hand, and harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. C444L3480 .... **Retail $75.00**

As above, in 10 K rolled Gold plate, steel back.
No. C445L2744 .... **Retail $59.50**

O ▸ SELF-WINDING AUTOMATIC WATERPROOF for NURSES and CAREER WOMEN. With "no-break" crystal, sweep second hand, radium dial and yellow Gold-filled case with steel back and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. C446L3910 .... **Retail $92.00**

As above, WHITE chrome top, stainless steel back.
No. C447L3430 .... **Retail $75.00**

P ▸ AUTOMATIC, SELF-WINDING WATERPROOF watch in ALL-STAINLESS STEEL handsome case with "no-break" crystal, sweep second hand, radium dots and hands and companion stainless steel expansion band ..dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C448L3636 .... **Retail $85.00**

S ▸ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDING Clinton styled in a masculine case . . . unusual two-tone dial with a dome crystal, sweep second hand and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. C450L6448 .... **Retail $150.00**

As above, with 10 K rolled Gold plate with stainless steel back case
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T ▸ "RESERVE POWER INDICATOR" (shows how much power is in reserve in the mainspring) is a special feature of this AUTOMATIC, SELF-WINDING WATERPROOF timepiece in yellow Gold-filled case with stainless steel back, sweep second hand, radium dots and hands and matching Gold-filled expansion band ..dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C452L3910 .... **Retail $92.00**

As above, in WHITE all steel case, matching band
No. C453L3636 .... **Retail $85.00**

U ▸ AUTOMATIC SELF-WINDER in the color of natural Gold with steel back, sweep second hand, Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C454L3499 .... **Retail $75.00**

As above, in 14 K yellow SOLID GOLD case.
No. C455L5875 .... **Retail $140.00**

W ▸ TWO DIAMONDS, 14K YELLOW SOLID GOLD . . . in a carefully wrought case with rock crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C456L3944 .... **Retail $92.00**

*Guaranteed waterproof as long as case, crown and crystal are intact

Dust Protected • *Triple Selected Diamonds* • *Gift Boxed*

SOVEREIGN
21 Jewel
CLINTON
21 Jewel
Calendar Automatic
21 Jewel
21 Jewel
21 Jewel
Automatic
21 Jewel
Automatic

GUARANTEED FOR LIFE

[illegible] or broken par[illegible] without charge for [illegible] as [illegible] in the [illegible] guarantee

A ▶ FOUR TREASURED DIAMONDS distinctively set in an elegant 14 K white SOLID GOLD sculptured case . . dome crystal and matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C400L6860 . . . . **Retail $165.00**

B ▶ TWO CLASSIC DIAMONDS set on either side of a radiant 10 K white rolled Gold plate case with a stainless steel back and dome crystal to enhance its beauty .. harmonizing Gold-filled expansion band; dustprotected ... 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C402L4665 . . . . **Retail $100.00**
As above, in handsome 10 K YELLOW rolled Gold plate.
No. C403L4665 . . . . **Retail $100.00**

C ▶ A PRIZED COLLECTION of Jewels consisting of 6 BEAUTIFUL DIAMONDS set in a 10 K white rolled Gold plate case with a stainless steel back and highly-styled dome crystal . . . dot-and-figure combination dial and companion Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C404L5831 . . . . **Retail $140.00**

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No. C406L4665 . . . . **Retail $100.00**

E ▶ THIRTY ROYAL DIAMONDS designed to please a queen in a regal 14 K white SOLID GOLD case that continues magically into a fashionable diamond bracelet . . . dot-and-figure combination dial perfectly covered with broad rock crystal, dustprotected . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C408L25970 . . . . **Retail $550.00**

F ▶ CALENDAR AUTOMATIC SELF-WINDING achievement that assures you of the correct time and date always in this superb WATERPROOF white stainless steel watch . . . round in shape, sweep second hand and an unbreakable crystal over a trylon-and-figure dial; dustprotected . . . matching Gold-filled link expansion band . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C410L5694 . . . . **Retail $135.00**
As above, in YELLOW Gold-filled case and band; stainless steel back
No. C411L5831 . . . . **Retail $140.00**
As above in 14 K YELLOW SOLID GOLD case; not waterproof.
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G ▶ AN AUTOMATIC, SELF-WINDING 14 K YELLOW SOLID GOLD timepiece in a square case with a sweep second hand, raised trylon-and-figure dial and harmonizing Gold-filled ultra expansion band, dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C414L8095 . . . . **Retail $185.00**
As above, with Yellow all Gold-filled case.
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ADVERTISED IN LIFE
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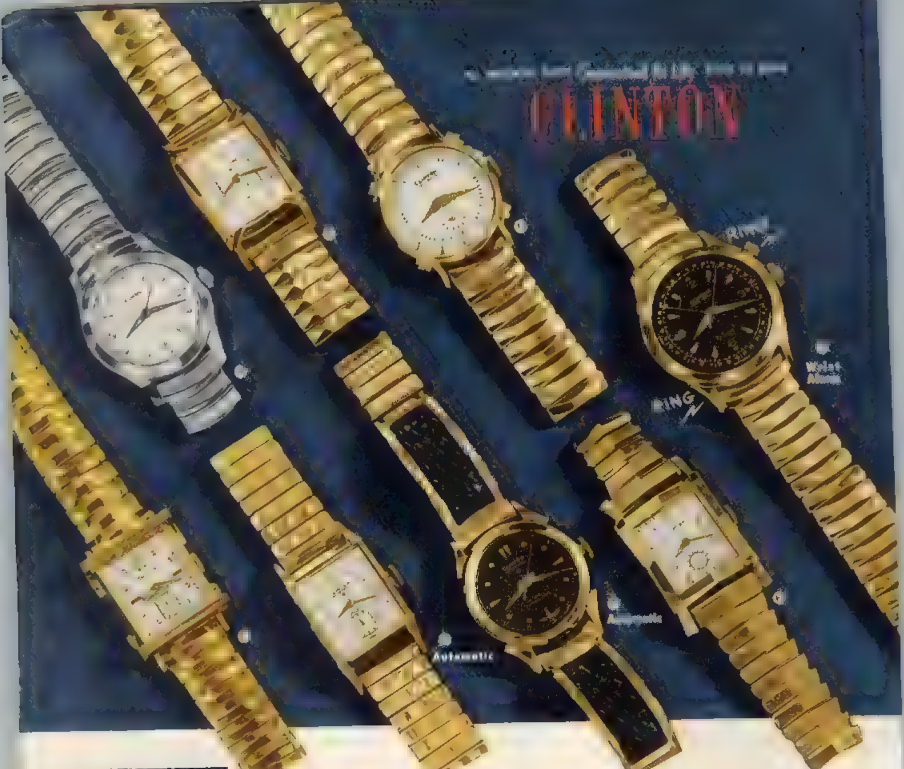

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No. C460L2401 .... **Retail $52.50**
As above, with YELLOW top, steel back and Gold-filled band
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ADVERTISED IN
LIFE
CLINTON
K
Calendar Automatic

B ▶ LUXURY AT A CONSIDERATE PRICE in a 10 K yellow rolled Gold plate case with stainless steel back and dome crystal; matched Gold-filled expansion band; 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C462L2538 .... **Retail $55.00**

C ▶ A MOST ATTRACTIVE DIAL is the key to this 14 K yellow SOLID GOLD designed with a curved crystal, harmonizing Gold-filled expanion band, dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C464L4665 .... **Retail $100.00**
Same, with 10 K R. G. P. and steel back case
No. C465L2881 .... **Retail $71.50**

D ▶ WRIST ALARM awakens you, reminds you of important appointments . . . yellow Gold-filled case with a steel back, sweep second hand, BLACK DIAL with radium figures and companion Gold-filled expansion band . . . 17 JEWEL movement GUARANTEED FOR LIFE.**
No. C466L5454 .... **Retail $125.00**
Same as above, with WHITE Silver finish dial
No. C467L5454 **Retail $125.00**

E ▶ THE POWER OF LEADERSHIP is yours in this yellow all-Gold-filled timepiece which features a rock crystal, distinctive dial and matching Gold-filled expansion band dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C468L3195 .... **Retail $71.50**

F ▶ AUTOMATIC, SELF-WINDING timepiece in 10 K yellow rolled Gold plate case with stainless steel back and modern crystal; companion Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C470L3156 .... **Retail $67.50**

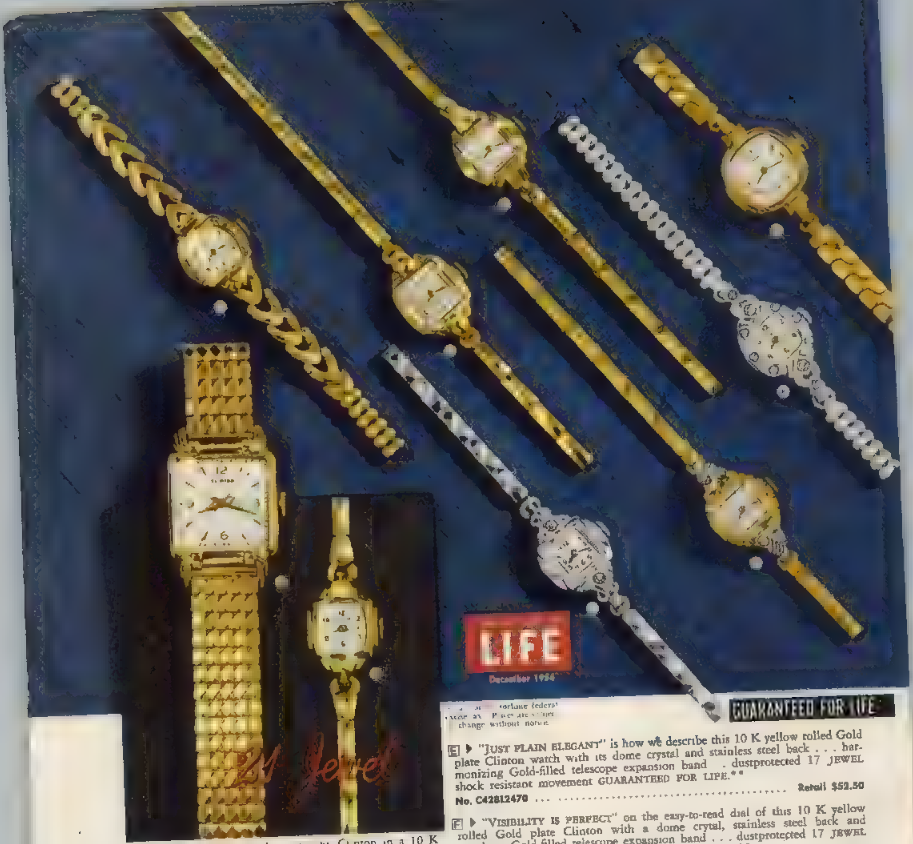
G ▶ "BLACK MAGIC" in an AUTOMATIC, SELF-WINDING watch. As bright as Gold, stainless steel back, with black dial, sweep second hand, matching leather inset Gold filled expansion band . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C472L3979 .... **Retail $92.00**

H ▶ 14 K YELLOW SOLID GOLD perfection in a rectangular case with an unusual pyramid crystal . . . harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C474L5351 .... **Retail $125.00**

K ▶ CALENDAR WATCH shows the day and the date, is AUTOMATIC, SELF-WINDING AND WATERPROOF, too! Yellow Gold-filled case with stainless steel back, luminous dial, Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C476L4390 .... **Retail $100.00**
Same, in steel, with a small second hand
No. C477L4253 .... **Retail $92.00**

The Ultimate in Design and Artistry • Gift Boxed

*Guaranteed waterproof as long as case, crown and crystal are intact



GUARANTEED FOR LIFE

[illegible] include federal excise tax. Prices are subject to change without notice.

A ▶ **21 JEWEL** superlative watch created by Clinton in a 10 K yellow rolled Gold plate case with a stainless steel back. Sweep second hand, modern trylon-and-figure dial and heavy rock crystal for rugged wear. Matching Gold-filled expansion band, 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $92.00**
No. C420L3915 ……………………

B ▶ **21 JEWELS** in a 10 K yellow rolled Gold plate timepiece with carved case, steel back. Designed with a dome crystal, modern dial and companion Gold-filled telescope expansion band. 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $92.00**
No. C422L3915 ……………………

C ▶ FOR BEAUTY AND PRECISION this Clinton in a lovely 10 K yellow rolled Gold plate case with a steel back and dome crystal. Design extends into Gold-filled combination link expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $59.50**
No. C424L2675 ……………………

D ▶ A 14 K YELLOW SOLID GOLD classic design in a square case with a dome crystal and matching Gold-filled telescope expansion band . . . honored for its excellent dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $71.50**
No. C426L3224 ……………………
As above, in 10 K YELLOW rolled Gold plate with steel back **Retail $55.00**
No C427L2538 ……………………

E ▶ "JUST PLAIN ELEGANT" is how we describe this 10 K yellow rolled Gold plate Clinton watch with its dome crystal and stainless steel back . . . harmonizing Gold-filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $52.50**
No. C428L2470 ……………………

F ▶ "VISIBILITY IS PERFECT" on the easy-to-read dial of this 10 K yellow rolled Gold plate Clinton with a dome crytal, stainless steel back and matching Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $49.50**
No. C430L2372 ……………………

G ▶ TWO DIAMONDS make a perfect composition in a 10 K white rolled Gold plate case with a dome crystal, stainless steel back and companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $71.50**
No C432L3293 ……………………

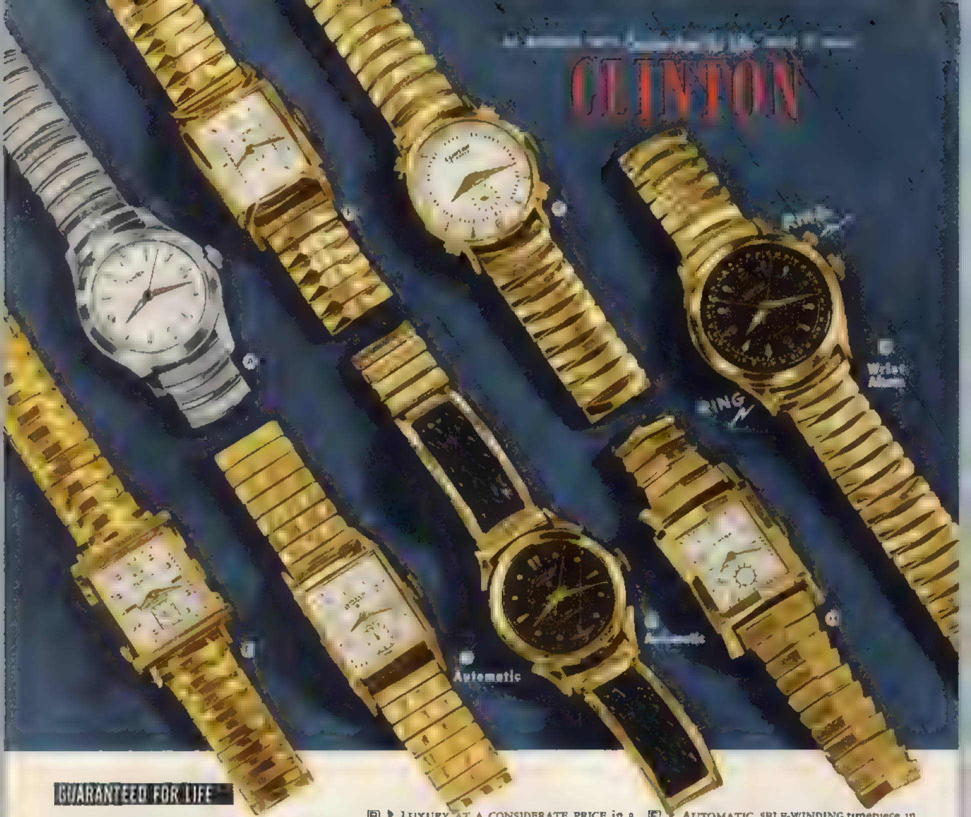
H ▶ FOUR BRILLIANT DIAMONDS unerringly selected resulted in this exquisite filigree 10 K yellow rolled Gold plate watch designed with unusual sculptured detailing and a stainless steel back . . . harmonizing Gold filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE** **Retail $85.00**
No. C434L3636 ……………………
As above, in brilliant 10 K WHITE rolled Gold plate **Retail $85.00**
No C435L3636 ……………………

K ▶ TEN DIAMONDS you'll cherish have been fashioned for you in this elegant 10 K white rolled Gold plate case with a rock crystal, stainless steel back and dot and-figure dial . . matching Gold-filled expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.** **Retail $140.00**
No. C436L5881 ……………………

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

All watches illustrated are actual size

Diamonds enlarged to show detail.



GUARANTEED FOR LIFE

[A] ▶ WATERPROOF, ALL STAINLESS STEEL watch in a perfect case, "Sunburst" dial with radium markers and raised figures, sweep second hand and all steel expansion band 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C460L2450 .... **Retail $52.50**
As above, with YELLOW top, steel back and Gold-filled band
C461L2660 .... **Retail $57.50**

ADVERTISED IN
LIFE
December 1954
CLINTON

Ⓚ
Calendar Automatic

[B] ▶ LUXURY AT A CONSIDERATE PRICE in a 10 K yellow rolled Gold plate case with stainless steel back and dome crystal, matched Gold-filled expansion band; 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C462L2590 .... **Retail $55.00**

[C] ▶ A MOST ATTRACTIVE DIAL is the key to this 14 K yellow SOLID GOLD designed with a curved crystal; harmonizing Gold-filled expanion band, dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C464L4760 .... **Retail $100.00**
Same, with 10 K R. G. P and steel back case
C465L2940 .... **Retail $71.50**

[D] ▶ WRIST ALARM awakens you, reminds you of important appointments . . . yellow Gold-filled case with a steel back, sweep second hand, BLACK DIAL with radium figures and companion Gold-filled expansion band . 17 JEWEL movement GUARANTEED FOR LIFE.**
C466L5565 **Retail $125.00**
Same as above, with WHITE Silver finish dial
C467L5565 .... **Retail $125.00**

[E] ▶ THE POWER OF LEADERSHIP is yours in this yellow all-Gold-filled timepiece which features a rock crystal, distinctive dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C468L3260 .... **Retail $71.50**

[F] ▶ AUTOMATIC, SELF-WINDING timepiece in 10 K yellow rolled Gold plate case with stainless steel back and modern crystal; companion Gold-filled expansion band; 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C470L3220 .... **Retail $67 50**

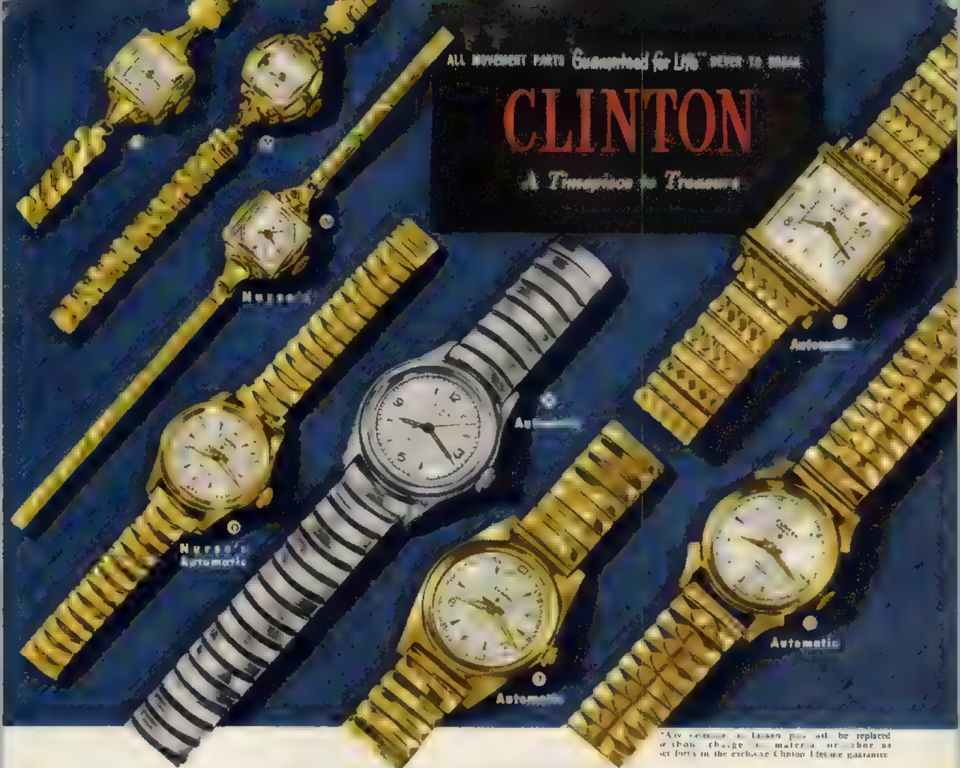
[G] ▶ "BLACK MAGIC" in an AUTOMATIC, SELF WINDING watch. As bright as Gold; stainless steel back, with black dial, sweep second hand, matching leather inset Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
C472L4060 .... **Retail $92.00**

[H] ▶ 14 K YELLOW SOLID GOLD perfection in a rectangular case with an unusual pyramid crystal . . harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C474L5460 .... **Retail $125.00**

[K] ▶ CALENDAR WATCH shows the day and the date, is AUTOMATIC, SELF-WINDING AND WATERPROOF, too! Yellow Gold-filled case with stainless steel back, luminous dial, Gold filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE **
C476L4480 .... **Retail $100.00**
Same, in steel, with a small second hand
C477L4340 .... **Retail $92.00**

The Ultimate in Design and Artistry • Gift Boxed

*Guaranteed waterproof as long as case, crown and crystal are intact



*Any movement or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton Lifetime guarantee

L ▸ 14 K YELLOW SOLID GOLD! High dome crystal covers beautiful dial in a square-shaped case which is matched by Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
C440L3500 .... **Retail $75.00**

As above, in 14 K WHITE SOLID GOLD case
C441L3500 . . **Retail $75.00**

M ▸ 14 K YELLOW SOLID GOLD! Designed in a graceful case with dome crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C442L3220 ... . **Retail $67.50**

N ▸ NURSE'S 14 K YELLOW SOLID GOLD precision timepiece in tailored case with RED sweep second hand, and harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C444L3500 .... **Retail $75.00**

As above, in 10 K rolled Gold plate, steel back.
C445L2800 . ... **Retail $59.50**

O ▸ SELF-WINDING AUTOMATIC WATERPROOF for NURSES and CAREER WOMEN. With "no-break" crystal, sweep second hand, radium dial and yellow Gold-filled case with steel back and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C446L3990 .... **Retail $92.00**

As above, WHITE chrome top, stainless steel back.
C447L3500 .... **Retail $75.00**

P ▸ AUTOMATIC, SELF WINDING WATERPROOF watch in ALL-STAINLESS STEEL handsome case with "no-break" crystal, sweep second hand, radium dots and hands and companion stainless steel expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C448L3710 .... **Retail $85.00**

S ▸ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDING Clinton styled in a masculine case . . unusual two-tone dial with a dome crystal, sweep second hand and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C450L6580 .... **Retail $150.00**

As above, with 10 K rolled Gold plate with stainless steel back case.
C451L3780 .... **Retail $85.00**

T ▸ "RESERVE POWER INDICATOR" (shows how much power is in reserve in the mainspring) is a special feature of this AUTOMATIC, SELF-WINDING WATERPROOF timepiece in yellow Gold-filled case with stainless steel back, sweep second hand, radium dots and hands and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C452L3990 .... **Retail $92.00**

As above, in WHITE all steel case, matching band.
C453L3710 .... **Retail $85.00**

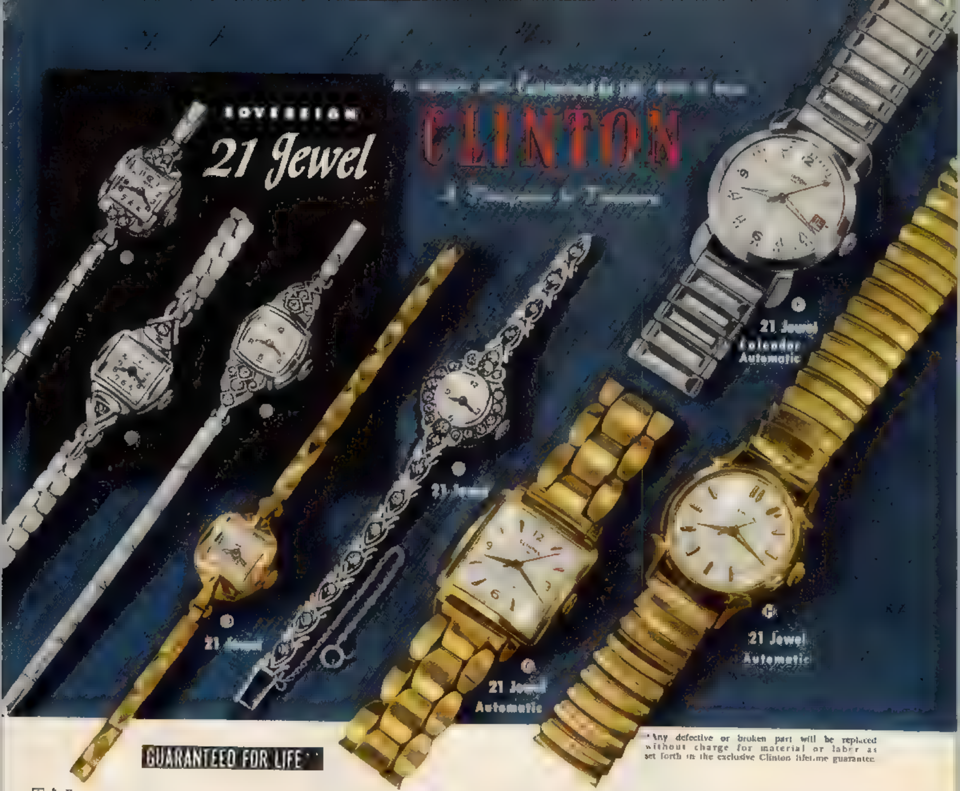
U ▸ AUTOMATIC SELF-WINDER in the color of natural Gold with steel back, sweep second hand, Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
C454L3570 .... **Retail $75.00**

As above, in 14 K yellow SOLID GOLD case
C455L5995 .... **Retail $140.00**

W ▸ TWO DIAMONDS, 14K YELLOW SOLID GOLD . . . in a carefully wrought case with rock crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C456L4025 .... **Retail $92.00**

*Guaranteed waterproof as long as case, crown and crystal are intact

Dust Protected • Triple Selected Diamonds • Gift Boxed



**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee.

GUARANTEED FOR LIFE**

A ▸ FOUR TREASURED DIAMONDS distinctively set in an elegant 14 K white SOLID GOLD sculptured case . . . dome crystal and matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C400L7000 . . . . **Retail $165.00**

B ▸ TWO CLASSIC DIAMONDS set on either side of a radiant 10 K white rolled Gold plate case with a stainless steel back and dome crystal to enhance its beauty . . . harmonizing Gold-filled expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C402L4760 . . . . **Retail $100.00**
As above, in handsome 10 K YELLOW rolled Gold plate
C403L4760 . . . . **Retail $100.00**

C ▸ A PRIZED COLLECTION of Jewels consisting of 6 BEAUTIFUL DIAMONDS set in a 10 K white rolled Gold plate case with a stainless steel back and highly-styled dome crystal . . . dot-and-figure combination dial and companion Gold-filled telescope expansion band; dustprotected . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE**
C404L5950 . . . . **Retail $140.00**

D ▸ ENCHANTMENT IN 14 K YELLOW SOLID GOLD is found in the simplicity of this beautiful case with its stunning dial and dome crystal matching Gold-filled telescope expansion band; dustprotected . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE**
C406L4760 . . . . **Retail $100.00**

E ▸ THIRTY ROYAL DIAMONDS designed to please a queen in a regal 14 K white SOLID GOLD case that continues magically into a fashionable diamond bracelet . . . dot-and-figure combination dial perfectly covered with broad rock crystal; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C408L26500 . . . . **Retail $550.00**

F ▸ CALENDAR AUTOMATIC SELF WINDING achievement that assures you of the correct time and date always in this superb WATERPROOF white stainless steel watch . . . round in shape, sweep second hand and an unbreakable crystal over a trylon-and-figure dial, dustprotected . . . matching Gold-filled link expansion band . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C410L5810 . . . . **Retail $135.00**
As above, in YELLOW Gold-filled case and band; stainless steel back.
C411L5950 . . . . **Retail $140.00**
As above in 14 K YELLOW SOLID GOLD case; not waterproof
C413L8260 . . . . **Retail $185.00**

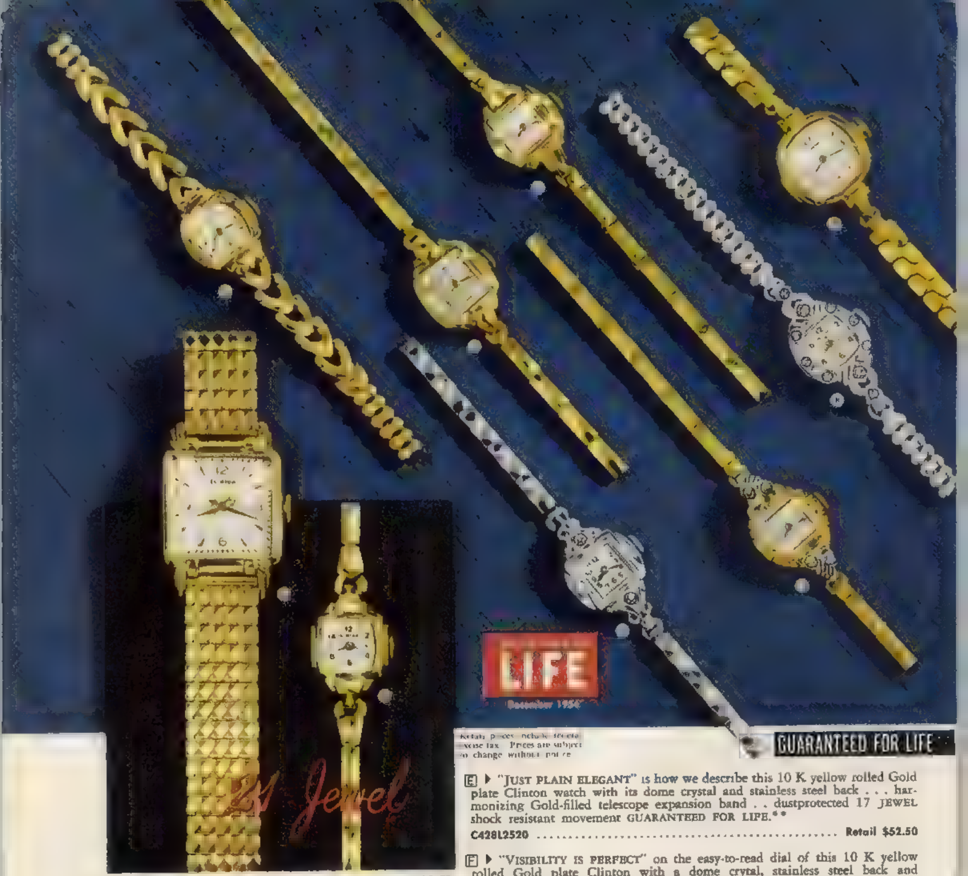
G ▸ AN AUTOMATIC, SELF-WINDING 14 K YELLOW SOLID GOLD timepiece in a square case with a sweep second hand, raised trylon-and-figure dial and harmonizing Gold-filled ultra expansion band; dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C414L8260 . . . . **Retail $185.00**
As above, with Yellow all Gold-filled case
C415L5950 . . . . **Retail $140.00**

H ▸ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDER and WATER RESISTANT too! . . . in a smart case with a stainless steel back, sweep second hand and harmonizing Gold-filled expansion band; dustprotected . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE**
C416L7990 . . . . **Retail $185.00**
As above, with 10 K yellow rolled Gold plate top and steel back
C417L5740 . . . . **Retail $135.00**

GUARANTEED FOR LIFE**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

ADVERTISED IN LIFE
December 1954



Retail prices include federal excise tax. Prices are subject to change without notice.

GUARANTEED FOR LIFE

A ▶ 21 JEWEL superlative watch created by Clinton in a 10 K yellow rolled Gold plate case with a stainless steel back. Sweep second hand, modern trylon-and-figure dial and heavy rock crystal for rugged wear. Matching Gold-filled expansion band; 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C420L3995 .... **Retail $92.00**

B ▶ 21 JEWELS in a 10 K yellow rolled Gold plate timepiece with carved case, steel back. Designed with a dome crystal, modern dial and companion Gold-filled telescope expansion band. 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C422L3995 .... **Retail $92.00**

C ▶ FOR BEAUTY AND PRECISION this Clinton in a lovely 10 K yellow rolled Gold plate case with a steel back and dome crystal. Design extends into Gold-filled combination link expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C424L2730 .... **Retail $59.50**

D ▶ A 14 K YELLOW SOLID GOLD classic design in a square case with a dome crystal and matching Gold-filled telescope expansion band . . . honored for its excellent dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C426L3290 .... **Retail $71.50**
As above, in 10 K YELLOW rolled Gold plate with steel back
C427L2590 .... **Retail $55.00**

E ▶ "JUST PLAIN ELEGANT" is how we describe this 10 K yellow rolled Gold plate Clinton watch with its dome crystal and stainless steel back . . . harmonizing Gold-filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C428L2520 .... **Retail $52.50**

F ▶ "VISIBILITY IS PERFECT" on the easy-to-read dial of this 10 K yellow rolled Gold plate Clinton with a dome crytal, stainless steel back and matching Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C430L2420 .... **Retail $49.50**

G ▶ TWO DIAMONDS make a perfect composition in a 10 K white rolled Gold plate case with a dome crystal, stainless steel back and companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C432L3360 .... **Retail $71.50**

H ▶ FOUR BRILLIANT DIAMONDS unerringly selected resulted in this exquisite filigree 10 K yellow rolled Gold plate watch designed with unusual sculptured detailing and a stainless steel back . . . harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C434L3710 .... **Retail $85.00**
As above, in brilliant 10 K WHITE rolled Gold plate
C435L3710 .... **Retail $85.00**

K ▶ TEN DIAMONDS you'll cherish have been fashioned for you in this elegant 10 K white rolled Gold plate case with a rock crystal, stainless steel back and dot-and-figure dial . . . matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
C436L5950 .... **Retail $140.00**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

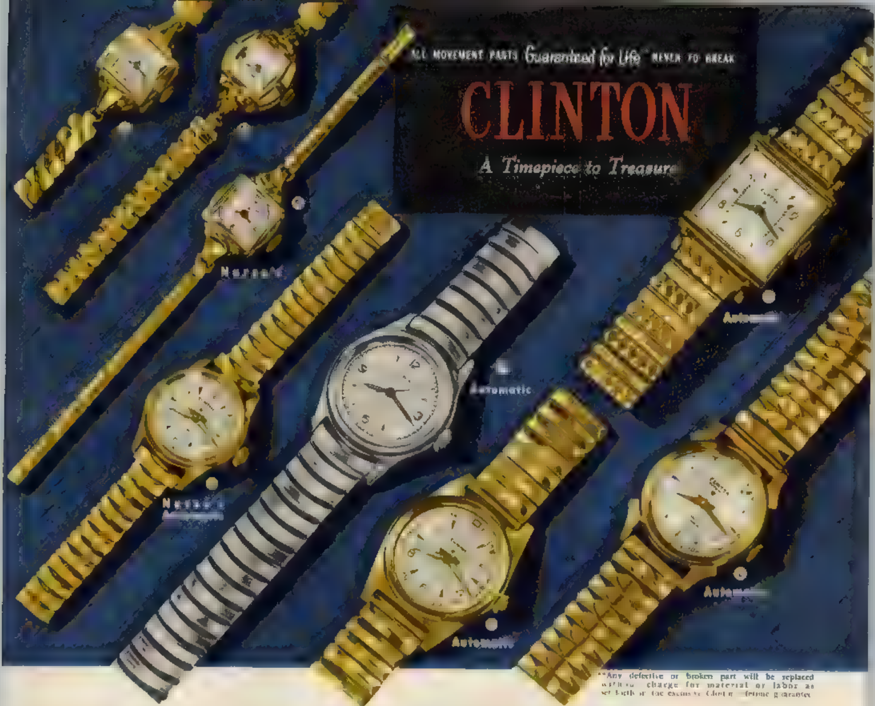
All watches illustrated are actual size

Diamonds enlarged to show detail

ALL MOVEMENT PARTS *Guaranteed for Life*** NEVER TO BREAK

CLINTON

A Timepiece to Treasure



**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

[L] ▸ 14 K YELLOW SOLID GOLD! High dome crystal covers beautiful dial in a square-shaped case which is matched by Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. C440X3500.................Retail $75.00

As above, in 14 K WHITE SOLID GOLD case.
No. C441X3500.................Retail $75.00

[M] ▸ 14 K YELLOW SOLID GOLD! Designed in a graceful case with dome crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C442X3220.................Retail $67.50

[N] ▸ NURSE'S 14 K YELLOW SOLID GOLD precision timepiece in tailored case with RED sweep second hand, and harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C444X3500.................Retail $75.00

As above, in 10 K rolled Gold plate, steel back.
No. C445X2800.................Retail $59 50

[O] ▸ SELF-WINDING AUTOMATIC WATERPROOF for NURSES and CAREER WOMEN. With "no-break" crystal, sweep second hand, radium dial and yellow Gold-filled case with steel back and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C446X3990.................Retail $92.00

As above, WHITE chrome top, stainless steel back.
No. C447X3500.................Retail $75.00

[P] ▸ AUTOMATIC, SELF-WINDING WATERPROOF watch in ALL-STAINLESS STEEL handsome case with "no-break" crystal, sweep second hand, radium dots and hands and companion stainless steel expansion band...dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C448X3710.................Retail $85.00

[S] ▸ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDING Clinton styled in a masculine case . . . unusual two-tone dial with a dome crystal, sweep second hand and harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C450X6580.................Retail $150.00

As above, with 10 K rolled Gold plate with stainless steel back case.
No. C451X3780 . . Retail $85.00

[T] ▸ "RESERVE POWER INDICATOR" (shows how much power is in reserve in the mainspring) is a special feature of this AUTOMATIC, SELF-WINDING WATERPROOF timepiece in yellow Gold-filled case with stainless steel back, sweep second hand, radium dots and hands and matching Gold-filled expansion band...dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C452X3990.................Retail $92.00

As above, in WHITE all steel case, matching band.
No. C453X3710.................Retail $85.00

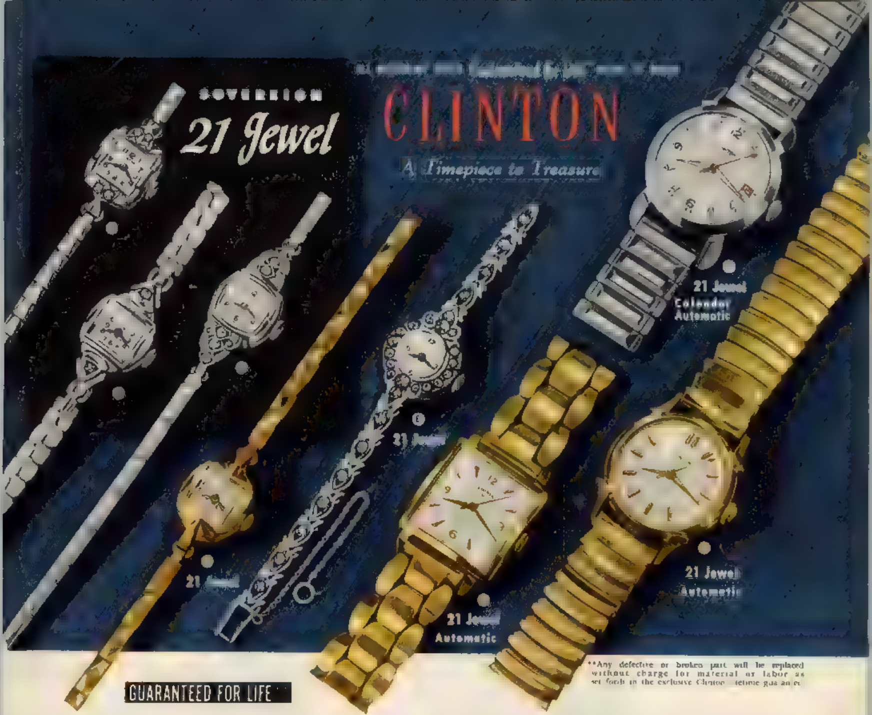
[U] ▸ AUTOMATIC SELF-WINDER in the color of natural Gold with steel back, sweep second hand, Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C454X3570 . ...Retail $75.00

As above, in 14 K yellow SOLID GOLD case.
No. C455X5995. .... Retail $140.00

[W] ▸ TWO DIAMONDS, 14K YELLOW SOLID GOLD . . . in a carefully wrought case with rock crystal and matching Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C456X4025 ....Retail $92.00

*Guaranteed waterproof as long as case, crown and crystal are intact

Dust Protected • *Triple Selected Diamonds* • *Gift Boxed*



GUARANTEED FOR LIFE

A ▶ FOUR TREASURED DIAMONDS distinctively set in an elegant 14 K white SOLID GOLD sculptured case . . . dome crystal and matching Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C400X7000. ....**Retail $169.00**

B ▶ TWO CLASSIC DIAMONDS set on either side of a radiant 10 K white rolled Gold plate case with a stainless steel back and dome crystal to enhance its beauty...harmonizing Gold-filled expansion band, dustprotected.. 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C402X4760 ....**Retail $100.00**
As above, in handsome 10 K YELLOW rolled Gold plate.
No. C403X4760 ....**Retail $100.00**

C ▶ A PRIZED COLLECTION of Jewels consisting of 6 BEAUTIFUL DIAMONDS set in a 10 K white rolled Gold plate case with a stainless steel back and highly-styled dome crystal . . . dot-and-figure combination dial and companion Gold-filled telescope expansion band, dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C404X5950 ....**Retail $140.00**

D ▶ ENCHANTMENT IN 14 K YELLOW SOLID GOLD is found in the simplicity of this beautiful case with its stunning dial and dome crystal . . . matching Gold-filled telescope expansion band; dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C406X4760 ....**Retail $100.00**

E ▶ THIRTY ROYAL DIAMONDS designed to please a queen in a regal 14 K white SOLID GOLD case that continues magically into a fashionable diamond bracelet . . . dot-and-figure combination dial perfectly covered with broad rock crystal; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C408X26500..**Retail $550.00**

F ▶ CALENDAR AUTOMATIC SELF-WINDING achievement that assures you of the correct time and date always in this superb WATERPROOF white stainless steel watch . . . round in shape, sweep second hand and an unbreakable crystal over a trylon-and-figure dial; dustprotected . . . matching Gold-filled link expansion band . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C410X5810..**Retail $135.00**
As above, in YELLOW Gold-filled case and band, stainless steel back.
No. C411X5950 ....**Retail $140.00**
As above in 14 K YELLOW SOLID GOLD case; not waterproof
No. C413X8260 ....**Retail $185.00**

G ▶ AN AUTOMATIC, SELF-WINDING 14 K YELLOW SOLID GOLD timepiece in a square case with a sweep second hand, raised trylon-and-figure dial and harmonizing Gold-filled ultra expansion band; dustprotected 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C414X8260 ....**Retail $185.00**
As above, with Yellow all Gold-filled case
No. C415X5950 ....**Retail $140.00**

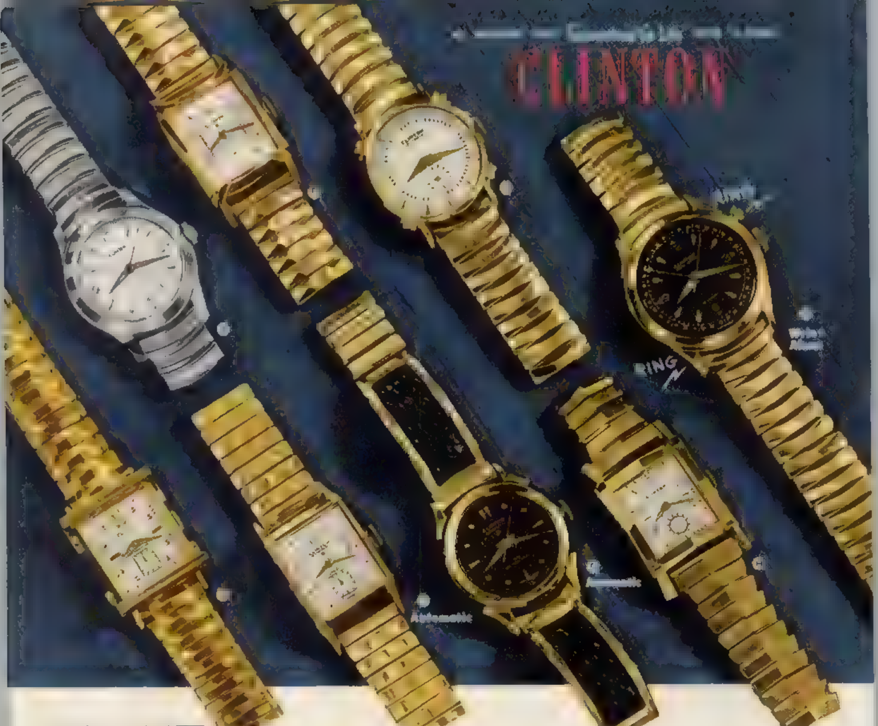
H ▶ 14 K YELLOW SOLID GOLD AUTOMATIC SELF-WINDER and WATER RESISTANT too! . . . in a smart case with a stainless steel back, sweep second hand and harmonizing Gold-filled expansion band; dustprotected . . . 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C416X7990 ....**Retail $185.00**
As above, with 10 K yellow rolled Gold plate top and steel back
No. C417X5740 ....**Retail $135.00**

GUARANTEED FOR LIFE**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

ADVERTISED IN LIFE
December 1954

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee.



GUARANTEED FOR LIFE

[A] ▶ WATERPROOF, ALL STAINLESS STEEL watch in a perfect case, "Sunburst" dial with radium markers and raised figures, sweep second hand and all steel expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C460X2450 ....**Retail $52.50**
As above, with YELLOW top, steel back and Gold-filled band.
No. C461X2660 **Retail $57.50**

ADVERTISED IN
LIFE
December 1954
CLINTON
K
Calendar Automatic

[B] ▶ LUXURY AT A CONSIDERATE PRICE in a 10 K yellow rolled Gold plate case with stainless steel back and dome crystal; matched Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C462X2590 .... **Retail $55.00**

[C] ▶ A MOST ATTRACTIVE DIAL is the key to this 14 K yellow SOLID GOLD designed with a curved crystal; harmonizing Gold-filled expansion band; dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C464X4760 ....**Retail $100.00**
Same, with 10K R.G.P and steel back case
No. C465X2940 .... **.Retail $71.50**

[D] ▶ WRIST ALARM awakens you, reminds you of important appointments . . . yellow Gold-filled case with a steel back, sweep second hand, BLACK DIAL with radium figures and companion Gold-filled expansion band . . . 17 JEWEL movement GUARANTEED FOR LIFE.**
No. C466X5565..............**Retail $125.00**
Same as above, with WHITE Silver finish dial
No. C467X5565.............. **Retail $125.00**

[E] ▶ THE POWER OF LEADERSHIP is yours in this yellow all-Gold filled timepiece which features a rock crystal, distinctive dial and matching Gold-filled expansion band . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C468X3260. .... **Retail $71.50**

[F] ▶ AUTOMATIC, SELF-WINDING timepiece in 10 K yellow rolled Gold plate case with stainless steel back and modern crystal, companion Gold-filled expansion band, 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C47OX3220.............. **Retail $67.50**

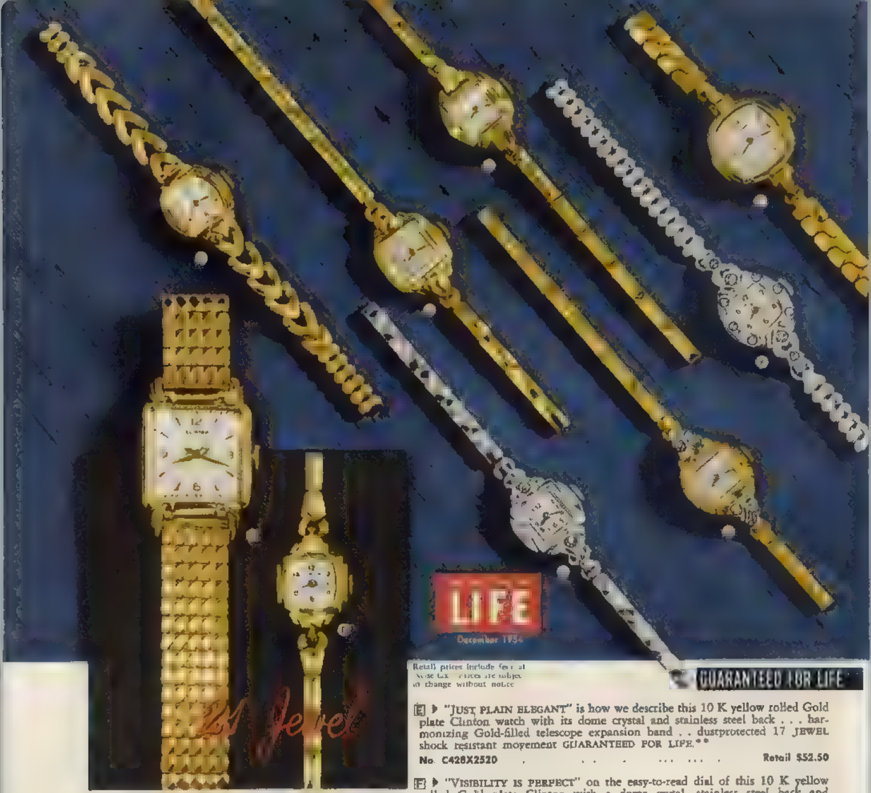
[G] ▶ "BLACK MAGIC" in an AUTOMATIC, SELF-WINDING watch. As bright as Gold, stainless steel back, with black dial, sweep second hand, matching leather inset Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C472X4060. .... **..Retail $92.00**

[H] ▶ 14 K YELLOW SOLID GOLD perfection in a rectangular case with an unusual pyramid crystal . . . harmonizing Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C474X5460 ....**Retail $125.00**

[K] ▶ CALENDAR WATCH shows the day and the date, is AUTOMATIC, SELF-WINDING AND WATERPROOF, too! Yellow Gold-filled case with stainless steel back, luminous dial, Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C476X4480 . ... **Retail $100.00**
Same, in steel, with a small second hand
No. C477X4340 .... **.Retail $92.00**

The Ultimate in Design and Artistry • Gift Boxed

*Guaranteed waterproof as long as case, crown and crystal are intact



Retail prices include federal excise tax. Prices are subject to change without notice

GUARANTEED FOR LIFE

A ▶ **21 JEWEL** superlative watch created by Clinton in a 10 K yellow rolled Gold plate case with a stainless steel back. Sweep second hand, modern trylon-and-figure dial and heavy rock crystal for rugged wear. Matching Gold-filled expansion band, 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C420X3995 . . . . . . **Retail $92.00**

B ▶ **21 JEWELS** in a 10 K yellow rolled Gold plate timepiece with carved case, steel back. Designed with a dome crystal, modern dial and companion Gold-filled telescope expansion band 21 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C422X3995. . . . .**Retail $92.00**

C ▶ FOR BEAUTY AND PRECISION this Clinton in a lovely 10 K yellow rolled Gold plate case with a steel back and dome crystal Design extends into Gold-filled combination link expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C424X2730. . . . .**Retail $59.50**

D ▶ A 14 K YELLOW SOLID GOLD classic design in a square case with a dome crystal and matching Gold filled telescope expansion band . . . honored for its excellent dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C426X3290 . . . . . **Retail $71.50**
As above, in 10 K YELLOW rolled Gold plate with steel back.
No. C427X2590 . . . .**Retail $55.00**

E ▶ "JUST PLAIN ELEGANT" is how we describe this 10 K yellow rolled Gold plate Clinton watch with its dome crystal and stainless steel back . . . harmonizing Gold-filled telescope expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C428X2520 . . . . **Retail $52.50**

F ▶ "VISIBILITY IS PERFECT" on the easy-to-read dial of this 10 K yellow rolled Gold plate Clinton with a dome crytal, stainless steel back and matching Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C430X2420 . . . . **Retail $49.50**

G ▶ TWO DIAMONDS make a perfect composition in a 10 K white rolled Gold plate case with a dome crystal, stainless steel back and companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C432X3360 . . . . **Retail $71.50**

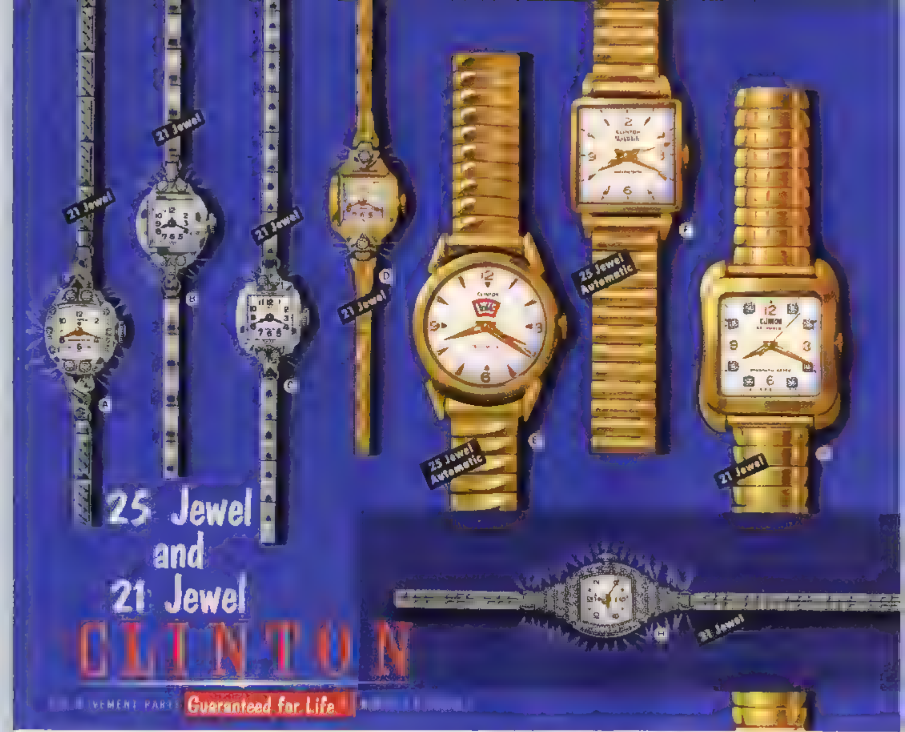
H ▶ FOUR BRILLIANT DIAMONDS unerringly selected resulted in this exquisite filigree 10 K yellow rolled Gold plate watch designed with unusual sculptured detailing and a stainless steel back . . . harmonizing Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C434X3710. . . . .**Retail $85.00**
As above, in brilliant 10 K WHITE rolled Gold plate
No. C435X3710. . . . .**Retail $85.00**

K ▶ TEN DIAMONDS you'll cherish have been fashioned for you in this elegant 10 K white rolled Gold plate case with a rock crystal, stainless steel back and dot-and-figure dial . . matching Gold-filled expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. C436X5950. . . . .**Retail $140.00**

"Shock Resistant" Balance Staff by Incabloc • *Mainspring Guaranteed Never to Break*

All watches illustrated are actual size

Diamonds enlarged to show detail.



Genuine **25** and **21** JEWEL movements
are precision adjusted in U.S.A. to give years of dependable service.

A ▶ STAR-LIKE DIAMONDS, ten in all, sparkle on the timepiece of her dreams. Silvery filigree case delicately executed in 10 K WHITE rolled Gold plate is steel-backed. High dome crystal accents distinctive dot-and-numeral dial. Etched expansion bracelet is Gold-filled. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10817V6120 .... Retail $140.00

B ▶ FOR THE SOPHISTICATE . . . six diamonds sparkle on a smart case of 14 K WHITE SOLID GOLD. Designed to be cherished, this shining watch is a reflection of your good taste. Dome crystal. Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10818V6090 ..... Retail $135.00

C ▶ FOUR FIERY DIAMONDS blaze against the classic beauty of a precious 14 K WHITE SOLID GOLD case. A timepiece she'll treasure and wear with great pride. Dome crystal arches over clear dial. Gold-filled expansion bracelet circles her wrist with flattery. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10819V5670 .... Retail $125.00

D ▶ TWO PERFECT DIAMONDS grace a custom-designed case carved of gleaming 14 K YELLOW SOLID GOLD. Elegance in every line to delight fashion-aware women. Gold-filled expansion bracelet echoes the case motif. Dome crystal over easy-to-read dial. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10820V4760 . Retail $100.00

Same as above, in 14 K WHITE Gold

No. 10821V4760............. ... . Retail $100.00

E ▶ SELF-WINDING AND WATERPROOF** 25 JEWEL watch. RESERVE POWER indicator on dial tells how much power is in reserve in mainspring for periods off wrist. YELLOW case has steel back, Gold-and-radium figures, sweep second hand, and Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10822V4340 ... . Retail $95.00

Same as above, in 14 K YELLOW SOLID Gold non-waterproof case

No. 10823V7000 .... Retail $165.00

F ▶ THE DIPLOMAT. 25 JEWEL automatic self-winding timepiece in 14 K YELLOW solid Gold case with sweep second hand. Gold-filled expansion band. *Genuine* 25 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10824V7345. .... Retail $165.00

Same as above, with YELLOW Gold-filled case

No. 10825V4760. .... Retail $100.00

G ▶ DIAMOND JIM BRADY. Eight diamonds mark hours on this watch. YELLOW case has steel back, sweep second hand and Gold-filled expansion band. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10826V4760 .... Retail $100.00

Same as above, with raised figure dial (no diamonds).

No. 10827V3080 .... Retail $71.50

H ▶ FORTY BRILLIANT DIAMONDS that would dazzle a queen! 14 K WHITE SOLID GOLD case and end pieces are paved with dazzling diamonds. Graceful Gold-filled expansion bracelet. *Genuine* 21 JEWEL dustprotected shock resistant movement precision adjusted in U.S.A. is GUARANTEED FOR LIFE.*

No. 10828V15000 .. . Retail $350.00

*Guaranteed for Life**

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LIFE

Mainspring Guaranteed Never to Break

"Shock resistant" balance staff for added protection.

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*Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive Clinton lifetime guarantee

Heller Announces the **GREATEST NEWS IN PANTRY-WARE**

COPPERAMA CHROMIUM PANTRY-WARE

Trade Mark

with lifetime COLOR that never tarnishes . . . Anodized for life . . . Never needs polishing

COPPERAMA" DELUXE CHROMIUM 4-PC CANISTER SET New exclusive "oval" design in two-tone combination—luxurious chromium plate with copper-colored* covers. Decorative copper rings for easy handling on front and cover. 1½-lb. Coffee and 1½-lb. Tea stack neatly to balance 5-lb. Sugar and 5-lb. Flour

E140H-667	**As above**	**Retail $10.00**
E143H-667	**All chromium**	**Retail $10.00**

DESIGNED BY
Belle Kogan, I.D.I.

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

patents app'd for

"COPPERAMA" DELUXE CHROME DISPENSER. Separate fully enclosed compartments for ALUMINUM FOIL WAX PAPER and PAPER TOWELS. Serrated edges on doors for easy cutting. In two-tone combination-sparkling chromium plated sides, with copper-color* doors. Decorative copper rings on sides for towels. Gallery shelf for accessories. Hangs on wall or stands on counter

E142H-467	**As above**	**Ret. $7.00**
E145H-467	**All chrome**	**Ret. $7.00**

"COPPERAMA" DELUXE CHROMIUM STEP-ON CAN. Thick gauge, heavy chromium plated outer shell, with heavy sanitary white enamel 14-qt. pail with handle. Wide, sturdy smooth-working copper-color* pedal lifts cover. Copper-color* cover has built-in deodorizer, closes quietly on rubber-gasket edge.

E151H-667	**Ret. $10.00**

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T.V.
NATIONALLY PROMOTED

"COPPERAMA" DELUXE CHROMIUM BREAD BOX. Thoroughly ventilated. In two-tone combination — sparkling chromium top and back, with smooth-working roll type door finished in brilliant, copper-color.* Sides of heavy black plastic. Large size: 13⅝" long, 12" deep, 7½" high.

E149H-600	**Ret. $9.00**

"SAVOY TEA TIME" 6-CUP CHROMIUM TEA SERVICE. Exclusively designed for Heller by English craftsmen. Heavily chromium plated on quality aluminum — never rusts. Attractive black bakelite handle. Complete with copper-color* candle-warmer with black ring handles for service at the table.

E155H-533	**Tea Service with Warmer**	**Ret. $8.00**
E161H-333	**Tea Pot only**	**Ret. $5.00**
E162H-233	**Candle Warmer only**	**Ret. $3.50**

"WINDSOR COFFEE TIME" 8-CUP CHROMIUM COFFEE PERCOLATOR SERVICE. Exclusively designed for Heller by English craftsmen. Brews perfect coffee. Finished in heavy chromium plate on quality aluminum—never rusts. Attractive black bakelite handle. Complete with copper-color* candle-warmer with black ring handles for service at the table.

E153H-800	**Percolator with Warmer**	**Ret. $12.00**
E163H-600	**Percolator only**	**Ret. $9.00**
E159H-233	**Candle Warmer only**	**Ret. $3.50**

*Anodized for lifetime brilliance . . . never needs polishing!

HELLER HOSTESS WARE, WHITE PLAINS, N. Y.

Exclusive
NEW DESIGNS

Designed by BELLE KOGAN I.D.I

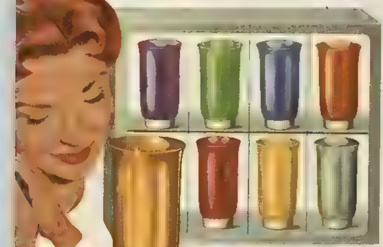
DELUXE LINE
COLORAMA® SERVING AIDS

AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS . . . won't fade, chip, tarnish or stain

NEW EXCLUSIVE DELUXE FOOTED TUMBLERS

SMART 2-Tone COMBINATION



patents app'd for

"COLORAMA" NEW DELUXE 8-PC. FOOTED TUMBLER SET The most exquisite tumbler set ever produced. Heavy gauge! New Smart design in two-tone finish . . . beautiful Colorama color* combined with satin-finish aluminum foot. Set of 8 in assorted colors, 14-oz. size. In gift box.

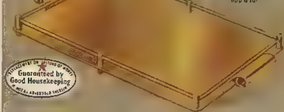
E131H-467 **Retail $7.00**

SMART 2-Tone COMBINATION

"COLORAMA" DELUXE 2½-QT. NEW ALUMINUM FOOTED PITCHER. New, contemporary design in two-tone finish . . . beautiful Colorama. Satin finish aluminum foot and handle. Pouring spout fitted with ice guard. Colors* Gold Copper Red, Green

E132H-333 **Retail $5.00**

patents app'd for



Guaranteed by Good Housekeeping

"COLORAMA" NEW, DELUXE SERVING TRAY. Modern oblong design with non-slip linear embossing. Size 12" x 21½". Smart protective gallery and handles. Colors Gold Copper, Red Green.

E134H-400 **Retail $6.00**

SMART 2-Tone COMBINATION

"COLORAMA" NEW DELUXE 7-PC. BEVERAGE SET New, contemporary design. 6 deluxe heavy-gauge aluminum 14-oz footed Tumblers in two tone finish . . . Colorama color* combined with satin-finish aluminum foot. 2½-qt. Pitcher with ice guard in same two-tone combination, and with satin-finish aluminum handle. Colors*. Gold copper red Green (Please specify color.)

E135H-667 **Retail $10.00**

patents app'd for

patents app'd for

"COLORAMA" LAZY SUSAN. The tray of 100 uses. Brilliant color* anodized 14" Tray. 4 sectional heat-proof milk-white glass dishes and covered casserole. Ball-bearing anodized-color* base and cover. Colors: Gold. Copper, Red Green. Decorative black rings

E136H-467 **Retail $7.00**

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TV
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COLORAMA Sherbet Set

"COLORAMA" STEIN SET. 12-oz. steins in assorted Colorama colors.* Ideal for iced drinks, small potted plants, etc. In attractive display box

E138H-533	8-pc. Set, assorted colors	Retail $8.00
E146H-267	4-pc. Set, anodized copper only	Retail $4.00

"COLORAMA" 8-PC. SHERBET SET A very colorful service for seafood cocktails, fruits, sherbets, desserts, etc. Each base finished in a different brilliant Colorama color.* Small crystal glass inserts.

E284H-433 **Retail $6.50**

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HELLER HOSTESS WARE, WHITE PLAINS, N Y

the Original quality line of anodized "Hostess-Ware!"

STANDARD LINE

COLORAMA SERVING AIDS

AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

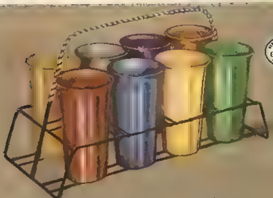
Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS . . . won't fade, chip, tarnish or stain

16-PC. TUMBLER-COASTER SET
8 Colorama 12-oz. Tumblers,
8 Colorama Coaster-Ash Trays

"COLORAMA" 16-PC. TUMBLER-COASTER SET. Famous Colorama matched set of eight 12-oz. Tumblers and 8 matching Coaster-Ash Trays in brilliant Colorama colors.* Millions sold at regular prices. Now specially priced and gift packaged.
E157H-467 Retail $7.00

"COLORAMA" TUMBLER SETS. These tumblers serve sparkling drinks in grand style. They're smartly shaped and brilliantly colored.* Concave bottoms prevent sticking. 8 assorted colors in beautiful transparent acetate gift tube.

E141H-333	Set of 8—12 oz. size	Retail $5.00
E150H-467	Set of 8—16 oz. size	Retail $7.00



Guaranteed by Good Housekeeping

"COLORAMA" 9-PC. BEVERAGE SERVICE WITH WROUGHT IRON CARRIER. Complete, convenient and ideal for serving all kinds of drinks. 8 beautiful aluminum 12-oz. tumblers, each in a different Colorama color.* Handsomely designed carrier, with handle decorated with white banding.
E289H-400 Retail $6.00

"COLORAMA" 7-PC. BEVERAGE SET. Drinks look better in this gorgeous set. Stunning 2-qt. Pitcher in Colorama colors*—gold, chartreuse, green or red, and 6 beautiful 12-oz. Tumblers, each in a different Colorama color.* In colorful display box.
E125H-467 Retail $7.00

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"COLORAMA" 2-QT. PITCHER. Charmingly designed aluminum Pitcher with ice guard. Colors* — Gold, chartreuse, green, red.
E137H-200 Retail $3.00

"COLORAMA" SERVING TRAY. Beautifully embossed design and scalloped edge, 14½" aluminum tray. Colors*—Gold, chartreuse, green, red.
E139H-183 Retail $2.75

"COLORAMA" 8-PC. BANTAM TUMBLER SET. Most beautifully designed all-purpose tumbler ever produced! Finest quality aluminum in glamorous Colorama colors.* 8-oz. Size, packed in transparent acetate gift tube.
E288H-300 Retail $4.50

HELLER HOSTESS-WARE WHITE PLAINS, N. Y.

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Now with COLOR...America's Most Beautiful Aluminum Pantry-Ware

COPPERAMA ALUMINUM PANTRY-WARE

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with lifetime COLOR that never tarnishes . . . Anodized for life . . . Never needs polishing

HELLER Hostess Ware®

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tea
coffee
sugar
flour

"COPPERAMA" 3-PC. ALUMINUM RANGE SET. Satin-finish, rust-proof aluminum grease container. Cover finished in rich, lifetime copper-color.* Beautiful easy-handling black ring on cover. With Salt & Pepper.

E156H-180 **Retail $2.70**

"COPPERAMA" 4-PC. CANISTER SET. New design combining satin finish polished aluminum with beautiful lifetime copper-color* covers. Covers topped with decorative, easy-handling black rings. Smart embossed lettering, 5-lb. Flour, 5-lb. Sugar, 1½-lb. Coffee, 1½-lb. Tea.

E156H-467 **Retail $7.00**

"COPPERAMA" DELUXE ALUMINUM BREAD BOX. Thoroughly ventilated and guaranteed rust-proof. Satin finish polished aluminum top and back. Smooth-working, roll type door finished in brilliant copper-color.* Sides of heavy black plastic. Large size: 13⅝" long, 12" deep, 7½" high.

E279H-533 **Retail $8.00**

"COPPERAMA" ALUMINUM "SNACK" CANISTER. New design. Keeps cookies, pretzels, etc. crisp-fresh. Satin-finish aluminum canister with copper-color* cover. Embossed lettering. Cover topped with decorative easy-handling black ring.

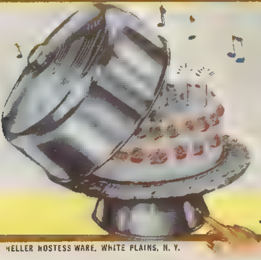
E160H-183 **Retail $2.75**

"COPPERAMA" ALUMINUM BUN WARMER AND VEGETABLE CASSEROLE. For pre-heating rolls, buns and baked goods. Heavy-gauge, highly polished aluminum bottom, with copper-color* cover. Black bakelite handles. Complete with inner basket. Diameter 9". Height 6"

E280H-200 **Retail $3.00**

KING SIZE CAKE FRESHNR. Two-tone combination cover with copper-color* top and satin-finish aluminum rim. 14" round crystal tray holds largest party cake — can be used separately for serving. Special "moisture lock" fits cover and tray snugly together. Decorative, easy-handling black ring on cover.

E166H-267 **Retail $4.00**



REDESIGNED, IMPROVED, "MUSICAKE"

Plate Revolves as it plays "Happy Birthday" on Swiss musical movement. Cover and base in satin-finish aluminum. Crystal plate and cover can be used separately for serving.

E133H-567 14" King size Retail $8.50
E129H-500 10" Standard size Retail $7.50

"COPPERAMA" ALUMINUM HOT 'N COLD SERVER. Attractively designed bucket in highly polished aluminum. Cover and handle finished in rich, copper-color.* Double wall interior construction with fibre glass insulation. Holds 2 trays of ice cubes solid for hours.

E181H-467 **Retail $7.00**

*Anodized for lifetime brilliance . . . never needs polishing!

HELLER HOSTESS WARE, WHITE PLAINS, N. Y.

the Original quality line of anodized 'Hostess-Ware!'

STANDARD LINE

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AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS won't fade, chip, tarnish or stain

16-PC. TUMBLER-COASTER SET
8 Colorama 12-oz. Tumblers,
8 Colorama Coaster-Ash Trays

"COLORAMA" 16-PC. TUMBLER-COASTER SET Famous Colorama matched set of eight 12-oz. Tumblers and 8 matching Coaster-Ash Trays in brilliant Colorama colors.* Millions sold at regular prices. Now specially priced and gift packaged.
2472M467 **Retail $7.00**

"COLORAMA" TUMBLER SETS. These tumblers serve sparkling drinks in grand style. They're smartly shaped and brilliantly colored.* Concave bottoms prevent sticking. 8 assorted colors in beautiful transparent acetate gift tube.

2473M333 Set of 8—12 oz. size **Retail $5.00**
2474M487 Set of 8—16 oz. size **Retail $7.00**

Guaranteed by Good Housekeeping

"COLORAMA" 9-PC. BEVERAGE SERVICE WITH WROUGHT IRON CARRIER. Complete, convenient and ideal for serving all kinds of drinks. 8 beautiful aluminum 12-oz. tumblers, each in a different Colorama color.* Handsomely designed carrier with handle decorated with white banding.
2475M400 **Retail $6.00**

"COLORAMA" 7-PC. BEVERAGE SET Drinks look better in this gorgeous set. Stunning 2-qt. Pitcher in Colorama colors*—gold, chartreuse, green or red, and 6 beautiful 12-oz. Tumblers; each in a different Colorama color.* In colorful display box.
2476M467 **Retail $7.00**

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"COLORAMA" 2-QT. PITCHER. Charmingly designed aluminum Pitcher with ice guard. Colors*—Gold, chartreuse, green, red.
2577M200 **Retail $3.00**

"COLORAMA" SERVING TRAY. Beautifully embossed design and scalloped edge, 14½" aluminum tray. Colors*—Gold, chartreuse, green, red.
2578M183 **Retail $2.75**

"COLORAMA" 8-PC. BANTAM TUMBLER SET. Most beautifully designed all-purpose tumbler ever produced. Finest quality aluminum in glamorous Colorama colors.* 8-oz. Size, packed in transparent acetate gift tube.
2477M300 **Retail $4.50**

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*Anodized for lifetime brilliance never needs polishing!

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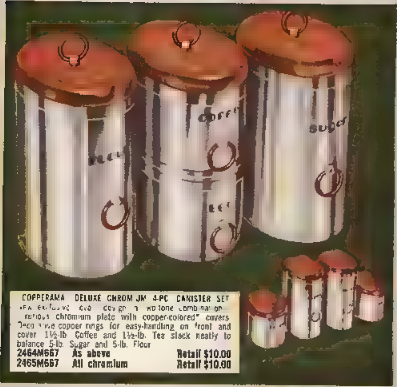
Heller Announces the GREATEST NEWS IN PANTRY-WARE

COPPERAMA CHROMIUM PANTRY-WARE

with lifetime COLOR that never tarnishes . . . Anodized for life . . . Never needs polishing



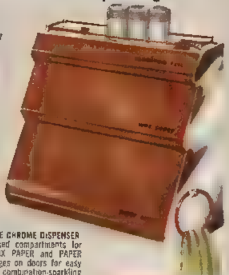
COPPERAMA DELUXE CHROMIUM 4-PC CANISTER SET An exclusive new design in two-tone combination of lustrous chromium plate with copper-colored* covers. Decorative copper rings for easy-handling on front and cover. 1½-lb. Coffee and 1½-lb. Tea stack neatly to balance 5-lb. Sugar and 5-lb. Flour

2464M667	**As above**	**Retail $10.00**
2465M667	**All chromium**	**Retail $10.00**

DESIGNED BY
Belle Kogan, I.D.I

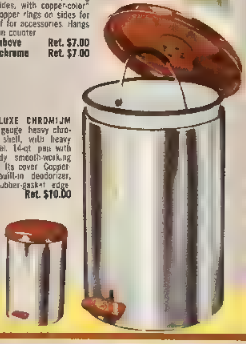
Guaranteed by
Good Housekeeping

patents
app'd for



"COPPERAMA" DELUXE CHROME DISPENSER Separate fully enclosed compartments for ALUMINUM FOIL, WAX PAPER and PAPER TOWELS. Serrated edges on doors for easy cutting. In two-tone combination-sparkling chromium plated sides, with copper-color* doors. Decorative copper rings on sides for towels. Gallery shelf for accessories. Hangs on wall or stands on counter

2466M467	**As above**	**Ret. $7.00**
2467M467	**All chrome**	**Ret. $7.00**



"COPPERAMA" DELUXE CHROMIUM STEP-ON CAN. Thick gauge heavy chromium plated outer shell, with heavy sanitary white enamel. 14-qt. pail with handle. Wide, sturdy smooth-working copper-color* pedal. Its cover Copper-color* cover has built-in deodorizer, closes quietly on rubber-gasket edge.

2468M667 **Ret. $10.00**

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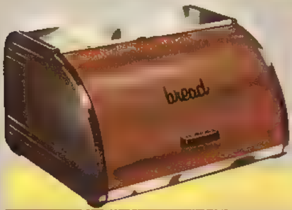
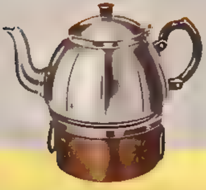


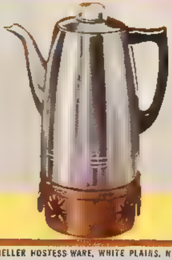
"COPPERAMA" DELUXE CHROMIUM BREAD BOX Thoroughly ventilated, in two-tone combination — sparkling chromium top and back, with smooth-working, roll type door finished in brilliant, copper-color.* Sides of heavy black plastic. Large size: 13⅝" long, 12" deep, 7½" high.

2469M600 **Ret. $9.00**



"SAVOY TEA TIME" 6-CUP CHROMIUM TEA SERVICE. Exclusively designed for Heller by English craftsmen. Heavily chromium plated on quality aluminum — never rusts. Attractive black bakelite handle. Complete with copper-color* candle-warmer with black ring handles for service at the table.

2470M533 Tea Service with Warmer **Ret. $8.00**



"WINDSOR COFFEE TIME" 8-CUP CHROMIUM COFFEE PERCOLATOR SERVICE. Exclusively designed for Heller by English craftsmen. Brews perfect coffee. Finished in heavy chromium plate on quality aluminum—never rusts. Attractive black bakelite handle. Complete with copper-color* candle-warmer with black ring handles for service at the table.

2471M800 Percolator with Warmer **Ret. $12.00**

*Anodized for lifetime brilliance . . . never needs polishing!

HELLER HOSTESS WARE, WHITE PLAINS, N Y

Now with COLOR...America's Most Beautiful Aluminum Pantry-Ware

COPPERAMA ALUMINUM PANTRY-WARE

with lifetime COLOR that never tarnishes . . Anodized for life . . . Never needs polishing

HELLER Hostess Ware

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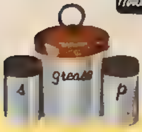
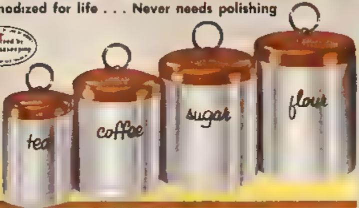
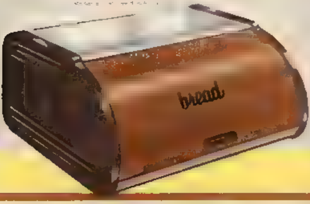




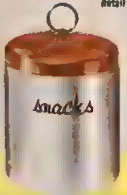
"COPPERAMA" 3-PC. ALUMINUM RANGE SET. Satin-finish, rust-proof aluminum grease container. Cover finished in rich, lifetime copper-color.* Beautiful easy-handling black ring on cover. With Salt & Pepper.
2455M100 **Retail $2.70**

"COPPERAMA" 4-PC. CANISTER SET New design, combining satin finish polished aluminum with beautiful lifetime copper-color* covers. Covers topped with decorative, easy handling black rings. Smart embossed lettering. 5-lb. Flour, 5-lb. Sugar, 1½-lb. Coffee 1½ lb Tea.
2456M467 **Retail $7.00**

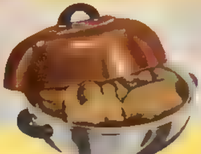


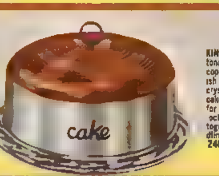
"COPPERAMA" DELUXE ALUMINUM BREAD BOX. Thoroughly ventilated and guaranteed rust-proof. Satin finish polished aluminum top and back. Smooth-working, roll type door finished in brilliant copper-color.* Sides of heavy black plastic. Large size: 13⅝" long, 12" deep, 7½" high.
2457M533 **Retail $8.00**

"COPPERAMA" ALUMINUM "SNACK" CANISTER. New design. Keeps cookies, pretzels, etc. crisp-fresh. Satin-finish aluminum canister with copper-color* cover. Embossed lettering. Cover topped with decorative easy-handling black ring.
2458M183 **Retail $2.75**

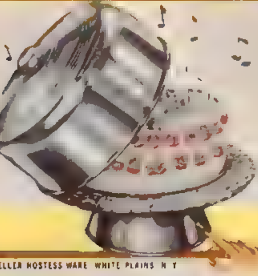


"COPPERAMA" ALUMINUM BUN WARMER AND VEGETABLE CASSEROLE. For pre-heating rolls, buns and baked goods. Heavy-gauge, highly polished aluminum bottom, with copper-color* cover. Black bakelite handles. Complete with inner basket. Diameter 9" Height 6"
2459M200 **Retail $3.00**



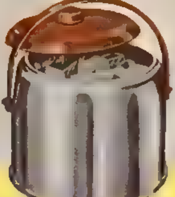


KING SIZE CAKE FRESH'NR. Two-tone combination cover with copper-color* top and satin-finish aluminum rim. 14" round crystal tray holds largest party cake — can be used separately for serving. Special "moisture lock" fits cover and tray snugly together. Decorative, easy-handling black ring on cover.
2460M267 **Retail $4.00**



REDESIGNED, IMPROVED, "MUSICAKE"
Plate Revolves as it plays "Happy Birthday" on Swiss musical movement. Cover and base in satin-finish aluminum. Crystal plate and cover can be used separately for serving.
2461M567 **14" King size** **Retail $8.50**
[illegible] **10" Standard size** **Retail $7.50**

"COPPERAMA" ALUMINUM HOT 'N COLD SERVER. Attractively designed bucket in highly polished aluminum. Cover and handle finished in rich, copper-color.* Double wall interior construction with fibre glass insulation. Holds 2 trays of ice cubes solid for hours.
2463M467 **Retail $7.00**



*Anodized for lifetime brilliance . . never needs polishing!

Exclusive NEW DESIGNS

Designed by BELLE KOGAN I.D.I.

DELUXE LINE

COLORAMA SERVING AIDS

AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS won't fade, chip tarnish or stain

NEW EXCLUSIVE DELUXE FOOTED TUMBLERS

SMART 2-*Tone* COMBINATION

patents app'd for

"COLORAMA" NEW DELUXE 8-PC. FOOTED TUMBLER SET The most exquisite tumbler set ever produced Heavy gauge! New Smart design in two-tone finish beautiful Colorama color* combined with satin-finish aluminum foot. Set of 8 in assorted colors. 14-oz. size. In gift box.

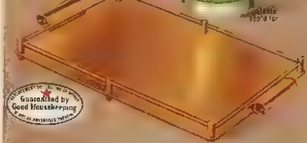
2449M467 **Retail $7.00**

SMART 2-*Tone* COMBINATION

"COLORAMA" DELUXE 2½-QT NEW ALUMINUM FOOTED PITCHER. New contemporary design in two tone finish beautiful Colorama Satin finish aluminum foot, and handle Pouring spout fitted with ice guard Colors*—Gold Copper, Red Green

2447M333 **Retail $5.00**

patents app'd for



"COLORAMA" NEW, DELUXE SERVING TRAY Modern oblong design with non-slip linear embossing Size 12" x 21½" Smart protective gallery and handles Colors Gold, Copper Red, Green.

2448M400 **Retail $6.00**

patents app'd for

COLORAMA LAZY SUSAN. The tray of 100 uses. Brilliant color* anodized 14" Tray 4 sectional heat-proof milk-white glass dishes and covered casserole. Ball-bearing anodized-color* base and cover Colors Gold, Copper Red, Green Decorative black rings

2451M467 **Retail $7.00**

SMART 2-*Tone* COMBINATION

"COLORAMA" NEW DELUXE 7-PC BEVERAGE SET New contemporary design 6 deluxe heavy-gauge aluminum 14-oz footed tumblers two tone finish Colorama color* combined with satin-finish aluminum foot 2½-qt Pitcher with ice guard in same two-tone combination, and with satin-finish aluminum handle Colors* Gold, copper red Green (please specify color)

2450M667 **Retail $10.00**

patents app'd for

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COLORAMA Sherbet Set

"COLORAMA" STEIN SET 12-oz steins in assorted Colorama colors.* Ideal for iced drinks, small potted plants, etc. In attractive display box.

2452M533	**8-pc Set assorted colors**	**Retail $8.00**
2453M267	**4-pc. Set, anodized copper only**	**Retail $4.00**

"COLORAMA 8-PC. SHERBET SET A very colorful service for seafood cocktails fruits sherbets, desserts, etc. Each base finished in a different brilliant Colorama color.* Small crystal glass inserts

2454M433 **Retail $6.50**

ENTIRE CONTENTS COPYRIGHT 1954

*Anodized for lifetime brilliance never needs polishing!

HELLER HOSTESS-WARE, WHITE PLAINS N. Y

Romantic Florentine Lace

STERLING SILVER

RHINESTONE JEWELRY FASHIONS

A FLORENCE Exquisite garland necklace of silver lace encrusted with brilliant many faceted stones
No 242381470
Retail $29 95

B Fancy matching button earrings of rhinestones and filigree
No 24248490
Retail $9 95

C CAPRI An heirloom treasure of delicate silver lace aglow with magnificent rhinestones and suspended from shiny silver baguette charm
No 242581225
Retail $24 95

D Button earring of matching filigree discs iced with glistening stones
No 24268392
Retail $7 95

E VILLE D'ESTE Loveliest leaf necklace of romantic filigree [illegible] hand fashioned of silver and highlighted with exquisite rhinestone spray
No 242781045
Retail $21 95

F Drop earrings of leaf like lace and magnificent round stones
No 24288441
Retail $8 95

G SAN REMO Lustrous petal necklace of silver filigree glistening with brilliant round stones
No 24298931
Retail $18 95

H Matching button earrings of silver lace petals and rhinestone spray
No 24308392
Retail $7 95

I Wrist wonder bracelet of silver filigree leaf motif with rhinestones
No 243181176
Retail $23 95

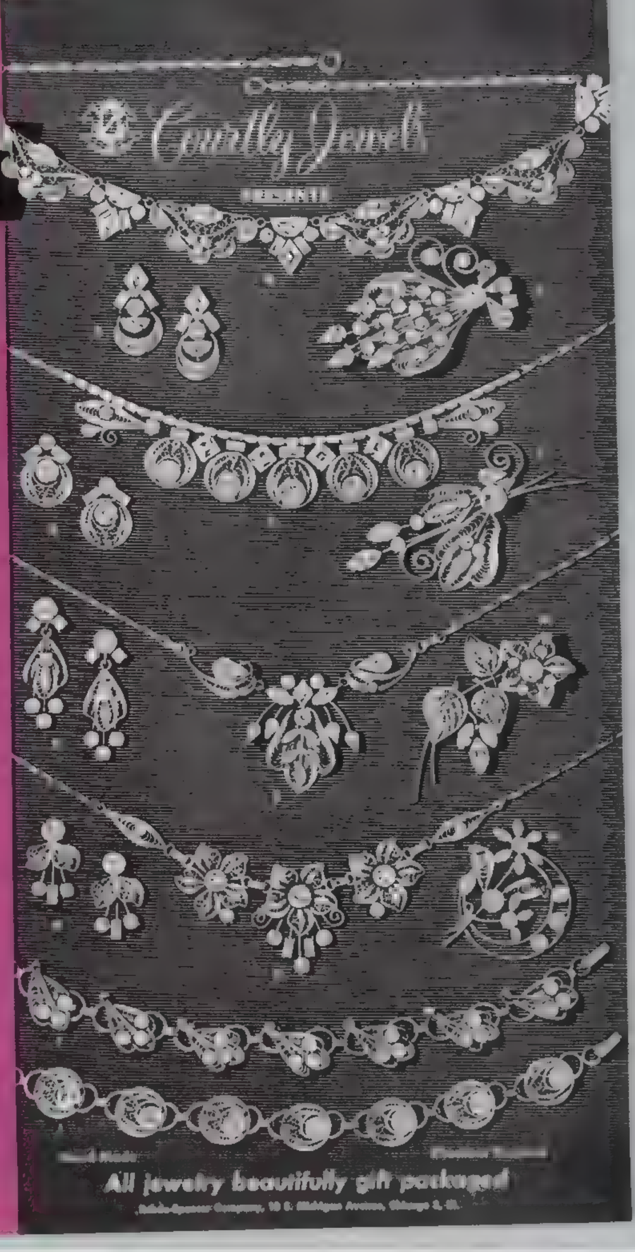
J Romantic lace-link bracelet in silver and glittering stones
No 24328833
Retail $16 95

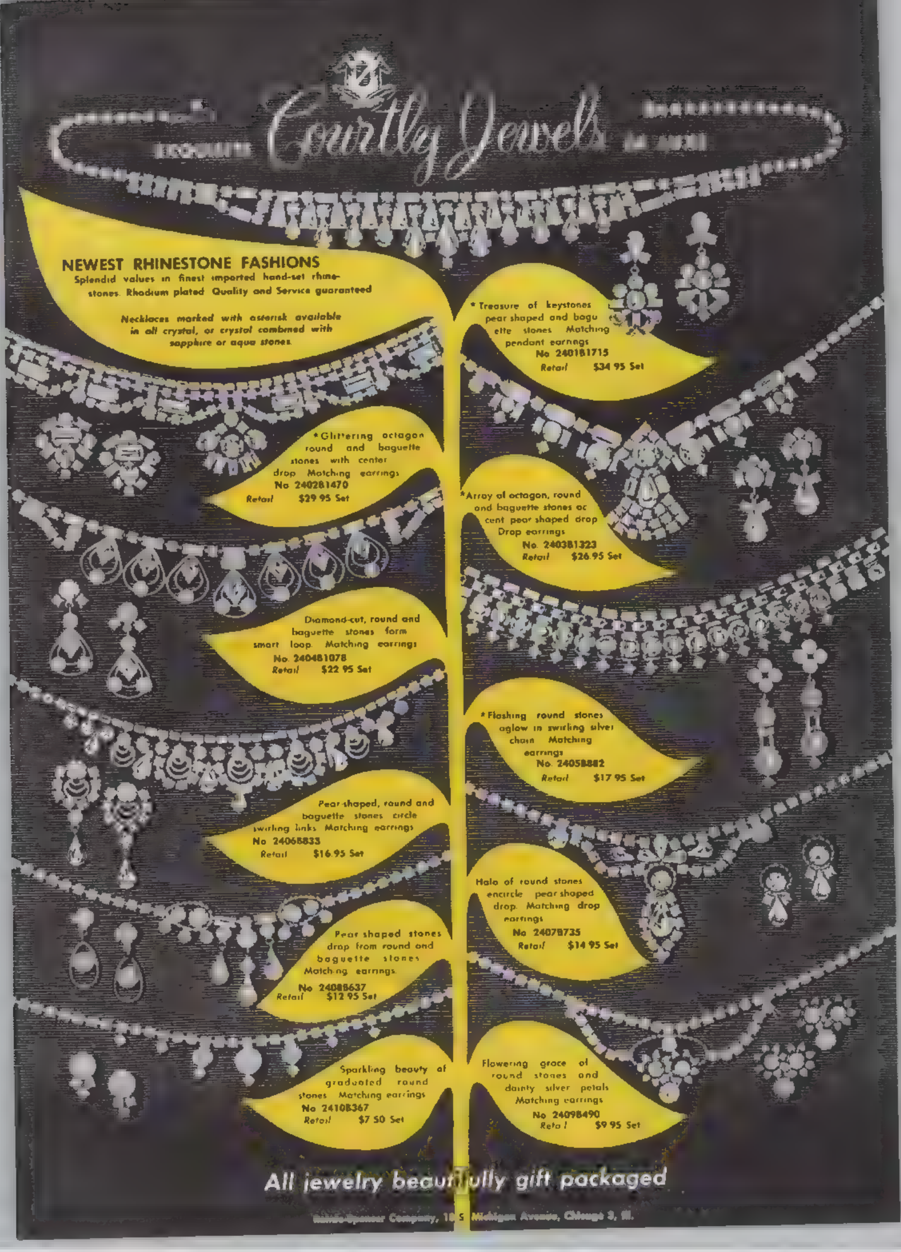
K Sparkling spray pin of rhinestones on hand made filigree leaf motif
No 24338980
Retail $19 95

L Elegant spray pin of delicate filigree and glistening stones
No 24348771
Retail $15 75

M Fancy floral pin of dainty filigree with glamorous marquis cluster
No 24358735
Retail $14 95

N A [illegible] of charm pin [illegible] enhanced with [illegible] flower
No 24368699
Retail $13 75


Courtley Jewels
All jewelry beautifully gift packaged
[illegible] Company, 10 E. Michigan Avenue, Chicago 3, Ill.



NEWEST RHINESTONE FASHIONS

Splendid values in finest imported hand-set rhinestones. Rhodium plated. Quality and Service guaranteed

Necklaces marked with asterisk available in all crystal, or crystal combined with sapphire or aqua stones.

*Treasure of keystones pear shaped and baguette stones Matching pendant earrings
No 240181715
Retail $34 95 Set

*Glittering octagon round and baguette stones with center drop Matching earrings
No 240281470
Retail $29 95 Set

*Array of octagon, round and baguette stones accent pear shaped drop Drop earrings
No. 240381323
Retail $26.95 Set

Diamond-cut, round and baguette stones form smart loop. Matching earrings
No. 240481078
Retail $22 95 Set

*Flashing round stones aglow in swirling silver chain Matching earrings
No. 24058882
Retail $17 95 Set

Pear-shaped, round and baguette stones circle swirling links Matching earrings
No 24068833
Retail $16.95 Set

Halo of round stones encircle pear shaped drop. Matching drop earrings
No 24078735
Retail $14 95 Set

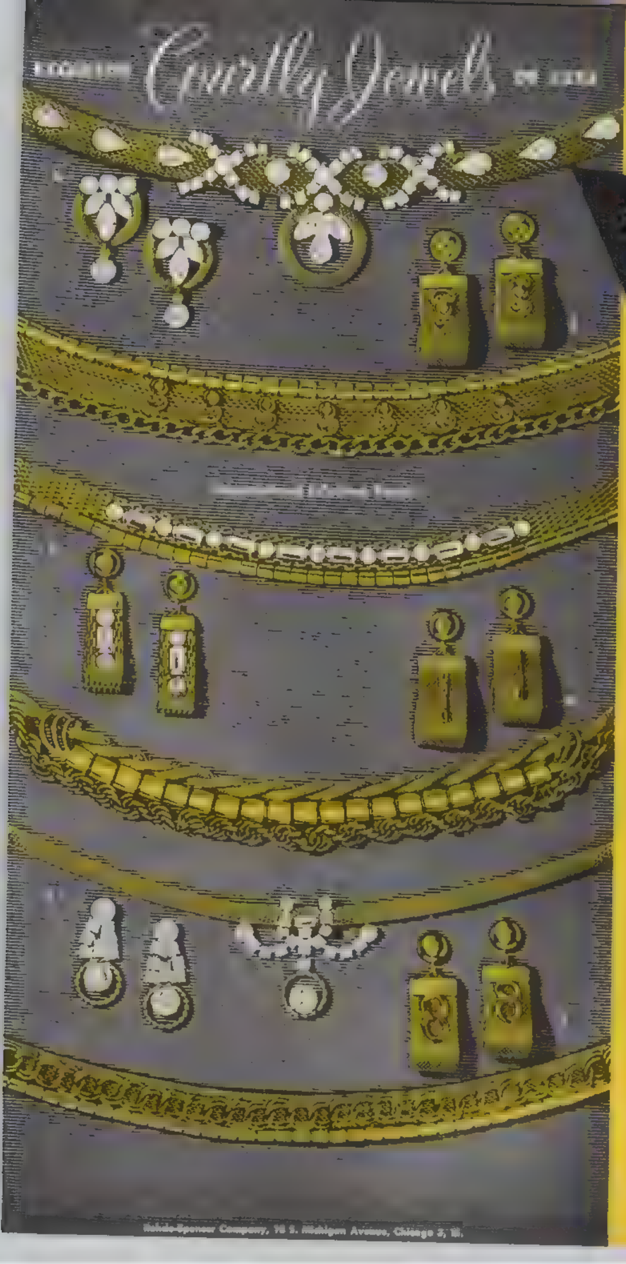
Pear shaped stones drop from round and baguette stones Matching earrings.
No 24088637
Retail $12 95 Set

Sparkling beauty of graduated round stones Matching earrings
No 24108367
Retail $7 50 Set

Flowering grace of round stones and dainty silver petals Matching earrings
No 24098490
Retail $9 95 Set

All jewelry beautifully gift packaged

[illegible] Company, 18 S Michigan Avenue, Chicago 3, Ill.



GOLDEN GLITTER MESH

Hand-Set Stones

A VENUS. Necklace of beauty a sheer delight with interlaced pear shaped, round and marquis stones blazing on golden mesh Matching drop earrings. Available with topaz, emerald aqua or crystal stones
No 243781274
Retail $25 95

B. HELEN OF TROY. Loveliest of the classic necklaces stunning tailored trim on golden mesh Drop earrings to match Also available in rhodium-silvered finish
No. 24388980
Retail $19 95

C. CIRCE. A jeweler's masterpiece in woven mesh sparked with glittering octagon and round stones. Matching earrings Available with topaz, emerald, aqua or crystal stones.
No 243981103
Retail $22 50

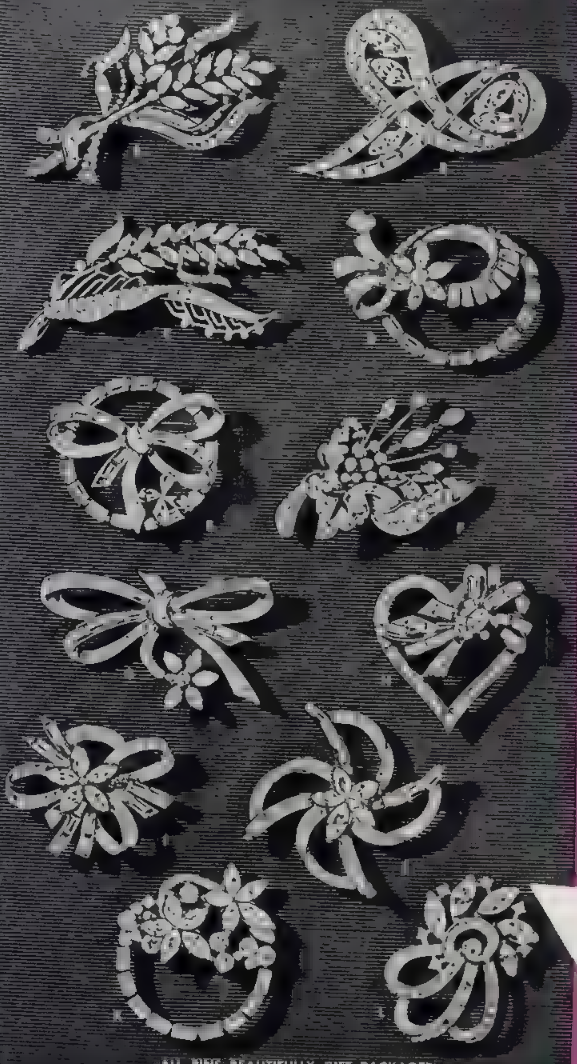
D. DI MEDICI A regal necklace supreme a gorgeous blend of spiraled mesh, hammered plate and interwoven links. Drop earrings to match Available in gold or rhodium-silvered finish
No 24408882
Retail $17 95

E. MARIE ANTOINETTE Lavish luxury in this golden mesh rope necklace draped with rhinestone garlands Matching earrings Available with topaz, emerald aqua or crystal stones
No 24418568
Retail $11 95

F. APHRODITE. Elegant swirl necklace of golden mesh fashion-trimmed with hammered plate and interwoven links. Matching earrings. Available also in rhodium-silvered finish.
No 24428735
Retail $14 95

ALL JEWELRY
BEAUTIFULLY GIFT PACKAGED

[illegible] [illegible]
[illegible] **Rhodium Finished**



ALL PINS BEAUTIFULLY GIFT PACKAGED

[illegible] Company, 10 S. Michigan Avenue, Chicago 3, Ill.

A. SYMPHONY Height of beauty in this charming spray pin encrusted with marquis and round stones.
No 2411B613
Retail $12 50

B. MUSICALE Rhythmic swirl pin of marquis, round and baguette stones.
No 2412B661
Retail $13 50

C. CRESCENDO Sweeping spray pin in marquis and round stones
No 2413B613
Retail $12 50

D ALLOETTE Star studded and jewel-bright with marquis, round and baguette stones
No 2414B588
Retail $11 95

E. PIROUETTE Bow-tied circlet with pear-shaped and baguette stones.
No 2415B539
Retail $10 95

F. ARIA Light and frothy spray pin of round and marquis stones
No 2416B515
Retail $10.50

G. COUPLET Glittering threads of marquis and baguette stones in tune in this jeweler's gem of a pin
No. 2417B490
Retail $9 95

H. SONATA. Adorable sweetheart pin in round and baguette stones.
No 2418B477
Retail $9.75

I. CADESCENCE A blaze of marquis, round and baguette stones.
No 2419B367
Retail $7 50

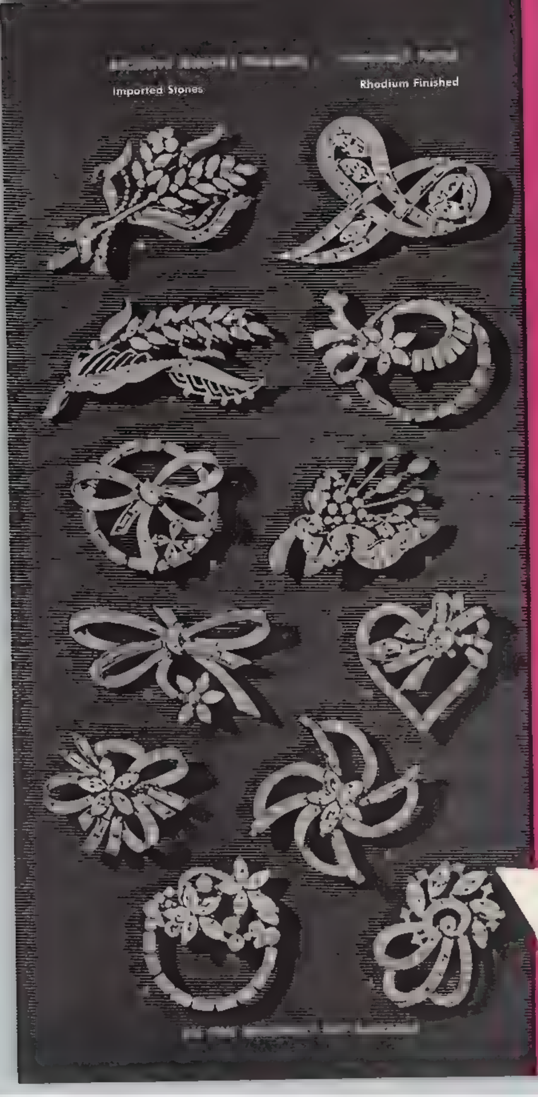
J. POINSETTIA Delicately turned baguettes, highlighted with center cluster of brilliant marquis stones
No 2420B441
Retail $8 95

K. HARMONY Circle beauty of marquis, round and baguette stones.
No 2421B331
Retail $6 75

L. AURORA. Luxurious swirl pin in marquis, round and baguette stones.
No 2422B245
Retail $4.95

RHINESTONE PINS

Illustrations actual size



A **SYMPHONY** Height of beauty in this charming spray pin encrusted with marquis and round stones.
No 314M625
Retail $12 50

B **MUSICALE** Rhythmic swirl pin of marquis, round and baguette stones.
No 315M675
Retail $13 50

C **CRESCENDO** Sweeping spray pin in marquis and round stones.
No 316M625
Retail $12 50

D **ALLOETTE** Star-studded and jewel bright with marquis, round and baguette stones.
No 317M600
Retail $11 95

E **PIROUETTE** Bow tied circlet with pear shaped and baguette stones.
No 318M550
Retail $10 95

F **ARIA** Light and frothy spray pin of round and marquis stones.
No 319M525
Retail $10 50

G **COUPLET** Glittering threads of marquis and baguette stones in tune in this [illegible] gem of a pin.
No 320M500
Retail $9 95

H **SONATA** Adorable sweetheart pin in round and baguette stones.
No 321M487
Retail $9 75

I **CADISCENCE** A blaze of marquis, round and baguette stones.
No 322M375
Retail $7 50

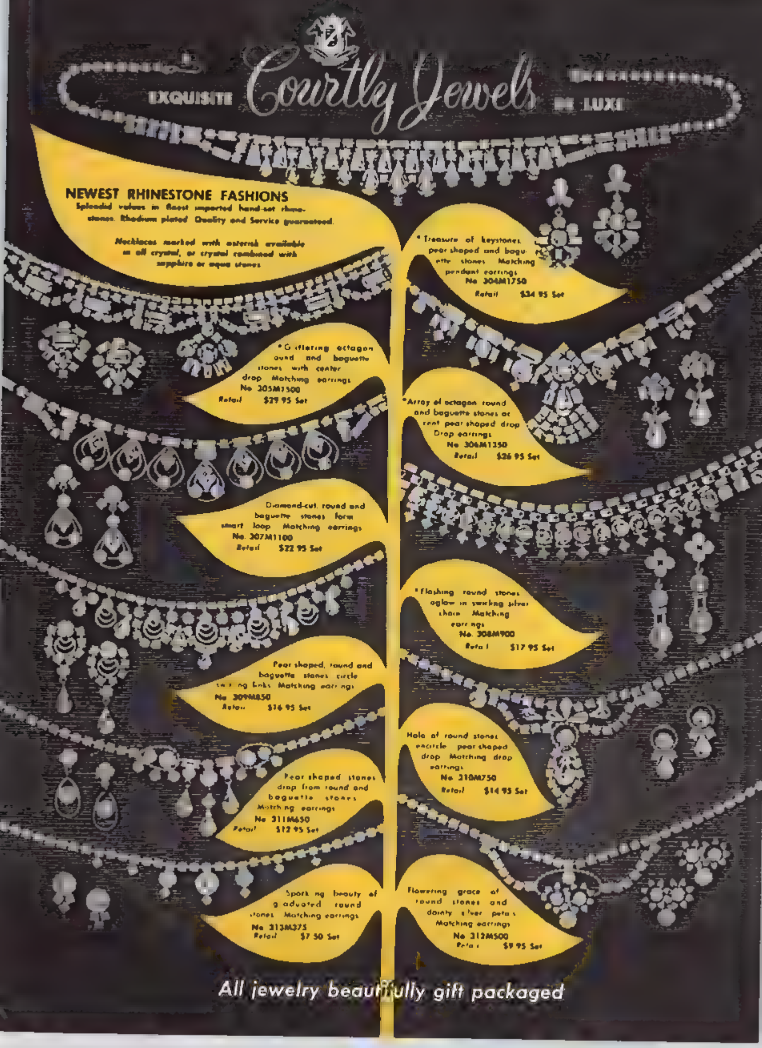
J **POINSETTIA** Delicately turned baguettes highlighted with center cluster of brilliant marquis stones.
No 323M450
Retail $8 95

K **HARMONY** Circle beauty of marquis, round and baguette stones.
No 324M338
Retail $6 75

L **AURORA** Luxurious swirl pin in marquis, round and baguette stones.
No 325M250
Retail $4 95

RHINESTONE PINS

Illustrations actual size



EXQUISITE *Courtly Jewels* DE LUXE

NEWEST RHINESTONE FASHIONS

Splendid values in finest imported hand-set rhinestones. Rhodium plated. Quality and Service guaranteed.

Necklaces marked with asterisk available in all crystal, or crystal combined with sapphire or aqua stones.

*Treasure of keystones, pear shaped and baguette stones. Matching pendant earrings.
No. 304M1750
Retail $34 95 Set

*Glittering octagon round and baguette stones with center drop. Matching earrings.
No. 305M1500
Retail $29 95 Set

*Array of octagon, round and baguette stones or cent pear shaped drop. Drop earrings.
No. 306M1350
Retail $26 95 Set

Diamond-cut, round and baguette stones form smart loop. Matching earrings.
No. 307M1100
Retail $22 95 Set

*Flashing round stones aglow in swirling silver chain. Matching earrings.
No. 308M900
Retail $17 95 Set

Pear shaped, round and baguette stones circle swirling links. Matching earrings.
No. 309M850
Retail $16 95 Set

Halo of round stones encircle pear shaped drop. Matching drop earrings.
No. 310M750
Retail $14 95 Set

Pear shaped stones drop from round and baguette stones. Matching earrings.
No. 311M650
Retail $12 95 Set

Sparkling beauty of graduated round stones. Matching earrings.
No. 313M375
Retail $7 50 Set

Flowering grace of round stones and dainty silver petals. Matching earrings.
No. 312M500
Retail $9 95 Set

All jewelry beautifully gift packaged

Romantic Florentine Lace

STERLING SILVER

RHINESTONE JEWELRY FASHIONS

A **FLORENCE** Exquisite garland necklace of silver lace encrusted with brilliant many faceted stones.
No. 326M1500
Retail $29 95

B Fancy matching button earrings of rhinestones and filigree
No. 327M500
Retail $9 95

C **CAPRI** An heirloom treasure of delicate silver lace aglow with magnificent rhinestones and suspended from shiny silver baguette chain
No. 329M1250
Retail $24 95

D. Button earring of matching filigree discs iced with glistening stones
No. 330M400
Retail $7 95

E. **VILLE D'ESTE** Loveliest leaf necklace of romantic filigree hand fashioned of silver and highlighted with exquisite rhinestone spray
No. 332M1066
Retail $21 95

F. Drop earrings of leaf-like lace and magnificent round stones.
No. 333M450
Retail $8 95

G **SAN REMO** Lustrous petal necklace of silver filigree glistening with brilliant round stones
No. 335M950
Retail $18 95

H Matching button earrings of silver lace petals and rhinestone spray
No. 336M400
Retail $7 95

I Wrist wonder bracelet of silver filigree leaf motif with rhinestones.
No. 338M1200
Retail $23 95

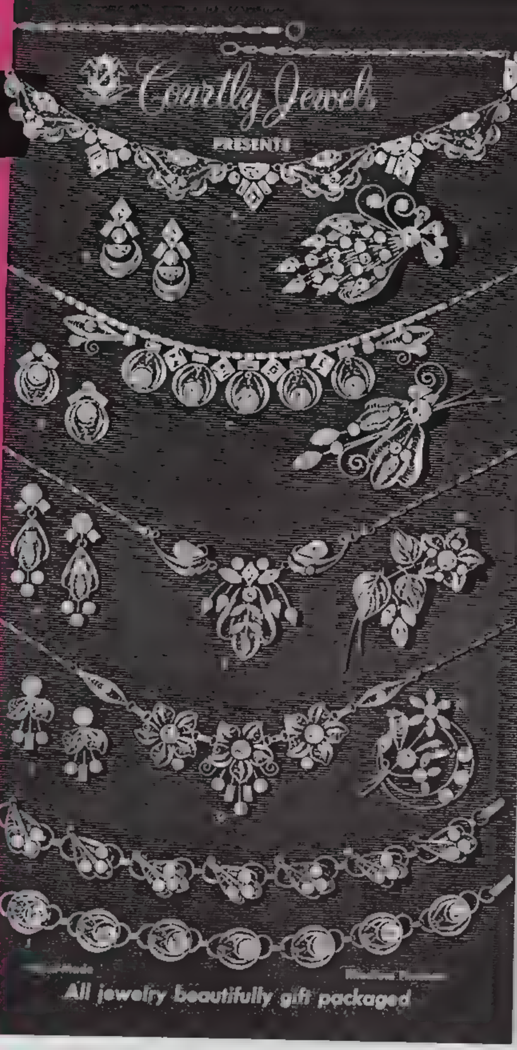
J. Romantic lace link bracelet in silver and glittering stones
No. 339M850
Retail $16 95

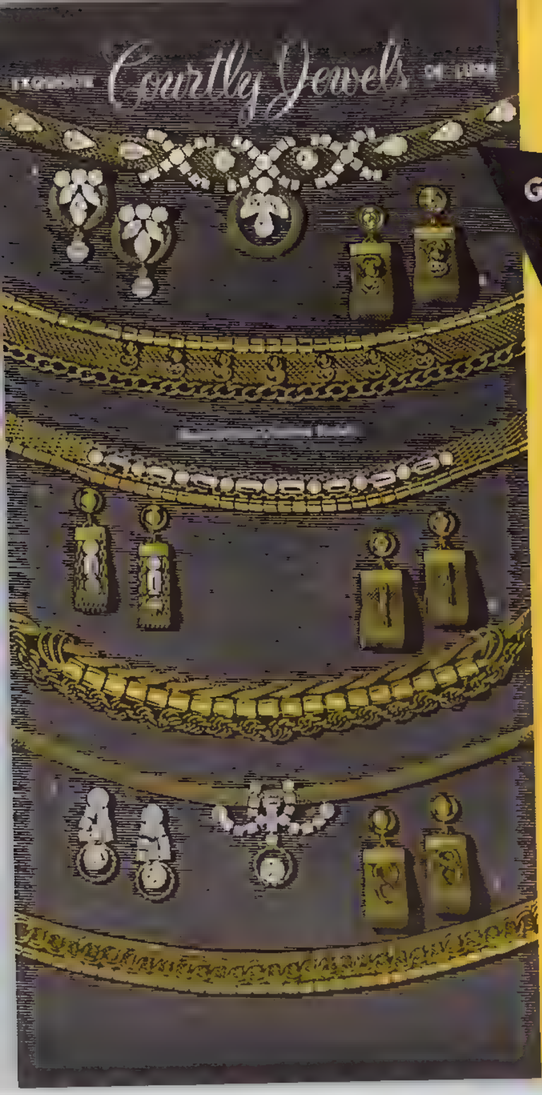
K Sparkling spray pin of rhinestones on hand made filigree leaf motif
No. 328M1000
Retail $19 95

L Elegant spray pin of delicate filigree and glistening stones
No. 331M787
Retail $15 75

M Fancy floral pin of dainty filigree with glamorous marquis cluster
No. 334M750
Retail $24 95

N A circle of charm pin enhanced with jeweled flower
No. 337M713
Retail $13 75





GOLDEN GLITTER MESH

Hand-Set Stones

A. VENUS. Necklace of beauty a sheer delight with interlaced pear shaped, round and marquis stones blazing on golden mesh Matching drop earrings Available with topaz, emerald, aqua or crystal stones
No 340M1300
Retail $25 95

B HELEN OF TROY Loveliest of the classic necklaces stunning tailored trim on golden mesh Drop earrings to match Also available in rhodium-silvered finish
No 341M1000
Retail $19 95

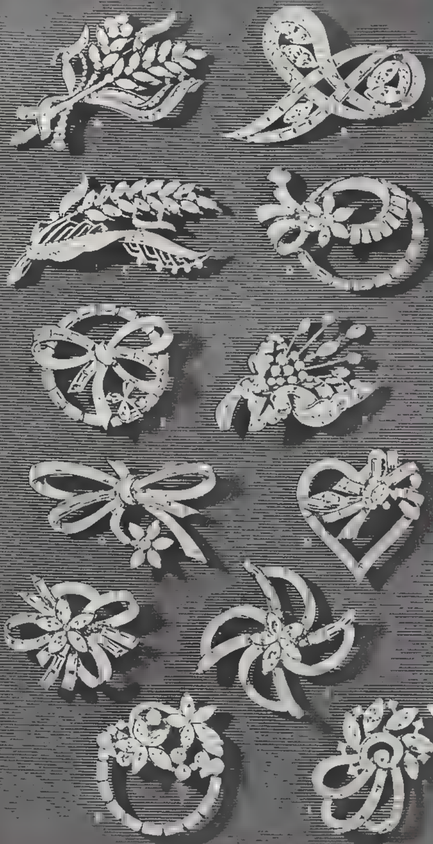
C. CIRCE A jeweler's masterpiece in woven mesh sparked with glittering octagon and round stones Matching earrings Available with topaz, emerald aqua or crystal stones.
No 342M1125
Retail $22 50

D DI MEDICI A regal necklace supreme a gorgeous blend of spiraled mesh hammered plate and interwoven links. Drop earrings to match Available in gold or rhodium-silvered finish
No 343M900
Retail $17 95

E. MARIE ANTOINETTE Lavish luxury in this golden mesh rope necklace draped with rhinestone garlands Matching earrings Available with topaz emerald aqua or crystal stones
No 344M600
Retail $11 95

F APHRODITE Elegant swirl necklace of golden mesh fashion-trimmed with hammered plate and interwoven links Matching earrings Available also in rhodium silvered finish
No 345M750
Retail $14 95

ALL JEWELRY
BEAUTIFULLY GIFT PACKAGED



A. SYMPHONY Height of beauty, [illegible] [illegible] spray pin encrusted with mar[illegible] [illegible] and stones
No [illegible]
Retail [illegible]

[illegible]
No E24[illegible]
Retail $[illegible]50

C. [illegible] Sle[illegible] [illegible] [illegible] and to
No E2470J-613
Retail $[illegible]

D. ALLOETTE Studded and jewel[illegible] [illegible] [illegible] and ba[illegible] stones
No E2469J-588
Retail $11[illegible]

E. PIROUETTE Bow [illegible] pear-shape [illegible] stones
No E2468J-5[illegible]
Retail $10.95

F. ARIA [illegible] spray pin of [illegible] more [illegible] stones
No E2467J-515
Retail $10[illegible]

G. COUPLET Glittering blends of mar[illegible] quis and baguette stones in tune in this jeweler's gem of a pin
No E2466J-470
Retail $9.95

H. SONATA Adorable sweetheart pin [illegible]
No E24[illegible]
Retail $9.75

I. CADESCENCE A blaze of marquise, round and baguette stones
No E245[illegible] 367
Retail $7.50

J. POINSETTIA Delicately turned baguettes highlighted with center cluster of brilliant [illegible] quis stones
No E24[illegible]
Retail $8.95

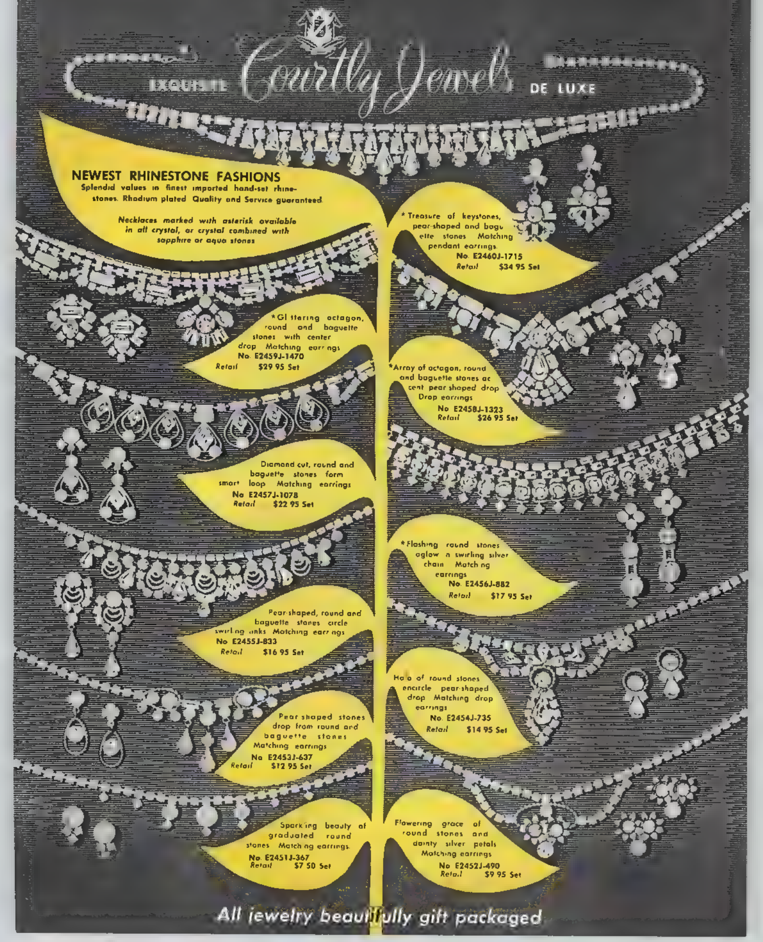
K. HARMONY Circle [illegible] of mar[illegible] quis, round and baguette stones
No E246[illegible] 311
Retail $6.75

L. AURORA [illegible] pin [illegible] quis [illegible] and baguette stones
No E236[illegible]
Retail $4.[illegible]

Courtly Jewels

RHINESTONE PINS

Illustrations actual size



EXQUISITE Courtly Jewels DE LUXE

NEWEST RHINESTONE FASHIONS

Splendid values in finest imported hand-set rhinestones. Rhodium plated. Quality and Service guaranteed.

Necklaces marked with asterisk available in all crystal, or crystal combined with sapphire or aqua stones

*Treasure of keystones, pear-shaped and baguette stones. Matching pendant earrings.
No. E2460J-1715
Retail $34.95 Set

*Glittering octagon, round and baguette stones with center drop. Matching earrings.
No. E2459J-1470
Retail $29.95 Set

*Array of octagon, round and baguette stones accent pear shaped drop. Drop earrings.
No. E2458J-1323
Retail $26.95 Set

Diamond cut, round and baguette stones form smart loop. Matching earrings.
No. E2457J-1078
Retail $22.95 Set

*Flashing round stones aglow in swirling silver chain. Matching earrings.
No. E2456J-882
Retail $17.95 Set

Pear-shaped, round and baguette stones circle swirling links. Matching earrings.
No. E2455J-833
Retail $16.95 Set

Halo of round stones encircle pear-shaped drop. Matching drop earrings.
No. E2454J-735
Retail $14.95 Set

Pear shaped stones drop from round and baguette stones. Matching earrings.
No. E2453J-637
Retail $12.95 Set

Sparkling beauty of graduated round stones. Matching earrings.
No. E2451J-367
Retail $7.50 Set

Flowering grace of round stones and dainty silver petals. Matching earrings.
No. E2452J-490
Retail $9.95 Set

All jewelry beautifully gift packaged

Romantic Florentine Lace

STERLING SILVER

RHINESTONE JEWELRY FASHIONS

A. FLORENCE Exquisite garland necklace of silver lace encrusted with brilliant many faceted stones.
No E2476J-1470
Retail $29 95

B. Fancy matching button earrings of rhinestones and filigree
No E2480J 490
Retail $9 95

C CAPRI An heirloom treasure of delicate silver lace aglow with magnificent rhinestones and suspended from shiny silver baguette chain
No E2475J-1225
Retail $24 95

D. Button earring of matching filigree discs ced with glistening stones
No E2479J-392
Retail $7 95

E. VILLE D ESTE Loveliest leaf necklace of romantic filigree hand fashioned of silver and highlighted with exquisite rhinestone spray
No E2474J-1045
Retail $21 95

F. Drop earrings of leaf like lace and magnificent round stones
No E2478J-441
Retail $8 95

G. SAN REMO Lustrous petal necklace of silver filigree glistening with brilliant round stones
No E2473J-931
Retail $18 95

H Matching button earrings of silver lace petals and rhinestone spray
No E2477J-392
Retail $7 95

I. Wrist wonder bracelet of silver filigree leaf motif with rhinestones
No E2486J 1176
Retail $23 95

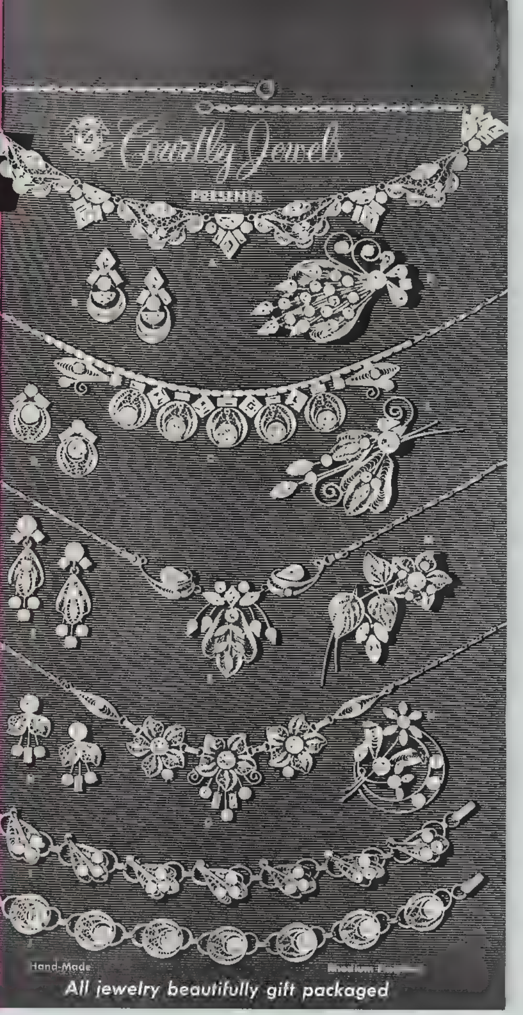
J. Romantic lace link bracelet in silver and glittering stones
No E2485J-833
Retail $16 95

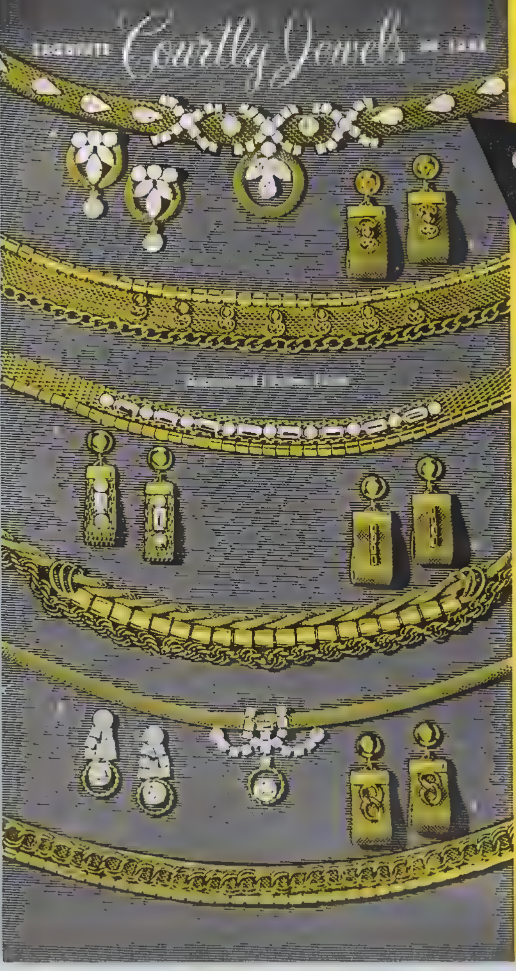
K Sparkling spray pin of rhinestones on hand made filigree leaf motif
No E2484J-980
Retail $19 95

L. Elegant spray pin of delicate filigree and glistening stones
No E2483J-771
Retail $15 75

M Fancy floral pin of dainty filigree with glamorous marquis cluster
No E2482J-735
Retail $14 95

N. A circle of charm pin enhanced with jeweled flower
No E2481J-699
Retail . . . $13.75





GOLDEN GLITTER MESH

Hand-Set Stones

A. VENUS Necklace of beauty a sheer delight with interlaced pear-shaped, round and marquis stones blazing on golden mesh. Matching drop earrings. Available with topaz, emerald, aqua or crystal stones.
No E2492J-1274
Retail **$25 95**

B. HELEN OF TROY. Loveliest of the classic necklaces stunning tailored trim on golden mesh. Drop earrings to match. Also available in rhodium-silvered finish.
No E2490J-980
Retail **$19 95**

C. CIRCE A jeweler's masterpiece in woven mesh sparked with glittering octagon and round stones. Matching earrings. Available with topaz, emerald, aqua or crystal stones.
No E2491J-1103
Retail **$22 50**

D DI MEDICI A regal necklace supreme a gorgeous blend of spiraled mesh, hammered plate and interwoven links. Drop earrings to match. Available in gold or rhodium-silvered finish.
No E2489J-882
Retail **$17 95**

E. MARIE ANTOINETTE Lavish luxury in this golden mesh rope necklace draped with rhinestone garlands. Matching earrings. Available with topaz, emerald, aqua or crystal stones.
No E2487J-588
Retail **$11 95**

F. APHRODITE Elegant swirl necklace of golden mesh fashion trimmed with hammered plate and interwoven links. Matching earrings. Available also in rhodium silvered finish.
No. E2488J-735
Retail **$14 95**

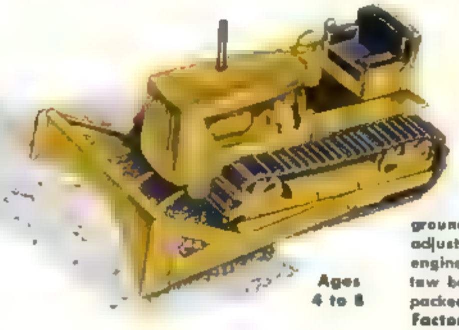
**ALL JEWELRY
BEAUTIFULLY GIFT PACKAGED**

FUN - *with a Future*

Model HEILINER SCRAPER

Ages 5 to 9

A massive, exciting reproduction of the huge triple-duty earth mover. Scoops up earth, hauls and dumps loads for other Model Toys. Manual controls for loading and dumping, tows other toys—or can be towed. Baked enamel finish. Length, 29"; packed 1 to carton; shipping weight, 13 lbs. Factory Maintained List—$15.95*



Model CATERPILLAR D-6 TRACTOR AND BULLDOZER

Ages 4 to 8

A rugged replica of the powerful "Cat." Levels areas for background construction jobs. Bulldozer blade adjusts from driver's seat. Cast "Diesel" engine, authentic treads allows sharp turns, tow bar. Baked enamel finish. Length, 15", packed 1 to carton; shipping weight, 8 lbs. Factory Maintained List—$12.95*

Pre-School Ages

Model CLARK AIRPORT TRACTOR AND TRAILERS

Superbly built tractor of rugged die-cast metal, trailers of heavy gauge steel. Self-locking couplings, removable trailer side panels. Baked enamel finish. Length overall, 27", packed in display box, shipped 6 to carton; shipping weight, 33 lbs. Factory Maintained List—$6.95*

AMERICA'S MOST WANTED TOYS!

MODEL TOYS come first on any youngster's "wanted" list. They're big, they're exactly like real machines, they can take the rough and tumble treatment any boy gives his favorite toy. Model Toys make the world of make-believe come to life!

But it isn't only the kids who go for Model Toys. Parents who buy toys are just as enthusiastic. They know these constructive toys give their young owners a solid sense of appreciation for fine craftsmanship, help shape thoughts and habits towards building, rather than destroying. Wise parents know when they give Model Toys, they're giving fun—with a future!

Model BARBER-GREENE BUCKET LOADER

Ages 4 to 9

A "working" toy, with chain driven buckets that scoop up earth, carry it up to rubber conveyor belt. Spirals, buckets and belt operated with one crank. Steerable front wheels, loading mechanism adjusts for road travel. Baked enamel finish. Length, 22", packed 1 to carton; shipping weight, 10 lbs. Factory Maintained List—$18.95*

Model ADAMS ROAD GRADER

Originaland finest working model road grader. Scraper blade adjusts 3 ways, steerable "knee-action" front wheels, tandem rear wheels. Baked enamel finish. Length, 26", packed 1 to carton, shipping weight, 12 lbs. Factory Maintained List—$13.95*.

Ages 4 to 9

Model Unit CRANE

Just like the real ones! Clam-shell and cargo hook lift earth and other materials, swing with boom in full circle, dump loads. Ground jacks give astonishing lifting power. All operations controlled from cab. Baked enamel finish. Length, 12"; boom length, 19", packed 1 to carton; shipping weight, 7 lbs. Factory Maintained List—$13.95*

Ages 8 to 10

Model EUCLID BOTTOM-DUMP TRUCK

Hauls and dumps loads just like the big trucks. Lever-controlled dump mechanism, steerable "knee-action" front wheels. Universal coupling allows tractor to be unhitched to tow other toys. Baked enamel finish. Length, 27"; packed 1 to carton; weight, 10 lbs. Factory Maintained List—$13.95*

Ages 4 to 8

**In 11 Western States add 80¢.*

Fire Fighting Toys

The "Clang" of a fire engine's bell never loses its fascination—and these superb Model reproductions of real fire-fighting equipment put all the thrills and excitement right in a boy's hands!

Model
AMERICAN-LA FRANCE AERIAL LADDER

Big, solid, and exactly like the real ladder truck! Die-cast aluminum extension ladder rises high above truck with spring-activated lift action. Revolving ladder base, extension jacks, auxiliary ladders. Baked enamel finish. Length, 33" height (ladder extended), 42" packed 1 to carton, shipping weight, 11 lbs. Factory Maintained List—**$19.95***

Ages 4 to 10

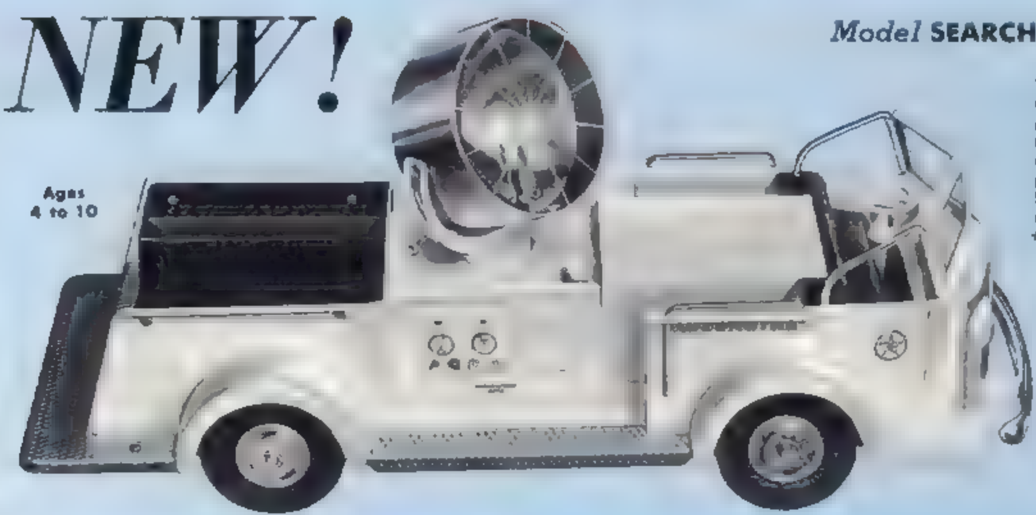
Ages 5 to 10

Model
AMERICAN-LA FRANCE PUMPER

Real? The rubber hose unreels, connects to the pump-operated tank, shoots a stream of water 'way high! Scaling ladder, fire extinguishers, bell, steering wheel that really steers. Baked enamel finish. Length, 18", packed 1 to carton, shipping weight, 7 lbs.

Factory Maintained List—**$15.95***

NEW!



Ages 4 to 10

Model **SEARCHLIGHT TRUCK**

This brand-new Model will make that backyard fire department complete! Giant searchlight revolves through a full 360 degrees, moves up and down, has a brilliant beam powered by flashlight batteries. Steerable front wheels, baked white enamel finish. Length, 18" weight, 6 lbs. Packed 1 to carton.

Factory Maintained List—**$13.95***

*In 11 Western States add 80¢.

Model Toy Representatives in the United States

East—Jos. J. Barnett
Midwest—Hugh D. Kenney
South—M. M. Hanson
Southwest—Hughes-Stocks
West—Ken Roberts

Model Toy Representative in Canada

Geo. S. Hall Co., Toronto

DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MFG. CO., INC.
ROSSMOYNE, OHIO

A NEW CONCEPT IN
Toy design
DOEPKE
Model
TOYS

Here are the famous Model Toys, with exciting new additions to make these superb toys the most complete, most wanted line in the field. But this isn't all!

You'll find the really sensational toy news of the year at the Fair, where Doepke invites you to the first showing of an utterly new kind of toy. New in more ways than one, these mark our entrance into the wheel goods field. We think you'll agree that they represent an entirely new approach to outdoors fun — we know you'll find them in the Model tradition of fine craftsmanship.

Come see them!

Rooms 611-612 Hotel New Yorker . Rooms 510-12 200 5th Ave.

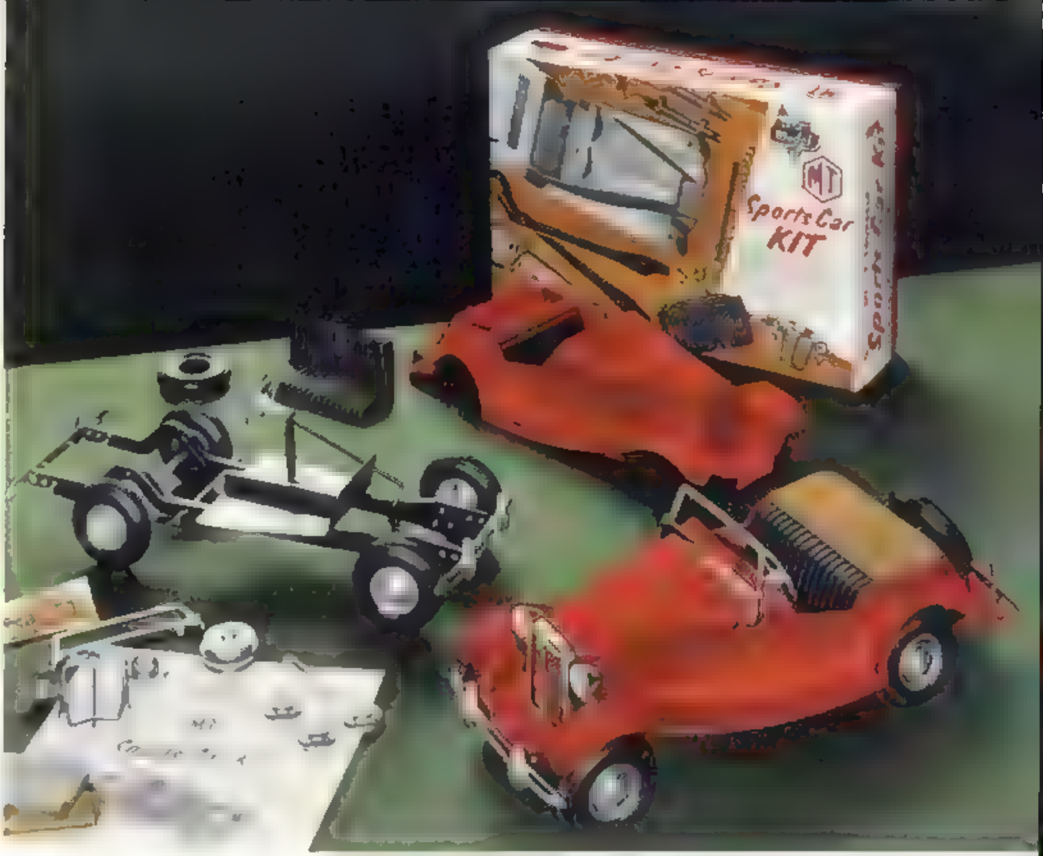
Model

SPORTS CAR KIT

For All Ages

Already famous as the truly authentic reproduction of the famous British MG. An educational father-and-son project, a natural for hobbyists and sports car enthusiasts. More than 50 precison-fitted parts, die-cast metal body, heavy steel chassis, steerable front wheels, semi-pneumatic tires, semi-elliptical rear springs.

Packaged in colorful, self-merchandising box. Length, 15", shipped 6 to carton, shipping weight, 36 lbs.
Factory Maintained List—$9.95*



DOEPKE Model TOYS

SPORTS CAR KITS

Great reproductions with Model's traditional top quality and craftsmanship—and the tremendous new appeal of build-it-yourself kits. Perfect for hobbyists of any age!

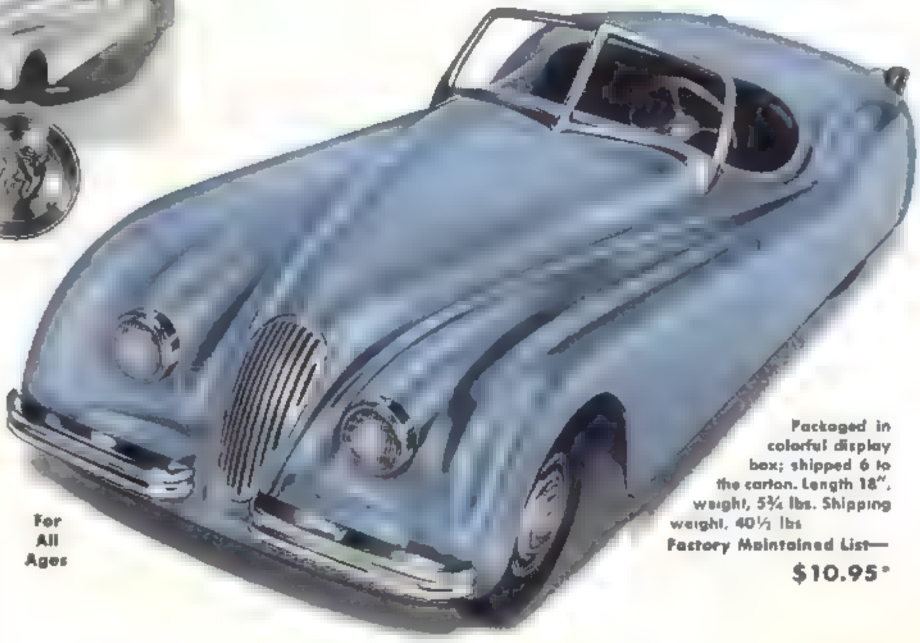
Model

JAGUAR

SPORTS CAR KIT

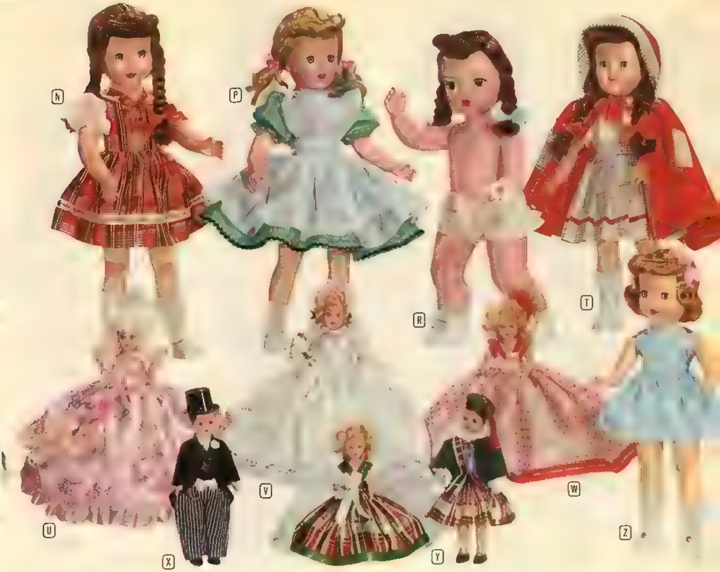
Perfectly detailed, completely authentic "build-it-yourself" scale kit of the celebrated Jaguar Sports Car. An absorbing construction project that builds into a rugged, long-lasting toy—or a collector's pridefully displayed miniature. Elaborately designed kit of precision-machined parts includes chassis, springs and steering assembly of heavy gauge steel, semi-elliptical rear springs, semi-pneumatic tires, cast metal body finished in automotive baked enamel. Assembly is difficult enough to be a challenge to young craftsmen—easy enough to appeal to father-and-son teams.

For All Ages



Packaged in colorful display box; shipped 6 to the carton. Length 18", weight, 5¾ lbs. Shipping weight, 40½ lbs
Factory Maintained List—
$10.95*

**In 11 Western States add 80¢.*



Dainty Miniatures and Other Dolls

N GIRL WITH SARAN BRAIDS. All plastic; turning head, jointed arms, legs. Glassene sleeping eyes, lashes. Long Saran hair, worn in braids. Plaid taffeta party-dress, white ninon puff sleeves, snap fasteners. Colorful embroidery at hem. Two hair bows, socks, slippers.

48 T 3889 L—Abt. 19 in. tall. Ship. wt. 1 lb. 12 oz . 5.95
48 T 3888 L—Abt. 16 in. tall. Ship. wt. 1 lb. 6 oz . . .4.95

P WALKING DOLL. All plastic, jointed arms and legs. "Walks" when you guide her. Glassene sleeping eyes, lovely long Saran hair. Embossed cotton dress, pinafore apron, socks, slippers, panties and half slip.

48 T 3871L—Abt. 18 in. tall. Ship. wt. 2 lbs. 5.59

R "TERRI LEE" IN RHUMBA PANTIES. Modeled from a real 2-yr. old. All plastic, guaranteed unbreakable or repaired, no charge. Moveable arms and legs, head turns. Painted eyes, lovely, soft Saran hair in braids. Has hairnet, socks, tie shoes and flower on wrist.

48 T 3801L—Abt. 17½ in. tall. Ship. wt. 2 lbs.. . . . .10.45

T WALKING DOLL IN RED CAPE. ALL plastic; head turns as you help her "walk." Glassene sleeping eyes, long Saran braided hair. Dress of organdy and checked broadcloth, red felt cape. Slip and panty combination, socks and slippers.

48 T 3886—Abt. 16 in. tall. Ship. wt. 2 lbs. 5.98

U MINIATURE MARTHA WASHINGTON. All plastic, moveable head, arms. Sleeping eyes, mohair wig. Taffeta gown, felt hat, panties. Parasol in hand. Abt. 7½ in.

48 T 3897—In gift box. Ship. wt. 11 oz. 1.49

V MINIATURE BRIDE. All plastic, moveable head, arms. Sleeping eyes, mohair wig. Rayon gown, veil, etc.

48 T 3896—Abt. 7½ in. Gift box. Ship. wt. 11 oz . . .1.49

W MINIATURE "BUBBLES" DOLL. Plastic, moveable head, arms. Sleeping eyes, mohair wig. Rayon gown.

48 T 3898—Abt. 7 in. Gift box. Ship. wt. 10 oz . . . . .85¢

X MINIATURE BRIDEGROOM DOLL. All plastic, moveable arms, head. Sleeping eyes, painted hair and shoes. Top hat, striped trousers, cutaway coat, vest, tie, etc.

48 T 3862—Abt. 7½ in. Gift box. Ship. wt. 7 oz 1.49

Y MINIATURE BRIDAL SET OF SCOTLAND. All plastic, moveable head, arms, sleeping eyes, painted shoes. Bride has plaid dress, veil, mohair wig. Groom has plaid kilt, jacket, beret. Bride 6 in. Groom 7½ in.

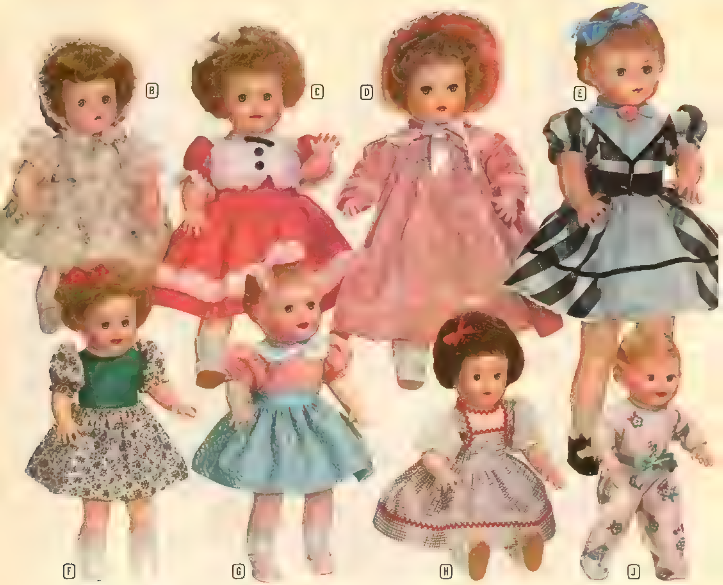
48 T 3861 Gift box. Ship. wt. 9 oz. . . . . .Set 1.49

Z LOVELY GIRL IN TAFFETA PANTY-SLIP. It will be fun to sew for her. Clothes (M) and (AA) fit her too. All plastic doll with moveable head, arms and legs. Beautiful Saran hair, glassene sleeping eyes, lashes. She wears socks and slippers. Comb and curlers included.

48 T 3982 L—Abt. 16 in. tall. Ship. wt. 1 lb. 12 oz . .3.75
48 T 3981—Abt. 14 in. tall. Ship. wt. 1 lb. 8 oz. 3.29

AA 4-PC. WARDROBE FOR GIRL DOLL. Coat and hat of checked corded fabric, nylon dress and chemise.

48 T 4131—For dolls 19 to 21 in. Ship. wt. 5 oz. . . .2.79
48 T 4130—For dolls 16 to 18 in. Ship. wt. 5 oz 2.49
48 T 4129—For dolls 14 to 15 in. Ship. wt. 5 oz. 2.29



Cuddly Baby Dolls for Children of All

A BABY IN BEAUTIFUL CHRISTENING DRESS. So sweet and lovable—latex body and soft vinyl molded head. Glassene sleeping eyes, "coos" when squeezed. Band of embroidered nylon and lace trim her ninon dress. Taffeta slip, bonnet of ninon. Wears diaper and knit booties.

48 T 4044 L–Abt. 22 in. Wt 3 lbs. 8 oz. 6 49
48 T 4043 L–Abt. 19 in. Wt. 2 lbs. 12 oz. 4.89
48 T 4042 —Abt. 14 in. Wt 1 lb. 8 oz. 3.89

B LITTLE GIRL IN DAINTY NYLON DRESS. Cute, appealing—has beautiful "rooted" Saran hair and cuddlesome soft latex body. Vinyl jointed arms, soft vinyl head. Sleeping eyes. "Coo" voice. Lace trimmed dress, slip, bonnet, socks, shoes.

48 T 4054 L—Abt. 18 in. Wt. 2 lbs. .. 7.95

C "CURLY TOP" WITH "ROOTED" SARAN HAIR. Huggable baby has soft washable latex body, vinyl head. Glassene sleeping eyes, "coo" voice. Wears cotton dress, panties, half slip, shoes, socks.

48 T 4321 L–Abt. 21 in. Wt. 2 lbs. 12 oz.. 5 59

D ADORABLE BABY IN TAFFETA COAT AND BONNET. Soft vinyl body and head with sleeping glassene eyes and curly "rooted" Saran hair. Also wears taffeta dress, panties, shoes, socks. Abt. 21 in. tall.

48 T 4020 L—Ship. wt. 4 lbs......... 7.95

E BIG TODDLER. Cotton stuffed latex body, jointed arms. Soft vinyl head, glassene sleeping eyes, molded hair. Plaid taffeta dress, half-slip, panties, shoes, socks. A big doll, attractively priced

48 T 4320 L–Abt. 23 in. tall. Wt. 3 lbs. 4 oz .5 59

F SWEET CURLY HAIRED BABY. Latex body, soft vinyl head. "Rooted" Saran hair, glassene sleeping eyes, "coo" voice. Wears print dress with attached panties, shoes and socks.

48 T 4276—Abt. 14½ in. tall. Wt. 1 lb. 10 oz 2.98

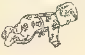
G LOVABLE BABY GIRL. Cotton stuffed latex body, soft vinyl head. Glassene sleeping eyes, "coo" voice. Cotton dress, panties, shoes, socks.

48 T 4329—Abt. 15 in. tall. Wt. 1 lb. 8 oz. . 2.89

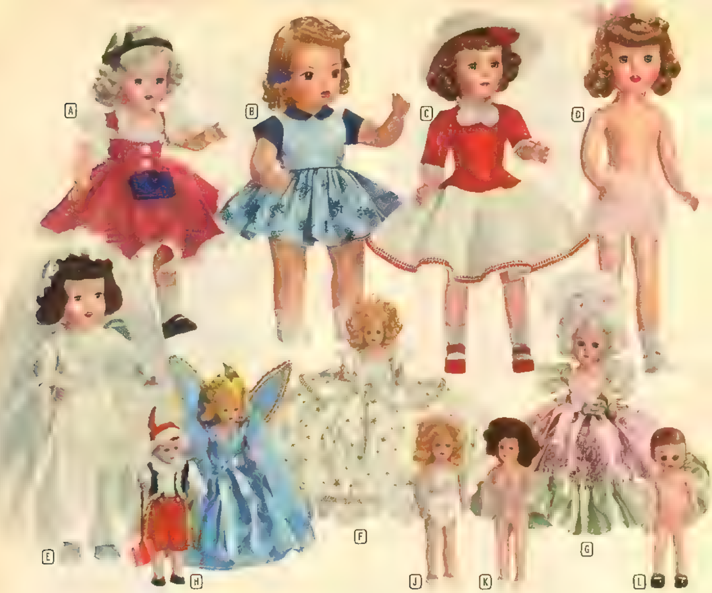
H CHUBBY BABY WITH CURLY "ROOTED" SARAN HAIR. Washable latex body, soft vinyl head with plastic inset eyes. Wears pretty rickrack trimmed cotton dress, knit panties, shoes, socks.

48 T 4280 L. Abt. 18 in. tall. Wt. 1 lb. 14 oz 2.89

J "BENDEE" LATEX DOLL. A sweet little baby that assumes life-like poses just by bending her arms and legs. Cotton stuffed latex body. Arms and legs have wired inserts. Vinyl plastic turning head; molded hair, inset glassene eyes. Wears flannel pajamas. Abt. 12 in.



48 T 4052—Shipping weight 1 lb......... 1.95



Beautiful Walking Dolls, "Terri Lee,"

"WALKING DOLLS" on these two pages take steps when guided, move heads from side to side as they walk.

A TV's "ROXANNE" WALKING DOLL. All plastic. "Walks" when you guide her. Has glassene sleeping eyes, lovely long Saran hair. Her camera actually lights when shutter is pressed. Crinkle cotton dress, panties, socks, slippers.
48 T 3854 L—About 19 in. tall. Ship. wt. 2 lbs. 11.45
48 T 3853 —About 14 in. tall. Ship. wt. 1 lb. 4 oz. 6.95

B "TERRI LEE IN DAINTY DRESS" Modeled from a real 2-year old. All plastic, guaranteed unbreakable or repaired, no charge. Head turns, moveable arms and legs. Painted eyes, lovely, soft Raysheen hair. Broadcloth dress, rhumba panties, socks and shoes. Bows in her hair.
48 T 3802 L—Abt. 17½ in. tall. Ship. wt. 2 lbs 11.45

C PLA MATE WALKING DOLL. (Read about Pla-Mates on Pg. 138). All plastic, moveable arms and legs. Head turns as you "walk" her. Beautiful Saran hair, glassene sleeping eyes, lashes. Has cotton dress with lace frills, panties, slippers, socks and straw hat. Parasol incl.
48 W 3990 L—Abt. 18 in. tall. Ship. wt. 3 lbs.... ... 7.95

D UNDRESSED WALKING DOLL. A darling little girl to sew for. Clothes (M) and (AA) fit her too. All plastic. Head turns as she "walks," jointed arms and legs. Lovely Saran hair, glassene sleeping eyes. Wears panties, socks, slippers.
48 W 3846 L -Abt. 20 in. tall Ship. wt. 2 lbs. 8 oz... 5.95
48 W 3845 L --Abt. 18 in. tall. Ship. wt. 2 lbs. 4 oz. 4.69

E WALKING BRIDE DOLL. All plastic, jointed arms and legs. Head turns as you "walk" her. Glassene eyes. Taffeta dress, veil, socks and slippers.
48 T 3852 Abt. 14 in. tall. Ship. wt. 1 lb. 4 oz. 4.95

F MINIATURE CINDERELLA. Plastic, moveable head, arms. Sleeping eyes, mohair wig Satin dress, slip, panties.
48 T 3895—Abt. 7½ in. Gift box. Ship. wt. 12 oz.....1.49

G MINIATURE MARTHA WASHINGTON Plastic, moveable head and arms. Sleeping eyes, mohair wig. Taffeta dress, panties, white felt hat with bow.
48 T 3860—Abt. 11 in. Gift box. Ship. wt. 14 oz......1.59

H WALT DISNEY'S "PINOCCHIO AND BLUE FAIRY." Plastic, moveable head and arms, sleeping eyes. Fairy has mohair wig, satin dress. Pinocchio wears suit, hat, etc.
48 T 3894 Abt. 7½ in. Gift box. Ship. wt. 12 oz .Set 1.69

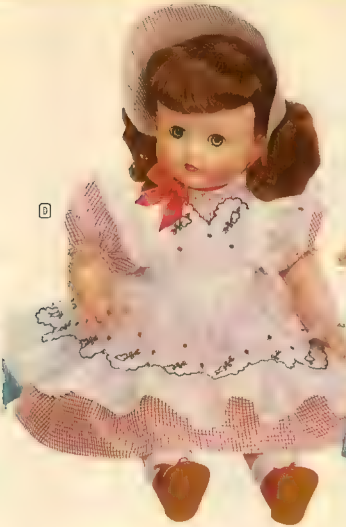
J MINIATURE IN BRA AND PANTIES. All plastic, moveable head and arms, sleeping eyes, mohair wig. Abt. 7½ in.
48 W 3863 Ship. wt. ea. 3 oz. Each 59c . . 3 for 1.49

K MINIATURE UNDRESSED GIRL. All plastic, painted eyes, moveable head and arms, mohair wig. Abt. 7½ in. tall.
48 W 3806 -Ship. wt. ea. 3 oz. Each 39c.... . .3 for 99c

L "SWEET JANE" UNDRESSED DOLL. All plastic, moveable arms, sleeping eyes. Painted hair. Abt. 7½ in. tall.
48 T 3899—Ship. wt. ea 3 oz. Each 35c . . .3 for 89c

M DAINTY DRESS AND PANTY SET. Nicely made of crinkle nylon, lace trimmed. Hanger included.
48 T 4104 -For 19 to 20-in. dolls. Wt. 2 oz...........1.69
48 T 4103—For 16 to 18-in. dolls. Wt. 2 oz. 1.69
48 T 4102 For 14 to 15-in. dolls. Wt. 2 oz 1.69

READ "FACTS ABOUT WARDS DOLLS" ON PAGE 138



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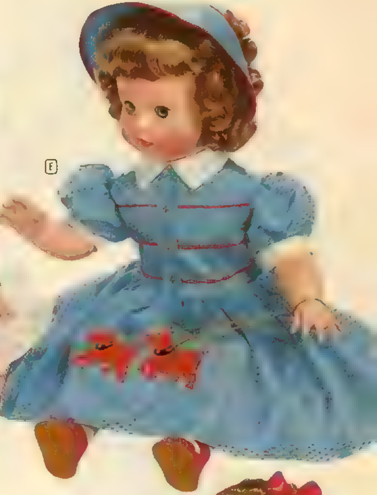
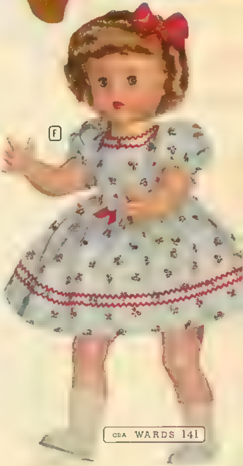


E

Saran Hair, Permanently Rooted



F

D **LOVABLE DOLL IN DAINTY PINAFORE.** Her "rooted" Saran hair is gathered into a huge cluster behind each ear, as charmingly styled and luxuriantly thick as any we've seen. Little mothers can comb curl and arrange her hair because it is permanently rooted (see opp. page). Latex body is washable, feels like baby skin; cotton stuffed to make her light and cuddlesome. "Coos" when you squeeze her. Beautifully detailed soft vinyl head is smooth and pliable. Glassene sleeping eyes. Her crisp white organdy pinafore has scalloped ruffle and dainty embroidered design. She wears a checked taffeta dress and bonnet, combination taffeta slip and lace-trimmed panties, slippers, socks. Ship wts. 4 lbs. 8 oz., 3 lbs. 8 oz.; 2 lbs. 12 oz.; 1 lb. 8 oz.

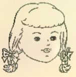
48 T 4326 L—About 26 in. tall	11.69
48 T 4325 L—About 22 in. tall	9.69
48 T 4324 L—About 19 in. tall	7.69
48 T 4323 —About 14 in. tall	5.69

E **DOLL IN DAINTY "CHROMSPUN" NAIL-HEAD TAFFETA DRESS,** with beautiful long "rooted" Saran hair see opp. page. Two Scotty dogs appliqued on skirt, their "gold chains" tied to her wrist. Pique collar and cuffs on puffed sleeves add a touch of crispness. Matching taffeta frame hat, taffeta combination slip, lace-trimmed cotton panties, socks and shoes complete her costume. Her soft life-like vinyl head is smooth and pliable. Latex body is washable, feels like real baby skin, cotton stuffed to make her lightweight and lovely to hug. Coos when squeezed. Has glassene sleeping eyes. Ship. wts. 4 lbs. 8 oz.; 3 lbs. 8 oz., 2 lbs. 12 oz.; 2 lbs. 4 oz.; 1 lb. 12 oz

48 T 4038 L—About 26 in. tall	9.79
48 T 4037 L—About 22 in tall	7 79
48 T 4036 L About 19 in. tall	6.69
48 T 4035 L—About 16 in. tall	5.69
48 T 4034 About 14 in. tall	4 69

PLASTIC WALKING TODDLER DOLL . . . TURNS HER HEAD AS YOU "WALK" HER

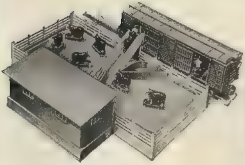
F This appealing little girl has beautiful "rooted" Saran hair worn in a becoming little girl style. (See opp. page for "rooted" hair description). She toddles along like a real child if you take her hand to help her, and as she "walks" her head turns from side to side. Pretty little girl dress of embossed cotton print has rick-rack trim at neckline, skirt and puff sleeves. Attached panties, socks and slippers. Body is made of hard plastic which is practically unbreakable. Flesh like soft vinyl head with beautifully molded features and glassene sleeping eyes. She has a "ma-ma" voice.



48 T 4303 L About 23 in. tall. Ship. wt. 3 lbs. 14 oz.	9.95
48 T 4302 —About 14 in. tall. Ship. wt. 1 lbs. 8 oz.	5.95
48 T 4304 L Same as Doll above but with hard plastic head, Saran foundation wig in braids as shown at left. 23 in. tall. Wt. 3 lbs. 14 oz	7.59

READ "FACTS ABOUT WARDS DOLLS" ON PAGE 138 OF THIS CATALOG

AMERICAN FLYER ACCESSORIES



OPERATING STOCKYARD WITH KNUCKLE COUPLER CAR

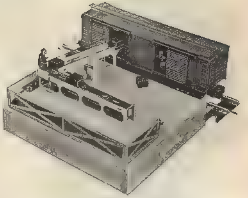
One of the most extraordinary accessories ever created! After switch is turned, action is entirely automatic. Steers in stock yard pens mill about and move continuously. When one of the two exit gates is opened, cattle troop up ramp and into car. Stock car unloads by remote control when exit door is lined up with corral ramp. Measures 11" long, 10½" wide, 2⅜" high. Car is 7-13/16" long. Shpg. Wgt. 5 lbs.

E1559P-997 .... **RETAIL $14.95**

AUTOMATIC TALKING STATION

Newly designed ILLUMINATED STATION. When you press remote control button, this is what happens automatically: your train stops in front of the station, and while it waits you hear sounds right from the station interior—hissing steam, piston chugs, trainmaster's voice, etc. When sounds cease, train automatically resumes trip. Entire operation is electrical—no batteries required. Dimensions: 16¼" long, 8¾" high, 8⅜" wide. Shpg. Wgt. 7 lbs.

E1520P-1300 .... **RETAIL $19.95**



BAGGAGE LOADING PLATFORM

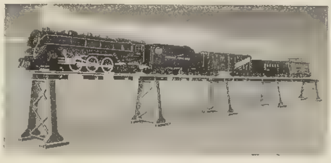
Packing Boxes are placed on loading ramp. Each time control button is pressed, a box is fed singly to a trainman who lowers chute extension and sends the miniature crate into the Knuckle Coupler Box Car. Measures 7 long x 8½" wide x 3¾" high. Shpg. Wgt. 5 lbs.

E1557P-997 .... **RETAIL $14.95**

BURLINGTON R.R. HOPPER

Highly detailed C B & Q Hopper Car complete with a load of realistic simulated coal. Car has Knuckle Couplers and massive, heavy-duty sintered iron trucks with authentic detail 6⅝" long Shpg. Wgt. 3 lbs.

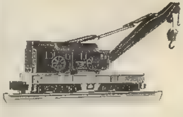
E1522P-330 .... **RETAIL $4.95**



RAILROAD TRESTLE SET

Your freight and passenger trains climb the grade, continue on the high elevated section and then descend. Molded abutments resemble girder construction and are finished in realistic red-lead color. American Flyer "S" Gauge track sections recess into abutment slots and lock together with clips. Easy and quick to set up. Trestle rises 5" at highest point. Can be arranged in figure 8, ovals, and other variations. Requires 26 track sections. Cannot be used with "O" or "027" track. Set consists of 26 abutments. Shpg. Wgt. 3 lbs.

E1516P-530 .... **RETAIL $7.95**



OPERATING WRECKING CRANE

This rugged Crane giant can actually lift up derailed locomotives and cars. Hook raises and lowers manually; another manual operation lifts or drops boom. Car has railroad type Knuckle Couplers. 13½" long Shpg. Wgt. 2 lbs.

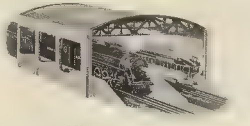
E1577P-530 .... **RETAIL $7.95**

AMERICAN FLYER

TRACK CLEANING CAR

Not only will it add to the appearance of your freight or work train but it keeps running rails clean. Has four felt track wipers; two leading wipers are saturated with cleaning fluid, two trailing wipers then dry track. Car has railroad type Knuckle Couplers. 10½" long Shpg. Wgt. 1 lb.

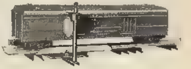
E1587P-434 .... **RETAIL $6.50**



RAILROAD TERMINAL

New terminal will handle two trains if used as shown above or, without center platform-and-ramp, can accommodate three. Clear-finish roof is supported by 4 girder arches. Platforms, with passenger ramps, can be used singly or in multiple. Terminal is made of high impact styrene. Trains shown in photograph are not included. Dimensions 15¼" long, 8¾" high, 8⅝" wide. Shpg. Wgt. 4½ lbs.

E1517P-664 .... **RETAIL $9.95**



MAIL PICK-UP CAR

Takes aboard one mail sack while another is tossed out. Works by remote control, at any speed. Automatic track section, stanchion and sacks included. Has knuckle couplers and sintered iron trucks. 10¾" long Shpg. Wgt. 2 lbs.

E1571P-500 .... **RETAIL $7.50**

OPERATING DUMP CAR

Loads coal, ballast, ore, slag, etc. and dumps it by remote control! Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Bin, artificial coal control units, etc., included. Car is equipped with railroad type Knuckle Couplers 6¾" long Shpg Wgt. 2 lbs.

E1575P-567 **RETAIL $8.50**

POWER FLOODLIGHT CAR

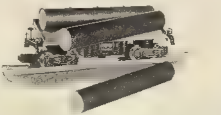
Casts brilliant, flood of light over unloading or other type of scene. Giant floodlight swivels in circle and tilts up or down. Car has railroad type Knuckle Couplers 10½" long. Shpg. Wgt 1 lb.

E1581P-500 .... **RETAIL $7.50**

CATTLE CAR

Accurate 3/16" scale model of the cattle car used to transport prime steer to stockyard centers. Doors slide open and shut. Car has railroad type Knuckle Couplers and massive, heavy-duty sintered iron trucks, with wealth of detail. 7 13/16" long. Shpg Wgt. 2 lbs.

E1526P-317 .... **RETAIL $4.75**



LOG UNLOADING CAR

Here's the car you'll want for those logging operations in the "big timber" country. When you touch the remote control button, the bottom tilts up, the sides lower and out spill the logs. Automatic track section included. Car is equipped with railroad type Knuckle Couplers. 7¾" long. Shpg. Wgt. 2 lbs.

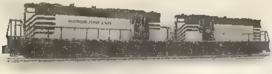
E1561P-434 .... **RETAIL $6.50**

CHEMICAL CAR

On more and more freight hauls on America's big roads you'll find at least one of these indispensable tank cars especially designed to carry chemicals. Fully detailed and complete with hand and guard rails and ladders. Finish is yellow and green. Has Knuckle Couplers and heavy-duty trucks. 7⅝" long Shpg Wgt. 2 lbs.

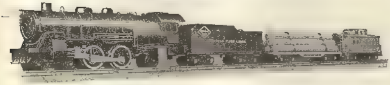
E1524P-384 .... **RETAIL $5.00**

AMERICAN FLYER



TWIN UNIT DIESEL

Brand new two-unit Diesel switcher with authentic orange-and-black Texas and Pacific R. R. markings. Has powerful worm-drive motor and built in Air Chime Horn, knuckle couplers. Length 21¾". Shpg Wgt. 5 lbs.
E1509P-2634 .... **RETAIL $39.50**



"THE CRUSADER" 4 UNIT FREIGHT TRAIN

What a boy wouldn't give to own a train like this, with a scale model 4-4-2 Atlantic steam locomotive that starts stops and reverses by electric remote control and is equipped with PULL-MOR drive. Set consists of scale model locomotive and tender, flat car with logs, caboose—all with knuckle couplers. Also 12-curved tracks, car uncoupler, lock-on track terminal and 50-Watt transformer 2½ ft. long Shpg Wgt. 8 lbs

E1500P-1187 .... **RETAIL $17.95**

"GM" DIESEL—4 UNIT SWITCHER WORK TRAIN

This rugged Diesel work train is all set to troubleshoot a mainline accident or carry a track-laying gang out. Set includes Diesel locomotive girder car, wrecker car and crane. boom car all with knuckle couplers 12 curved tracks car uncoupler, track terminal and 50-Watt transformer 3 ft. long Shpg Wgt 9 lbs.
E1502P-1897 **RETAIL $29.95**

3/16" True Scale Model

"THE ARROW"—6 UNIT FREIGHT TRAIN

A freight set to be really proud of—a big 4-6-2 Pacific locomotive and tender plus gondola, refrigerator car, oil tank car, caboose—all with knuckle couplers. 12 curved tracks, car uncoupler and 50-Watt transformer. 4 ft. long. Shpg. Wgt. 10 lbs.

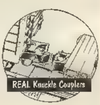
E1501P-1864 .... **RETAIL $27.95**

REAL Two-Rail Track

"THE SILVER COMET"—5 UNIT "A" DIESEL FREIGHT TRAIN

Here's a sight familiar to every railroader—a single "A" unit Alco Diesel at the head end of a freight haul. Set consists of Diesel locomotive, depressed center car with reel, log car, metal boom and work car—knuckle couplers. 12-curved and 2-straight tracks, 14 track-locks, 1 track terminal, 1 electric uncoupler and 50-Watt transformer. 4½ ft. long. Shpg. Wgt. 13 lbs.

E1505P-2664 .... **RETAIL $39.95**



"THE SILVER COMET"—4 UNIT "A" DIESEL PASSENGER TRAIN

This is a big Alco 'A" unit Diesel "growler" with its powerful worm-drive motor. Just open up the throttle on the mainline and you'll find it streaking along the track like a thoroughbred. Set consists of baggage and club car, vista-dome car, lounge and observation car—all with knuckle couplers. 12 curved and 2 straight tracks, 14 track locks, 1 electric uncoupler, 1 lock-on track terminal and 50-Watt transformer. 4½ ft. long. Shpg Wgt. 13 lbs.
E1508P-2564 .... **RETAIL $39.95**

"THE MOUNTAINEER"—6 UNIT FREIGHT TRAIN

What boy wouldn't like to be the engineer of this 4-6-2 Pacific locomotive with choo-choo sound, real red glowing smoke and PULL-MOR drive, Set consists of locomotive and tender, 3-pc. smoke set, box car, oil tank car, hopper car, refrigerator car, gondola and illuminated caboose—all equipped with knuckle couplers. 12 curved and 2 straight tracks, 14 track locks, 1 electric uncoupler, 1 track terminal and 50-Watt transformer. 5 ft. 4 in. long Shpg Wgt. 13 lbs.
E1506P-2500 .... **RETAIL $37.50**

FOR REALISM AND RELIABILITY

"THE METEOR"—8 UNIT FREIGHT TRAIN

You don't know what railroading is until you've handled the throttle of this big 6-car "smoker." Sounds off with choo-choo as it runs, has the new PULL-MOR power. Set consists of locomotive and tender, 3-pc. smoke set, refrigerator car, cement car, oil tank car, cattle car, box car and caboose—all with knuckle coupler. 12 curved and 4 straight tracks, 16 track locks, 1 electric uncoupler, 1 track terminal and 100-Watt transformer with circuit breaker 5 ft. 5 in long Shpg. Wgt. 15 lbs

E1507P-2997 **RETAIL $44.95**

REAL Choo-Choo Sound

"THE YARD KING" 8 UNIT SWITCHER AND WORK TRAIN

Here's a roundhouse of fun and realism for every model railroad fan—boy or man! With PULL-MOR power this hot-shot switcher will out pull and out climb any train. Puffs red glowing smoke and sounds off with choo-choos as it runs. Set consists of locomotive and tender, 3-pc. smoke set, utility car, die cast metal car, operating wrecking crane, boom car. All cars equipped with knuckle couplers 12 curved and 4 straight track, 16 track locks, 1 track terminal and 100-Watt transformer with circuit breaker. 4½ ft. long. Shpg. Wgt. 17 lbs.

E1510P-3330 .... **RETAIL $49.95**

Worm-Drive Motor

"THE PACE MAKER" –6 UNIT PASSENGER TRAIN

What a train! The famous 4-6-4 N. Y. Central "Hudson." An authentic steam locomotive with choo-choo sound, real red glowing smoke, Air Chime whistle with PULL-MOR power drive. Set consists of locomotive and tender, 3-pc. Smoke set, remote controller for Air Chime whistle, illuminated baggage and club car, pullman car, vista-dome car, lounge and observation car—all equipped with knuckle couplers. 12 curved and 6 straight tracks, 18 track locks, 1 electric uncoupler and lock-on track terminal 110-WATT TRANSFORMER RECOMMENDED. 6 ft. long. Shpg Wgt. 13 lbs

E1514P-3664 .... **RETAIL $54.95**

Pull 40 Cars with Ease!
PULL-MOR Power

"THE CHALLENGER"—9 UNIT FREIGHT TRAIN

The champion of all the steam freight trains, huge 16-wheel Union Pacific "smoker" with sensational PULL-MOR power, real red glowing smoke, choo-choo sound and Air Chime whistle. Set consists of locomotive and tender, 3-pc. smoke set, remote controller for Air Chime whistle, box car, coal car, gondola, refrigerator car, cement car, cattle car and illuminated caboose—all equipped with knuckle couplers. 12 curved and 8 straight tracks, 20 track locks, 1 electric uncoupler, 1 track terminal. 110-WATT TRANSFORMER RECOMMENDED. 6 ft. 5 in. long. Shpg. Wgt. 14 lbs.

E1519P-4000 .... **RETAIL $59.95**

"THE SILVER ROCKET"—A,A DIESEL 6 UNIT PASSENGER TRAIN

From front to back this "Silver Rocket" streamliner is loaded with accurate detail and built to last a lifetime. All starting, stopping and reversing are done by remote control. Set consists of twin Diesel "A" unit with headlight and remote control, Air Chime whistle, 3 Vista-dome cars, 1 lounge and observation car. All cars have knuckle couplers. 12 curved and 6 straight tracks, 18 track locks, 1 electric uncoupler, 1 track terminal. 110-WATT TRANSFORMER RECOMMENDED. 6½ ft. long. Shpg. Wgt. 12 lbs.

E1520P-4330 .... **RETAIL $64.95**

REAL Air Chime Whistle

"THE CHIEF"—TWIN MOTOR 10 UNIT FREIGHT TRAIN

Two worm-drive motors. Air chime whistle and remote control—53-piece set. The longest model railroad train ever made and a masterpiece of construction from end to end. Just think of it—a three unit streamlined Diesel locomotive and Seven authentic freight cars—the entire train measuring 7 ft. 8" long! The giant locomotives have two motors and can start, stop and reverse by remote control. All cars have knuckle couplers. Train set includes Twin motored "A" unit Diesel with headlight and remote control, "B" unit Diesel with Air Chime Whistle, cement car, stock car, refrigerator car, coal car, oil tank car, box car, illuminated caboose. 12 sections curved track, 8 sections straight track, 20 track locks. Remote control electric car uncoupler. Lock-on track terminal. 190-WATT TRANSFORMER RECOMMENDED. Shpg. Wgt. 14 lbs

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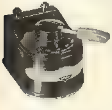
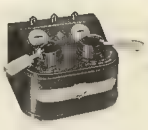
AMERICAN FLYER RAILROAD EQUIPMENT

TRAIN POWER CONTROLLER. WITH CIRCUIT BREAKER

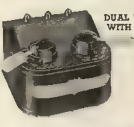


Output 110 Watts, 110-120 volts, 60 cycles, A. C. Has ample output to operate a train set plus small quantity of remote control and automatic accessories. Full directional control when train stops, it will re-start without going into reverse first. Built in Circuit Breaker prevents transformer burn-outs due to overload or shorts. Green light indicates power-on; red light warns of a short circuit. Case is high impact molded material. Apprx Shpg Wgt. 6 lbs.
E1530P-1100 . ....**RETAIL $18.00**



DUAL TRAIN POWER CONTROLLER. WITH DOUBLE CIRCUIT BREAKERS

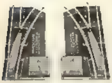
Output. 300 Watts, 110-120 volts, 60 cycles, A. C. The finest electric train power controller you can buy! Giant capacity you can run two trains at different speeds on separate loops of track, or FOUR trains (two running at same speed) on four separate layouts. Has full directional control; when train stops it will start up again without going into reverse first. Two panel meters indicate voltage—one for each control. Has green power-on light and two red warning lights that indicate a short circuit. Transformer has "Dead Man's Control" a real railroad feature. When throttle is let go, train halts! Case is high impact material. Apprx. Shpg. Wgt. 10 lbs.
E1525P-2330 ....**RETAIL $34.95**



DUAL TRAIN POWER CONTROLLER. WITH DOUBLE CIRCUIT BREAKERS

Output: 190 Watts, 110-120 volts, 60 cycles, A. C. Same as E1525P except is without voltmeters and has lower power capacity Apprx. Shpg Wgt. 12 lbs.

E1531P-1767 **RETAIL $26.50**



MANUAL PAIR SWITCHES

Manual switches which operate by hand. Control alters position of swivel rail. Not illuminated. Shpg. Wgt 9 lbs.
E1539P-597 ....**RETAIL $8.95**

REMOTE CONTROL SWITCHES

Positive action electric switches with red and green position lights. Remote control box has two switch control levers. Lights remain illuminated even when train is not running Shpg Wgt. 4 lbs
E1507P-1064 ....**RETAIL $15.95**

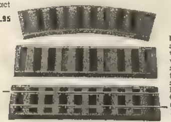
STRAIGHT TRACK

Two running rails, for true-to-life operation! Sections are made of heavy gauge steel and measures 10" Fully insulated Shpg Wgt 2 lbs.

E1599P 205—Box of 12 **RETAIL $3.00**
CURVED TRACK 10" LENGTH Shpg Wgt 2 lbs.
E1603P-205—Box of 12 **RETAIL $3.00**
HALF SECTION—Straight Track 5" Long. Shpg Wgt 1 lb.
E1601P-102—Box of 6 **RETAIL $1.50**
HALF SECTION—Curved Track 5" Long. Shpg Wgt. 1 lb.
E1605P-102—Box of 6 **RETAIL $1.50**

RAILROAD CROSSING

No model layout is complete without one of these crossings Enables you to have one train pass in front of another or to intersect two main lines. 10" long Shpg Wt. 1lb.
E1609P-167 ....**RETAIL $2.50**



RUBBER ROADBED

Makes track resemble real life, two-rail right-of-way Deadens sound of running trains. Non-slip design American Flyer 3/16 ("S" Gauge) tracks slip into recessed slots. 10" sections.

E1611P-120—Box of 6 Straight. Shpg Wgt. 2 lbs....**RETAIL $1.80**
E1613P-120—Box of 6 Curved. Shpg Wgt 2lbs. **RETAIL $1.80**

"SAM" THE SEMAPHORE MAN

Press operating button and, by remote control Sam dashes out of shack, halting oncoming train. Press second button and Sam hustles back into house enabling train to resume its trip. Stands 7¼" high. Shpg Wgt. 2 lbs.
E1547P-597 ....**RETAIL $8.95**

RAILROAD TUNNEL

Beautifully molded in many colors. Scene includes house, winding road, etc 11½" long. Shpg. Wgt 4 lbs.
E1593P-234 ... **RETAIL $3.50**

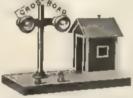
WORM-DRIVEN HAND CAR

Watch Mike and Ike pump accordingly. Powered by a worm-driven electric motor Colorfully finished in Orange and Black with red-white-blue emblem on the side. Measures 4½" long. Shpg. Wt. 3 lbs.
E1604P-530 ....**RETAIL $7.95**

AMERICAN FLYER

WHISTLING BILLBOARD

Just the ticket for your non-whistling locomotives. Sound true-to-life long blasts and short toots by remote control. Mechanism concealed in housing. 4" x 7½" x 4". Shpg Wgt. 2 lbs
E1602P-464 **RETAIL $6.95**

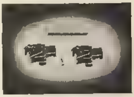


BELL DANGER SIGNAL

Fascinating sound and action. Approaching train causes bell to set a warning clang while red lights on crosing station flash on and off. Track Trips included: 5" long x 2⅞" wide x 5" high. Shpg. Wgt. 2 lbs.
E1543P-330 ....**RETAIL $4.95**

TRACK TERMINAL

Designed to provide an ideal power lead connection from Transformer or accessories to track section. Package of 3.
E1597P-42 ....**RETAIL $0.60**

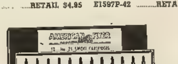


KNUCKLE COUPLER KIT

Convert your old American Flyer link coupler cars and tenders to new Knuckle-Type Couplers. Complete with directions. Sold in pairs only. Shpg. Wgt. 1 lb.
E1540P-64 .... **RETAIL $0.95**

OPERATING WATER TANK

Set up this realistic accessory in your yard for colorful railroad action. Press remote control button and spout lowers over tender, release button and spout snaps back to vertical position. Aircraft warning light and direction arrows on roof. Supports are simulated concrete piling. 6"x6½"x11". Shpg Wgt. 3 lbs.
E1543P-397 **RETAIL $5.95**

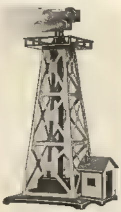


SMOKE CARTRIDGES

Produces thick, clean, white smoke in few seconds. Harmless if swallowed accidently Cannot hurt walls draperies, fabric, etc. For all smoke-puffing locomotives shown in this catalog Dozen cartridges in box. Shpg. Wgt. ⅓ lb.
E1533P-84 **RETAIL $1.25**

CROSSING GATE

Completely automatic in action. When train approaches gate lowers and red light goes on. After last car passes gate rises and light is extinguished. Measures 8⅞" long x 2⅞" wide. Shpg. Wgt. 3 lbs.
E1541P-530 **RETAIL $7.95**



FLOODLIGHT TOWER

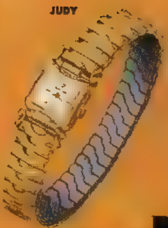
Wonderful for lighting up yard scene at night! Powerful new floodlights mounted in double tier atop a steel girder-type structure. Casts bright glow Workman's Tool Shack at base is made of pressed steel. Approximately 11½" high, base is 5" x 6" Shpg. Wgt. 2 lbs.
E1549P-334 **RETAIL $5.00**

glycine

THE WATCH OF PERFECTION
SINCE 1914

17 JEWELS • PERMASPRING MAINSPRING • ELECTRICALLY TIMED • DUST PROTECTED • ANTI-MAGNETIC • BEAUTIFULLY GIFT BOXED

FAMOUS FOR QUALITY SINCE 1914.



JUDY—Graciously styled ladies' sport watch. Solid 14K YELLOW GOLD case with matched Gold Filled expansion bracelet. Famous 17 jewel Glycine movement.
No. 822G5665
Suggested Retail.....$125.00

Same as above with solid 14K WHITE GOLD case.
No. 823G5665
Suggested Retail.....$125.00

GRACE—Classic solid 14K WHITE GOLD ladies' sport watch. 17 J. Glycine movement
No. 824G5625 Sug. Ret $125.00
Same, 14K YELLOW GOLD case.
No. 825G5625 Sug. Ret. $125.00

DUNCAN—For the important man. Handsome rectangular solid 14K YELLOW GOLD dust protected case. Gold applied stick dial. Accurate 17 jewel Glycine movement
No. 826G6150 Sug. Ret. $135.00

BRANDON—Diamond polished flat-wafer solid 14K YELLOW GOLD case. Glycine 17J. movement. Gold applied stick dial.
No. 827G6750 Sug. Ret. $135.00
Same as above with solid 14K WHITE GOLD case.
No. 828G6750 Sug. Ret. $135.00

GRACE
DUNCAN
BRANDON

Cosmopolitan Series 17 RUBY JEWEL WATCHES

FRANKLIN – Distinguished round 10K YELLOW GOLD FILLED case with matching Gold Filled exp. bracelet. Two tone Gold applied stick dial Glycine 17 J. movement.
No. 833G4200 Sug. Ret... $89.50

MADISON – Smartly styled square 10K YELLOW GOLD FILLED case with Gold applied numeral and dot dial. Famous Glycine 17 jewel movement
No. 834G3865
Suggested Retail..... $79.50

Water Mates

17 JEWELS • WATERPROOF*

RITA
MARINER

RITA—Petite NURSES' beautiful sport watch. WATERPROOF all steel case with 17 J. Glycine INCABLOC movement. Easy to read sweep second hand.
No. 829G3525 Sug. Ret.....$71.50
SANDRA – Same with Yellow Gold Filled top, Stainless Steel back.
No. 830G3975 Sug. Ret.....$79.50

MARINER—Rugged Stainless Steel WATERPROOF watch with 17 J. Glycine INCABLOC movement. Stick and Radium dot dial and hands.
No. 831G2815 Sug. Ret.....$57.50
LESLIE—Same as above with Yellow Gold Filled top, Stainless Steel back.
No. 832G3525 Sug. Ret.....$71.50

GEORGE
BARCLAY
NELSON

Statesman Series 17 JEWELS • FLEXOMATIC SELF-WINDING

GEORGE—Dependable FLEXOMATIC self winding 17 jewel Glycine INCABLOC shock resistant movement with 10K YELLOW GOLD FILLED dust protected case.
No. 835G4490 Suggested Retail.................. $90.00

BARCLAY—Unusual modern square design. FLEXOMATIC self winding, 17 jewel Glycine INCABLOC shock resistant movement with solid 14K YELLOW GOLD dust protected case.
No. 836G7200 Suggested Retail..................$150.00

NELSON—Solid 14K YELLOW GOLD dust protected, mirror polished, wafer-thin case with matchless 17 jewel FLEXOMATIC self winding, INCABLOC shock resistant Glycine movement.
No. 837G7200 Suggested Retail..................$150.00

ADONIS—Stainless Steel WATERPROOF case, FLEXOMATIC self winding 17 J. Glycine INCABLOC movement.
No. 838G4465 Sug. Ret.. $90.00
CONRAD—Same as above with Yellow Gold Filled top, Stainless Steel back.
No. 839G4800 Sug. Ret..$100.00

WANDA – YELLOW GOLD FILLED top and a Stainless Steel back, WATERPROOF case. 17 J Glycine FLEXOMATIC, INCABLOC movement
No. 840G4610 Sug. Ret.. $95.00
YVONNE – Same as above with all Stainless Steel case.
No. 841G4310 Sug. Ret.. $89.50

*Waterproof — As long as case remains unopened and crystal intact.

Watches slightly reduced in size.
Prices subject to change without notice.

17 Jewel Fashion Magic Watches

glycine
THE WATCH OF PERFECTION
SINCE 1914

FAMOUS FOR ACCURACY AND STYLE SINCE 1914

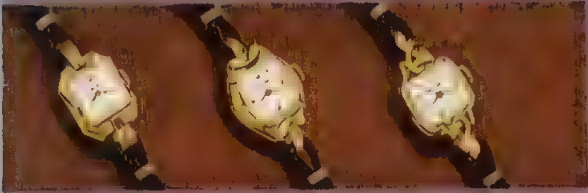
- ★ PERMASPRING GUARANTEED MAINSPRING
- ★ ELECTRICALLY TIMED AND TESTED
- ★ FAMOUS 17 JEWEL GLYCINE MOVEMENTS
- ★ DUST PROTECTED
- ★ ANTI-MAGNETIC
- ★ BEAUTIFULLY GIFT BOXED

The flair of tomorrow's styling, the delicate craftsmanship and the precious 17 Jewel movements embodied in these lovely ladies' timepieces make them truly worthy members of the traditional Glycine family truly worthy to commemorate that "very special" occasion.

The Famous Glycine Guarantee

Every Glycine watch is unconditionally guaranteed against defects in manufacture and/or materials. The Permaspring mainspring is unconditionally guaranteed for the life of the watch. Any repair that is required due to defective workmanship or material will be made by the factory free of charge within one year of the date of purchase.

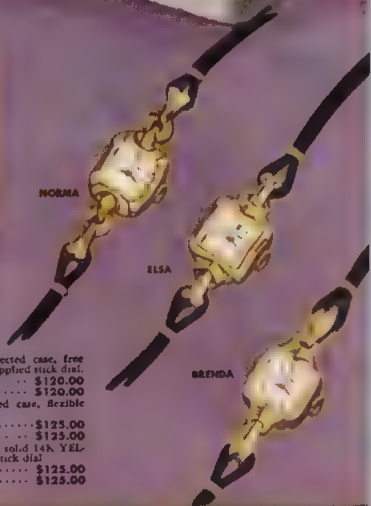
PRISCILLA Beauty and grace are embodied in this solid 14K YELLOW GOLD case with matching expansion bracelet. 17 jewel Glycine movement. Gold applied figure dial.
No. 842G4240
Suggested Retail **$95.00**
Same as above with solid 14K WHITE GOLD case
No. 843G4240
Suggested Retail **$95.00**



PAULA Fashion smart watch with simple lines. Dust protected case of solid 14K YELLOW GOLD. Gold applied stick dial. 17 jewel Glycine movement.
No 844G4725
Suggested Retail **$110.00**
Same as above with solid 14K WHITE GOLD case
No. 845G4725
Suggested Retail **$110.00**

VALERIE Lovely cushion shaped, dust protected 10K YELLOW GOLD FILLED case with Gold applied stick dial. Peerless 17 jewel Glycine movement.
No 846G3490
Suggested Retail . **$71.50**
Same as above with 10K WHITE GOLD FILLED case
No. 847G3490
Suggested Retail... **$71.50**

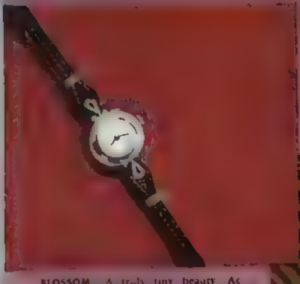
LINDA This classic beauty has a solid 14K YELLOW GOLD dust protected case with Gold applied stick dial, 17 jewel Glycine movement.
No 848G5250
Suggested Retail **$120.00**
Same as above with solid 14K WHITE GOLD case
No. 849G5250
Suggested Retail. . **$120.00**



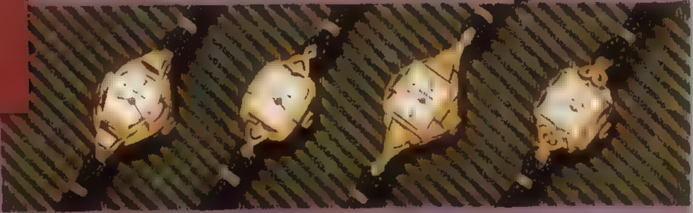
NORMA – Solid 14K YELLOW GOLD dust protected case, free swinging ends. 17 jewel Glycine movement. Gold applied stick dial.
No. 850G5250 Suggested Retail $120.00
No 851G5250 Same with 14K WH GOLD case....... $120.00

ELSA Solid 14K YELLOW GOLD dust protected case, flexible ends. Gold stick dial. 17 jewel Glycine movement.
No 852G5550 Suggested Retail $125.00
No 853G5550 Same with 14K WH GOLD case . .. $125.00

BRENDA - Flexible petal ends distinguish beautiful solid 14K YELLOW GOLD case. 17 J Glycine movement. Gold stick dial.
No. 854G5625 Suggested Retail $125.00
No. 855G5625 Same with 14K WH GOLD case...... $125.00



BLOSSOM A truly tiny beauty. Actually SMALLER than a dime . . . yet a really outstanding timepiece. Solid 14K WHITE GOLD case with Gold applied stick dial. Matchless 17 jewel Glycine movement.
No 856G6225
Suggested Retail........**$135.00**



TINA – Diamond shaped 10K YELLOW GOLD FILLED dust protected case with Gold applied stick dial. 17 jewel Glycine movement.
No. 857G2815
Sug. Ret. . **$57.50**

LAURA – A lovely modern solid 14K YELLOW GOLD ladies watch with dust protected case and Gold applied stick dial. 17 jewel Glycine movement.
No. 858G5025
Sug. Ret. **$115.00**
Same as above with solid 14K WHITE GOLD case
No. 859G5025
Sug. Ret.. . **$115.00**

RHODA There's fashion magic in this exquisite ladies watch. Solid 14K YELLOW GOLD case features flexible tailored end pieces. Gold applied stick dial. 17 jewel Glycine movement.
No. 860G4575
Sug. Ret **$100.00**
Same as above with solid 14K WHITE GOLD case.
No. 861G4575
Sug. Ret.. . **$100.00**

NANCY Classic design in a solid 14K YELLOW GOLD dust protected case with Gold applied stick dial and famous 17 jewel Glycine movement.
No. 862G5100
Sug. Ret. **$120.00**
Same as above with solid 14K WHITE GOLD case.
No. 863G5100
Sug. Ret... **$120.00**

GLYCINE, first in its field . . . earns this coveted award.

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Watches shown actual size.
Prices subject to change without notice.

AUDREY
BARBARA
ROSELLE
CARMEN
IRIS
LOUISE
LUCY
MARCIA
MARTHA
NINA
PAMELA
REGINA
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THE WATCH OF PERFECTION
SINCE 1914

Star bright diamond watches by glycine

THE WATCH OF PERFECTION
SINCE 1914

WITH THE FAMOUS GLYCINE 17 JEWEL MOVEMENT

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EVERY GLYCINE WATCH OFFERS YOU THE FOLLOWING MATCHLESS FEATURES:

- ★ PERMASPRING Unbreakable Mainsprings
- ★ 17 JEWEL MOVEMENTS
- ★ DUST PROTECTED CASES
- ★ ANTI-MAGNETIC
- ★ ELECTRICALLY TIMED
- ★ BEAUTIFULLY GIFT BOXED

The name GLYCINE has been synonomous with the finest quality since 1914. These famous movements are enclosed in 10% Iridium Platinum or solid 14K Gold cases of enduring charm and beauty. Only the most carefully chosen flawless diamonds, of blue white color are cut and polished to flashing brilliance before being hand set into the case. Wear your Glycine star bright diamond watch with pride, secure in the knowledge that these watches are truly the ultimate in styling and dependability.

AUDREY–24 PEERLESS DIAMONDS are hand set in 10% IRIDIUM PLATINUM dust protected case with Glycine's matchless 17 jewel movement. Gold applied stick dial.
No. 800G29250
Suggested Retail . . . $600.00

BARBARA–22 MATCHED DIAMONDS sparkle in this luxurious 10% IRIDIUM PLATINUM case. Glycine's famous 17 jewel movement. Gold applied stick dial.
No. 801G27750
Suggested Retail . . . $575.00

ROSELLE–12 LARGE FLASHING DIAMONDS set in unusual fish tail setting on both sides of solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 802G16500
Suggested Retail. $350.00

CARMEN–14 STARBRIGHT DIAMONDS set in solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 803G14250
Suggested Retail . . . $300.00

IRIS–16 PRECIOUS DIAMONDS are hand set in this solid 14K WHITE GOLD case. Glycine's dependable 17 jewel movement. Gold applied stick dial.
No. 804G13125
Suggested Retail. . $275.00

LOUISE–12 MAGNIFICENT DIAMONDS enhance this solid 14K WHITE GOLD case. Incomparable 17 jewel Glycine movement. Gold applied stick dial.
No. 805G10800
Suggested Retail. . . . $250.00

LUCY–8 DAZZLING DIAMONDS hand set in this solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied dial.
No. 806G10425
Suggested Retail . $225.00

MARCIA–10 PRICELESS DIAMONDS hand set in this sculptured solid 14K WHITE GOLD case. Glycine 17 jewel movement. Gold applied dial.
No. 807G10125
Suggested Retail . . . $210.00

MARTHA–6 FIERY DIAMONDS set in this striking solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 808G8250
Suggested Retail. . $175.00

NINA–2 BRILLIANT DIAMONDS set in this striking and unusual solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 809G7425
Suggested Retail. $150.00

PAMELA–2 LARGE GENUINE DIAMONDS set in this mirror finished solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 810G7125
Suggested Retail. . . . $150.00

REGINA–2 GENUINE DIAMONDS are hand set in this solid 14K WHITE GOLD dust protected case. 17 jewel Glycine movement. Gold applied stick dial.
No. 811G5925
Suggested Retail. $125.00

Diamonds illustrated are slightly enlarged to show detail. Watches illustrated actual size.

The Famous Glycine Guarantee

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14 Karat Gold 17 Jewel Continental Series

BROMLEY—Distinguished modern style wafer thin watch has diamond polished solid 14K YELLOW GOLD case. A black suede strap lends elegance to this ultimate in modern timepieces Glycine's famous 17 jewel movement. Gold applied stick dial.

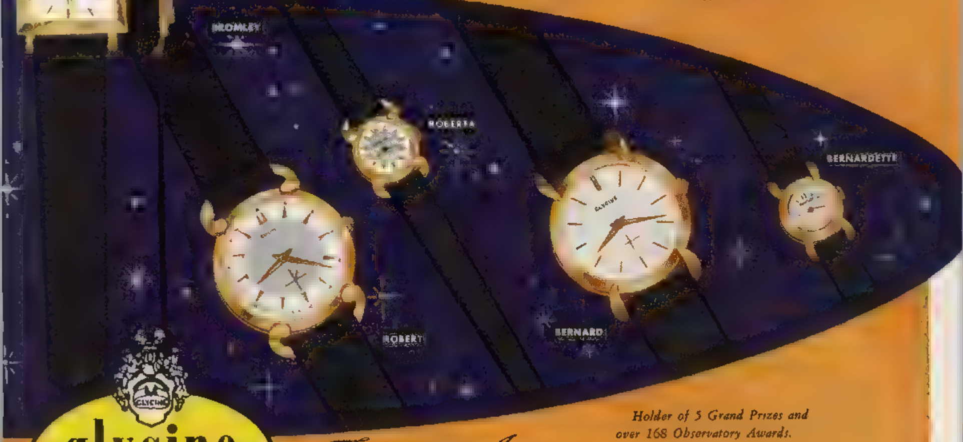
No. 812G6225
Suggested Retail........**$135.00**

ROBERT · Newest addition to our continental group. Ultra thin solid 14K YELLOW GOLD case has a matchless 17 jewel Glycine movement. Unusual two tone Gold applied stick dial.
No. 813G6750
Suggested Retail. **$135.00**

ROBERTA—A worthy companion to the Robert. Same faultless details enhance this solid 14K YELLOW GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 814G5550 Sug. Ret... **$115.00**

BERNARD—For the important man. Handsome modern round ultra thin solid 14K YELLOW GOLD case is offset by the black suede strap. Dependable 17 jewel Glycine movement. Gold applied stick dial.
No. 815G7050
Suggested Retail........**$150.00**

BERNARDETTE—Mate to Bernard. Petite round solid 14K YELLOW GOLD case. 17 jewel Glycine movement. Gold applied marker dial.
No. 816G5850
Suggested Retail........**$125.00**



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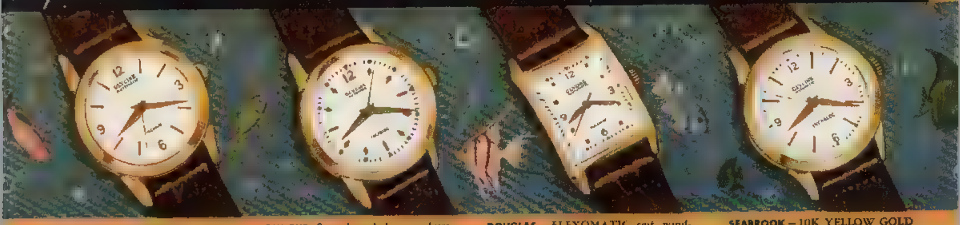
- ★ PERMASPRING GUARANTEED MAINSPRING
- ★ ELECTRICALLY TIMED AND TESTED
- ★ FAMOUS 17 JEWEL GLYCINE MOVEMENTS
- ★ DUST PROTECTED
- ★ ANTI-MAGNETIC
- ★ BEAUTIFULLY GIFT BOXED

Diplomat Series 17 JEWELS • WATERPROOF FLEXOMATIC SELF-WINDING



FREDERICK—FLEXOMATIC self winding WATERPROOF solid 14K YELLOW GOLD case 17 jewel INCABLOC shock-protected Glycine movement. Gold applied stick dial.

No. 817G8250
Suggested Retail.....**$175.00**

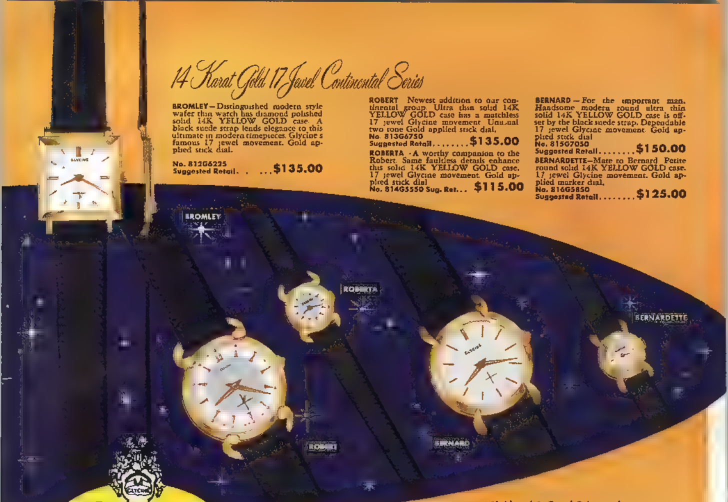
DWIGHT—Smartly styled man's dress watch. FLEXOMATIC self winding, WATERPROOF. Sturdy 10K GOLD FILLED case. 17 jewel INCABLOC shock protected Glycine movement.

No. 818G4800
Suggested Retail.....**$100.00**

DOUGLAS—FLEXOMATIC self winding, famous Glycine 17 jewel movement in a WATERPROOF GOLD FILLED top, STAINLESS STEEL back case
No. 819G4725
Suggested Retail........**$100.00**
GROVER Same with all STAINLESS STEEL case
No. 820G4575 Sug. Ret... **$90.00**

SEABROOK—10K YELLOW GOLD FILLED top—STEEL back WATERPROOF case encloses famous Glycine 17 jewel FLEXOMATIC self winding movement.

No. 821G4490
Suggested Retail..... **$90.00**



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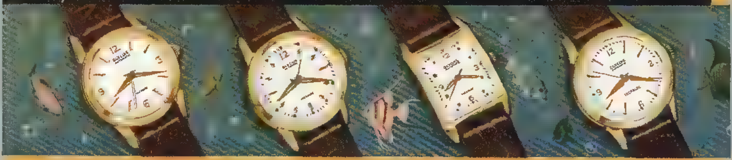
Diplomat Series 17 JEWELS • WATERPROOF* FLEXOMATIC SELF-WINDING



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- ★ PERMASPRING GUARANTEED MAINSPRING
- ★ ELECTRICALLY TIMED AND TESTED
- ★ FAMOUS 17 JEWEL GLYCINE MOVEMENTS
- ★ DUST PROTECTED
- ★ ANTI-MAGNETIC
- ★ BEAUTIFULLY GIFT BOXED

The flair of tomorrow's styling, the delicate craftsmanship and the precious 17 Jewel movements embodied in these lovely ladies' timepieces make them truly worthy members of the traditional Glycine family truly worthy to commemorate that very special occasion

The Famous Glycine Guarantee

Every Glycine watch is unconditionally guaranteed against defects in manufacture and/or materials. The Permaspring main spring is unconditionally guaranteed for the life of the watch. Any repair that is required due to defective workmanship or material will be made by the factory free of charge within one year of the date of purchase.

PRISCILLA—Beauty and grace are embodied in this solid 14K YELLOW GOLD case with matching expansion bracelet. 17 jewel Glycine movement. Gold applied figure dial.
No. 84204240
Suggested Retail $95.00
Same as above with solid 14K WHITE GOLD case
No. 84364240
Suggested Retail $95.00

PAULA—Cushion smart watch with simple lines. Dust protected case of solid 14K YELLOW GOLD. Gold applied stick dial. 17 jewel Glycine movement.
No. 84464725
Suggested Retail $110.00
Same as above with solid 14K WHITE GOLD case
No. 84504725
Suggested Retail $110.00

VALERIE—Lovely cushion-shaped, dust protected 10K YELLOW GOLD FILLED case with Gold applied stick dial. Peerless 17 jewel Glycine movement.
No. 84603490
Suggested Retail $71.50
Same as above with 10K WHITE GOLD FILLED case
No. 84703490
Suggested Retail $71.50

LINDA—This [illegible] beauty has a solid 14K YELLOW GOLD dust protected case with Gold applied stick dial. 17 jewel Glycine movement.
No. 84865250
Suggested Retail... $120.00
Same as above with solid 14K WHITE GOLD case.
No. 84965250
Suggested Retail $120.00

NORMA
ELSA
BRENDA

NORMA—Solid 14K YELLOW GOLD dust protected case, free swinging ends. 17 jewel Glycine movement. Gold applied stick dial.
No. 850G5250 Suggested Retail.......... $120.00
No. 851G5250 Same with 14K WH GOLD case $120.00

ELSA—Solid 14K YELLOW GOLD dust protected case, flexible ends. Gold stick dial. 17 jewel Glycine movement.
No. 852G5550 Suggested Retail $125.00
No. 853G5550 Same with 14K WH GOLD case $125.00

BRENDA—Flexible petal ends distinguish beautiful solid 14K YELLOW GOLD case. 17 J Glycine movement. Gold stick dial.
No. 854G5625 Suggested Retail $125.00
No. 855G5625 Same with 14K WH. GOLD case.. $125.00

BLOSSOM—A truly tiny beauty. Actually SMALLER than a dime . . . yet a really outstanding timepiece. Solid 14K WHITE GOLD case with Gold applied stick dial. Matchless 17 jewel Glycine movement.
No. 85606725
Suggested Retail. . ..$135.00

TINA—Diamond shaped 10K YELLOW GOLD FILLED dust protected case with Gold applied stick dial. 17 jewel Glycine movement.
No. 85702815
Sug. Ret..... $57.50

LAURA—A lovely modern solid 14K YELLOW GOLD ladies' watch with dust protected case and Gold applied stick dial. 17 jewel Glycine movement.
No. 858G5025
Sug. Ret $115.00
Same as above with solid 14K WHITE GOLD case
No. 859G5025
Sug. Ret.. . $115.00

RHODA—There's fashion magic in this exquisite ladies' watch. Solid 14K YELLOW GOLD case features flexible tailored end pieces. Gold applied stick dial. 17 jewel Glycine movement.
No. 860G4575
Sug. Ret.....$100.00
Same as above with solid 14K WHITE GOLD case.
No. 861G4575
Sug. Ret.... $100.00

NANCY—Classic design in a solid 14K YELLOW GOLD dust protected case with Gold applied stick dial and famous 17 jewel Glycine movement.
No. 86205100
Sug. Ret.....$120.00
Same as above with solid 14K WHITE GOLD case
No. 86305100
Sug. Ret.... $120.00

GLYCINE, first in its field . . . earns this coveted award.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Watches shown actual size.
Prices subject to change without notice.

glycine
THE WATCH OF PERFECTION
SINCE 1914

17 JEWELS • PERMASPRING MAINSPRING • ELECTRICALLY TIMED • DUST PROTECTED • ANTI-MAGNETIC • BEAUTIFULLY GIFT BOXED

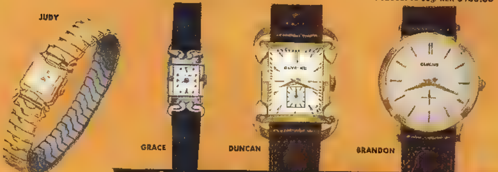
FAMOUS FOR QUALITY SINCE 1914.

JUDY—Graciously styled ladies' sport watch. Solid 14K YELLOW GOLD case with matched Gold Filled expansion bracelet. Famous 17 jewel Glycine movement.
No. 822G5665
Suggested Retail.....$125.00
Same as above with solid 14K WHITE GOLD case.
No. 823G5665
Suggested Retail.....$125.00

GRACE—Classic solid 14K WHITE GOLD ladies' sport watch 17 J Glycine movement.
No 824G5625 Sug. Ret $125.00
Same, 14K YELLOW GOLD case.
No. 825G5625 Sug. Ret. $125.00

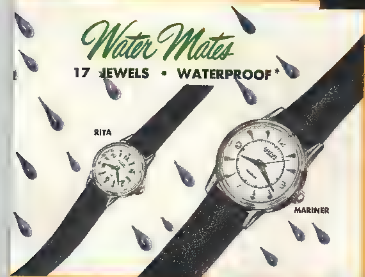
DUNCAN -For the important man. Handsome rectangular solid 14K YELLOW GOLD dust protected case. Gold applied stick dial. Accurate 17 jewel Glycine movement.
No. 826G6150 Sug. Ret. $135.00

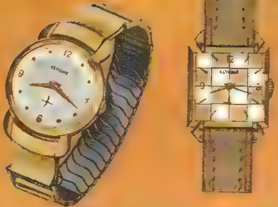
BRANDON—Diamond polished flat-wafer solid 14K YELLOW GOLD case Glycine 17J. movement. Gold applied stick dial
No. 827G6750 Sug. Ret. $135.00
Same as above with solid 14K WHITE GOLD case.
No. 828G6750 Sug. Ret. $135.00



Cosmopolitan Series 17 RUBY JEWEL WATCHES

Water Mates
17 JEWELS • WATERPROOF*



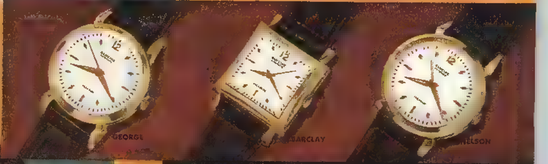


FRANKLIN – Distinguished round 10K YELLOW GOLD FILLED case with matching Gold Filled exp. bracelet. Two-tone Gold applied stick dial. Glycine 17 J movement.
No. 833G4200 Sug. Ret... $89.50

MADISON — Smartly styled square 10K YELLOW GOLD FILLED case with Gold applied numeral and dot dial. Famous Glycine 17 jewel movement.
No. 834G3865
Suggested Retail..... $79.50

RITA—Petite NURSES' beautiful sport watch. WATERPROOF all steel case with 17 J. Glycine INCABLOC movement. Easy to read sweep second hand.
No. 829G3525 Sug. Ret.....$71.50
SANDRA — Same with Yellow Gold Filled top, Stainless Steel back.
No. 830G3975 Sug. Ret.....$79.50

MARINER—Rugged Stainless Steel WATERPROOF watch with 17 J. Glycine INCABLOC movement. Stick and Radium dot dial and hands.
No. 831G2815 Sug. Ret.....$57.50
LESLIE—Same as above with Yellow Gold Filled top, Stainless Steel back.
No. 832G3525 Sug. Ret.....$71.50



Statesman Series 17 JEWELS • FLEXOMATIC SELF-WINDING

GEORGE—Dependable FLEXOMATIC self winding 17 jewel Glycine INCABLOC shock resistant movement with 10K YELLOW GOLD FILLED dust protected case.
No. 835G4490 Suggested Retail.................... $90.00

BARCLAY—Unusual modern square design. FLEXOMATIC self winding, 17 jewel Glycine INCABLOC shock resistant movement with solid 14K YELLOW GOLD dust protected case.
No. 836G7200 Suggested Retail. $150.00

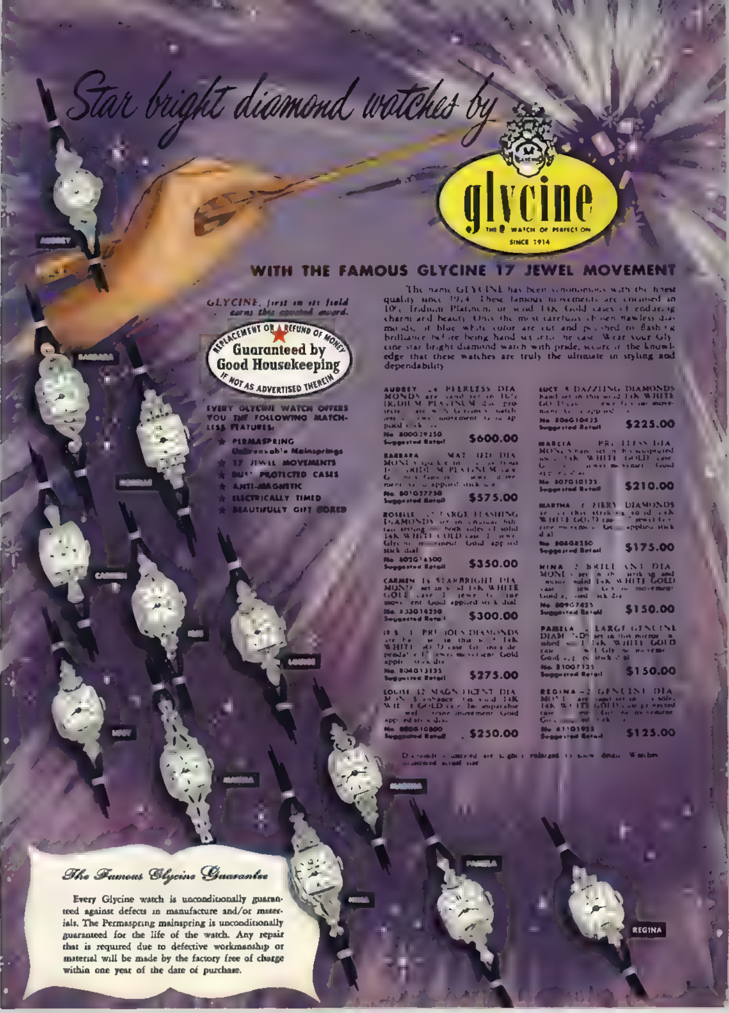
NELSON -Solid 14K YELLOW GOLD dust protected, mirror polished, wafer-thin case with matchless 17 jewel FLEXOMATIC self winding, INCABLOC shock resistant Glycine movement.
No. 837G7200 Suggested Retail $150.00

ADONIS—Stainless Steel WATERPROOF case, FLEXOMATIC self winding 17 J. Glycine INCABLOC movement.
No. 838G4465 Sug. Ret.. $90.00
CONRAD—Same as above with Yellow Gold Filled top, Stainless Steel back.
No. 839G4800 Sug. Ret..$100.00

WANDA — YELLOW GOLD FILLED top and a Stainless Steel back, WATERPROOF case. 17 J. Glycine FLEXOMATIC, INCABLOC movement.
No. 840G4610 Sug. Ret.. $95.00
YVONNE — Same as above with all Stainless Steel case.
No. 841G4310 Sug. Ret.. $89.50

*Waterproof — As long as case remains unopened and crystal intact.

Watches slightly reduced in size.
Prices subject to change without notice.



Star bright diamond watches by

glycine
THE WATCH OF PERFECTION
SINCE 1914

WITH THE FAMOUS GLYCINE 17 JEWEL MOVEMENT

The name GLYCINE has been synonymous with the finest quality since 1914. These famous movements are encased in 10% Iridium Platinum or solid 14K Gold cases of enduring charm and beauty. Only the most carefully chosen flawless diamonds, of blue white color are cut and polished to flashing brilliance before being hand set into the case. Wear your Glycine star bright diamond watch with pride, secure in the knowledge that these watches are truly the ultimate in styling and dependability.

GLYCINE, first in its field earns this coveted award.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

EVERY GLYCINE WATCH OFFERS YOU THE FOLLOWING MATCHLESS FEATURES:

- ★ **PERMASPRING** Unbreakable Mainsprings
- ★ **17 JEWEL MOVEMENTS**
- ★ **DUST PROTECTED CASES**
- ★ **ANTI-MAGNETIC**
- ★ **ELECTRICALLY TIMED**
- ★ **BEAUTIFULLY GIFT BOXED**

AUDREY 24 PEERLESS DIAMONDS are hand set in 10% IRIDIUM PLATINUM dust protected case with Glycine's watch [illegible] jewel movement. Gold applied stick dial.
No. 800G39250
Suggested Retail **$600.00**

BARBARA [illegible] MATCHED DIAMONDS sparkle in [illegible] 10% IRIDIUM PLATINUM case. Glycine's famous 17 jewel movement. Gold applied stick dial.
No. 801G27750
Suggested Retail **$575.00**

ROSELLE 17 LARGE FLASHING DIAMONDS set in unusual fish-tail setting on both sides of solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 802G16500
Suggested Retail **$350.00**

CARMEN 16 STARBRIGHT DIAMONDS set in solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 803G14250
Suggested Retail **$300.00**

IRIS 11 PRECIOUS DIAMONDS are hand set in this solid 14K WHITE GOLD case. Glycine's dependable 17 jewel movement. Gold applied stick dial.
No. 804G13125
Suggested Retail **$275.00**

LOUISE 12 MAGNIFICENT DIAMONDS enhance this solid 14K WHITE GOLD case. Incomparable 17 jewel Glycine movement. Gold applied stick dial.
No. 805G10800
Suggested Retail **$250.00**

LUCY 8 DAZZLING DIAMONDS hand set in this solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 806G10425
Suggested Retail **$225.00**

MARCIA [illegible] PRICELESS DIAMONDS hand set in this sculptured solid 14K WHITE GOLD case. Glycine 17 jewel movement. Gold applied stick dial.
No. 807G10125
Suggested Retail **$210.00**

MARTHA 6 FIERY DIAMONDS set in this striking solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 808G8250
Suggested Retail **$175.00**

NINA 2 BRILLIANT DIAMONDS set in this striking and unusual solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 809G7025
Suggested Retail **$150.00**

PAMELA 2 LARGE GENUINE DIAMONDS set in this mirror-finished solid 14K WHITE GOLD case. 17 jewel Glycine movement. Gold applied stick dial.
No. 810G7125
Suggested Retail **$150.00**

REGINA—2 GENUINE DIAMONDS are hand set in this solid 14K WHITE GOLD dust protected case. 17 jewel Glycine movement. Gold applied stick dial.
No. 811G5925
Suggested Retail **$125.00**

Diamonds illustrated are slightly enlarged to show detail. Watches illustrated actual size.

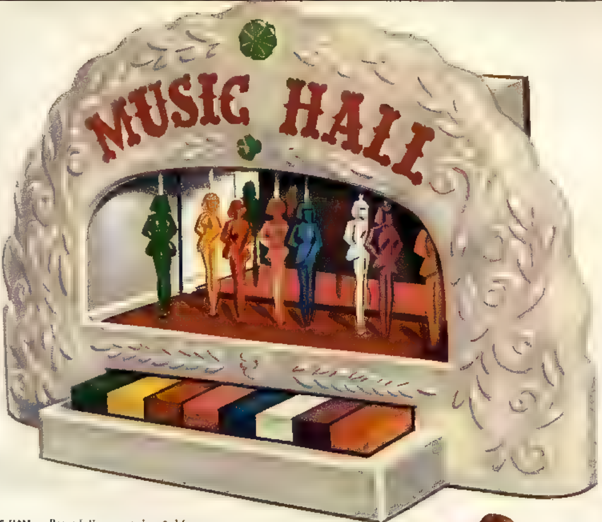
The Famous Glycine Guarantee

Every Glycine watch is unconditionally guaranteed against defects in manufacture and/or materials. The Permaspring mainspring is unconditionally guaranteed for the life of the watch. Any repair that is required due to defective workmanship or material will be made by the factory free of charge within one year of the date of purchase.

THERE'S

BIG MONEY

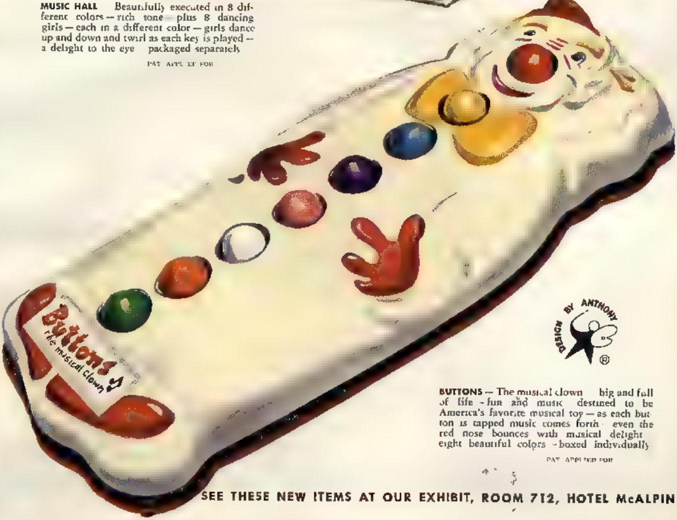
IN MU$IC...



DESIGN BY ANTHONY ®

MUSIC HALL Beautifully executed in 8 different colors — rich tone plus 8 dancing girls — each in a different color — girls dance up and down and twirl as each key is played — a delight to the eye packaged separately

PAT. APPL. ET FOR



DESIGN BY ANTHONY ®

BUTTONS — The musical clown big and full of life - fun and music destined to be America's favorite musical toy — as each button is tapped music comes forth · even the red nose bounces with musical delight eight beautiful colors - boxed individually

PAT. APPLIED FOR

SEE THESE NEW ITEMS AT OUR EXHIBIT, ROOM 712, HOTEL McALPIN

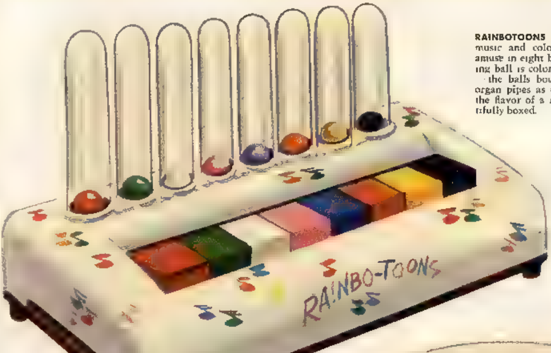
Grebar Toys INC.

NEW, BIG PROFIT MAKERS!

Brings to you new, exclusive designs by Anthony—and manufactured by Grebar—these new musical toys have everything to make them the sensations of '55—beautifully executed—skillfully "color planned" to attract the buyer's eye and delight the children of America—all three items have beautifully "regulated tone" to give the utmost in a musical toy — get on the Grebar musical bandwagon and be the first to introduce the only truly new toys of '55.

GREBAR TOYS, INC.

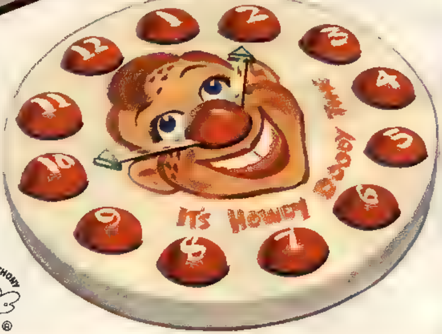
Rm. 1505—Lincoln Bldg.
60 East 42nd Street, New York, N. Y. Phone: MU 2-8690



RAINBOTOONS—Designed to teach both music and color association as well as to amuse in eight beautiful colors—each bouncing ball is colored to match the colored keys—the balls bounce within the clear plastic organ pipes as the keys are played—has all the flavor of a modern circus caliope—beautifully boxed.

PAT. APPLIED FOR

DESIGN BY ANTHONY ®



ANOTHER HOWDY DOODY CREATION—The "It's Howdy Doody Time" musical clock design by Anthony. Here's a new and exciting way to teach children how to tell time. Each hour is tapped off with a musical note. The hours are also keyed to play "It's Howdy Doody Time". This toy is in full color and beautifully packaged.

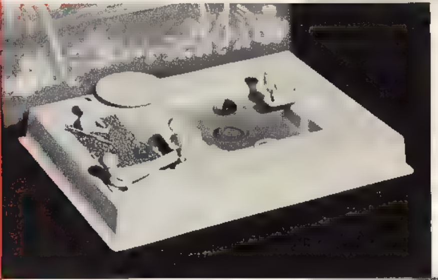
PAT. APPLIED FOR

DESIGN BY ANTHONY ®

BALL O'MUSIC

The excitingly new and different magic music ball. Almost winds itself — no key — wind it and watch it roll itself across the floor, and what's more, as it rolls, it plays a delightful tune from its concealed Swiss music box. Truly a gem of a toy for children — comes in two sizes: 4" and 6". Plastic ball, beautifully designed in full color and beautifully packaged.

DESIGN BY ANTHONY ®



PALM SPRINGS
JUNIOR

Here's a really new idea that will be in every child's playroom. A miniature swimming pool — complete with diving board, girl and boy doll swimmers, beach ball, shovel, sand pail and even its own sandbox with real sand. What a thrilling toy with its own panorama of Palm Springs

TWISTO

Twisto like magic. Make and color your own pictures — then place them in the unique frame and handle — then twisto, you have real moving pictures just like on TV. Comes fully equipped with cards, colors and frames.

TWIST
PAINT IT!
TWIST IT!
TWISTO

Grebar Toys INC.

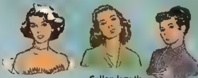
Room 1505—Lincoln Building
60 East 42 Street, New York, N. Y.
Phone: MU 2-8690

Permanent Show Rooms
Sales Unlimited, Inc., Suite 965
200 Fifth Avenue, New York, N. Y.

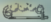
Hallmark

Cultured Pearls

Like Oriental pearls, all Hallmark cultured pearls are grown in living oysters. Culled from the perilous depths of shark-haunted seas, these oysters are skillfully planted with a tiny pellet which the oyster then gradually coats with lustrous layers of nacreous material. Thus, after many a year, the cultured pearl is born—a magnificent jewel of eternity, the pride of princes, the preference of smart women.



Choker length Collar length Full length

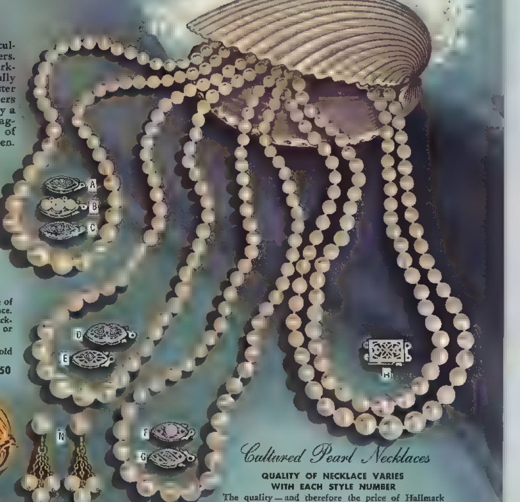


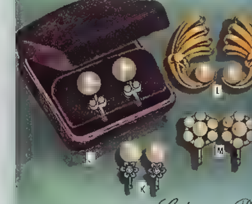
CULTURED PEARL SHORTENER

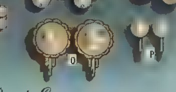
Triples Use of Necklace!

INCLUDED AT NO EXTRA COST—with the purchase of any one-strand Hallmark Cultured Pearl Necklace. Hallmark Cultured Pearl Shorteners enable necklaces to be worn in any length—choker, collar or full-length to suit the costume.

CULTURED PEARL SHORTENER—14K solid white gold set with three cultured pearls.
No. 600HP367..................**Suggested Retail $7.50**







Cultured Pearl Earrings

Invite whispers of delight. They complement any costume . . . lending an air of beauty to evening wear and sweaters, alike. Gold screw backs keep them securely fastened to the ear.

J Earrings set with 1 cultured pearl and 2 brilliant diamonds. 14K white gold screw backs.
No. 611HP8085..................**Suggested Retail $165.00**
K Iridescent cultured pearl earrings set with a fiery diamond. 14K white gold screw backs.
No. 612HP5880..................**Suggested Retail $125.00**
L Graceful "up-ear" wing-design earrings set with 1 cultured pearl. 14K yellow gold screw backs.
No. 613HP3675..................**Suggested Retail $75.00**
M Seven cultured pearls in a cluster. A flower of subtle beauty 14K yellow gold screw backs.
No. 614HP2793..................**Suggested Retail $57.00**
N Charming drop earrings balanced with 4 cultured pearls. 10K yellow gold chain and screw backs.
No. 615HP2352..................**Suggested Retail $48.00**
O A beautiful "Mabe" cultured pearl in a scalloped setting. 10K yellow gold screw backs.
No. 616HP1764...................**Suggested Retail $36.00**
P Demure, single, full round cultured pearl earrings. Has 10K yellow gold screw back.
No. 617HP1127..................**Suggested Retail $25.00**

Suggested retail prices subject to Federal Excise Tax

Every Hallmark Cultured Pearl Necklace is handsomely packed in a Presentation Case.

Cultured Pearl Necklaces

QUALITY OF NECKLACE VARIES WITH EACH STYLE NUMBER

The quality—and therefore the price of Hallmark Cultured Pearl Necklaces is determined by degree of perfection of the pearls that make up the string, the depth of their lustre, their roundness, their careful matching, and the value of the clasp (indicated by the key letters). All necklaces are hand-knotted between each cultured pearl to reduce the danger of loss through breakage. All have safety clasps.

One-strand 18-inch necklace with 10% iridium platinum clasp with 3 diamonds . . . **(CLASP A)**
No. 601HP44100..................**Suggested Retail $900.00**
One-strand 18-inch necklace with 14K white gold clasp with 4 diamonds and 3 cultured pearls. . . **(CLASP B)**
No. 602HP22050..................**Suggested Retail $450.00**
One-strand 18-inch necklace with 14K white gold clasp set with 3 diamonds.............**(CLASP C)**
No. 603HP14700..................**Suggested Retail $300.00**
One-strand 18-inch necklace with 14K white gold heart-shaped clasp with 2 diamonds. **(CLASP D)**
No. 604HP11025..................**Suggested Retail $250.00**
One-strand 18-inch necklace with 10K white gold clasp set with 1 diamond....... **(CLASP E)**
No. 605HP8820..................**Suggested Retail $200.00**
One-strand 18-inch necklace with 10K white gold cultured pearl clasp.......... **(CLASP F)**
No. 606HP6370..................**Suggested Retail $130.00**
"Debutante" one-strand 16-inch necklace of smaller cultured pearls ideal for bridesmaid, graduate or petite type. 10K cultured pearl clasp. **(CLASP F)**
No. 607HP5635..................**Suggested Retail $115.00**
One-strand, 18-inch necklace with lacy filigree clasp of 10K white gold.......... **(CLASP G)**
No. 608HP4165..................**Suggested Retail $85.00**
One-strand 18-inch necklace with 10K white gold filigree clasp...................**(CLASP G)**
No. 609HP3185..................**Suggested Retail $65.00**
Two-strand necklace, 16 and 17-inch, with lacy filigree clasp of 10K white gold....... **(CLASP H)**
No. 610HP8330..................**Suggested Retail $175.00**

Radiant Simulated Pearl Necklaces that are perfectly matched and graded. Each has a sterling silver clasp set with baguette-shaped rhinestones. These superb quality simulated pearls capture all the color and sparkle of natural pearls.

A One-strand 18-inch necklace.
No. 645HP490. .... Suggested Retail $10.00

A Two-strand 16 and 17-inch necklace.
No. 646HP735 . ... Suggested Retail $15.00

A Three-strand 16, 17 and 18-inch necklace.
No. 647HP980. .... Suggested Retail $20.00

Retail prices are subject to Federal Excise Tax

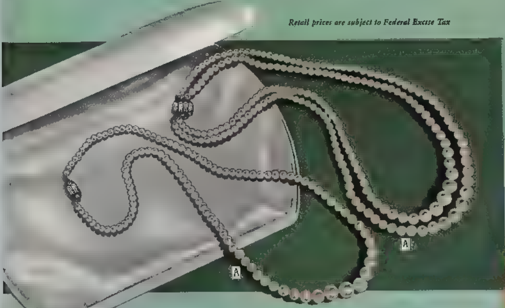
★ **Fabulous Chokers that are a fashion "must"!**

Adjustable simulated pearl drop clasps insure comfortable, custom-made fit. Rhodium plated white clasps are set with rhinestones Adjust from 12½ to 14½ inches.

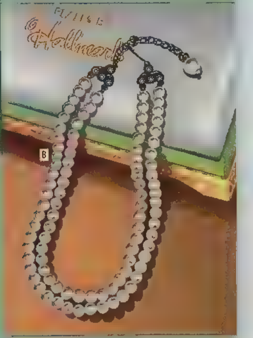
B One-strand adjustable choker.
No. 648HP441 Suggested Retail $9.00

B Two-strand adjustable choker
No. 649HP661 Suggested Retail $13.50

B Three-strand adjustable choker
No. 650HP882 Suggested Retail $18.00



Each piece of Hallmark Simulated Pearl Jewelry is attractively Presentation boxed for gift giving.



Hallmark
Simulated Pearls

Nationally Advertised

Hallmark rivals Mother Nature with Simulated Pearls that have the look and lustre of natural pearls. Made of the finest alabaster meticulously dipped and formed into beads that are geometrically perfect. They're seductive! They're fashionable! They're gems of quality to melt a woman's heart.

Each simulated pearl is Guaranteed against discoloration, cracking and peeling . . for a lifetime!

★ **"The Hallmark"... An Ensemble of Exquisite Beauty!**

D 18-inch, single-strand necklace of matched Hallmark simulated pearls with baguette rhinestone-studded clasp. Perfect, matching Hallmark simulated pearl earrings with sterling silver screw backs.

No. 654HP784. Suggested Retail $16.00

★ **Special Group of Hallmark Simulated Pearl Necklaces with Sterling Silver, Filigree-Design Clasps:**

C One-strand 18-inch necklace.
No. 651HP245 Suggested Retail $5.00

C Two-strand 16 and 17-inch necklace
No. 652HP367 Suggested Retail $7.50

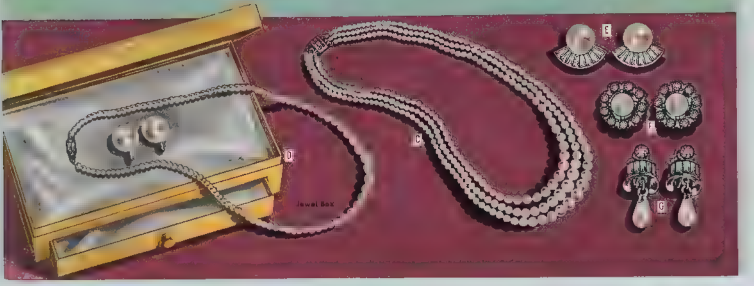
C Three-strand 16, 17 and 18-inch necklace.
No. 653HP490 . Suggested Retail $10.00

Gracious Hallmark earrings fashioned of lustrous simulated pearls. Baguette or round rhinestones are enchantingly set into rhodium plated screw backs.

E Simulated pearl and rhinestone earrings.
No. 655HP269......... .... Suggested Retail $5.50

F Rhinestone and simulated pearl button-style earrings.
No. 656HP367.......................... Suggested Retail $7.50

G Simulated pearl and rhinestone drop earrings.
No. 657HP441.......................... Suggested Retail $9.00



E

E One full round cultured pearl flanked by two fiery diamonds to bring out its incredible deep lustre. 14K white gold ring.

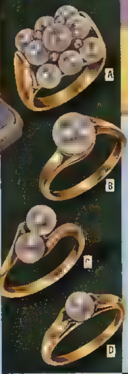
No. 619HP4165 Suggested Retail $85.00

Hallmark

Cultured Pearl Jewelry

The Gift of a Lifetime for Someone You Love!

Here are accessories that fascinate the imagination. From the blue-green waters of the Orient, Hallmark brings you cultured pearls fashioned with 14 Kt. yellow gold settings into jewelry that pleases every feminine mood.



To accentuate the beauty of graceful hands, here are fabulous treasures from the ocean's depths smartly set into Hallmark rings of gold. They're the ideal gift for engagements, graduations, anniversaries . . . or any event you'd like to be eternally remembered.

Each ring is attractively Gift Boxed. Please state finger size of ring when ordering.

A The fabulous "Cluster Ring" of 9 cultured pearls set in 14K yellow gold.
No. 618HP4777 Suggested Retail $97.50

B Exquisite large full round cultured pearl dramatically set in 14K yellow gold.
No. 620HP3307 Suggested Retail $67.50

C The "Twin Ring" that highlights two perfectly matched cultured pearls in a 10K yellow gold setting.
No. 621HP1960 Suggested Retail $40.00

D A single full round cultured pearl daintily set in 10K yellow gold.
No. 622HP980 Suggested Retail $20.00

Rings slightly enlarged to show detail.

F

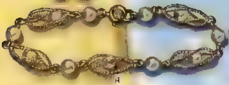
G

Pin illustrations are slightly reduced in size

Cultured Pearl Pins

F The striking "Crescent" brooch is fashioned of 14K yellow gold with 9 lustrous cultured pearls.
No. 627HP3675
Suggested Retail. $75.00

G The ever smart "Circle" brooch is fashioned of 14K yellow gold with 8 lovely cultured pearls.
No. 628HP3160
Suggested Retail $65.00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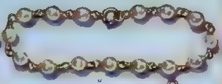

J

K

L

Cultured Pearl Bracelets

H An eye-catching bracelet of 14K yellow gold. It features 11 cultured pearls . . five of which move freely in their intriguing golden cages.
No. [illegible]
Suggested Retail . $100.00

J Enchanting 16-cultured pearl bracelet joined together by 14K yellow gold links.
No. 624HP3430
Suggested Retail $70.00

Spritely charms that blend with her other accessories and add gayety to her costumes. They attach easily to gold bracelets.

K "Tree of Life" charm. 4 cultured pearls set in 14K yellow gold.
No. 625HP2695
Suggested Retail . $55.00

L "Clown" charm with 2 cultured pearls set in 14K yellow gold.
No. 626HP1837
Suggested Retail. $37.50

Gold Filled Cultured Pearl Jewelry

Enchanting jewelry that blends the lustrous beauty of Hallmark Cultured Pearls with the rich, radiant gleam of gold. They'll be treasured as heirlooms . . . forever!

Attractively Presentation Boxed for gift giving. All necklaces, bracelets, pins and earrings are 1/20th 12K gold filled.

M Dainty necklace with 9 cultured pearls. 14½" gold-filled chain.
No. 629HP955
Suggested Retail...... $19.50

N Charm bracelet with five cultured pearls in the bracelet and three cultured pearls in the bell-design charm.
No. 630HP1470
Suggested Retail . . . $30.00

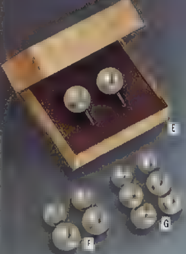
O Spectacular drop earrings with three cultured pearls in a bell design. Gold-filled screw backs.
No. 631HP1029
Suggested Retail . . . $21.00

P Exquisite scroll leaf design earrings with 2 cultured pearls.
No. 632HP955
Suggested Retail $19.50

R Scroll leaf pin designed to match earrings above. Set with 7 cultured pearls. Gold filled.
No. 633HP1225
Suggested Retail...... $25.00

S Circle pin with 6 roseate cultured pearls. Gold filled.
No. 634HP1102
Suggested Retail...... $22.50

Prices Subject to Federal Excise Tax.

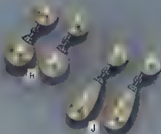


★ **Smartly Styled Earrings of Unmistakable Quality that glorify any costume . . .**

E Great, iridescent, full round simulated pearls set into sterling silver screw backs. these exquisite earrings are the ideal complement to any wardrobe.
No. 640HP392 .**Suggested Retail** **$8.00**

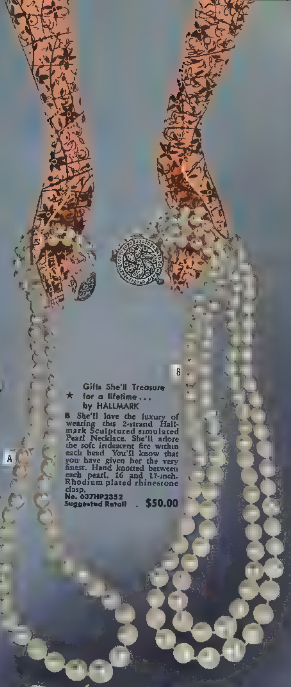
F These new, button-type "up-ear" earrings with 2 simulated pearls will thrill any woman. Sterling silver screw backs.
No. 641HP735 Suggested Retail **$15.00**

G Popular, yet practical because they go with either party or informal dress. Button style earrings with 3 Sculptured simulated Pearls. Have sterling silver screw backs.
No. 642HP882 Suggested Retail **$18.00**



H Designed to enhance any costume, these luxurious drop earrings are fashioned of two beautiful round Hallmark Sculptured simulated pearls. Sterling silver screw backs.
No. 643HP735 Suggested Retail **$15.00**

J For the "Continental" look, she'll wear these drop earrings. One pearl-shaped and one round Sculptured simulated pearl. Sterling silver screw backs.
No. 644HP784 Suggested Retail **$16.00**



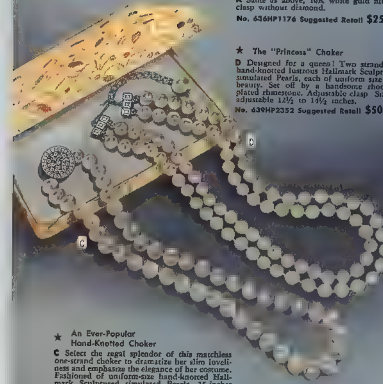
Win instant admiration from the one you love with these magnificent simulated pearls! Pleasure that lasts a lifetime!

A One-strand 18-inch necklace with hand-knotted 10K white gold filigree Safety clasp set with one diamond.
No. 635HP1960 Suggested Retail **$40.00**

A Same as above, 10K white gold filigree clasp without diamond.
No. 636HP1176 Suggested Retail **$25.00**

★ **Gifts She'll Treasure for a lifetime . . . by HALLMARK**

B She'll love the luxury of wearing this 2-strand Hallmark Sculptured simulated Pearl Necklace. She'll adore the soft iridescent fire within each bead. You'll know that you have given her the very finest. Hand knotted between each pearl. 16 and 17-inch. Rhodium plated rhinestone clasp.
No. 637HP2352
Suggested Retail . **$50.00**



★ **The "Princess" Choker**

D Designed for a queen! Two strands of hand-knotted lustrous Hallmark Sculptured simulated Pearls, each of uniform size and beauty. Set off by a handsome rhodium plated rhinestone. Adjustable clasp Size is adjustable 12½ to 14½ inches.
No. 639HP2352 Suggested Retail **$50.00**

★ **An Ever-Popular Hand-Knotted Choker**

C Select the regal splendor of this matchless one-strand choker to dramatize her slim loveliness and emphasize the elegance of her costume. Fashioned of uniform-size hand-knotted Hallmark Sculptured simulated Pearls. 15-inches long Has rhodium plated rhinestone clasp
No. 638HP1176 Suggested Retail **$25.00**

Hallmark
SCULPTURED
Simulated Pearls

★ *finest simulated pearls created by the hand of man!*

(NATIONALLY ADVERTISED)

Hallmark Sculptured simulated Pearls truly rival the lustre and iridescent beauty of costly natural pearls. Each bead is *hand-dipped and hand-polished* to unbelievable warmth and glow They carry this Unconditional Hallmark Guarantee of Perfection

If, at any time, a Hallmark Sculptured simulated Pearl should crack, peel or discolor, it will be replaced AT NO COST . . . when returned with the guarantee certificate

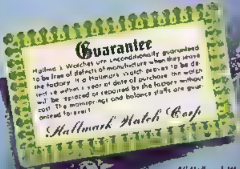
Because of their extremely fine quality, these precious simulated pearls cost slightly more than the ordinary ones.

Every Hallmark Sculptured simulated Pearl Necklace is hand-knotted between each bead to give extra protection against loss by breakage. This feature also adds to the beauty of the necklace since the slight separation is a detail found only in luxury necklaces.

Retail Prices Subject to Federal Tax

Hallmark

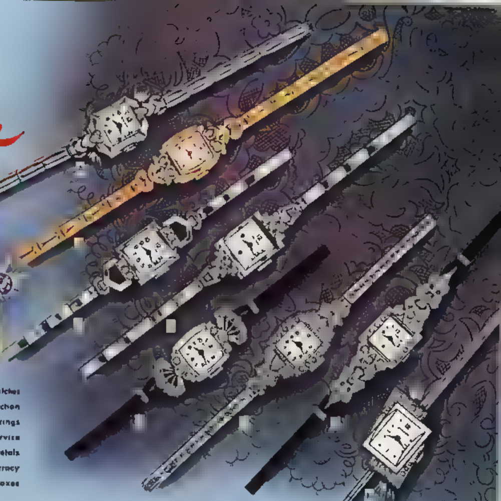
Custom-crafted Watches of Greatly Superior Quality Styled with Timeless Beauty



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark watch proves to be defective within 1 year of date of purchase the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp.



All Hallmark Watches
- ★ have INCABLOC shock protection
- have STABILOR unbreakable mainsprings
- ★ are dust-protected for longer service
- ★ are made with non-magnetic metals
- ★ are electronically timed for accuracy
- ★ are packed in re-usable gift boxes

Diamonds illustrated are slightly enlarged to show details.

Star of Glory Diamond Watches

Alive with a radiance of light, these fashion-styled watches are set with diamonds selected for their exceptionally high quality. Each one is securely hand-set in the solid 14K gold cases.

A Two diamonds in solid 14K white gold dust protected case. 10K gold filled "Queen" expansion band. Skip figure dial. 17 Jewel Hallmark Shock-Resistant movement.
2100HK6000 Retail........ **$150.00**
As above in 14K yellow gold case.
2101HK6000 Retail........ **$150.00**

B Four diamonds. Dust protected case of solid 14K yellow gold, white gold end pieces. 10K gold filled expansion band. 17 Jewel Shock-Resistant movement assures reliability.
2102HK7700 Retail........ **$175.00**

C Six diamonds in a tailored case of solid 14K white gold. Dust-protected 10K gold filled expansion band. Free swinging end pieces. Domed crystal. 17 Jewel Hallmark Shock-Resistant movement. Raised figure dial.
2103HK8750 Retail........ **$225.00**

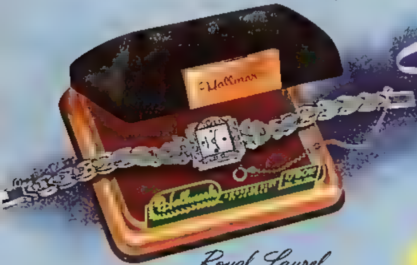
D Ten large diamonds fishtail-set in a suavely styled case of solid 14K white gold. Dust protected. 10K gold filled expansion band. Domed crystal. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial.
2104HK11000 Retail........ **$250.00**

E Spray designed and hand set with 16 lovely diamonds. Solid 14K white gold dust-protected case, black silk cord with safety chain. Hi-crystal, 17 Jewel Shock-Resistant movement.
2105HK13500 Retail........ **$300.00**

F Magnificent with 22 diamonds hand set in a solid 14K white gold dust protected case. Engraved 10K gold filled expansion bracelet. 17 Jewel Hallmark Shock-Resistant movement.
2106HK15500 Retail........ **$350.00**

G Ultra luxurious with 32 blazing diamonds. Solid 14K white gold dust-protected case. Black silk cord, safety chain. Smart narrow dial, domed crystal. 17 Jewel Shock-Resistant movement for complete accuracy.
2107HK24000 Retail........ **$500.00**

H Fourteen large diamonds set in alluring array. Solid 14K white gold dust protected case and bracelet. Safety chain. Modern-toned dial. 17 Jewel Hallmark Shock Resistant movement. (Give wrist size, please.)
2108HK19000 Retail........ **$400.00**



Royal Laurel

A fashion styled watch of stunning beauty. 46 brilliant diamonds are hand set in a fascinating leaf motif, worked out in the solid 14K white gold dust protected case and in the exquisitely carved 14K white gold link bracelet. Has high domed crystal, raised figure dial, safety chain. 17 Jewel Hallmark Shock Resistant movement. (Give wrist size when ordering.)
2109HK33500 Retail........ **$700.00**

Hallmark

alance Staffs and Mainsprings Guaranteed Forever!

NEVER A CHARGE FOR REPLACEMENT OF MAIN SPRING OR BALANCE STAFF!

INCABLOC
STABILOR

No matter how dainty the styling, all Hallmark watches have extra value features that assure dependable service. INCABLOC shock absorbers prevent breakage of the balance staff. STABILOR mainsprings are unbreakable; temperature changes do not affect them. 17 RUBY JEWELS reduce friction without creating repair problems. DUST-PROTECTED cases result from specially designed crowns and scientifically cemented crystals.

Hallmark

Shock Resistant Watches
Quality Far Exceeding the Price You Pay!

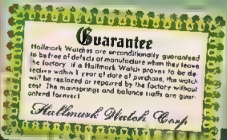
INCABLOC SHOCK PROTECTION—a quality feature of all Hallmark watches—prevents breakage of the balance staff. The tiny ruby jewel bearings are set in resilient springs that absorb all shock. Incabloc is so good that Hallmark guarantees the balance staff, like the Stabilor mainspring, forever.

Hallmark
Hallmark

Lady on the Go

Beauty and durability designed for nurses, technicians, career women. 14K yellow gold dust-protected case, 10K gold filled expansion band. Red sweep second hand. 17 Jewel Hallmark Shock-Resistant movement for accuracy.
2150HK4000 Retail........ $85.00

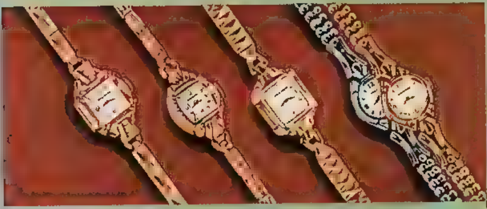
As above, with 14K white gold case.
2151HK4000 Retail $85.00



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase, the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp



17 Jewel Classic Series

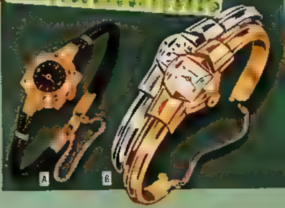
Delicately modelled to complete a lovely costume. 10K yellow rolled gold dust-protected case with non-corrosive back. 10K gold filled expansion bracelet. High domed crystal. Raised skip figure dial. 17 Jewel Hallmark Shock Resistant movement.
2112HK2775
Retail $55.00

Distinctive styling with milled and carved effect. 10K yellow rolled gold plate dust-protected case and matching 10K gold filled "Queen" expansion bracelet. Hi-dome crystal, raised figure dial. Reliable 17 Jewel Hallmark Shock Resistant movement.
2113HK2775
Retail........ $55.00

Elegant in its simplicity, this fine watch has a dust-protected case, 10K yellow gold filled, and matching expansion bracelet. Raised gold-figure dial is extra easy to read. High dome crystal. 17 Jewel Hallmark Shock Resistant movement means dependable accuracy.
2114HK3500
Retail. $71.50

Unusual 10K gold filled combination expansion bracelet creates graceful elongated effect with round 14K yellow gold dust-protected case. Hi-crystal. 17 Jewel Hallmark Shock Resistant movement.
2115HK3775
Retail. $78.00

As above with solid 14K white gold case.
2116HK3775
Retail $78.00



Custom Series

A Alluringly lovely watch styled in the modern vogue. Solid 14K yellow gold dust-protected case is held to the wrist by a dainty black silk cord bracelet. Black dial with golden raised figures. High domed crystal. 17 Jewel Hallmark Shock Resistant movement.
2117HK4275 Retail........ $90.00

B Her embrace of beauty! Caresses the wrist with a lovely yellow gold filled bracelet. 10K yellow rolled gold plate, dust-protected case. Skip figure dial, hi-dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2118HK3150 Retail........ $65.00

As above, with 10K white rolled gold plate case.
2119HK3150 Retail........ $65.00

Hallmark
Hallmark

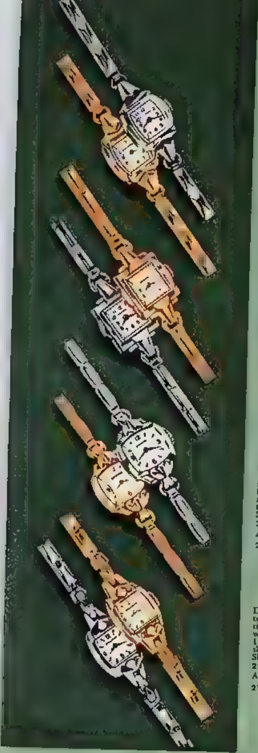
The Starlet

The exciting glamor of large sparkling diamonds in a watch of simple elegance for the young in heart.

Two brilliant diamonds hand-set in a dust-protected case of 14K yellow gold. 10K gold filled "Queen" expansion bracelet. Raised figure dial, high dome crystal. 17 Jewel Shock Resistant movement.
2120HK4800 Retail........ $100.00

Same as above, with 14K white gold case.
2121HK4800 Retail........ $100.00

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ¾ of actual size.



14 Karat Gold Fashion Group

Bewitchingly sweet little watch of 14K solid white gold. Dust protected case. 10K gold-filled expansion bracelet. Easy to read raised figure dial, high dome crystal. Accurate 17 Jewel Shock-Resistant Hallmark movement.
2122HK3775 Retail........ **$78.00**
Above, with 14K yellow gold case.
2123HK3775 Retail...... **$78.00**

Neatly tailored watch that "goes with any fashion. Solid 14K yellow gold dust-protected case and 10K gold filled expansion bracelet. White raised figure dial and high dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2124HK3775 Retail . **$78.00**
As above, solid 14K white gold case.
2125HK3775 Retail... .. .**$78.00**

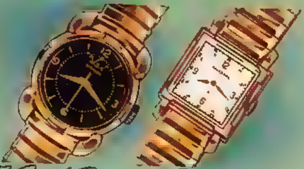
Exceptionally smart watch of solid 14K white gold with easy to read modern skip figure dial. 10K gold-filled "Queen" expansion bracelet and high domed crystal complete this beauty. 17 Jewel Hallmark Shock Resistant movement.
2126HK3775 Retail **$78.00**
Above, with 14K yellow gold case.
2127HK3775 Retail . **$78.00**

Dainty and petite, this watch is sure to add charm to the lady who wears it. It has a 14K yellow gold case with free swinging ends, matching 10K gold filled expansion bracelet, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.
2128HK4800 Retail **$100.00**
As above, with 14K white gold case.
2129HK4800 Retail. . **$100.00**

Hallmark

INCABLOC
STABILOR

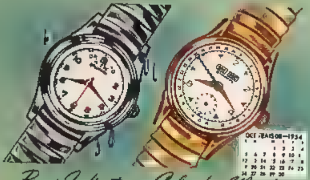
STABILOR MAINSPRINGS—another quality feature of all Hallmark Watches—are unbreakable because they're not affected by changes of temperature or humidity. They're of such excellent quality, Hallmark guarantees them, like the Incabloc shock-protected balance staff, against breakage forever.



17 Jewel Rotomatic Self Winding

Motion of the wrist winds it! Power reserve indicator shows how long watch will run on the stored power. 10K yellow gold filled dust-protected case and expansion band. Black dial with raised gold figures. Sweep second hand. 17 Jewel Shock Resistant movement.
2132HK5100 Retail. **$110.00**

Executive styled automatic. 10K yellow gold-filled dust-protected case, matching expansion bracelet. Sweep second hand, toned dial. Shock Resistant movement.
2133HK4425 Retail. **$95.00**
As above, 14K gold case.
2134HK7200 Retail. **$150.00**



Power Indicator

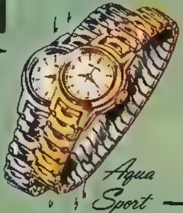
Self-Winding

Waterproof* Self winding with power reserve indicator. Radium sweep second hand, numbers and hands. Stainless case, expansion band. 17 Jewels. Shock Resistant.
2135HK4275 Retail **$90.00**
Above, no power indicator.
2136HK3775 Retail **$78.00**

Calendar Watch

Self-Winding

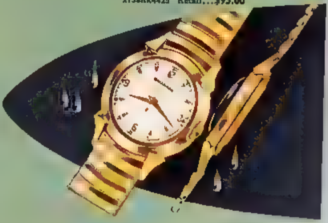
Self winding Calendar Watch tells time, date, day automatically. 10K yellow gold filled case, expansion band. Radium figure dial. Dust and Shock Resistant. 17 Jewel movement.
2137HK5100 Retail **$110.00**
Above with Stainless Steel water-repellent case.*
2138HK4425 Retail...**$95.00**



The Mermaid

Automatic Self-Winding Waterproof*

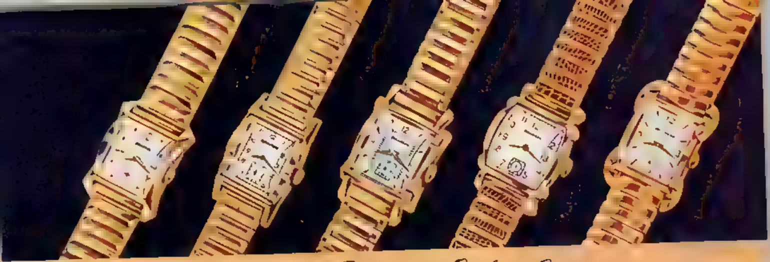
A lady's watch with rugged deluxe features, yet styled for beauty! Automatically winds itself with motion of the wrist! Waterproof feature eliminates common hazard of stoppage. Has stainless dust protected case, stainless expansion bracelet. 2-tone radium figure dial, sweep second hand. 17 Jewel Shock Resistant movement assures dependability.
2130HK4275 Retail..........**$90.00**
As above, 14K yellow gold applied top, stainless back. 10K gold filled expansion bracelet.
2131HK5100 Retail.... . . **$110.00**



Aqua Sport

Deluxe in every respect—quality, features and styling. Waterproof* Automatic, self winding, 17 Jewel Hallmark Shock Resistant movement in a stately 10K yellow gold filled dust-protected case with non-corrosive back. Matched expansion band. Sweep second hand and modern raised, skip figure dial.
2139HK4425 Retail. **$95.00**
Above with waterproof* 14K gold case and non-corrosive back.
2140HK7200 Retail . **$150.00**

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.



17 Jewel Presidential Quality Group

Outstanding style. Dust-protected case of 10K yellow rolled gold plate. 10K gold filled expansion bracelet, both with non corrosive backs. Modern raised figure dial. dome crystal. 17 Jewel Hallmark Shock Resistant movement for accuracy.
2141HK2775 Retail. $55.00

Fine detailing on the 10K yellow rolled gold plate dust protected case. Non corrosive back. 10K gold filled expansion band. Hi-dome crystal, raised figure dial. 17 Jewel Hallmark Shock Resistant movement. Sturdy and practical watch for work and dress.
2142HK2775 Retail . $55.00

Impressive two tone raised figure dial on a handsome 10K yellow gold filled dust protected case. Matching expansion bracelet of distinguished styling. High domed crystal. Easy to read raised figure dial. 17 Jewel Hallmark Shock Resistant movement.
2143HK3500 Retail .$71.50

Ideal for the man who has "everything." Genuine alligator leather inserts in each link of a 10K yellow gold filled expansion band. 10K gold filled dust protected case. Hi crystal, raised figure dial. 17 Jewel Shock Resistant movement keeps accurate time.
2144HK3500 Retail $71.50

Debonair and modern. Mirror polished solid 14K yellow gold dust protected case and matching 10K gold filled expansion bracelet. 2 tone textured mat dial with raised skip figures. High dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2145HK5450 Retail $125.00

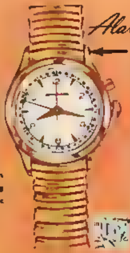
Hallmark

17 Jewel Shock Resistant Watches
UNCONDITIONALLY GUARANTEED WITH THE MOST LIBERAL WARRANTY IN THE INDUSTRY!

INCABLOC
STABILOR

- **INCABLOC Shock Resisting System**
- **STABILOR Unbreakable Mainspring**
- **17 Ruby Jewels**
- **Non-Magnetic**
- **Dust Protected**
- **Gift Boxed**

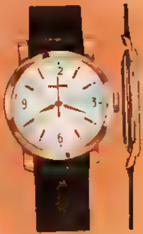
Mainspring and Balance Staff Guaranteed Forever



Alarm Master

One of the most useful watches ever made! Has accurate alarm signal that reminds you of appointments, awakens you from sleep, keeps you from being late! Has a smart 10K yellow gold filled case with matching coin expansion band. Combination radium figure dial, sweep second hand, 17 Jewel Hallmark movement.
2146HK6200 Retail $110.00

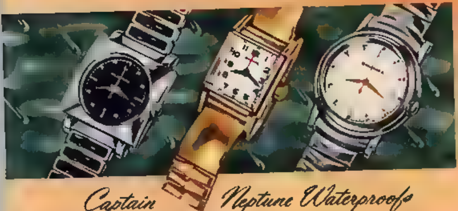
Above with 14K yellow gold case.
2147HK10400 Retail $200.00



Continental

Elegantly thin. 2 tone raised figure dial in a 10K yellow rolled gold plate dust protected case. Black suede strap. Sweep second hand. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial, domed crystal.
2148HK2775 Retail $55.00

Above with 10K yellow gold filled expansion bracelet.
2149HK3150 Retail $65.00



Captain

Styling for the future. Square stainless steel Waterproof* case, matching expansion bracelet with jet black inserts. Jet black dial, white stick figures. 17 Jewel Hallmark Shock Resistant movement. High domed crystal.
2150HK3500 Retail . $71.50

Neptune Waterproofs

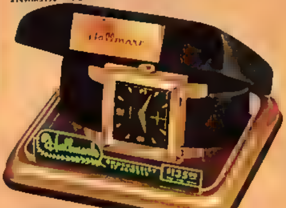
All purpose watch with Waterproof* dust-protected yellow case, non corrosive back. 10K yellow gold filled combination expansion bracelet. Radium figure dial and hands. 17 Jewel Shock Resistant movement. Dome crystal.
2151HK3500 Retail . .$71.50

Designed for the active gentleman. Waterproof* stainless steel dust protected case and expansion band. Modern toned radium figure dial and hands. 17 Jewel Shock Resistant movement. High crystal raised figure dial.
2152HK2950 Retail $60.00

*As long as case remains intact or, if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

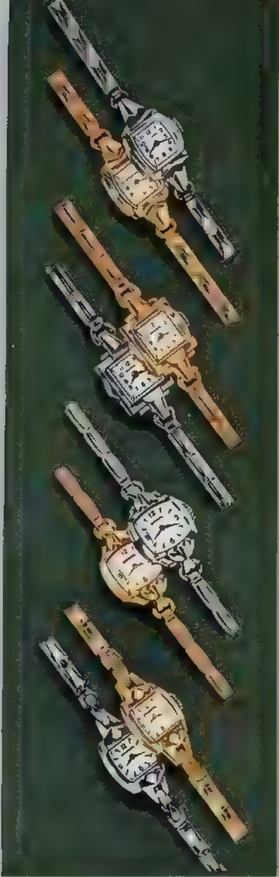
Shock resistant and waterproof features are guaranteed to conform with the specifications issued by the Federal Trade Commission.

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.



Last word in men's styling. Solid 14K gold dust protected case, suede strap. Jet black dial with raised, faceted, gold skip figures. Domed crystal. 17 Jewel Hallmark Shock Resistant movement
2153HK6500 Retail $135.00

Above, with 10K yellow gold filled expansion bracelet.
2154HK7000 Retail . .$150.00



14 Karat, Gold Fashion Group

Bewitchingly sweet little watch of 14K solid white gold. Dust protetted case. 10K gold-filled expansion bracelet. Easy to read raised figure dial, high dome crystal. Accurate 17 Jewel Shock-Resistant Hallmark movement.
2122HK3699 Retail........**$78.00**
Above with 14K yellow gold case.
2123HK3699 Retail........**$78.00**

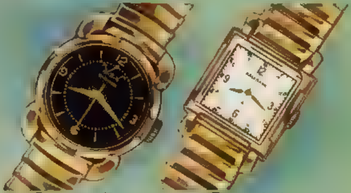
Neatly tailored watch that "goes" with any fashion. Solid 14K yellow gold dust-protected case and 10K gold filled expansion bracelet. White raised figure dial and high dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2124HK3699 Retail........**$78.00**
As above, solid 14K white gold case.
2125HK3699 Retail........**$78.00**

Exceptionally smart watch of solid 14K white gold with easy to read modern skip figure dial. 10K gold-filled "Queen" expansion bracelet and high domed crystal complete this beauty. 17 Jewel Hallmark Shock Resistant movement.
2126HK3699 Retail..... .**$78.00**
Above, with 14K yellow gold case.
2127HK3699 Retail........**$78.00**

Dainty and petite, this watch is sure to add charm to the lady who wears it. It has a 14K yellow gold case with free swinging ends, matching 10K gold filled expansion bracelet, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.
2128HK4704 Retail......**$100.00**
As above, with 14K white gold case.
2129HK4704 Retail......**$100.00**

Hallmark

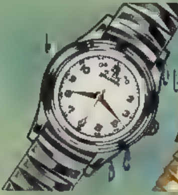
STABILOR MAINSPRINGS—another quality feature of all Hallmark Watches—are unbreakable because they're not affected by changes of temperature or humidity. They're of such excellent quality, Hallmark guarantees them, like the Incabloc shock-protected balance staff, against breakage forever.



17 Jewel Rotomatic Self Winding

Motion of the wrist winds it! Power reserve indicator shows how long watch will run on the stored power. 10K yellow gold filled dust-protected case and expansion band. Black dial with raised gold figures. Sweep second hand. 17 Jewel Shock Resistant movement.
2132HK4998 Retail.**$110.00**

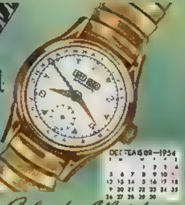
Executive styled automatic. 10K yellow gold-filled dust-protected case, matching expansion bracelet. Sweep second hand, toned dial. Shock Resistant movement.
2133HK4336 Retail. . **$95.00**
As above, 14K gold case.
2134HK7056 Retail.**$150.00**



Power Indicator

Self-Winding

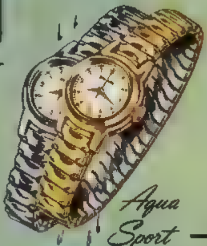
Waterproof* Self-winding with power reserve indicator. Radium sweep second hand, numbers and hands. Stainless case, expansion band. 17 Jewels. Shock Resistant.
2135HK4189 Retail...**$90.00**
Above, no power indicator.
2136HK3699 Retail...**$78.00**



Calendar Watch

Self-Winding

Self-winding Calendar Watch tells time, date, day automatically. 10K yellow gold filled case, expansion band. Radium figure dial. Dust and Shock Resistant. 17 Jewel movement.
2137HK4998 Retail.**$110.00**
Above with Stainless Steel water-repellent case.*
2138HK4336 Retail...**$95.00**



The Mermaid

Automatic Self-Winding Waterproof*

A lady's watch with rugged deluxe features, yet styled for beauty! Automatically winds itself with motion of the wrist! Waterproof feature eliminates common hazard of stoppage. Has stainless dust-protected case, stainless expansion bracelet. 2-tone radium figure dial, sweep second hand. 17 Jewel Shock Resistant movement assures dependability.
2130HK4189 Retail..........**$90.00**
As above, 14K yellow gold applied top, stainless back, 10K gold filled expansion bracelet
2131HK4998 Retail...... .**$110.00**

Aqua Sport

Deluxe in every respect—quality, features and styling. Waterproof* Automatic, self-winding, 17 Jewel Hallmark Shock Resistant movement in a stately 10K yellow gold filled dust-protected case with non-corrosive back. Matched expansion band. Sweep second hand and modern raised, skip figure dial.
2139HK4336 Retail...................**$95.00**
Above with waterproof* 14K gold case and non corrosive back
2140HK7056 Retail.................**$150.00**

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

Hallmark

Shock Resistant Watches
Quality Far Exceeding the Price You Pay!

INCABLOC
STABILOR

INCABLOC SHOCK PROTECTION—a quality feature of all Hallmark watches—prevents breakage of the balance staff. The tiny ruby jewel bearings are set in resilient springs that absorb all shock. Incabloc is so good that Hallmark guarantees the balance staff, like the Stabilor mainspring, forever.

Hallmark
Hallmark
17 Jewels

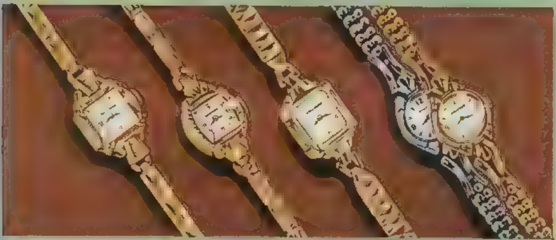
Lady on the Go

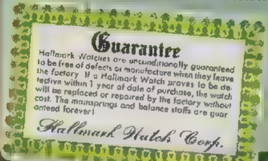
Beauty and durability designed for nurses, technicians, career women! 14K yellow gold dust-protected case. 10K gold-filled expansion band. Red sweep second hand. 17 Jewel Hallmark Shock-Resistant movement for accuracy.

2110HK3920 Retail $85.00

As above, with 14K white gold case.

2111HK3920 Retail $85.00





Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects or manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase, the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp.

17 Jewel Classic Series

Delicately modelled to complete a lovely costume. 10K yellow rolled gold dust-protected case with non-corrosive back. 10K gold filled expansion bracelet. High domed crystal. Raised, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.

2112HK2719 Retail $55.00

Distinctive styling with milled and carved effect. 10K yellow rolled gold plate dust-protected case and matching 10K gold filled "Queen" expansion bracelet. Hi-dome crystal, raised figure dial. Reliable 17 Jewel Hallmark Shock Resistant movement.

2113HK2719 Retail $55.00

Elegant in its simplicity, this fine watch has a dust-protected case, 10K yellow gold filled, and matching expansion bracelet. Raised gold-figure dial is extra easy to read. High dome crystal. 17 Jewel Hallmark Shock Resistant movement means dependable accuracy.

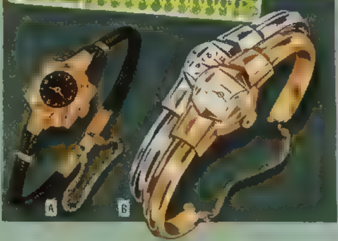
2114HK3430 Retail .. . $71.50

Unusual 10K gold filled combination expansion bracelet creates graceful elongated effect with round 14K yellow gold dust-protected case. Hi crystal. 17 Jewel Hallmark Shock Resistant movement.

2115HK3699 Retail $78.00

As above with solid 14K white gold case.

2116HK3699 Retail $78.00



Custom Series

A Alluringly lovely watch styled in the modern vogue. Solid 14K yellow gold dust-protected case is held to the wrist by a dainty black silk cord bracelet. Black dial with golden raised figures. High domed crystal. 17 Jewel Hallmark Shock Resistant movement.

2117HK4189 Retail $90.00

B Her embrace of beauty! Caresses the wrist with a lovely yellow gold filled bracelet. 10K yellow rolled gold plate, dust-protected case. Skip figure dial, hi-dome crystal. 17 Jewel Hallmark Shock Resistant movement.

2118HK3087 Retail $65.00

As above, with 10K white rolled gold plate case.

2119HK3087 Retail $65.00

Hallmark
Hallmark
17 Jewels
$100.00

The Starlet

The exciting glamor of large sparkling diamonds in a watch of simple elegance for the young in heart

Two brilliant diamonds hand-set in a dust-protected case of 14K yellow gold. 10K gold filled "Queen" expansion bracelet. Raised figure dial, high dome crystal. 17 Jewel Shock Resistant movement.

2120HK4704 Retail $100.00

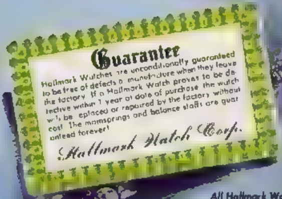
Same as above, with 14K white gold case.

2121HK4704 Retail $100.00

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.

Hallmark

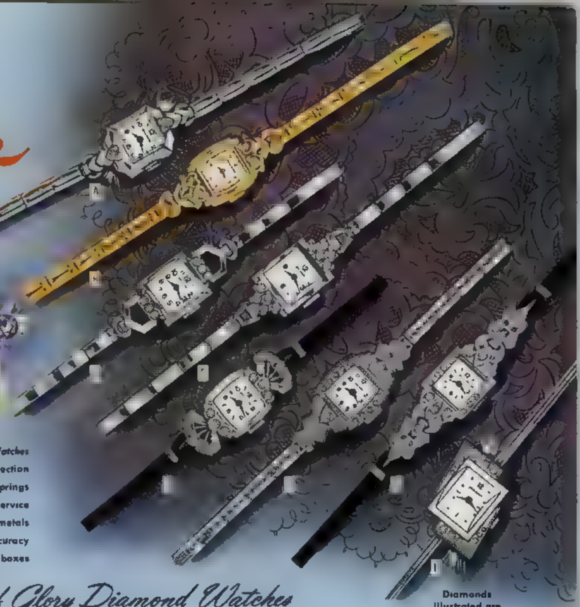
Custom-crafted Watches of *Greatly Superior Quality* Styled with Timeless Beauty



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects in manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp.



All Hallmark Watches

- ★ have INCABLOC shock protection
- ★ have STABILOR unbreakable mainsprings
- ★ are dust-protected for longer service
- ★ are made with non-magnetic metals
- ★ are electronically timed for accuracy
- ★ are packed in re-usable gift boxes

Star of Glory Diamond Watches

Diamonds Illustrated are slightly enlarged to show details.

Alive with a radiance of light, these fashion-styled watches are set with diamonds selected for their exceptionally high quality. Each one is securely hand-set in the solid 14K gold cases.

A Two diamonds in solid 14K white gold dust-protected case. 10K gold filled "Queen" expansion band. Skip figure dial. 17 Jewel Hallmark Shock-Resistant movement.
2100HK5880 Retail **$150.00**

As above in 14K yellow gold case
2101HK5880 Retail . . . **$150.00**

B Four diamonds. Dust-protected case of solid 14K yellow gold, white gold end pieces. 10K gold filled expansion band. 17 Jewel Shock Resistant movement assures reliability.
2102HK7546 Retail **$175.00**

C Six diamonds in a tailored case of solid 14K white gold. Dust-protected. 10K gold filled expansion band. Free swinging end pieces. Domed crystal. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial.
2103HK8575 Retail **$225.00**

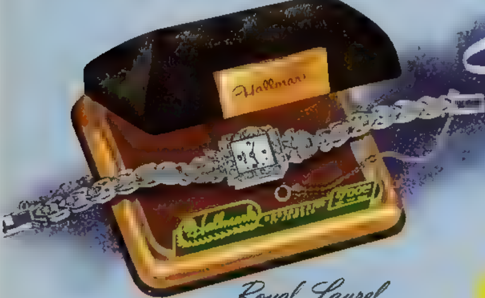
D Ten large diamonds fishtail-set in a suavely styled case of solid 14K white gold. Dust protected. 10K gold filled expansion band. Domed crystal. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial.
2104HK10780 Retail **$250.00**

E Spray designed and hand set with 16 lovely diamonds. Solid 14K white gold dust-protected case, black silk cord with safety chain. Hi crystal. 17 Jewel Shock-Resistant movement.
2105HK13230 Retail **$300.00**

F Magnificent with 22 diamonds hand set in a solid 14K white gold dust-protected case. Engraved 10K gold filled expansion bracelet. 17 Jewel Hallmark Shock-Resistant movement.
2106HK15190 Retail **$350.00**

G Ultra-luxurious with 32 blazing diamonds. Solid 14K white gold dust-protected case. Black silk cord, safety chain. Smart narrow dial, domed crystal. 17 Jewel Shock Resistant movement for complete accuracy.
2107HK23520 Retail. . . **$500.00**

H Fourteen large diamonds set in alluring array. Solid 14K white gold dust protected case and bracelet. Safety chain. Modern-toned dial. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size, please.)
2108HK18620 Retail **$400.00**



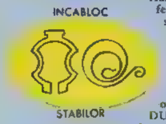
Royal Laurel

A fashion styled watch of stunning beauty. 16 brilliant diamonds are hand-set in a fascinating leaf motif, worked out in the solid 14K white gold dust protected case and in the exquisitely carved 14K white gold link bracelet. Has high domed crystal, raised figure dial, safety chain. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size when ordering.)
2109HK32830 Retail. **$700.00**

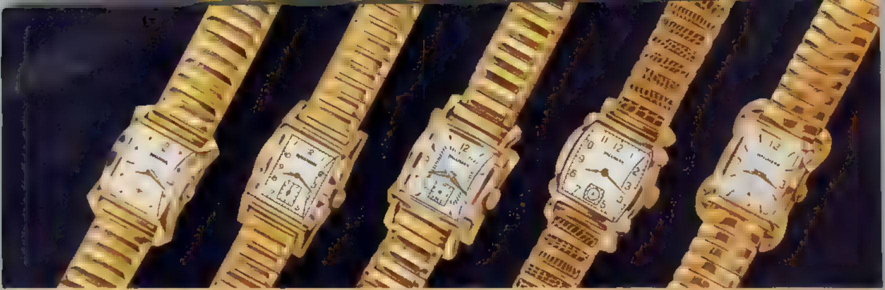
Hallmark

Balance Staffs and Mainsprings Guaranteed Forever!

NEVER A CHARGE FOR REPLACEMENT OF MAIN SPRING OR BALANCE STAFF!



No matter how dainty the styling, all Hallmark watches have extra value features that assure dependable service. INCABLOC shock absorbers prevent breakage of the balance staff. STABILOR mainsprings are unbreakable; temperature changes do not affect them. 17 RUBY JEWELS reduce friction without creating repair problems. DUST-PROTECTED cases result from specially designed crowns and scientifically cemented crystals.



17 Jewel Presidential Quality Group

Outstanding style. Dust-protected case of 10K yellow rolled gold plate, 10K gold filled expansion bracelet, both with non-corrosive backs. Modern raised figure dial, dome crystal. 17 Jewel Hallmark Shock Resistant movement for accuracy.
2141HK2719 Retail...**$55.00**

Fine detailing on the 10K yellow rolled gold plate dust-protected case. Non corrosive back. 10K gold filled expansion band. Hi-dome crystal, raised figure dial. 17 Jewel Hallmark Shock Resistant movement. Sturdy and practical watch for work and dress.
2142HK2719 Retail...**$55.00**

Impressive two-tone raised figure dial in a handsome 10K yellow gold filled dust-protected case. Matching expansion bracelet of distinguished styling. High domed crystal. Easy-to-read raised figure dial. 17 Jewel Hallmark Shock Resistant movement.
2143HK3430 Retail...**$71.50**

Ideal for the man who has "everything." Genuine alligator leather inserts in each link of a 10K yellow gold filled expansion band. 10K gold filled dust-protected case. Hi-crystal, raised figure dial. 17 Jewel Shock Resistant movement keeps accurate time.
2144HK3430 Retail...**$71.50**

Debonair and modern. Mirror polished solid 14K yellow gold dust-protected case and matching 10K gold filled expansion bracelet. 2-tone textured mat dial with raised skip figures. High dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2145HK5341 Retail.**$125.00**

Hallmark

17 Jewel Shock Resistant Watches

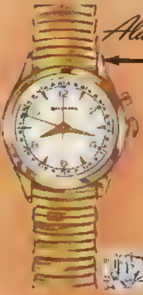
UNCONDITIONALLY GUARANTEED WITH THE MOST LIBERAL WARRANTY IN THE INDUSTRY!

INCABLOC

STABILOR

- **INCABLOC Shock Resisting System**
- **STABILOR Unbreakable Mainspring**
- **17 Ruby Jewels**
- **Non-Magnetic**
- **Dust Protected**
- **Gift Boxed**

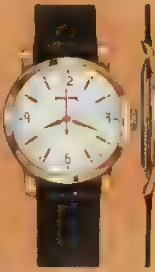
Mainspring and Balance Staff Guaranteed Forever



Alarm Master

One of the most useful watches ever made! Has accurate alarm signal that reminds you of appointments, awakens you from sleep, keeps you from being late! Has a smart 10K yellow gold filled case with matching coin expansion band. Combination radium figure dial, sweep second hand. 17 Jewel Hallmark movement.
2146HK6076
Retail... ...**$110.00**

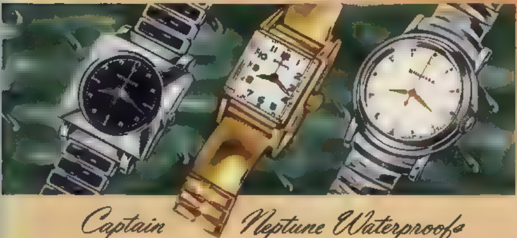
Above with 14K yellow gold case.
2147HK10192
Retail.......**$200.00**



Continental

Elegantly thin. 2-tone raised figure dial in a 10K yellow rolled gold plated dust-protected case. Black suede strap. Sweep second hand. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial, domed crystal.
2148HK2719 Retail.... ... **$55.00**

Above, with 10K yellow gold filled expansion bracelet
2149HK3087 Retail.... .. **$65.00**



Captain *Neptune Waterproofs*

Styling for the future! Square stainless steel Waterproof* case, matching expansion bracelet with jet black inserts. Jet black dial, white stick figures. 17 Jewel Hallmark Shock Resistant movement. High domed crystal.
[redacted]
Retail... ....**$71.50**

All-purpose watch with Waterproof* dust-protected yellow case, non-corrosive back. 10K yellow gold filled combination expansion bracelet. Radium figure dial and hands. 17 Jewel Shock Resistant movement. Dome crystal.
2151HK3430
Retail . . .**$71.50**

Designed for the active gentleman. Waterproof* stainless steel dust-protected case and expansion band. Modern toned radium figure dial and hands. 17 Jewel Shock Resistant movement. High crystal raised figure dial.
2152HK2891
Retail... . . ..**$60.00**

Last word in men's styling. Solid 14K gold dust-protected case, suede strap. Jet black dial with raised, facetted, gold skip figures. Domed crystal. 17 Jewel Hallmark Shock Resistant movement.
2153HK6370 Retail......... ...**$135.00**

Above, with 10K yellow gold filled expansion bracelet.
2154HK6860 Retail **$150.00**

*As long as case remains intact, or if serviced it has been closed by a competent jeweler who restores its original immunity to moisture.

Shock resistant and waterproof features are guaranteed to conform with the specifications issued by the Federal Trade Commission.

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ½ of actual size.

17 Jewel Presidential Quality Group

Outstanding style. Dust-protected case of 10K yellow rolled gold plate, 10K gold filled expansion bracelet, both with non-corrosive backs. Modern raised figure dial, dome crystal. 17 Jewel Hallmark Shock Resistant movement for accuracy.
2141X2775 List **$55.00**

Fine detailing on the 10K yellow rolled gold plate dust-protected case. Non-corrosive back. 10K gold filled expansion band. Hi-dome crystal, raised figure dial. 17 Jewel Hallmark Shock Resistant movement. Sturdy and practical watch for work and dress.
2142X2775 List **$55.00**

Impressive two-tone raised figure dial in a handsome 10K yellow gold filled dust protected case. Matching expansion bracelet of distinguished styling. High domed crystal. Easy-to read raised figure dial. 17 Jewel Hallmark Shock Resistant movement.
2143X3500. . List **$71.50**

Ideal for the man who has "everything." Genuine alligator leather inserts in each link of a 10K yellow gold filled expansion band. 10K gold filled dust-protected case. Hi-crystal, raised figure dial. 17 Jewel Shock Resistant movement keeps accurate time.
2144X3500 .List **$71.50**

Debonair and modern. Mirror polished solid 14K yellow gold dust protected case and matching 10K gold-filled expansion bracelet. 2-tone textured mat dial with raised skip figures. High dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2145X5450 . List **$125.00**

Hallmark

17 Jewel Shock Resistant Watches

UNCONDITIONALLY GUARANTEED WITH THE MOST LIBERAL WARRANTY IN THE INDUSTRY!

INCABLOC

STABILOR

- **INCABLOC Shock Resisting System**
- **STABILOR Unbreakable Mainspring**
- **17 Ruby Jewels**
- **Non-Magnetic**
- **Dust Protected**
- **Gift Boxed**

Mainspring and Balance Staff Guaranteed Forever

Alarm Master

One of the most useful watches ever made! Has accurate alarm signal that reminds you of appointments, awakens you from sleep, keeps you from being late! Has a smart 10K yellow gold filled case with matching coin expansion band. Combination radium figure dial, sweep second hand. 17 Jewel Hallmark movement.
2146X6200 . List **$110.00**

Above with 14K yellow gold case.
2147X10400 .... .List **$200.00**

Continental

Elegantly thin. 2-tone raised figure dial in a 10K yellow rolled gold plate dust-protected case. Black suede strap. Sweep second hand. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial, domed crystal.
2148X2775.................................. ..List **$55.00**

Above, with 10K yellow gold filled expansion bracelet.
2149X3150.................................. ...List **$65.00**

Captain

Styling for the future! Square stainless steel Waterproof* case, matching expansion bracelet with jet black inserts. Jet black dial, white stick figures. 17 Jewel Hallmark Shock Resistant movement. High domed crystal.
2150X3500...List **$71.50**

Neptune Waterproofs

All-purpose watch with Waterproof* dust-protected yellow case, non-corrosive back, 10K yellow gold filled combination expansion bracelet. Radium figure dial and hands. 17 Jewel Shock Resistant movement. Dome crystal.
2151X3500...List **$71.50**

Designed for the active gentleman. Waterproof* stainless steel dust-protected case and expansion band. Modern toned radium figure dial and hands. 17 Jewel Shock Resistant movement. High crystal raised figure dial
2152X2950...List **$60.00**

Hallmark
Hallmark

Last word in men's styling. Solid 14K gold dust-protected case, suede strap. Jet black dial with raised, facetted, gold skip figures. Domed crystal. 17 Jewel Hallmark Shock Resistant movement
2153X6500 .. ... List **$135.00**

Above, with 10K yellow gold filled expansion bracelet.
2154X7000......................List **$150.00**

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

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Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.

Hallmark

Shock Resistant Watches
Quality Far Exceeding the Price You Pay!

INCABLOC SHOCK PROTECTION —a quality feature of all Hallmark watches—prevents breakage of the balance staff. The tiny ruby jewel bearings are set in resilient springs that absorb all shock. Incabloc is so good that Hallmark guarantees the balance staff, like the Stabilor mainspring, forever.

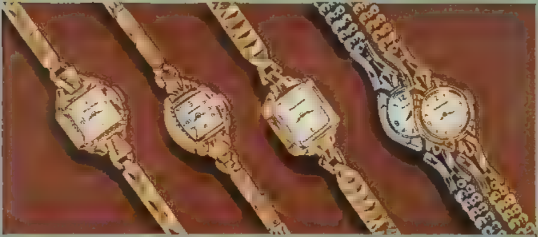
Hallmark
Hallmark

Lady on the Go

Beauty and durability designed for nurses, technicians, career women! 14K yellow gold dust-protected case, 10K gold-filled expansion band. Red sweep second hand. 17 Jewel Hallmark Shock-Resistant movement for accuracy

2110X4000 List **$85.00**

As above, with 14K white gold case.
2111X4000. . . . . List **$85.00**



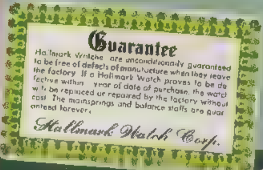
17 Jewel Classic Series

Delicately modelled to complete a lovely costume 10K yellow rolled gold dust protected case with non-corrosive back 10K gold-filled expansion bracelet. High domed crystal. Raised, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.
2112X2775 ....List **$55.00**

Distinctive styling with milled and carved effect 10K yellow rolled gold plate dust protected case and matching 10K gold filled "Queen" expansion bracelet. Hi dome crystal, raised figure dial. Reliable 17 Jewel Hallmark Shock Resistant movement.
2113X2775 ....List **$55.00**

Elegant in its simplicity, this fine watch has a dust protected case. 10K yellow gold filled and matching expansion bracelet. Raised gold-figure dial is extra easy to read. High dome crystal. 17 Jewel Hallmark Shock Resistant movement means dependable accuracy.
2114X3800 ....List **$71.50**

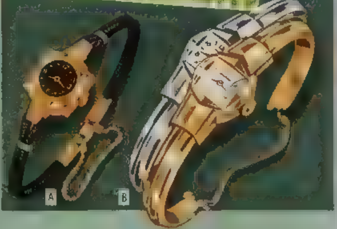
Unusual 10K gold filled combination expansion bracelet creates graceful elongated effect with round 14K yellow gold dust-protected case. Hi crystal. 17 Jewel Hallmark Shock Resistant movement
2115X3775 . List **$78.00**
As above with solid 14K white gold case
2116X3775 . . List **$78.00**



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark Watch proves to be defective within year of date of purchase, the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever.

Hallmark Watch Corp.



The Starlet

The exciting glamor of large sparkling diamonds in a watch of simple elegance for the young in heart.

Two brilliant diamonds hand-set in a dust-protected case of 14K yellow gold 10K gold filled "Queen" expansion bracelet. Raised figure dial. high dome crystal 17 Jewel Shock Resistant movement.
2120X4800. .. .. List **$100.00**
Same as above, with 14K white gold case.
2121X4800........................List **$100.00**

Custom Series

A Alluringly lovely watch styled in the modern vogue. Solid 14K yellow gold dust-protected case is held to the wrist by a dainty black silk cord bracelet. Black dial with golden raised figures. High domed crystal. 17 Jewel Hallmark Shock Resistant movement.

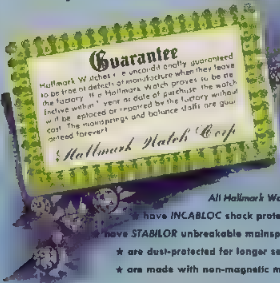
2117X4275 . . . .List **$90.00**

B Her embrace of beauty! Caresses the wrist with a lovely yellow gold filled bracelet. 10K yellow rolled gold plate, dust-protected case. Skip figure dial, hi-dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2118X3150........................List **$65.00**
As above, with 10K white rolled gold plate case.
2119X3150........................List **$65.00**

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.

Hallmark

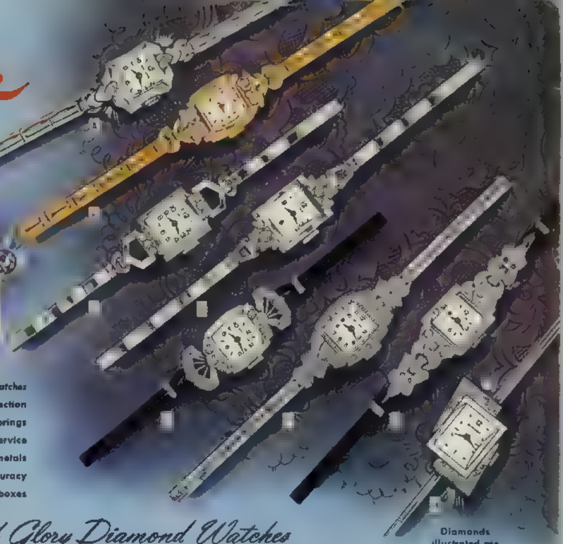
Custom-crafted Watches of Greatly Superior Quality Styled with Timeless Beauty



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp.



All Hallmark Watches

- ★ have *INCABLOC* shock protection
- ★ have *STABILOR* unbreakable mainsprings
- ★ are dust-protected for longer service
- ★ are made with non-magnetic metals
- ★ are electronically timed for accuracy
- ★ are packed in re-usable gift boxes

Star of Glory Diamond Watches

Diamonds illustrated are slightly enlarged to show details.

Alive with a radiance of light, these fashion-styled watches are set with diamonds selected for their exceptionally high quality. Each one is securely hand-set in the solid 14K gold cases.

A Two diamonds in solid 14K white gold dust protected case. 10K gold filled "Queen" expansion band. Skip figure dial. 17 Jewel Hallmark Shock Resistant movement.
2100X6000 List **$150.00**

As above in 14K yellow gold case.
2101X6000............List **$150.00**

B Four diamonds. Dust protected case of solid 14K yellow gold, white gold end pieces. 10K gold-filled expansion band. 17 Jewel Shock Resistant movement assures reliability.
2102X7700........List **$175.00**

C Six diamonds in a tailored case of solid 14K white gold. Dust-protected 10K gold filled expansion band. Free swinging end pieces. Domed crystal. 17 Jewel Hallmark Shock-Resistant movement. Raised figure dial.
2103X8750.......... .List **$225.00**

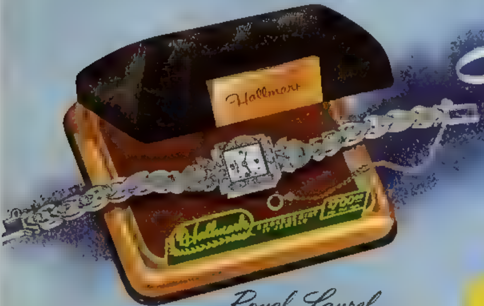
D Ten large diamonds fishtail-set in a suavely styled case of solid 14K white gold. Dust-protected. 10K gold filled expansion band. Domed crystal. 17 Jewel Hallmark Shock-Resistant movement. Raised figure dial.
2104X11000 List **$250.00**

E Spray designed and hand set with 16 lovely diamonds. Solid 14K white gold dust-protected case, black silk cord with safety chain. Hi-crystal, 17 Jewel Shock-Resistant movement.
2105X13500............List **$300.00**

F Magnificent with 22 diamonds hand set in a solid 14K white gold dust-protected case. Engraved 10K gold filled expansion bracelet. 17 Jewel Hallmark Shock-Resistant movement.
2106X15500 List **$350.00**

G Ultra-luxurious with 32 blazing diamonds. Solid 14K white gold dust-protected case. Black silk cord, safety chain. Smart narrow dial, domed crystal, 17 Jewel Shock-Resistant movement for complete accuracy.
2107X24000 .List **$500.00**

H Fourteen large diamonds set in alluring array. Solid 14K white gold dust protected case and bracelet. Safety chain. Modern-toned dial. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size, please.)
2108X19000 List **$400.00**



Royal Laurel

A fashion-styled watch of stunning beauty. 46 brilliant diamonds are hand-set in a fascinating leaf motif worked out in the solid 14K white gold dust protected case and in the exquisitely carved 14K white gold link bracelet. Has high domed crystal, raised figure dial, safety chain. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size when ordering.)
2109X33500..List **$700.00**

Hallmark

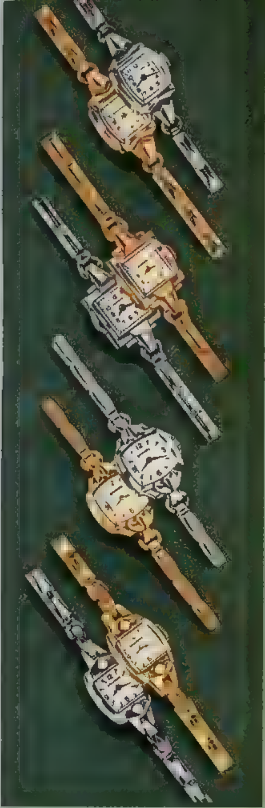
Balance Staffs and Mainsprings Guaranteed Forever!

NEVER A CHARGE FOR REPLACEMENT OF MAIN SPRING OR BALANCE STAFF!

INCABLOC
STABILOR

No matter how dainty the styling, all Hallmark watches have extra value features that assure dependable service. INCABLOC shock absorbers prevent breakage of the balance staff. STABILOR mainsprings are unbreakable; temperature changes do not affect them. 17 RUBY JEWELS reduce friction without creating repair problems. DUST-PROTECTED cases result from specially designed crowns and scientifically cemented crystals.

14 Karat, Gold Fashion Group



Bewitchingly sweet little watch of 14K solid white gold. Dust protected case. 10K gold-filled expansion bracelet. Easy to read raised figure dial, high dome crystal. Accurate 17 Jewel Shock-Resistant Hallmark movement.

2122X3775............List $78.00

Above, with 14K yellow gold case.

2123X3775............List $78.00

Neatly tailored watch that "goes" with any fashion. Solid 14K yellow gold dust-protected case and 10K gold filled expansion bracelet. White raised figure dial and high dome crystal. 17 Jewel Hallmark Shock Resistant movement

2124X3775 . . . .. List $78.00

As above, solid 14K white gold case.

2125X3775............List $78.00

Exceptionally smart watch of solid 14K white gold with easy to read modern skip figure dial. 10K gold-filled Queen expansion bracelet and high domed crystal complete this beauty 17 Jewel Hallmark Shock Resistant movement

2126X3775............List $78.00

As above, with 14K yellow gold

2127X3775............List $78.00

Dainty and petite, this watch is sure to add charm to the lady who wears it. It has a 14K yellow gold case with free swinging ends, matching 10K gold filled expansion bracelet, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.

2128X4800..... ....List $100.00

As above, with 14K white gold case.

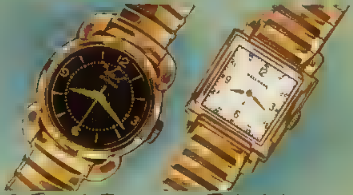
2129X4800..........List $100.00

Hallmark

INCABLOC

STABILOR

STABILOR MAINSPRINGS—another quality feature of all Hallmark Watches—are unbreakable because they're not affected by changes of temperature or humidity. They're of such excellent quality, Hallmark guarantees them, like the Incabloc shock-protected balance staff, against breakage forever.



17 Jewel Rotomatic Self Winding

Motion of the wrist winds it! Power reserve indicator shows how long watch will run on the stored power. 10K yellow gold filled dust protected case and expansion band. Black dial with raised gold figures. Sweep second hand. 17 Jewel Shock Resistant movement.

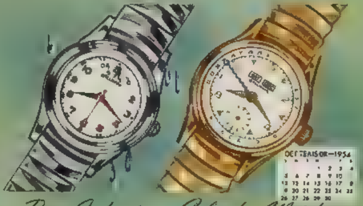
2132X5100.....List $110.00

Executive styled automatic. 10K yellow gold-filled dust-protected case, matching expansion bracelet. Sweep second hand, toned dial Shock Resistant movement.

2133X4425..... List $95.00

As above. 14K gold case.

2134X7200.....List $150.00



Power Indicator

Self-Winding

Waterproof* Self-winding with power reserve indicator. Radium sweep second hand, numbers and hands. Stainless case, expansion band. 17 Jewels. Shock Resistant.

2135X4275.......List $90.00

Above, no power indicator.

2136X3775.......List $78.00

Calendar Watch

Self-Winding

Self-winding Calendar Watch tells time, date, day automatically. 10K yellow gold filled case, expansion band. Radium figure dial. Dust and Shock Resistant. 17 Jewel movement.

2137X5100....List $110.00

Above with Stainless Steel water-repellent case.*

2138X4425.... .List $95.00

→

The Mermaid

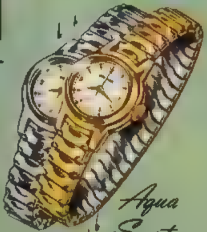
Automatic Self-Winding Waterproof*

A lady's watch with rugged deluxe features, yet styled for beauty! Automatically winds itself with motion of the wrist! Waterproof feature eliminates common hazard of stoppage. Has stainless dust-protected case, stainless expansion bracelet. 2-tone radium figure dial, sweep second hand. 17 Jewel Shock Resistant movement assures dependability

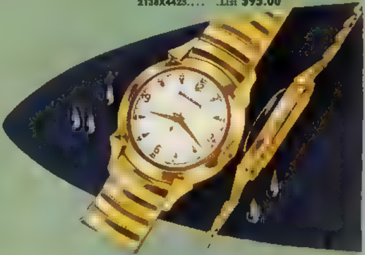
2130X4275...............List $90.00

As above, 14K yellow gold applied top, stainless back, 10K gold filled expansion bracelet.

2131X5100............List $110.00



Aqua Sport →



Deluxe in every respect—quality, features and styling Waterproof* Automatic, self-winding. 17 Jewel Hallmark Shock Resistant movement in a stately 10K yellow gold filled dust-protected case with non-corrosive back. Matched expansion band. Sweep second hand and modern raised, skip figure dial.

2139X4425.......................List $95.00

Above with waterproof* 14K gold case and non-corrosive back.

2140X7200.......................List $150.00

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*As long as case remains intact or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

Hallmark

Shock Resistant Watches
Quality Far Exceeding the Price You Pay!

INCABLOC

STABILOR

INCABLOC SHOCK PROTECTION—a quality feature of all Hallmark watches—prevents breakage of the balance staff. The tiny ruby jewel bearings are set in resilient springs that absorb all shock. Incabloc is so good that Hallmark guarantees the balance staff, like the Stabilor mainspring, forever.

Hallmark
Hallmark
SHOCKRESIST 17 JEWELS
$85.00

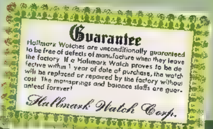
Lady on the Go

Beauty and durability designed for nurses, technicians, career women! 14K yellow gold dust-protected case, 10K gold-filled expansion band Red sweep second hand. 17 Jewel Hallmark Shock-Resistant movement for accuracy.

2110HK3920 Retail......................$85.00

As above, with 14K white gold case.

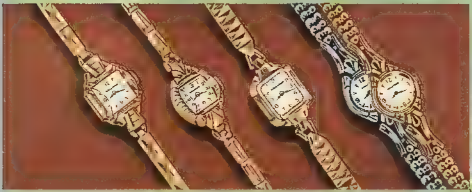
2111HK3920 Retail. $85.00



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory If a Hallmark Watch proves to be de fective within 1 year of date of purchase, the watch will be replaced or repaired by the factory withou cost The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp.



17 Jewel Classic Series

Delicately modelled to complete a lovely costume. 10K yellow rolled gold dust-protected case with non-corrosive back. 10K gold-filled expansion bracelet. High domed crystal. Raised, skip figure dial. 17 Jewel Hallmark Shock Resistant movement.

2112HK2719
Retail $55.00

Distinctive styling with milled and carved effect. 10K yellow rolled gold plate dust-protected case and matching 10K gold filled "Queen" expansion bracelet. Hi-dome crystal, raised figure dial. Reliable 17 Jewel Hallmark Shock Resistant movement.

2113HK2719
Retail $55.00

Elegant in its simplicity, this fine watch has a dust-protected case, 10K yellow gold filled, and matching expansion bracelet. Raised gold-figure dial is extra easy to read. High dome crystal. 17 Jewel Hallmark Shock Resistant movement means dependable accuracy

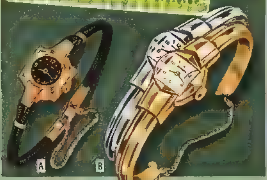
2114HK3430
Retail $71.50

Unusual 10K gold filled combination expansion bracelet creates graceful elongated effect with round 14K yellow gold dust-protected case. Hi-crystal. 17 Jewel Hallmark Shock Resistant movement.

2115HK3699
Retail $78.00

As above with solid 14K white gold case.

2116HK3699
Retail $78.00



Custom Series

A Alluringly lovely watch styled in the modern vogue. Solid 14K yellow gold dust-protected case is held to the wrist by a dainty black silk cord bracelet. Black dial with golden raised figures. High domed crystal. 17 Jewel Hallmark Shock Resistant movement.
2117HK4189 Retail....................$90.00

B Her embrace of beauty! Caresses the wrist with a lovely yellow gold filled bracelet. 10K yellow rolled gold plate, dust-protected case. Skip figure dial, hi-dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2118HK3087 Retail...................$65.00

As above, with 10K white rolled gold plate case.
2119HK3087 Retail... ....$65.00

Hallmark
Hallmark
SHOCKRESIST 17 JEWELS
$100.00

The Starlet

The exciting glamor of large sparkling diamonds in a watch of simple elegance for the young in heart.

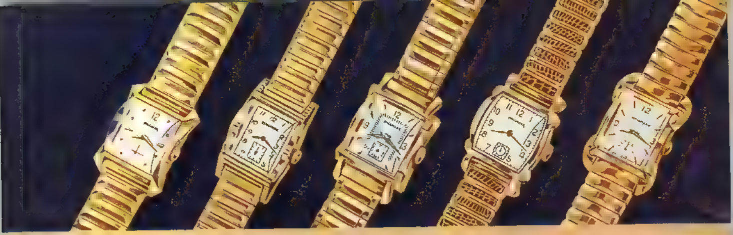
Two brilliant diamonds hand-set in a dust-protected case of 14K yellow gold. 10K gold filled "Queen" expansion bracelet. Raised figure dial, high dome crystal. 17 Jewel Shock Resistant movement.

2120HK4704 Retail.......................$100.00

Same as above, with 14K white gold case.

2121HK4704 Retail.............. . $100.00

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅞ of actual size.



17 Jewel Presidential Quality Group

Outstanding style. Dust-protected case of 10K yellow rolled gold plate, 10K gold filled expansion bracelet, both with non-corrosive backs. Modern raised figure dial, dome crystal. 17 Jewel Hallmark Shock Resistant movement for accuracy.
2141HK2719 Retail...$55.00

Fine detailing on the 10K yellow rolled gold plate dust-protected case. Non-corrosive back. 10K gold filled expansion band. Hi-dome crystal, raised figure dial. 17 Jewel Hallmark Shock Resistant movement. Sturdy and practical watch for work and dress.
2142HK2719 Retail...$55.00

Impressive two-tone raised figure dial in a handsome 10K yellow gold filled dust-protected case. Matching expansion bracelet of distinguished styling. High domed crystal. Easy-to-read raised figure dial. 17 Jewel Hallmark Shock Resistant movement.
2143HK3430 Retail...$71.50

Ideal for the man who has "everything." Genuine alligator leather inserts in each link of a 10K yellow gold filled expansion band. 10K gold filled dust-protected case. Hi-crystal, raised figure dial. 17 Jewel Shock Resistant movement keeps accurate time.
2144HK3430 Retail. .$71.50

Debonair and modern. Mirror polished solid 14K yellow gold dust-protected case and matching 10K gold-filled expansion bracelet. 2-tone textured mat dial with raised skip figures. High dome crystal, 17 Jewel Hallmark Shock Resistant movement.
2145HK5341 Retail.$125.00

Hallmark

17 Jewel Shock Resistant Watches

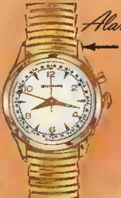
UNCONDITIONALLY GUARANTEED WITH THE MOST LIBERAL WARRANTY IN THE INDUSTRY!

INCABLOC

STABILOR

- **INCABLOC Shock Resisting System**
- **STABILOR Unbreakable Mainspring**
- **17 Ruby Jewels**
- **Non-Magnetic**
- **Dust Protected**
- **Gift Boxed**

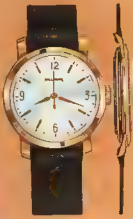
Mainspring and Balance Staff Guaranteed Forever



Alarm Master

One of the most useful watches ever made! Has accurate alarm signal that reminds you of appointments, awakens you from sleep, keeps you from being late! Has a smart 10K yellow gold filled case with matching coin expansion band. Combination radium figure dial, sweep second hand. 17 Jewel Hallmark movement.
2146HK6076
Retail.......$110.00

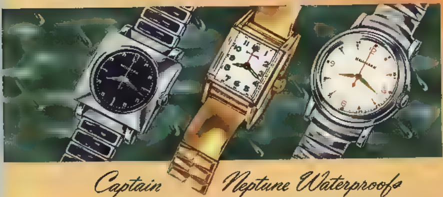
Above with 14K yellow gold case.
2147HK10192
Retail $200.00

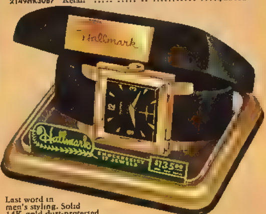


Continental

Elegandly thin. 2-tone raised figure dial in a 10K yellow rolled gold plate dust-protected case. Black suede strap. Sweep second hand. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial, domed crystal.
2148HK2719 Retail. $55.00

Above, with 10K yellow gold filled expansion bracelet.
2149HK3087 Retail $65.00





Captain

Styling for the future! Square stainless steel Waterproof* case, matching expansion bracelet with jet black inserts. Jet black dial, white stick figures. 17 Jewel Hallmark Shock Resistant movement. High domed crystal.
2150HK3430
Retail. $71.50

Neptune Waterproofs

All-purpose watch with Waterproof* dust-protected yellow case, non-corrosive back, 10K yellow gold filled combination expansion bracelet. Radium figure dial and hands. 17 Jewel Shock Resistant movement. Dome crystal.
2151HK3430
Retail....... .$71.50

Designed for the active gentleman. Waterproof* stainless steel dust-protected case and expansion band. Modern toned radium figure dial and hands. 17 Jewel Shock Resistant movement. High crystal raised figure dial.
2152HK2891
Retail............$60.00

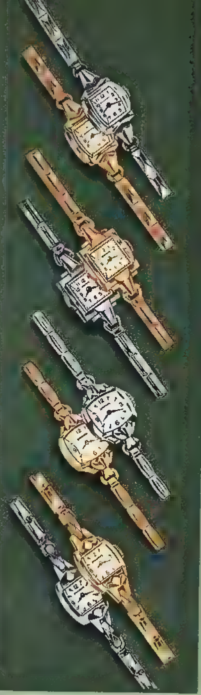
Last word in men's styling. Solid 14K gold dust-protected case, suede strap. Jet black dial with raised, facetted, gold skip figures. Domed crystal. 17 Jewel Hallmark Shock Resistant movement.
2153HK6370 Retail....... . .....$135.00

Above, with 10K yellow gold filled expansion bracelet.
2154HK6860 Retail $150.00

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

Shock-resistant and waterproof features are guaranteed to conform with the specifications issued by the Federal Trade Commission.

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.



14 Karat, Gold Fashion Group

Bewitchingly sweet little watch of 14K solid white gold. Dust protected case. 10K gold-filled expansion bracelet. Easy to read raised figure dial, high dome crystal. Accurate 17 Jewel Shock-Resistant Hallmark movement.
2122HK3699 Retail.... **$78.00**
Above, with 14K yellow gold case.
2123HK3699 Retail........ **$78.00**

Neatly tailored watch that "goes" with any fashion. Solid 14K yellow gold dust-protected case and 10K gold filled expansion bracelet. White raised figure dial and high dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2124HK3699 Retail........ **$78.00**
As above, solid 14K white gold case.
2125HK3699 Retail........ **$78.00**

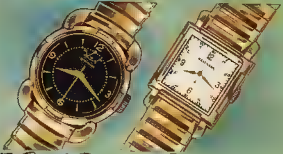
Exceptionally smart watch of solid 14K white gold with easy to read modern skip figure dial. 10K gold-filled "Queen" expansion bracelet and high domed crystal complete this beauty. 17 Jewel Hallmark Shock Resistant movement.
2126HK3699 Retail........ **$78.00**
Above, with 14K yellow gold case.
2127HK3699 Retail........ **$78.00**

Dainty and petite, this watch is sure to add charm to the lady who wears it. It has a 14K yellow gold case with free swinging ends, matching 10K gold filled expansion bracelet, skip figure dial. 17 Jewel Hallmark Shock Resistant movement
2128HK4704 Retail...... **$100.00**
As above, with 14K white gold case.
2129HK4704 Retail...... **$100.00**

Hallmark

INCABLOC
STABILOR

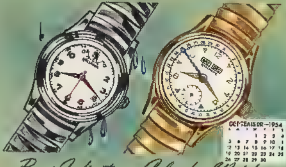
STABILOR MAINSPRINGS—another quality feature of all Hallmark Watches—are unbreakable because they're not affected by changes of temperature or humidity. They're of such excellent quality, Hallmark guarantees them, like the Incabloc shock-protected balance staff, against breakage forever.



17 Jewel Rotomatic Self Winding

Motion of the wrist winds it! Power reserve indicator shows how long watch will run on the stored power. 10K yellow gold filled dust-protected case and expansion band. Black dial with raised gold figures. Sweep second hand. 17 Jewel Shock Resistant movement.
2132HK4998 Retail. **$110.00**

Executive styled automatic. 10K yellow gold-filled dust-protected case, matching expansion bracelet. Sweep second hand, toned dial. Shock Resistant movement
2133HK4336 Retail.. **$95.00**
As above, 14K gold case.
2134HK7056 Retail. **$150.00**



Power Indicator

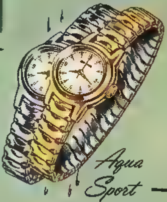
Self-Winding

Waterproof* Self-winding with power reserve indicator. Radium sweep second hand, numbers and hands. Stainless case, expansion band. 17 Jewels. Shock Resistant.
2135HK4189 Retail... **$90.00**
Above, no power indicator.
2136HK3699 Retail... **$78.00**

Calendar Watch

Self-Winding

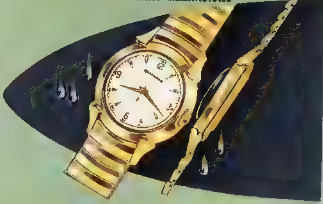
Self-winding Calendar Watch tells time, date, day automatically. 10K yellow gold filled case, expansion band. Radium figure dial. Dust and Shock Resistant. 17 Jewel movement.
2137HK4998 Retail. **$110.00**
Above with Stainless Steel water-repellent case.*
2138HK4336 Retail... **$95.00**



The Mermaid

Automatic Self-Winding Waterproof*

A lady's watch with rugged deluxe features, yet styled for beauty! Automatically winds itself with motion of the wrist! Waterproof feature eliminates common hazard of stoppage. Has stainless dust-protected case, stainless expansion bracelet. 2-tone radium figure dial, sweep second hand. 17 Jewel Shock Resistant movement assures dependability.
2130HK4189 Retail.......... **$90.00**
As above, 14K yellow gold applied top, stainless back, 10K gold filled expansion bracelet
2131HK4998 Retail........ **$110.00**



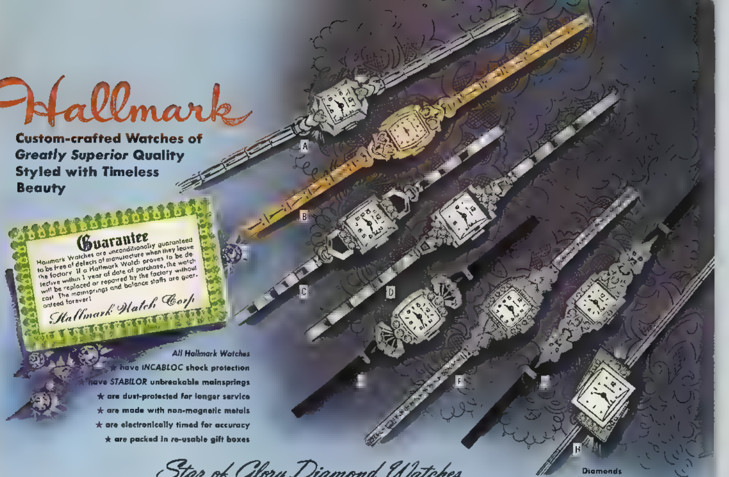
Aqua Sport

Deluxe in every respect—quality, features and styling. Waterproof* Automatic, self-winding, 17 Jewel Hallmark Shock Resistant movement in a stately 10K yellow gold filled dust-protected case with non-corrosive back. Matched expansion band. Sweep second hand and modern raised, skip figure dial.
2139HK4336 Retail.................. **$95.00**
Above with waterproof* 14K gold case and non-corrosive back.
2140HK7056 Retail................ **$150.00**

*As long as case remains intact, or if serviced, it has been closed by a competent jeweler who restores its original immunity to moisture.

Hallmark

Custom-crafted Watches of *Greatly Superior Quality* Styled with Timeless Beauty



Guarantee

Hallmark Watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase, the watch will be replaced or repaired by the factory without cost. The mainsprings and balance staffs are guaranteed forever!

Hallmark Watch Corp

All Hallmark Watches

- ★ have *INCABLOC* shock protection
- ★ have *STABILOR* unbreakable mainsprings
- ★ are dust-protected for longer service
- ★ are made with non-magnetic metals
- ★ are electronically timed for accuracy
- ★ are packed in re-usable gift boxes

Diamonds illustrated are slightly enlarged to show details.

Star of Glory Diamond Watches

Alive with a radiance of light, these fashion-styled watches are set with diamonds selected for their exceptionally high quality. Each one is securely hand-set in the solid 14K gold cases.

A Two diamonds in solid 14K white gold dust-protected case. 10K gold filled "Queen" expansion band. Skip figure dial. 17 Jewel Hallmark Shock-Resistant movement.
2100HK5880 Retail........**$150.00**

As above in 14K yellow gold case.
2101HK5880 Retail........**$150.00**

B Four diamonds. Dust protected case of solid 14K yellow gold, white gold end pieces. 10K gold-filled expansion band. 17 Jewel Shock-Resistant movement assures reliability.
2102HK7546 Retail........**$175.00**

C Six diamonds in a tailored case of solid 14K white gold. Dust-protected 10K gold filled expansion band. Free swinging end pieces. Domed crystal. 17 Jewel Hallmark Shock-Resistant movement. Raised figure dial.
2103HK8575 Retail...... **$225.00**

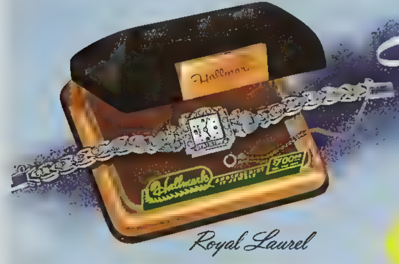
D Ten large diamonds fishtail-set in a suavely styled case of solid 14K white gold. Dust-protected. 10K gold filled expansion band. Domed crystal. 17 Jewel Hallmark Shock-Resistant movement. Raised figure dial.
2104HK10780 Retail . . **$250.00**

E Spray designed and hand set with 16 lovely diamonds. Solid 14K white gold dust-protected case, black silk cord with safety chain. Hi-crystal, 17 Jewel Shock-Resistant movement.
2105HK13230 Retail.... .**$300.00**

F Magnificent with 22 diamonds hand set in a solid 14K white gold dust-protected case. Engraved 10K gold filled expansion bracelet. 17 Jewel Hallmark Shock-Resistant movement.
2106HK15190 Retail . **$350.00**

G Ultra-luxurious with 32 blazing diamonds. Solid 14K white gold dust-protected case. Black silk cord, safety chain. Smart narrow dial, domed crystal. 17 Jewel Shock-Resistant movement for complete accuracy.
2107HK23520 Retail.......**$500.00**

H Fourteen large diamonds set in alluring array. Solid 14K white gold dust-protected case and bracelet. Safety chain. Modern-toned dial. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size, please.)
2108HK18620 Retail.......**$400.00**



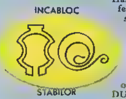
Royal Laurel

A fashion-styled watch of stunning beauty. 46 brilliant diamonds are hand-set in a fascinating leaf motif, worked out in the solid 14K white gold dust-protected case and in the exquisitely carved 14K white gold link bracelet. Has high domed crystal, raised figure dial, safety chain. 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size when ordering.)
2109HK32830 Retail..**$700.00**

Hallmark

Balance Staffs and Mainsprings Guaranteed Forever!

NEVER A CHARGE FOR REPLACEMENT OF MAIN SPRING OR BALANCE STAFF!



No matter how dainty the styling, all Hallmark watches have extra value features that assure dependable service. INCABLOC shock absorbers prevent breakage of the balance staff. STABILOR mainsprings are unbreakable; temperature changes do not affect them. 17 RUBY JEWELS reduce friction without creating repair problems. DUST-PROTECTED cases result from specially designed crowns and scientifically cemented crystals.

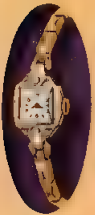
GUARANTEE

Every Hampden Watch is fully guaranteed
against defects in material or craftsmanship.
Should any defect in either appear within
one year from the date of sale, replacement
or repair will be made without charge.
Mainspring and balance staff guaranteed for
life—no charge for replacement.

HAMPDEN WATCH COMPANY

17 Jewel Accuracy HAMPDEN *Incabloc Shock-Protected*

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Watches are illustrated 7/8 actual size. Waterproof, shock-protected, and anti magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice



HAMPDEN
$65.00

5514H4645
2 DIAMONDS brilliantly set in a mirror-polished **14K YELLOW SOLID GOLD** case. Fully dust protected. Lovely matching 10K yellow gold filled expansion bracelet. Smart dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock-protected movement.
Suggested Retail $95.00

A5515H3570
As above, **2 diamonds**, yellow gold plate case, steel back
Suggested Retail $67.50

B5515H3570
As above, **2 diamonds**, white gold plate case, steel back.
Suggested Retail $67.50

5516H3850
Dramatic design in a **14K YELLOW SOLID GOLD** dust protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy to-read raised figure dial. 17 Jewel Hampden shock-protected movement, nationally famous for accurate and dependable timekeeping.
Suggested Retail $71.50

5517H3850
As above in **14K WHITE SOLID GOLD CASE.**
Suggested Retail $71.50

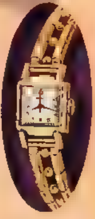
5518H2765
Charming square style in 10K yellow rolled gold plate case, non-corrosive steel back, and fully dust protected. With tastefully designed matching 10K gold filled expansion bracelet. Dome crystal, neat raised figure dial. Accurate and dependable 17 Jewel Hampden shock-protected movement, guaranteed timekeeper
Suggested Retail $55.00

5519H3325
A lovely creation in a mirror-polished 10K yellow gold filled case. 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewels, shock-protected movement
Suggested Retail $65.00

[redacted]
As above, in a stunning **14K YELLOW SOLID GOLD** mirror-polished case
Suggested Retail $71.50

5521H3885
Smart, tailored design in a mirror-polished 10K gold filled case. 10K gold filled expansion bracelet. **Sweep second hand,** raised figure dial high raised crystal. 17 Jewel Hampden shock protected movement.
Suggested Retail $71.50

5522H4475
As above, in beautiful mirror-polished **14K YELLOW SOLID GOLD.**
Suggested Retail $87.50



AUTOMATIC WATCHES FOR MEN
new advanced
FULL 360° DUO-ACTION AUTOMATIC WINDING

POWER RESERVE INDICATOR Shows Stored-Up Power
WATER PROOF
WATER PROOF

5538H4690
Automatic ..Waterproof.. with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome 10K yellow gold filled case with non-corrosive steel back fully dust protected 10K gold filled expansion bracelet **Sweep second hand,** luminous raised figure dial, unbreakable crystal. Famous 17 Jewel Hampden shock-protected movement
Suggested Retail $90.00

[redacted]
A real he-man's **Automatic, Power Reserve Indicator. Waterproof,** all stainless steel case, and stainless steel expansion bracelet. **Sweep second hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on stored-up power. 17 Jewel shock-protected movement.
Suggested Retail $79.50

5540H3675
Automatic as above, but without Power Reserve Indicator
Suggested Retail $71.50

5541H5110
It's **Automatic,** self-winding ... it's **a Calendar Watch.** Dial window indicates day of the month. 10K yellow gold filled case, 10K gold filled expansion bracelet with a genuine reptile leather inset. **Sweep second hand,** luminous dial and hands. 17 Jewels, shock-protected
Suggested Retail $100.00

5542H4200
Self-winding Automatic ... with **Calendar** feature. Dial window shows day of the month. **Waterproof.** All stainless steel case, expansion bracelet with genuine reptile leather inset. **Sweep second hand,** luminous dial and hands 17 Jewels, shock-protected.
Suggested Retail $82.50

5543H5180
Self-winding Automatic in a smartly contoured 14K yellow gold filled case, fully dust protected. Beautifully matched 10K gold filled expansion bracelet with unusual genuine alligator leather inset. Pyramid crystal, raised figure dial, with **sweep second hand.** Genuine 17 Jewel Hampden shock-protected movement, guaranteed for dependable timekeeping
Suggested Retail $100.00

[illegible]
Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion bracelet. **Sweep second hand.** High raised crystal, raised figure dial. 17 Jewels, shock protected.
Suggested Retail $71.50
[illegible]
As above, in 10K yellow gold filled case.
Suggested Retail $62.50

[illegible]
Petite 10K yellow rolled gold plate case, steel back. Dust protected. 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock protected movement.
Suggested Retail $58.00
[illegible]
As above, in 10K white rolled gold plate, stainless steel back.
Suggested Retail $55.00

[illegible]
Ultra modern styling in a charmingly detailed, very dainty 14K yellow gold filled dust protected case. Fitted with a graceful matching 10K gold filled expansion bracelet. Lustrous [illegible] crystal, raised figure dial. Precision 17 Jewel Hampden shock protected movement [illegible] for accuracy.
Suggested Retail $67.50

[illegible]
10K yellow rolled gold plate case with steel back. 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel shock protected movement.
Suggested Retail $55.00
[illegible]
As above, in 10K white rolled gold plate, stainless steel back.
Suggested Retail $55.00

[illegible]
Exquisite design in a mirror polished 10K yellow rolled gold plate case with steel back. Dust protected. Matching 10K gold filled expansion bracelet. **Sweep second hand.** High raised crystal, raised figure dial. 17 Jewel Hampden shock protected movement.
Suggested Retail $57.50

HAMPDEN

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

(NO CHARGE FOR REPLACEMENT)

17 JEWELS • GENUINE INCABLOC SHOCK-PROTECTED

- Dust-Protected
- Anti-Magnetic
- Fully Guaranteed
- Permaflex Hairspring for assured accuracy
- Electronically tested for dependability

[illegible]
Self-winding Automatic in handsome 10K yellow gold filled case, fully dust protected. Matching 10K gold filled expansion bracelet. **Sweep second hand.** Two-tone raised figure dial, high crystal. 17 Jewel Hampden shock protected movement.
Suggested Retail $95.00
[illegible]
Automatic as above. **14K YELLOW SOLID GOLD** case.
Suggested Retail $135.00

[illegible]
Lady's finest **Waterproof.** In charming, very thin all stainless steel case, fully dust protected. Matching stainless steel expansion bracelet. Unbreakable crystal, **sweep second hand,** raised figure dial. [illegible] 17 Jewel Hampden shock protected movement celebrated for accuracy.
Suggested Retail $65.00

HAMPDEN
$95.00

Automatic Watches
WATER PROOF

WATER-PROOF

[illegible]
Self-winding Automatic — Waterproof 10K yellow rolled gold plate case, stainless steel back. Matching 10K gold filled expansion bracelet. Unbreakable crystal, luminous raised figure dial and hands. **Sweep second hand.** Famous 17 Jewel Hampden shock protected movement.
Suggested Retail $79.50
[illegible]
Automatic as above in **14K YELLOW SOLID GOLD** mirror polished case.
Suggested Retail $135.00

[illegible]
Good looking square style in gleaming 10K yellow rolled gold plate case with stainless steel back. Fully dust protected. Very handsome matching 10K gold filled expansion bracelet. Unbreakable high crystal, raised figure dial. Dependable and accurate 17 Jewel Hampden shock-protected movement.
Suggested Retail $55.00

[illegible]
Here's rugged masculine design in a **Waterproof** all stainless steel watch with comfortable matching expansion bracelet. Fully dust protected. Unbreakable crystal, **sweep second hand,** luminous raised figures and hands. Famed for accuracy, extremely dependable 17 Jewel Hampden shock protected movement.
Suggested Retail $57.50

HAMPDEN

Distinguished Name on Fine Watches Since 1878

17 JEWELS • GENUINE INCABLOC SHOCK-PROTECTED

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF

GUARANTEED FOR LIFE

(NO CHARGE FOR REPLACEMENT)

Hampden Superiority Features These Famous Advantages

- 17 Jewels (top quality): the maximum number required for the ultimate in timekeeping accuracy
- Shock-Protected by exclusive Incabloc
- Dust-Protected throughout
- Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Fully guaranteed by Certificate
- Electronically tested for accuracy
- Presentation Gift Box with each watch

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

Diamonds slightly enlarged to show detail

Genuine Matched Diamonds

of selected quality, true color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches

[illegible]
2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock-protected movement, fully guaranteed for accuracy

Suggested Retail $125.00

5502H13930
18 DIAMONDS set in **14K WHITE SOLID GOLD** case. Lovely matching 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock-protected movement

Suggested Retail $275.00

5503H10850
10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust protected case, with flexible end pieces. Exquisite matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Famous accurate 17 Jewel Hampden shock-protected movement

Suggested Retail $215.00

5500H28000
The **CORONATION**—a fabulous achievement of regal styling, crowned with **30 DIAMONDS** of exceptional luster, sixteen of which are embodied in the petite **14K WHITE SOLID GOLD** case, with the remaining fourteen set in the built-on **14K WHITE SOLID GOLD** bracelet. With bracelet safety chain. Contoured high crystal, 14K applied gold raised figure dial. Guaranteed accurate Hampden 17 Jewel shock-protected precision movement. Give wrist size when ordering

Suggested Retail $550.00

5504H5985
2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. Matching finely detailed 10K white gold filled expansion bracelet. Contoured high crystal, raised figure dial. 17 Jewel Hampden shock-protected dependable movement

Suggested Retail $115.00

5505H8645
6 DIAMONDS exquisitely set in **14K WHITE SOLID GOLD** case, fully dust protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous quality 17 Jewel Hampden shock-protected movement

Suggested Retail $175.00

HAMPDEN
$350.00

5506H17430
24 DIAMONDS set in a dazzling **14K WHITE SOLID GOLD** case with flexible end pieces. With enchanting matching 10K white gold filled expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement, faithfully yours for dependable accuracy

Suggested Retail $350.00

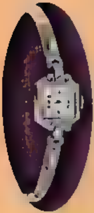
HAMPDEN

"UNBREAKABLE" MAINSPRING
and BALANCE STAFF

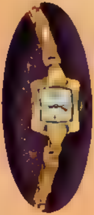
GUARANTEED FOR LIFE
(NO CHARGE FOR REPLACEMENT)

17 JEWELS • SHOCK-PROTECTED • ANTI-MAGNETIC • DUST-PROTECTED

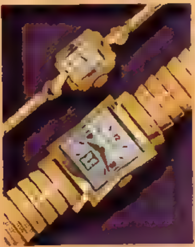
• 17 Jewels for finest timekeeping • Shock Protected by patented Incabloc • Dust-Protected • Anti Magnetic • Beautiful Gift Box • Permaflex Hairspring for assured accuracy



5507H4235
Petite **14K WHITE SOLID GOLD** mirror polished dust protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised gure dial. 17 Jewel Hampden shock protected movement guaranteed for faithful accurate service.
Suggested Retail $82.50



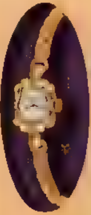
5508H4236
An elegant creation in a mirror polished dainty **14K YELLOW SOLID GOLD** dust protected case. With charming 10K gold filled expansion bracelet. Attractive high raised crystal, easy-to-read raised figure dial. Nationally famous 17 Jewel Hampden shock protected movement.
Suggested Retail $82.50



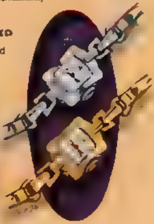
BEAUTIFUL MATCHING PAIR

5509H4235
Unique & beautiful feminine **14K YELLOW SOLID GOLD** mirror polished case. Dust protected. With lovely matching 10K gold filled expansion bracelet. Pyramid crystal, raised figure dial. 17 Jewel Hampden shock protected movement.
Suggested Retail $82.50

5510H5530
Matching man's watch. **14K YELLOW SOLID GOLD** mirror-polished case, 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. 17 Jewel shock-protected movement.
Suggested Retail $115.00

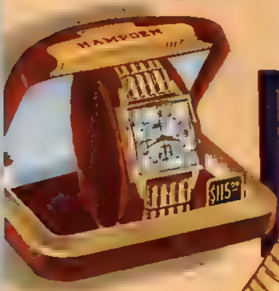


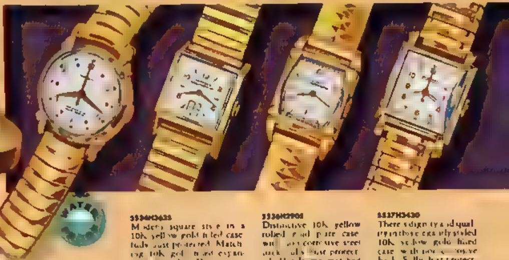
5511H4235
Ultra-smart mirror-polished **14K YELLOW SOLID GOLD** case dust protected. With flawlessly detailed matching 10K gold filled expansion bracelet. Gleaming high raised crystal. Distinctive raised figure dial. 17 Jewel Hampden shock protected movement guaranteed for accuracy.
Suggested Retail $82.50



5512H4585
Chic styling in a mirror polished **14K WHITE SOLID GOLD** case with flexible end pieces. Dust protected. Distinctive matching 10K white gold filled expansion bracelet. Attractive high raised crystal, neat raised figure dial. Hampden 17 Jewel shock protected movement long famous for precision quality.
Suggested Retail $90.00

5513H4505
As above in **14K YELLOW SOLID GOLD** mirror polished dust protected case.
Suggested Retail $90.00





5531H6090
A gleaming masterpiece in an elegant **14K YELLOW SOLID GOLD** mirror polished dust protected case. With perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial. 17 Jewel Hampden shock protected movement of celebrated accuracy.
Suggested Retail $115.00

5532H4095
As above, in 10K yellow gold filled case.
Suggested Retail $79.50

5533H2055
WATERPROOF 10K yellow rolled gold plate case with steel back, fully dust protected. **Sweep second hand**, radium dial and hands. Unbreakable crystal. 17 Jewel shock-protected movement.
Suggested Retail $57.50

5534H3635
Modern square style in a 10K yellow gold filled case fully dust protected. Matching 10K gold filled expansion bracelet. Distinctive high crystal, raised figure dial. Famous 17 Jewel Hampden shock protected movement guaranteed accurate.
Suggested Retail $71.50

5535H5315
As above in **14K YELLOW SOLID GOLD** case.
Suggested Retail $110.00

5536H2905
Distinctive 10K yellow rolled gold plate case with anti-corrosive steel back. Fully dust protected. Handsome matched 10K yellow gold filled expansion bracelet. High crystal and easy to read raised figure dial. Dependable 17 Jewel Hampden shock protected movement celebrated for accuracy.
Suggested Retail $57.50

5537H3430
There's dignity and quality in this smartly styled 10K yellow gold filled case with non-corrosive back. Fully dust protected. With rich matching 10K gold filled expansion bracelet. **Sweep second hand**, dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock protected movement.
Suggested Retail $67.50

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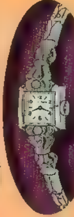
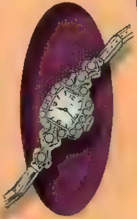
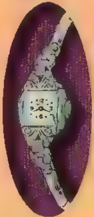
- Shock-Protected by exclusive Incabloc
- Dust-Protected throughout
- Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Fully guaranteed by Certificate
- Electronically tested for accuracy
- Presentation Gift Box with each watch



2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock-protected movement, fully guaranteed for accuracy.
8J-7621 (5501)
Index 1-6265 Retail **$125.00**



18 DIAMONDS set in **14K WHITE SOLID GOLD** case. Lovely matching 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock-protected movement.
8J-7640 (5502)
Index 1-13930 Retail **$275.00**



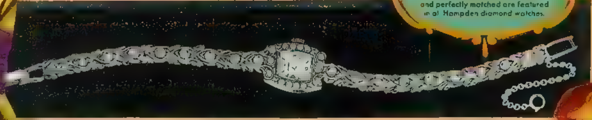
10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust protected case, with flexible end pieces. Exquisite matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Famous accurate 17 Jewel Hampden shock-protected movement.
8J-7594 (5503)
Index 1-10850 **$215.00**

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

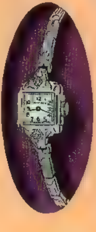
All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

Diamonds slightly enlarged to show detail

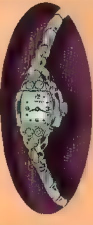
Genuine Matched Diamonds
of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches.



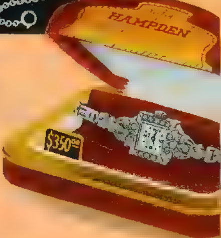
The **CORONATION**—a fabulous achievement of regal styling, crowned with **30 DIAMONDS** of exceptional luster, sixteen of which are embodied in the petite **14K WHITE SOLID GOLD** case, with the remaining fourteen set in the built-on **14K WHITE SOLID GOLD** bracelet. With bracelet safety chain. Contoured high crystal, 14K applied gold, raised figure dial. Guaranteed accurate Hampden 17 Jewel shock-protected precision movement. Give wrist size when ordering.
8J-7592 (5500)
Index 1-28000 Retail **$550.00**



2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. Matching finely detailed 10K white gold filled expansion bracelet. Contoured high crystal, raised figure dial. 17 Jewel Hampden shock-protected dependable movement.
8J-7599 (5504)
Index 1-5985 **$115.00**



6 DIAMONDS exquisitely set in **14K WHITE SOLID GOLD** case, fully dust protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous quality 17 Jewel Hampden shock-protected movement.
8J-7641 (5505)
Index 1-8645 Retail **$175.00**



24 DIAMONDS set in a dazzling **14K WHITE SOLID GOLD** case with flexible end pieces. With enchanting matching 10K white gold filled expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement, faithfully yours for dependable accuracy.
8J-7642 (5506)
Index 1-17430 Retail **$350.00**

HAMPDEN

Distinguished Name on Fine Watches Since 1878

17 JEWELS • GENUINE INCABLOC SHOCK-PROTECTED

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF

GUARANTEED FOR LIFE

(NO CHARGE FOR REPLACEMENT)

Hampden Superiority Features These Famous Advantages

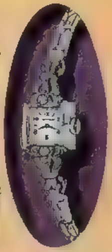
- 17 Jewels (top quality): the maximum number required for the ultimate in timekeeping accuracy
- Shock-Protected by exclusive Incabloc
- Dust-Protected throughout
- Anti-Magnetic
- Permaflex Hairspring for assured accuracy
- Fully guaranteed by Certificate
- Electronically tested for accuracy
- Presentation Gift Box with each watch

HAMPDEN'S GUARANTEE AGAINST LOSS OF DIAMONDS

All Hampden diamond-set watches are guaranteed against accidental loss of diamonds from the settings for one year from date of purchase. Any diamonds so lost will be replaced free.

Genuine Matched Diamonds

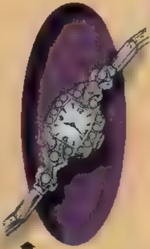
of selected quality, true color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches



[illegible]

2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. With matching 10K white gold filled expansion bracelet in charmingly detailed design. Lustrous high crystal, raised figure dial. Renowned 17 Jewel Hampden shock protected movement, fully guaranteed for accuracy

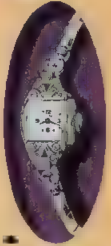
Suggested Retail $125.00



5502B13651

18 DIAMONDS set in **14K WHITE SOLID GOLD** case. Lovely matching 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock-protected movement

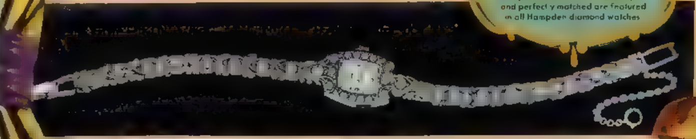
Suggested Retail $275.00



5503810633

10 DIAMONDS set in stunning **14K WHITE SOLID GOLD** dust protected case, with flexible end pieces. Exquisite matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Famous accurate 17 Jewel Hampden shock protected movement.

Suggested Retail $215.00

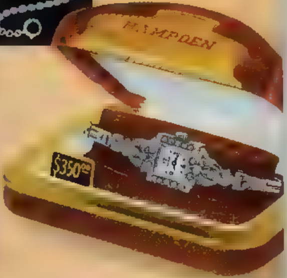


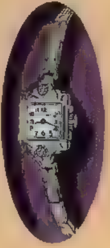
Diamonds slightly enlarged to show detail

[illegible]

The **CORONATION**—a fabulous achievement of regal styling, crowned with **30 DIAMONDS** of exceptional luster, sixteen of which are embodied in the petite **14K WHITE SOLID GOLD** case, with the remaining fourteen set in the built-on **14K WHITE SOLID GOLD** bracelet. With bracelet safety chain. Contoured high crystal, 14K applied gold, raised figure dial. Guaranteed accurate Hampden 17 Jewel shock protected precision movement. Give wrist size when ordering

Suggested Retail $550.00

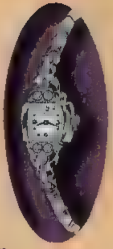




5504B5865

2 DIAMONDS set in **14K WHITE SOLID GOLD,** dust protected case. Matching finely detailed 10K white gold filled expansion bracelet. Contoured high crystal, raised figure dial. 17 Jewel Hampden shock-protected dependable movement

Suggested Retail $115.00



5505B8472

6 DIAMONDS exquisitely set in **14K WHITE SOLID GOLD** case, fully dust protected. Matched with charming 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. Nationally famous quality 17 Jewel Hampden shock protected movement

Suggested Retail $175.00

5506817081

24 DIAMONDS set in a dazzling **14K WHITE SOLID GOLD** case with flexible end pieces. With enchanting matching 10K white gold filled expansion bracelet. High raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement, faithfully yours for dependable accuracy

Suggested Retail $350.00

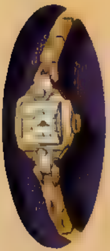
GUARANTEE

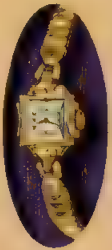
Every Hampden Watch is fully guaranteed against defects in material or craftsmanship. Should any defect in either appear within one year from the date of sale, replacement or repair will be made without charge. Mainspring and balance staff guaranteed for life—no charge for replacement.

HAMPDEN WATCH COMPANY

17 Jewel Accuracy HAMPDEN *Incabloc Shock-Protected*

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Watches are illustrated 7 8 actual size. Waterproof, shock-protected, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.





HAMPDEN
$65.00

551484768
2 DIAMONDS brilliantly set in a mirror polished **14K YELLOW SOLID GOLD** case. Fully dust protected. Lovely matching 10K yellow gold filled expansion bracelet. Smart dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock-protected movement.
Suggested Retail $95 00

A-551583499
As above, **2 diamonds**, yellow gold plate case, steel back.
Suggested Retail $67.50

B-551583499
As above, **2 diamonds**, white gold plate case, steel back.
Suggested Retail $67 50

551683773
Dramatic design in a **14K YELLOW SOLID GOLD** dust protected case. Smart matching 10K gold filled expansion bracelet. High raised crystal and easy to-read raised figure dial. 17 Jewel Hampden shock-protected movement, nationally famous for accurate and dependable timekeeping.
Suggested Retail $71 50

551783773
As above in **14K WHITE SOLID GOLD CASE.**
Sugested Retail $71 50

551882710
Charming square style in 10K yellow rolled gold plate case, non-corrosive steel back, and fully dust protected. With tastefully designed matching 10K gold filled expansion bracelet. Dome crystal, neat raised figure dial. Accurate and dependable 17 Jewel Hampden shock-protected movement, guaranteed timekeeper.
Suggested Retail $55.00

551983259
A lovely creation in a mirror-polished 10K yellow gold filled case, 10K gold filled expansion bracelet. Dome crystal raised figure dial. 17 Jewels, shock protected movement.
Suggested Retail $65.00

552083773
As above in a stunning **14K YELLOW SOLID GOLD** mirror polished case.
Suggested Retail $71 50

552183807
Smart, tailored design in a mirror-polished 10K gold filled case. 10K gold filled expansion bracelet. **Sweep second hand,** raised figure dial, high raised crystal. 17 Jewel Hampden shock-protected movement.
Suggested Retail $71 50

552284386
As above, in beautiful mirror-polished **14K YELLOW SOLID GOLD.**
Suggested Retail $87 50

AUTOMATIC WATCHES FOR MEN

new advanced FULL 360° DUO-ACTION AUTOMATIC WINDING

POWER RESERVE INDICATOR Shows Stored-Up Power
WATER PROOF
WATER PROOF

553884596
Automatic Waterproof ..with **Power Reserve Indicator** showing how long watch will run when not worn. In handsome 10K yellow gold filled case with non-corrosive steel back, fully dust protected. 10K gold filled expansion bracelet. **Sweep second hand,** luminous raised figure dial, unbreakable crystal. Famous 17 Jewel Hampden shock-protected movement.
Suggested Retail $90.00

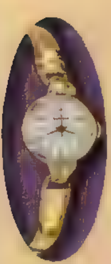
553984013
A real he-man's **Automatic Power Reserve Indicator Waterproof,** all stainless steel case, and stainless steel expansion bracelet. **Sweep second hand,** luminous figure dial and hands, unbreakable crystal. Indicator shows how long watch will run on stored-up power. 17 Jewel shock-protected movement.
Suggested Retail $79 50

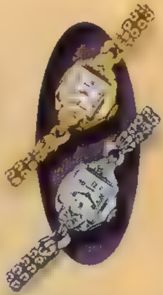
554083602
Automatic as above but without Power Reserve Indicator.
Suggested Retail $71 50

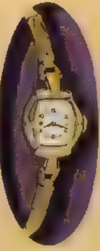
554185008
It's **Automatic,** self-winding . . . it's a **Calendar Watch.** Dial window indicates day of the month. 10K yellow gold filled case, 10K gold filled expansion bracelet with a genuine reptile leather inset. **Sweep second hand,** luminous dial and hands. 17 Jewels, shock-protected.
Suggested Retail $100.00

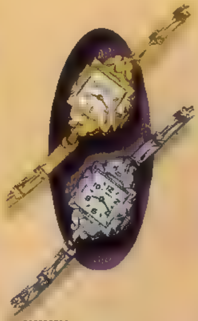
554284116
Self-winding Automatic . . . with **Calendar** feature. Dial window shows day of the month. **Waterproof.** All stainless steel case, expansion bracelet with genuine reptile leather inset. **Sweep second hand,** luminous dial and hands. 17 Jewels, shock-protected.
Suggested Retail $82.50

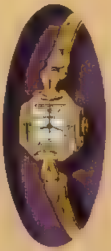
554385076
Self-winding Automatic in a smartly contoured 14K yellow gold filled case, fully dust protected. Beautifully matched 10K gold filled expansion bracelet with unusual genuine alligator leather inset. Pyramid crystal, raised figure dial with **sweep second hand.** Genuine 17 Jewel Hampden shock protected movement, guaranteed for dependable timekeeping.
Suggested Retail $100 00











552383842
Latest **Nurse's Watch** in **14K YELLOW SOLID GOLD** case. 10K gold filled expansion bracelet **Sweep second hand.** High raised crystal, raised figure dial. 17 Jewels, shock-protected
Suggested Retail $71 50

552483156
As above, in 10K yellow gold filled case.
Suggested Retail $62 50

5525B2710
Petite 10K yellow rolled gold plate case, steel back. Dust protected 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock-protected movement
Suggested Retail $55.00

5526B2710
As above, in 10K white rolled gold plate, stainless steel back
Suggested Retail $55.00

5527B3396
Ultra modern styling in a charmingly detailed, very dainty 14K yellow gold filled, dust protected case. Fitted with a graceful matching 10K gold filled expansion bracelet. Lustrous contoured high crystal, easy-to-read raised figure dial Precision 17 Jewel Hampden shock-protected movement, nationally famous for accuracy
Suggested Retail $67 50

5528B2710
10K yellow rolled gold plate case with steel back. 10K gold filled expansion bracelet Dome crystal, raised figure dial 17 Jewel shock protected movement
Suggested Retail $55.00

5529B2710
As above, in 10K white rolled gold plate, stainless steel back.
Suggested Retail $55.00

5530B2876
Exquisite design in a mirror polished 10K yellow rolled gold plate case, with steel back, dust protected. Matching 10K gold filled expansion bracelet. **Sweep second hand.** High raised crystal, raised figure dial. 17 Jewel Hampden shock-protected movement
Suggested Retail $57 50

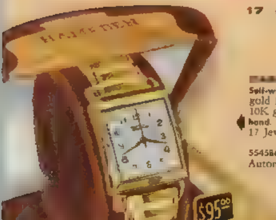
HAMPDEN

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

(NO CHARGE FOR REPLACEMENT)

17 JEWELS • GENUINE INCABLOC SHOCK-P[redacted]

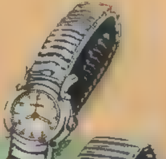
- Dust-Protected
- Anti-Magnetic
- Fully Guaranteed
- Permaflex Hairspring for assured accuracy
- Electronically tested for dependability

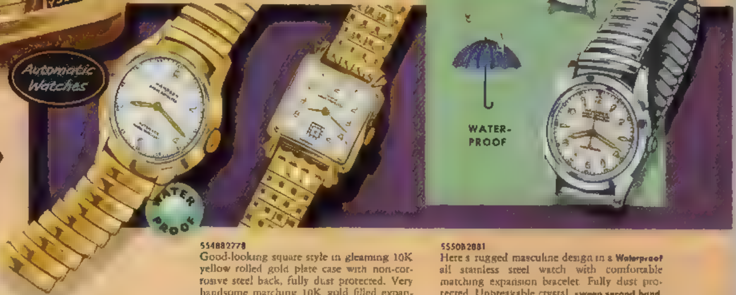


[redacted]
Self-winding Automatic in handsome 10K yellow gold filled case, fully dust protected. Matching 10K gold filled expansion bracelet **Sweep second hand.** Two-toned raised figure dial, high crystal 17 Jewel Hampden shock-protected movement
Suggested Retail $95 00

5545B6791
Automatic as above, **14K YELLOW SOLID GOLD** case
Suggested Retail $135.00

5549B3724
Lady's finest **Waterproof.** In charming, very thin all stainless steel case, fully dust protected Matching stainless steel expansion bracelet. Unbreakable crystal, **sweep second hand,** raised figure dial Nationally famous 17 Jewel Hampden shock-protected movement, celebrated for accuracy.
Suggested Retail $65.00





5546B4013
Self-winding Automatic —Waterproof. 10K yellow rolled gold plate case, non-corrosive steel back Matching 10K gold filled expansion bracelet Unbreakable crystal, luminous raised figure dial and hands. **Sweep second hand.** Famous 17 Jewel Hampden shock-protected movement
Suggested Retail $79.50

5547B6791
Automatic as above in **14K YELLOW SOLID GOLD** mirror-polished case
Suggested Retail $135.00

5548B2778
Good-looking square style in gleaming 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected. Very handsome matching 10K gold filled expansion bracelet Unbreakable high crystal, raised figure dial Dependable and accurate 17 Jewel Hampden shock-protected movement.
Suggested Retail $55.00

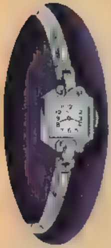
5550B2881
Here's rugged masculine design in a **Waterproof** all stainless steel watch with comfortable matching expansion bracelet. Fully dust protected Unbreakable crystal, **sweep second hand,** luminous radium figures and hands. Famed for accuracy, extremely dependable 17 Jewel Hampden shock-protected movement
Suggested Retail $57 50

HAMPDEN

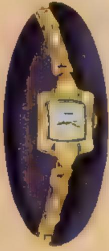
"UNBREAKABLE" MAINSPRING
and BALANCE STAFF
GUARANTEED FOR LIFE
(NO CHARGE FOR REPLACEMENT)

17 JEWELS • SHOCK-PROTECTED • ANTI-MAGNETIC • DUST-PROTECTED

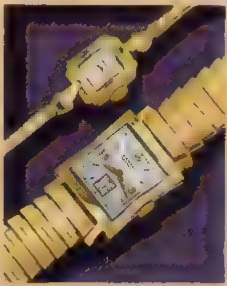
• 17 Jewels for finest timekeeping • Shock-Protected by patented Incabloc • Dust-Protected • Anti-Magnetic • Beautiful Gift Box • Permaflex Hairspring for assured accuracy



550784150
Petite **14K WHITE SOLID GOLD** mirror polished dust protected case. Matching 10K white gold filled expansion bracelet. High raised crystal and raised figure dial. 17 Jewel Hampden shock protected movement guaranteed for faithful accurate service
Suggested Retail $82.50



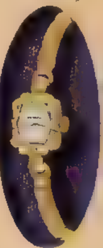
550884150
An elegant creation in a mirror polished dainty **14K YELLOW SOLID GOLD** dust protected case. With charming 10K gold filled expansion bracelet. Attractive high raised crystal easy-to-read raised figure dial. Nationally famous 17 Jewel Hampden shock-protected movement
Suggested Retail $82.50



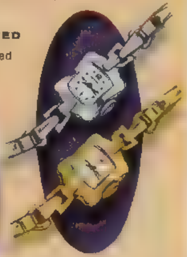
BEAUTIFUL MATCHING PAIR

550984150
Uniquely beautiful feminine **14K YELLOW SOLID GOLD** mirror-polished case, dust protected. With lovely matching 10K gold filled expansion bracelet. Pyramid crystal, raised figure dial. 17 Jewel Hampden shock protected movement.
Suggested Retail $82.50

551085419
Matching man's watch. **14K YELLOW SOLID GOLD** mirror-polished case, 10K gold filled expansion bracelet, pyramid crystal, raised figure dial. 17 Jewel shock-protected movement.
Suggested Retail $115.00

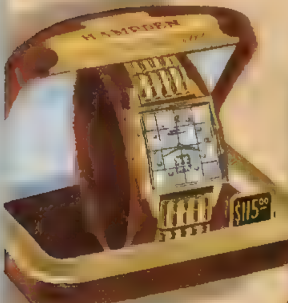


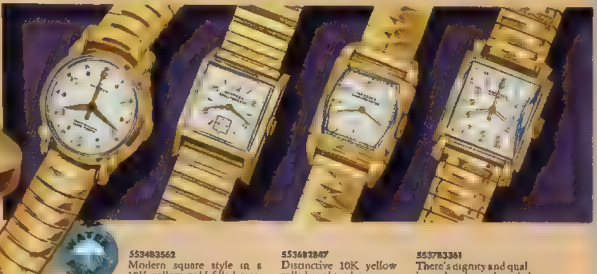
551184150
Ultra smart mirror polished **14K YELLOW SOLID GOLD** case, dust protected. With flawlessly detailed matching 10K gold filled expansion bracelet. Gleaming high raised crystal. Distinctive raised figure dial. 17 Jewel Hampden shock-protected movement, guaranteed for accuracy.
Suggested Retail $82.50



551284493
Chic styling in a mirror-polished **14K WHITE SOLID GOLD** case with flexible end pieces. Dust protected. Distinctive matching 10K white gold filled expansion bracelet. Attractive high raised crystal, neat raised figure dial. 17 Jewel Hampden shock protected movement long famous for precision quality.
Suggested Retail $90.00

551384493
As above in **14K YELLOW SOLID GOLD** mirror-polished dust protected case.
Suggested Retail $90.00





553185968
A gleaming masterpiece in an elegant **14K YELLOW SOLID GOLD**, mirror polished, dust protected case. With perfectly matched 10K gold filled expansion bracelet. High raised crystal, unique raised figure dial. 17 Jewel Hampden shock-protected movement of celebrated accuracy.
Suggested Retail $115.00

553284013
As above, in 10K yellow gold filled case.
Suggested Retail $79.50

553382994
WATERPROOF 10K yellow rolled gold plate case, with steel back, fully dust protected. **Sweep second hand**, radium dial and hands. Unbreakable crystal. 17 Jewel shock-protected movement.
Suggested Retail $57.50

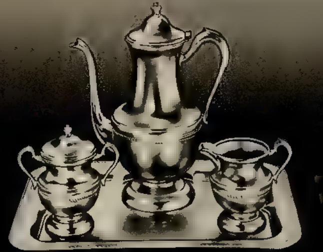
553483562
Modern square style in a 10K yellow gold filled case, fully dust protected. Matching 10K gold filled expansion bracelet. Distinctive high crystal, raised figure dial. Famous 17 Jewel Hampden shock protected movement, guaranteed accurate.
Suggested Retail $71.50

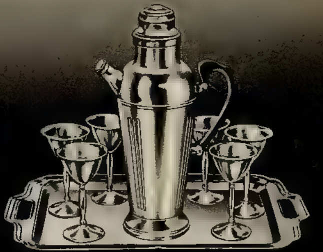
553585209
As above, in **14K YELLOW SOLID GOLD** case.
Suggested Retail $110.00

553682847
Distinctive 10K yellow rolled gold plate case, with non corrosive steel back, fully dust protected. Handsome matched 10K yellow gold filled expansion bracelet. High crystal and easy to read raised figure dial. Dependable 17 Jewel Hampden shock protected movement, celebrated for accuracy.
Suggested Retail $57.50

553783361
There's dignity and quality in this elegantly styled 10K yellow gold filled case, with non-corrosive back. Fully dust protected. With rich, matching 10K gold filled expansion bracelet. **Sweep second hand**, dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock-protected movement.
Suggested Retail $67.50

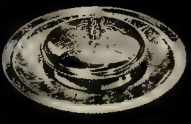
For Smart, Practical Gifts

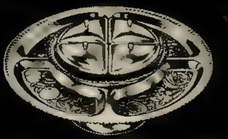




4-PC. COFFEE OR TEA SERVICE. Finished in glistening, non-tarnishable chromium plate on copper. With luxuriously embossed gadroon border that gives each piece an extra touch of beauty. Set consists of a 10-cup server, covered sugar and creamer and an engraved tray that is 11 inches wide, 15 inches long. Shipping weight 10 lbs.
31-2008-1595 ....Retail **27.50**

8-PC. CHROME COCKTAIL SET. Gleaming chrome plate with a distinctive fluted design. Chrome handle for convenient serving. Set consists of a 3-pint cocktail shaker, 6 tapered goblets and a tray 11½"x18". Shipping weight 7 lbs.
31-2075-950 8-Pc. Set.............................Retail **14.50**
31-2076-445 Shaker Only. Wt. 2½ lbs..............Retail **6.95**

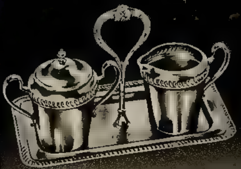


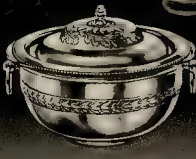


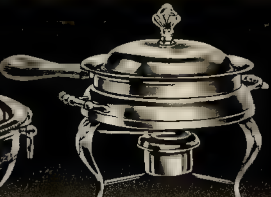
COVERED CHEESE AND JELLY DISH. Attractive hand-wrought aluminum serving piece with floral pattern. Separate 4" glass center dish. Easy to handle, decorative knob on cover. Serrated edge. 9" diam. Shpg. wt. 1½ lbs.
31-2053-160.........................Retail **3.00**

OBLONG SERVING TRAY. A stunning piece for your next tea or luncheon. Finished in hand wrought aluminum with a richly embossed center design. Looped side handles make serving easier . . . quicker. 13½"x19". Shipping wt. 2 lbs.
31-2011-497.................Retail **7.95**

5-COMPARTMENT ALUMINUM LAZY SUSAN. With floral and fruit design. Revolves on steel roller bearings. Removable 9½" tray holds 4 triangular glass inserts with knobbed aluminum covers. Diameter 17½". Shipping wt. 7 lbs.
31-2010-767. ....Retail **12.50**





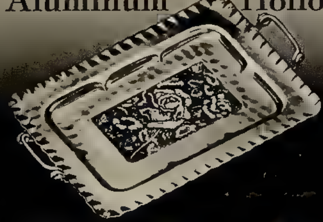


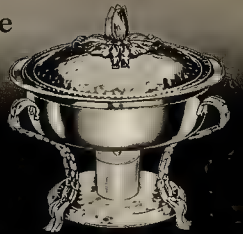
3-PC. SUGAR AND CREAMER SET. Matchless perfection in this exquisite covered sugar and creamer set. Chromium plated on copper with a gadroon border. The beautifully engraved tray is 5½"x9½". Shipping wt. 2½ lbs.
31-2009-497.........................Retail **7.95**

COVERED CASSEROLE. Brightly polished aluminum finish with embossed wheat border. Complete with 1½ qt. pyrex insert. 8¾" diameter.
31-2063-285 Wt. 3½ lbs.........Retail **4.50**
As above except 2-qt. 9¾" diameter.
31-2064-375 Wt. 4½ lbs...........Retail **6.50**

2-QT. CHROME PLATED CHAFING DISH. Keeps food warm while waiting to be served. Wood handle can be detached. Has double pan, can of sterno and sterno container with cover. 11" high, 12¾" dia.
31-2089-1395........**22.95**

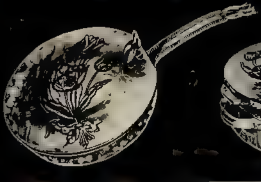
Aluminum Holloware

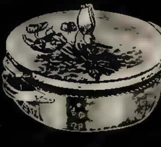


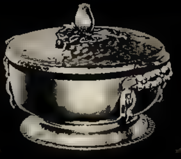


HAND WROUGHT ALUMINUM SERVING TRAY. The perfect answer for serving snacks during the cocktail hour. Magnificent styling in an oblong shape that will draw many compliments from your friends and guests. Loop side handles for easier carrying. Embossed center decoration gives the tray an added touch of luxury. Will not tarnish, keeps its beautiful appearance at all times. Length 18". Weight 1¼ lbs.
31-2005-335........ . ... .Retail **5.25**

FOOD WARMER. Keeps food deliciously warm and tender while you are serving. An ideal gift of beauty and utility that will be cherished for many years. Long-life candle unit is replaceable. Hand wrought aluminum finish is easy to clean with just a minimum of effort. One-quart Pyrex liner. Diameter of the food warmer is 8", height 9½". Shipping weight 4 lbs.
31-2044-420 .... .Retail **6.00**



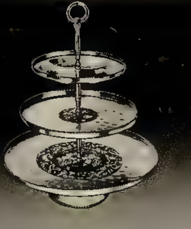


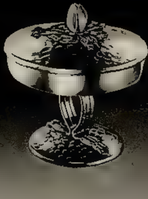


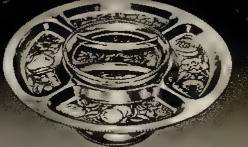
SILENT BUTLER. Combines modern charm with convenience for gracious living. Deluxe heavy-gauge hammered aluminum retains its sparkling luster always. Decorative cover and handle in a charming floral design. Diameter 7½", handle 5½" long. Wt. 2 lbs.
31-2045-265... ....Retail **3.75**

CASSEROLE. A distinctive serving piece that is certain to please even the most discriminating hostess. 1½ quart capacity Pyrex insert. Convenient upright tulip knob on the cover gives the casserole an added touch of beauty. Diameter 8". Weight 4 lbs.
31-2043-265....................Retail **3.75**

VEGETABLE DISH. Beautiful hand wrought aluminum casserole with a glass Pyrex liner and pierced handles on either side of the dish. Handsome tulip motif on the cover. Capacity of the dish is 1¼ quarts. Brightly polished finish. Dia. 8", ht. 6½". Wt. 4 lbs.
31-2039-420............ ..Retail **6.00**





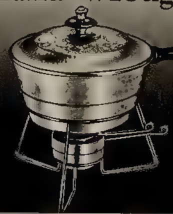


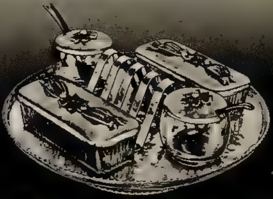
THREE-TIER TIDBIT TRAY. Handsomely designed hand wrought aluminum tidbit tray is 14¾" high. Smartly embossed with a lovely floral design. Ideal for afternoon luncheons or teas because of its many uses. The bottom tier is 12½" in diameter. Weight 2¼ lbs.
31-2007-433.. ....Retail **6.50**

CANDY DISH. A charmingly decorative, footed candy dish. Hand wrought aluminum finish with a tulip motif on the cover. Bright, gleaming finish will not tarnish, will always keep its lovely finish. Height 7", diameter 7". Shipping weight 1¼ lbs.
31-2049-320. ....Retail **4.75**

HAND WROUGHT ALUMINUM LAZY SUSAN. Five compartments and glass inserts. Base is decorated in a floral motif. Footed base, tray revolves on ball bearings. 17¼" dia. Wt. 6 lbs.
31-2004-595......................Retail **9.50**

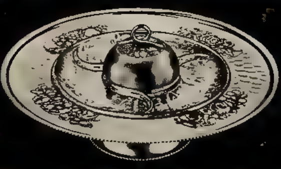
Hand Wrought Aluminum Giftware

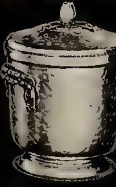


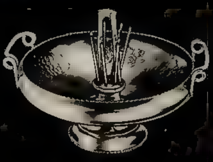


CHAFING DISH. Delicately designed of hand wrought aluminum, polished to a silver bright finish. The stand is of black wrought-iron with a hammered aluminum sterno holder. Black ebony handle and knob with aluminum trim. With fingertip heat control for regulating the flame or complete snuffing. 2½ quart capacity. Complete with can of sterno. 10½"x9¾"x12". Weight 5 lbs.
31-2013-925.......................................Retail **14.95**

HOSTESS SUSAN. Serve butter, cheeses, etc. with the utmost of ease. Makes a wonderful serving piece for all types of social gatherings. Hostess susan rotates on steel ball bearings, saving much wasted stretching and reaching when space is at a premium. Includes toast rack, glass dishes and jars, aluminum covers and serving spoons. Diameter 11½", height 3¼". Weight 4 lbs.
31-2041-525.......................................Retail **8.25**



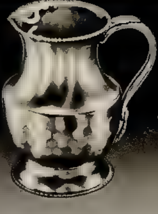


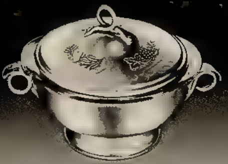


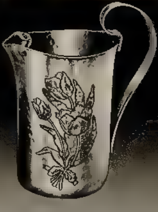
LAZY SUSAN. Makes serving easier, simpler. Four-compartment glass insert and footed tray rotate on steel bearings. Floral-fruit embossing around the tray gives the lazy susan an extra touch of luxury for all functions. Tray dia. 17¾", insert 11½". 6½ lbs.
[redacted]....................Retail **10.50**

ICE BUCKET. Graceful and practical whenever you serve cold drinks. Corning Fiberglass insulation locks out heat, keeps ice for hours and hours. Makes a wonderful gift that will always be cherished. Diameter of the ice bucket is 8½", height 8½". Weight 6 lbs.
31-2040-840....................Retail **12.00**

FOOTED ALUMINUM NUT BOWL. With a hammered flower design that will enhance all types of table decorations. Has looped side handles for added beauty as well as for carrying purposes. Nut bowl comes complete with six picks and a sturdy nut cracker. 10¾" dia. Wt. 2½ lbs.
31-2002-367....................Retail **5.50**





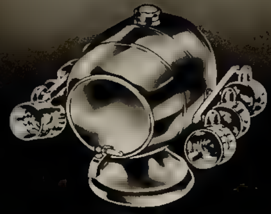


HAND WROUGHT ALUMINUM WATER PITCHER. "Ice-trap" at the pitcher's mouth prevents ice from dropping into glass. Handsome footed base, sturdy handle. Cap. 2 qts. Wt. 1½ lbs.
31-2006-467....................Retail **7.50**

HAND WROUGHT ALUMINUM CASSEROLE. Beautifully designed cover is embossed in a floral design. Looped side handles for easier, safer carrying. Complete with a 1-quart Pyrex dish that can be used for baking and for keeping foods hot. Height 6½". Wt. 3½ lbs.
31-2001-635....................Retail **10.50**

HAND WROUGHT ALUMINUM WATER PITCHER. Stunning tulip design on both sides of the pitcher. Ice guard prevents ice from falling into glasses. Brightly polished to a handsome finish. Capacity two quarts. Height 7¾", diameter 5¼" not incl. handle. Wt. 2 lbs.
31-2048-250....................Retail **3.75**

Chrome and Aluminum Holloware



CORDIAL BARREL SET. Gleaming chrome-plated barrel-shaped ensemble with six mug-shaped glasses. Drinks are dispensed by turning spigot. Capacity one quart. Height 8 inches. Shipping weight 5 lbs.
31-2083-575. .... Retail **8.50**

3-TIER TID-BIT TRAY. Ideal for party serving. Fluted style; attractive "shield" pattern; cast handle. 15" dia., 12" high. 2½ lbs.
31-2058-480......................Retail **9.00**
2-TIER TRAY. As above, but 12" dia., 7½" high.
31-2059-295 . . ..Retail **5.50**

ICE BUCKET. In hand-wrought aluminum decorated with "Swirl-Rope" border and cast handles. Useful for bar or buffet table. Fibre glass lining will keep contents hot or cold for 10 hrs. 2-qt. capacity. 8" high; 8" diam. Wt. 2½ lbs.
31-2055-525.......... . . . .Retail **9.50**

LAZY SUSAN. Made of hand-wrought aluminum with an attractive floral pattern. A graceful serving dish that revolves on ball bearings. Shimmering 7" crystal glass sectional relish dish that is removable. Dia. 15". Wt. 3½ lbs.
31-2050-267...................... Retail **5.00**

FRUIT BOWL. Highly decorative bowl with floral design and fluted edges. Use won't dim the beauty of this hand-wrought aluminum piece; graciously styled with attractive handles. Has numerous uses. 13" diam. Shpg. wt. 1¼ lbs.
31-2057-240........................Retail **4.50**

BUTTERFLY RELISH OR CANDY DISH. Perfect for serving candy, olives, etc. Hand wrought aluminum butterfly pattern. Two glass sections may be taken out and used individually or together. 12"x5". Shipping wt. 1¾ lbs.
31-2047-265 ....Retail **3.75**

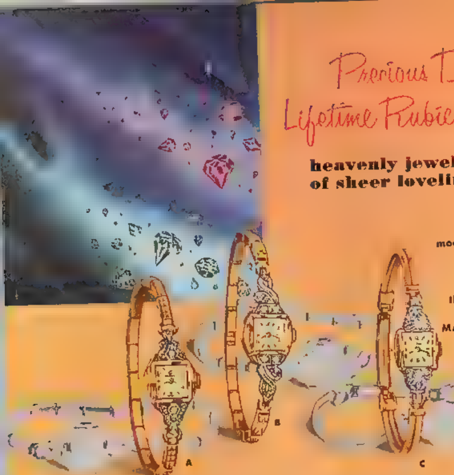
HANDLED OBLONG TRAY. Styled of hand-wrought aluminum with a lovely floral design. 24" long, 12½" wide. Shipping wt. 2½ lbs.
31-2061-535........................Retail **8.95**
31-2062-425 21½"x11".
2¼ lbs.......Retail **6.50**

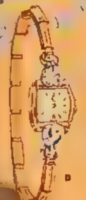
NUT BOWL. Deep, spacious nut bowl of hand-wrought aluminum. It has a fluted design, lovely "shield" pattern. Comes complete with nut cracker and 6 picks. Serrated edge. An attractive gift. 8½" in diam. Shpg. wt. 1½ lbs.
31-2054-225.. ....Retail **4.00**

FOOD WARMER. Smartly styled food warmer of hand wrought aluminum keeps food warm while you serve. Brightly polished finish is adorned with "wheat border". Complete with candle warming unit and 1½ qt. pyrex insert. Wt. 4 lbs.
31-2060-425.......................Retail **6.50**

Precious Diamonds— on the outside
Lifetime Rubies— on the inside
heavenly jewels of sheer loveliness by **Helbros**

Stardust-showered gems of time weigh lightly as a moonbeam on your wrist . . . the prestige of precious, perfectly matched diamonds accents the shining loveliness of enchanting dials and the fashion-aware lines of graceful cases . . . Excellence of design that backs up the carefully engineered craftsmanship of superbly time-true movements . . . LIFETIME MAINSPRINGS . . . and cushioned balance staffs . . . that assure accuracy throughout the years.





A **MICHELLE.** Feminine daintiness in a sturdy Durite backed case of yellow rolled gold plate sparked by the flashing enchantment of 2 striking diamonds! 17 jewel, meticulously accurate movement. Stunning expansion bracelet. A gem of a watch!
112M3225 Retail **$71.50**

MICHELLE W. White RGP
113M3225 Retail **$71.50**

B **ROSEMARY.** 4 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate! With Durite back. Reliable movement whispers smoothly on 17 Lifetime Ruby jewel bearings. Delicately feminine expansion bracelet.
114M3495 Retail **$79.50**

ROSEMARY W. White RGP
115M3495 Retail **$79.50**

C **MARIE.** As lovely as the song. Smartly sophisticated case of 14K yellow gold is studded with 2 blazingly bewitching diamonds matched by a charmingly different expansion bracelet of 2 strand fashioning. 17 jewel movement for date keeping accuracy.
116M5195 Retail **$97.50**

MARIE W. 14K white gold case.
117M5195 Retail **$97.50**

D **DU BARRY.** The luxurious elegance of this enchanting timepiece is enhanced by the glint of 6 brilliant diamonds in a 14K yellow gold case! Divinely fashioned expansion bracelet. Dependable 17 jewel movement. To warm the heart of any lass!
118M6295 Rtl. **$125.00**

DU BARRY W. 14K white gold case.
119M6295 Rtl. **$125.00**

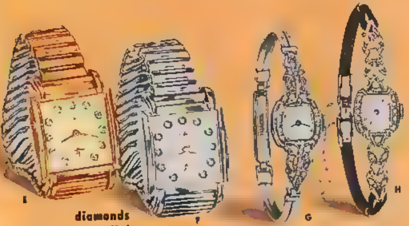
14 KARAT GOLD WATCHES

J **VOGUE.** A simply styled, fabulously beautiful timepiece that's as dependably accurate as it is charmingly feminine! The 14K yellow gold case frames a diminutive dial of striking elegance . . . harmonizes with a 2 strand safety clasp bracelet. 17 jewels.
124M4245 Retail **$87.50**

VOGUE W. 14K White gold.
125M4245 Retail **$87.50**

K **REGINA.** The glamorous styling of an enchanting bracelet of 14K yellow gold strikes a note of distinction to match the sleek luxury of a miniature gem of a 14K yellow gold case! Superbly accurate 17 jewel movement. Delightfully delicate dial.
126M6300 Rtl. **$125.00**

REGINA W. 14K White gold.
127M6300 Rtl. **$125.00**



diamonds sparkle on the dial

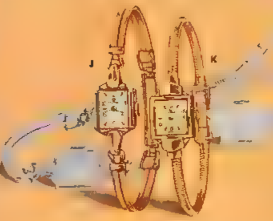
E **ESSEX.** The dazzling splendor of 11 diamonds distinguish the severely smart dial of this spectacular watch! Richly styled yellow gold filled case. Handsomely crafted, comfortable expansion bracelet. 17 jewel movement.
120M6300 Rtl. **$137.50**

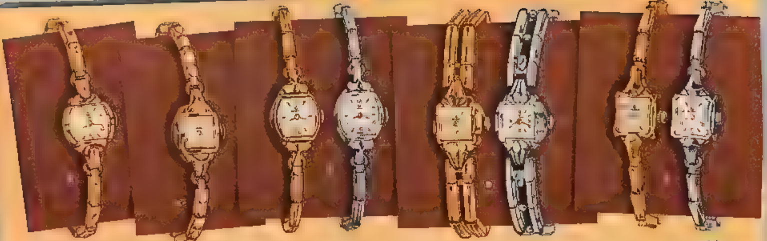
F **ESSEX W.** Same as above but in white gold filled.
121M6300 Rtl. **$137.50**

. . . shimmering loveliness aflame with lights

G **CHRISTINE.** Superbly fashioned 2 strand bracelet is styled to set off the bright loveliness of 16 regally magnificent diamonds! Tiny, trimly tailored case is of smoothly gleaming, solid 14K white gold. Precision-crafted 17 jewel movement.
122M9450 Rtl. **$195.00**

H **VICTORIA.** Dramatically emphasizing the blazing brilliance of 20 diamonds is a black silk cord bracelet of stark simplicity! Gracefully slim hands, artfully drawn numerals accentuate minute grandeur of the dial. 17 jewels. 14K white gold case.
123M13750 Rtl. **$250.00**





A **RACHEL.** Smartly tailored expansion bracelet enhances the delicately feminine dial. Tiny dial features gracefully fashioned numerals and hands of glittering yellow gold. Accurately reliable 17 jewel movement. Yellow rolled gold plate case, Durite back.
140M2375 Retail **$39.75**

B **SARAH.** A wonderful watch that will "dress-up" your costume for any occasion! Dainty dial with slenderly lady-like hands and markers. A Durite back supports a lustrous case of yellow rolled gold plate. Fashion-wise expansion bracelet. 17 jewel movement.
141M2515 Retail **$49.75**

C **JANE.** 17 Lifetime Ruby jewels serve as bearings to insure the lasting time-true accuracy of the precision-engineered movement. Exquisitely styled case brings out the loveliness of a chic dial. Case of yellow rolled gold plate, Durite back. Expansion bracelet.
142M2515 Retail **$49.75**

JANE W. White RGP case.
143M2515 Retail **$49.75**

D **JULIA.** The splendor of a stylishly modern 2-strand expansion bracelet brings out the striking loveliness of a tiny, square-hewn case and a delightfully different dial! 17 jewel Helbros movement for precision timekeeping. Case of yellow rolled gold plate, Durite back.
144M2795 Retail **$59.75**

JULIA W. White RGP case.
145M2795 Retail **$59.75**

E **ALICE.** The gracefully fashioned loveliness of this enchantress of a watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. Beautiful expansion bracelet clips watch lightly but surely to your wrist. 17 jewel movement.
146M3175 Retail **$67.50**

ALICE W. White RGP case.
147M3175 Retail **$67.50**

F
G
Helbros parade of values

you'll be fashionably on time with your

Helbros

• • peerless quality at economy prices

Crafted superbly by the master designers of the industry . . . carefully formed and assembled by skilled artisans who take pride in their many years experience at fine watchmaking . . . *VALUE PACKED* . . . accurately beautiful timekeeping showpieces that could only be made by Helbros.

- *Helbros Famous Guarantee*
- *17 Lifetime Ruby Jewels*
- *Unbreakable Mainspring*
- *Dust Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

F **WOODROW.** A handsomely masculine watch that's perfect for dress wear . . . yet rugged enough to stand up to rough treatment. Sturdy and reliable 17 jewel movement is housed in a gleaming, Durite backed case of rich yellow rolled gold plate. Good-looking expansion bracelet.
148M2065 Retail **$33.75**

G **ELLEN.** The trim tailoring of a strikingly attractive expansion bracelet spotlights the dainty symmetry of a wonderfully artistic dial. Case of glittering yellow rolled gold plate with Durite back. Precision-engineered 17 jewel movement. So much of a watch for so low a price!
149M2195 Retail **$33.75**

H **FRANKLIN.** Smartly symmetrical timepiece that is as accurate as it is elegant! Non-corrosive, won't-tarnish Durite backs a trimly handsome case of luxurious yellow rolled gold plate. Superb expansion bracelet. True-time telling 17 jewel movement.
150M2295 Retail **$39.75**

J **ZACHARY.** Round case of yellow rolled gold plate backed by non-corrosive Durite houses a magnificent 17 jewel movement that will deliver years of timetelling accuracy. Dial with distinctive markers. Expansion bracelet.
151M2515 Retail **$49.75**

K **QUINCY.** A timepiece you'll be more than proud to own! A distinguished dial highlights the clean-lined simplicity of attractively different hour markers and slenderly functional hands. Case of yellow rolled gold plate with Durite back. 17 jewel movement.
152M2795 Retail **$59.75**

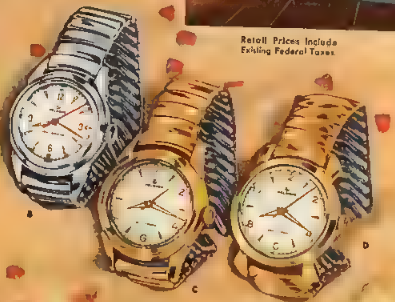
L **ULYSSES.** Brilliantly fashioned "Sunburst" dial is the background for graceful hands and raised markers of resplendent gold! Gleaming case of yellow rolled gold plate and Durite back. Expansion bracelet. 17 jewel movement.
153M2795 Retail **$59.75**

Helbros

truly engineered *self winding* automatic watches with *17 Lifetime Ruby Jewels*

winds itself as you wear it! Purely and simply out of this world . . . the engineering genius, careful craftsmanship, and design skill that goes into the precision production of critically accurate timepieces by Helbros . . . fully guaranteed watches with lifetime mainsprings that won't break ever!

Retail Prices Include Existing Federal Taxes



[A] APOLLO. Indicator shows reserve power! Self-winding, 17 jewels, waterproof* and shock-resistant movement. Yellow rolled gold plate case, stainless steel back. Radium hands, dial. Expansion bracelet. Full sweep second hand. Anti-magnetic protection.
100M4475 Retail $87.50

[B] ARIES. Winds itself as you wear it! Smart expansion bracelet matches chrome-top, stainless steel back case. Waterproof*, shock-resistant, anti-magnetic movement of 17 Lifetime ruby jewel bearings. Radium hands and dial. Precision-accurate sweep second hand.
101M3195 Retail $59.75

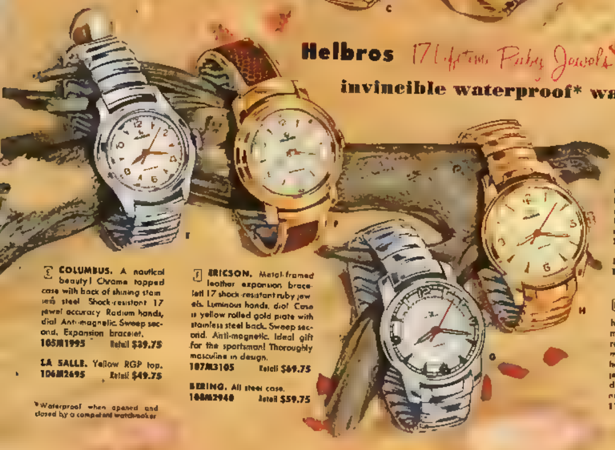
[C] SCORPION. Self-winding 17 jewel movement. Yellow rolled gold plate case, stainless steel back. Expansion bracelet. Radium hands, dial. Waterproof*, shock-resistant, anti-magnetic. Full sweep second hand.
102M2775 Retail $79.50

[D] CAPRI. Keeps perfect time without winding! Resists shock and magnetism! Waterproof* 17 jewel action cased in yellow rolled gold plate. Gleaming expansion bracelet. Radium hands, dial for easy night time telling. Stainless steel back. Sweep second hand.
103M3925 Retail $79.50

SATURN. Mirror polished stainless steel case.
104M3645 Retail $79.50

Helbros *17 Lifetime Ruby Jewels*

invincible waterproof* watches



[E] COLUMBUS. A nautical beauty! Chrome topped case with back of shining stainless steel. Shock-resistant 17 jewel accuracy. Radium hands, dial. Anti-magnetic. Sweep second. Expansion bracelet.
105M1995 Retail $39.75

LA SALLE. Yellow RGP top.
106M2695 Retail $49.75

[F] ERICSON. Metal-framed leather expansion bracelet! 17 shock-resistant ruby jewels. Luminous hands, dial. Case is yellow rolled gold plate with stainless steel back. Sweep second. Anti-magnetic. Ideal gift for the sportsman! Thoroughly masculine in design.
107M3105 Retail $69.75

BERING. All steel case.
108M2940 Retail $59.75

[G] DRAKE. Raised hour emblems spangle a distinctive white dial. Sweep second for timing precision. Chrome-topped case with stainless steel back. Radium hands, dial. 17 jewel shock-resistant movement. Ruggedly good-looking expansion bracelet.
109M2660 Retail $49.75

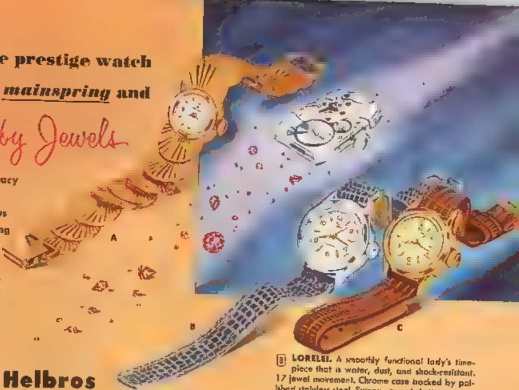
DRAKE B. Black dial. Specify.
110M2660 Retail $49.75

[H] CARTIER. Futuristic! Dial emblazoned with raised hour markers of triumphant modern design! Case of yellow rolled gold plate backed by mirror bright stainless steel houses a shock-resistant 17 jewel movement. Radium hands, dial. Sweep second. Anti-magnetic.
111M3355 Retail $71.50

*Waterproof when opened and closed by a competent watchmaker

Helbros . . . . the prestige watch . . . . with *unbreakable mainspring* and 17 Lifetime Ruby Jewels

Guaranteed time pieces of unfailing accuracy . . . so wonderfully fashioned . . . so precisely engineered. Nationally famous Helbros . . . leader in style and timekeeping for over 40 years.

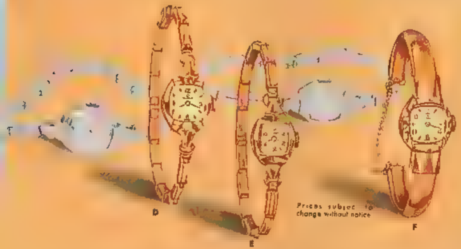


[A] **JULIETTE.** Brightly different! The gay sophistication of a trimly tiny watch sparkles from a gold-filled, radiantly engraved "Sunburst" pattern bracelet! Case is fashioned entirely of yellow rolled gold plate. Sure lock bracelet clasp. 17 jewel movement.
128M3495 Retail **$71.50**

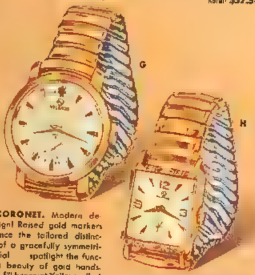
[B] **LORELEI.** A smoothly functional lady's timepiece that is water, dust, and shock-resistant. 17 jewel movement. Chrome case backed by polished stainless steel. Sweep second. Anti-magnetic. Radium dial, hands. Leather strap.
129M2345 Retail **$39.75**

[C] **MERMAID.** Action-packed and lovely. Split-second accuracy in a water resistant, shock-resistant, dust resistant, anti-magnetic leather strapped lovely Sweep second, radium hands and dial. Yellow rolled gold plate.
130M3075 Retail **$57.50**

nationally advertised **Helbros** the gift of a lifetime . . . for a lifetime of service



Prices subject to change without notice



[D] **MADAME.** Fashion-wise styling in a sleekly sculptured watch of shining-pure 14K yellow gold! Smartly distinctive dial with gracefully slim hands and diamond-shaped hour markers. Exquisitely crafted expansion bracelet. 17 jewel movement.
131M3215 Retail **$59.75**

MADAME W. 4K while gold.
132M3215 Retail **$59.75**

[E] **ROXANNE.** Glittering luxury in a fabulously lovely 17 jewel watch! The enchantingly streamlined expansion bracelet accents the chic smartness of a delightfully fashioned dial. Rich 14K yellow gold case sheathes a reliable 17 jewel movement.
133M3495 Retail **$71.50**

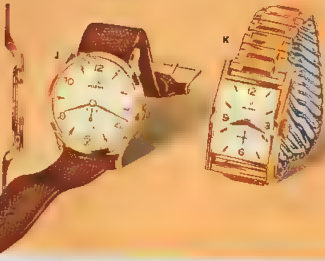
Roxanne W. 14K while gold.
134M3495 Retail **$71.50**

[F] **LOUISA.** The clean simplicity of styling and the lustrous splendor of the metal make this gold-filled bracelet the perfect setting for a charmingly feminine, thoroughly dependable 17 jewel watch. Yellow rolled gold plate case with Durite back. Ultra-modern dial.
135M2935 Retail **$59 75**

[G] **CORONET.** Modern design! Raised gold markers enhance the tailored distinction of a gracefully symmetrical dial spotlight the functional beauty of gold hands. Gold-fill bracelet. Yellow rolled gold plate case, Durite back. 17 jewels.
136M3375 Retail **$71.50**

[H] **SOMERSET.** Diamond bright, crystal protects the glittering gold of hands and raised hour markers of this watch . . . dramatizes the rich good looks of a handsomely fashioned dia Yellow gold filled case. Rugged expansion bracelet. 17 jewels.
137M3915 Retail **$79.50**

Retail Prices Include Existing Federal Taxes

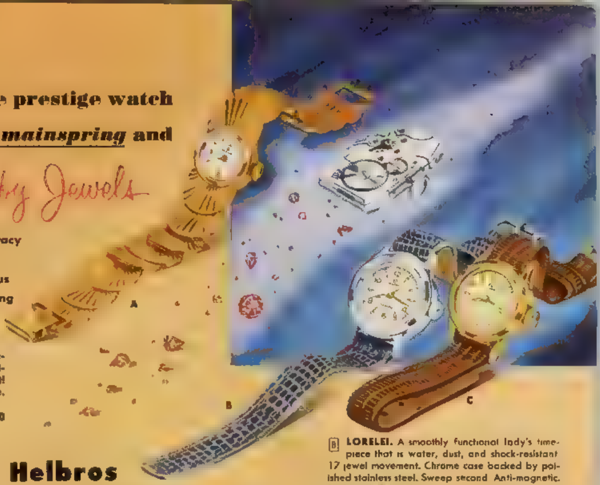


[J] **WARWICK.** The handsome splendor of an aristocratic wafer-thin case in luxurious 14K yellow gold conceals the sure timeworthiness of a dependable, split-second accurate 17 jewel movement Hands and raised numerals are also golden. Leather strap.
138M4895 Rtl. **$100.00**

[K] **WINDSOR.** Sleek simplicity is the keynote of distinction in this watch Pyramid-style crystal sparkles brightly in contrast to the soft-luster of a solid 14K yellow gold case. Raised gold markers. Expansion bracelet 17 jewel movement.
139M6475 Rtl. **$115.00**

Helbros .... the prestige watch .... with *unbreakable mainspring* and 17 Lifetime Ruby Jewels

Guaranteed time pieces of unfailing accuracy . . . so wonderfully fashioned . . . so precisely engineered. Nationally famous Helbros . . . leader in style and timekeeping for over 40 years.

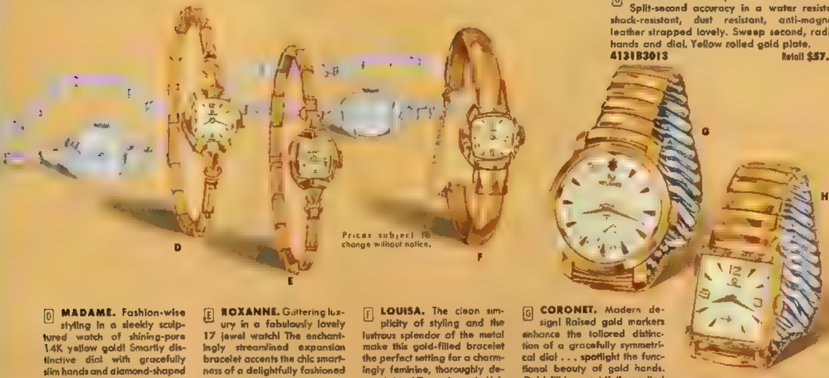


A **JULIETTE.** Brightly different! The gay sophistication of a trimly tiny watch sparkles from a gold-filled, radiantly engraved "Sunburst" pattern bracelet! Case is fashioned entirely of yellow rolled gold plate. Sure lock bracelet clasp. 17 jewel movement.
4129B3425 Retail **$71.50**

B **LORELEI.** A smoothly functional lady's timepiece that is water, dust, and shock-resistant 17 jewel movement. Chrome case backed by polished stainless steel. Sweep second Anti-magnetic. Radium dial, hands. Leather strap.
4130B2298 Retail **$39.75**

C **MERMAID.** Action-packed . . and lovely. Split-second accuracy in a water resistant, shock-resistant, dust resistant, anti-magnetic leather strapped lovely. Sweep second, radium hands and dial. Yellow rolled gold plate.
4131B3013 Retail **$57.50**

nationally advertised Helbros the gift of a lifetime . . . for a lifetime of service



Prices subject to change without notice.

D **MADAME.** Fashion-wise styling in a sleekly sculptured watch of shining-pure 14K yellow gold! Smartly distinctive dial with gracefully slim hands and diamond-shaped hour markers. Exquisitely crafted expansion bracelet 17 jewel movement
4132B3151 Retail **$59.75**

MADAME W. 14K white gold.
4133B3151 Retail **$59.75**

E **ROXANNE.** Glittering luxury in a fabulously lovely 17 jewel watch! The enchantingly streamlined expansion bracelet accents the chic smartness of a delightfully fashioned dial Rich 14K yellow gold case sheathes a reliable 17 jewel movement
4134B3425 Retail **$71.50**

Roxanne W. 14K white gold.
4135B3425 Retail **$71.50**

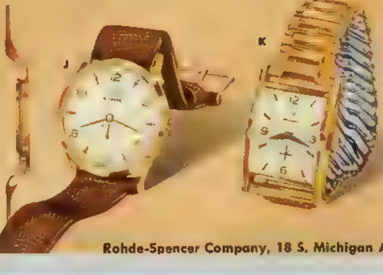
F **LOUISA.** The clean simplicity of styling and the lustrous splendor of the metal make this gold-filled bracelet the perfect setting for a charmingly feminine, thoroughly dependable 17 jewel watch. Yellow rolled gold plate case with Durite back. Ultra-modern dial
4136B2876 Retail **$59.75**

G **CORONET.** Modern design! Raised gold markers enhance the tailored distinction of a gracefully symmetrical dial . . . spotlight the functional beauty of gold hands. Gold-fill bracelet. Yellow rolled gold plate case, Durite back. 17 jewels.
4137B3307 Retail **$71.50**

Retail Prices Include Existing Federal Taxes

H **SOMERSET.** Diamond bright, crystal protects the glittering gold of hands and raised hour markers of this watch . dramatizes the rich good looks of a handsomely fashioned dial. Yellow gold filled case. Rugged expansion bracelet 17 jewels.
4138B3837 Retail **$79.50**

J **WARWICK.** The handsome splendor of an aristocratic wafer-thin case in luxurious 14K yellow gold conceals the sure timeworthiness of a dependable, split-second accurate 17 jewel movement. Hands and raised numerals are also golden. Leather strap.
4139B4797 Retail **$100.00**



K **WINDSOR.** Sleek simplicity is the keynote of distinction in this watch. Pyramid-style crystal sparkles brightly in contrast to the soft-luster of a solid 14K yellow gold case. Raised gold markers. Expansion bracelet. 17 jewel movement.
4140B6345 Retail **$115.00**

Precious Diamonds on the outside
Lifetime Jewels on the inside

heavenly jewels
of sheer loveliness by Helbros

Stardust-showered gems of time weigh lightly as a moonbeam on your wrist . . . the prestige of precious, perfectly matched diamonds accents the shining loveliness of enchanting dials and the fashion-aware lines of graceful cases . . . Excellence of design that backs up the carefully engineered craftsmanship of superbly time-true movements . . . LIFETIME MAINSPRINGS . . . and cushioned balance staffs . . . that assure accuracy throughout the years.

[A] **MICHELLE.** Feminine daintiness in a sturdy Durite backed case of yellow rolled gold plate sparked by the flashing enchantment of 2 striking diamonds! 17 jewel, meticulously accurate movement. Stunning expansion bracelet. A gem of a watch!
4113B3161 Retail **$71.50**

MICHELLE W. White RGP.
4114B3161 Retail **$71.50**

[B] **ROSEMARY.** 4 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate! With Durite back. Reliable movement whispers smoothly on 17, Lifetime Ruby jewel bearings. Delicately feminine expansion bracelet.
4115B3425 Retail **$79.50**

ROSEMARY W. White RGP.
4116B3425 Retail **$79.50**

[C] **MARIE.** As lovely as the song! Smartly sophisticated case of 14K yellow gold is studded with 2 blazingly bewitching diamonds . . . matched by a charmingly different expansion bracelet of 2 strand fashioning. 17 jewel movement for date-keeping accuracy.
4117B5091 Retail **$97.50**

MARIE W. 14K white gold case.
4118B5091 Retail **$97.50**

[D] **DU BARRY.** The luxurious elegance of this enchanting timepiece is enhanced by the glint of 6 brilliant diamonds in a 14K yellow gold case! Divinely fashioned expansion bracelet. Dependable 17 jewel movement. To warm the heart of any lass!
4119B6169 Retail **$125.00**

DU BARRY W. 14K white gold case.
4120B6169 Retail **$125.00**

diamonds sparkle on the dial

[E] **ESSEX.** The dazzling splendor of 11 diamonds distinguish the severely smart dial of this spectacular watch! Richly styled yellow gold filled case. Handsomely crafted, comfortable expansion bracelet. 17 jewel movement.
4121B6174 Retail **$137.50**

[F] **ESSEX W.** Same as above but in white gold filled.
4122B6174 Retail **$137.50**

. . . shimmering loveliness aflame with lights

[G] **CHRISTINE.** Superbly fashioned 2 strand bracelet is styled to set off the bright loveliness of 16 regally magnificent diamonds! Tiny, trimly tailored case is of smoothly gleaming, solid 14K white gold. Precision-crafted 17 jewel movement.
4123B9261 Retail **$195.00**

[H] **VICTORIA.** Dramatically emphasizing the blazing brilliance of 20 diamonds is a black silk cord bracelet of stark simplicity! Gracefully slim hands, artfully drawn numerals accentuate minute grandeur of the dial. 17 jewels. 14K white gold case.
4124B13475 Retail **$250.00**

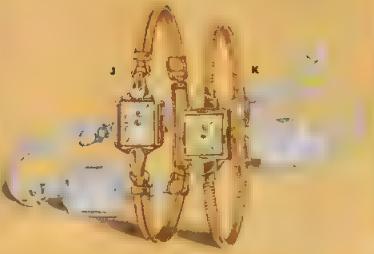
14 KARAT GOLD WATCHES

[J] **VOGUE.** A simply styled, fabulously beautiful timepiece that's as dependably accurate as it is charmingly feminine! The 14K yellow gold case frames a diminutive dial of striking elegance . . . harmonizes with a 2 strand safety clasp bracelet. 17 jewels.
4125B4160 Retail **$87.50**

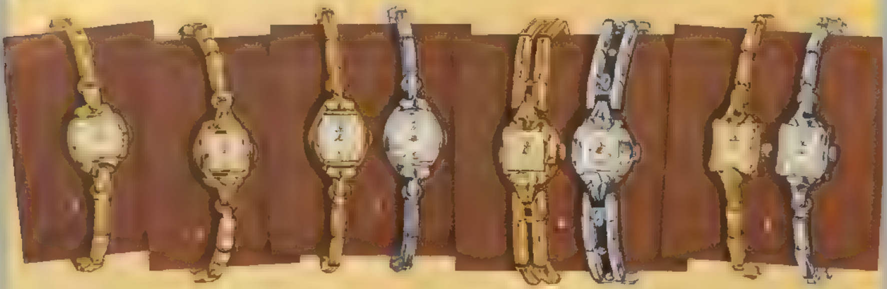
VOGUE W. 14K White gold.
4126B4160 Retail **$87.50**

[K] **REGINA.** The glamorous styling of an enchanting bracelet of 14K yellow gold strikes a note of distinction to match the sleek luxury of a miniature gem of a 14K yellow gold case! Superbly accurate 17 jewel movement. Delightfully delicate dial.
4127B6174 Retail **$125.00**

REGINA W. 14K White gold.
4128B6174 Retail **$125.00**



Rohde-Spencer Company, 18 S. Michigan Avenue, Chicago 3, Ill.



A **RACHEL.** Smartly tailored expansion bracelet enhances the delicately feminine dial. Tiny dial features gracefully fashioned numerals and hands of glittering yellow gold. Accurately reliable 17 jewel movement. Yellow rolled gold plate case, Durite back
4141B2327 Retail **$39.75**

B **SARAH.** A wonderful watch that will "dress-up" your costume for any occasion! Dainty dial with slenderly ladylike hands and markers. A Durite back supports a lustrous case of yellow rolled gold plate. Fashion-wise expansion bracelet. 17 jewel movement
[illegible] Retail **$49.75**

C **JANE.** 17 Lifetime Ruby jewels serve as bearings to insure the lasting time-true accuracy of the precision-engineered movement. Exquisitely styled case brings out the loveliness of a chic dial. Case of yellow rolled gold plate, Durite back. Expansion bracelet.
[illegible] Retail **$49.75**

JANE W. White RGP case.
[illegible] Retail **$49.75**

D **JULIA.** The splendor of a stylishly modern 2-strand expansion bracelet brings out the striking loveliness of a tiny, square-hewn case and a delightfully different dial! 17 jewel Helbros movement for precision timekeeping. Case of yellow rolled gold plate, Durite back.
4145B2739 Retail **$59.75**

JULIA W. White RGP case.
4146B2739 Retail **$59.75**

E **ALICE.** The gracefully fashioned loveliness of this enchantress of a watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. Beautiful expansion bracelet clips watch lightly but surely to your wrist 17 jewel movement.
4147B3111 Retail **$67.50**

ALICE W. White RGP case.
4148B3111 Retail **$67.50**

Helbros parade of values

you'll be fashionably on time with your

Helbros

• • peerless quality at economy prices

Crafted superbly by the master designers of the industry . . . carefully formed and assembled by skilled artisans who take pride in their many years experience at fine watchmaking . . . *VALUE PACKED* . . . accurately beautiful timekeeping showpieces that could only be made by Helbros.

- *Helbros Famous Guarantee*
- *17 Lifetime Ruby Jewels*
- *Unbreakable Mainspring*
- *Dust Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

F **WOODROW.** A handsomely masculine watch that's perfect for dress wear . . . yet rugged enough to stand up to rough treatment. Sturdy and reliable 17 jewel movement is housed in a gleaming, Durite backed case of rich yellow rolled gold plate. Good-looking expansion bracelet.
4149B2024 Retail **$33.75**

G **ELLEN.** The trim tailoring of a strikingly attractive expansion bracelet spotlights the dainty symmetry of a wonderfully artistic dial Case of glittering yellow rolled gold plate with Durite back Precision-engineered 17 jewel movement. So much of a watch for so low a price!
4150B2151 Retail **$33.75**

H **FRANKLIN.** Smartly symmetrical timepiece that is as accurate as it is elegant! Non-corrosive, won't-tarnish Durite backs a trimly handsome case of luxurious yellow rolled gold plate Superb expansion bracelet. True-time telling 17 jewel movement.
4151B2249 Retail **$39.75**

J **ZACHARY.** Round case of yellow rolled gold plate backed by non-corrosive Durite . . . houses a magnificent 17 jewel movement that will deliver years of timetelling accuracy. Dial with distinctive markers. Expansion bracelet.
4152B2465 Retail **$49.75**

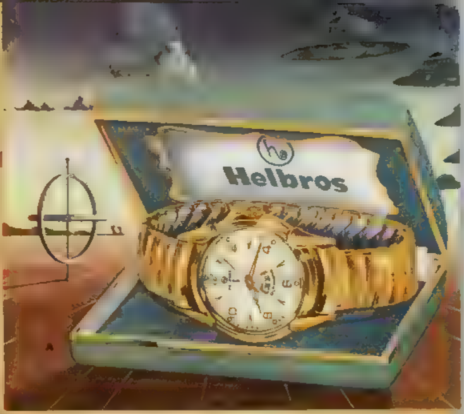
K **QUINCY.** A timepiece you'll be more than proud to own! A distinguished dial highlights the clean-lined simplicity of attractively different hour markers and slenderly functional hands. Case of yellow rolled gold plate with Durite back. 17 jewel movement
4153B2739 Retail **$59.75**

L **ULYSSES.** Brilliantly fashioned "Sunburst" dial is the background for graceful hands and raised markers of resplendent gold! Gleaming case of yellow rolled gold plate and Durite back. Expansion bracelet. 17 jewel movement
4154B2739 Retail **$59.75**

Helbros

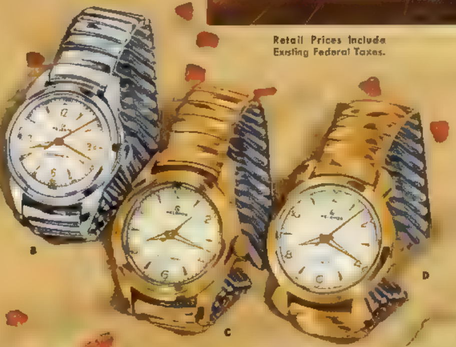
truly engineered *self-winding* automatic watches with *17 Lifetime Ruby Jewels*

winds itself as you wear it! Purely and simply out of this world . . . the engineering genius, careful craftsmanship, and design skill that goes into the precision production of critically accurate timepieces by Helbros . . . fully guaranteed watches with lifetime mainsprings that won't break ever!



B **ARIES.** Winds itself as you wear it! Smart expansion bracelet matches chrome-top, stainless steel back case. Waterproof*, shock-resistant, anti-magnetic movement of 17 Lifetime ruby jewel bearings. Radium hands and dial. Precision-accurate sweep second hand.
4102B3131 Retail **$59.75**

C **SCORPION.** Self-winding 17 jewel movement! Yellow rolled gold plate case, stainless steel back. Expansion bracelet. Radium hands, dial Waterproof*, shock-resistant, anti-magnetic. Full sweep second hand.
4103B3699 Retail **$79.50**



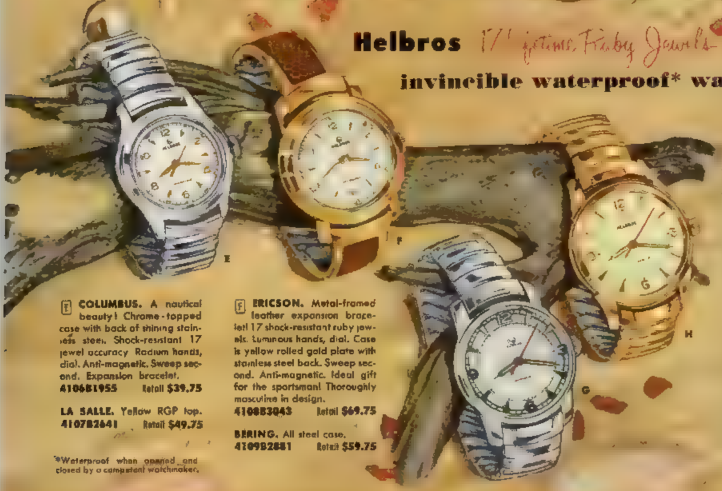
Retail Prices Include Existing Federal Taxes.

A **APOLLO.** Indicator shows reserve power! Self-winding, 17 jewels, waterproof* and shock-resistant movement. Yellow rolled gold plate case, stainless steel back. Radium hands, dial Expansion bracelet. Full sweep second hand. Anti-magnetic protection.
4101B4385 Retail **$87.50**

D **CAPRI.** Keeps perfect time without winding! Resists shock and magnetism! Waterproof* 17 jewel action cased in yellow rolled gold plate. Gleaming expansion bracelet. Radium hands, dial for easy night time-telling. Stainless steel back. Sweep second hand.
4104B3846 Retail **$79.50**

SATURN. Mirror polished stainless steel case.
4105B3572 Retail **$79.50**

Helbros *17 Lifetime Ruby Jewels* invincible waterproof* watches



E **COLUMBUS.** A nautical beauty! Chrome-topped case with back of shining stainless steel. Shock-resistant 17 jewel accuracy. Radium hands, dial. Anti-magnetic. Sweep second. Expansion bracelet.
4106B1955 Retail **$39.75**

LA SALLE. Yellow RGP top.
4107B2641 Retail **$49.75**

F **ERICSON.** Metal-framed leather expansion bracelet! 17 shock-resistant ruby jewels. Luminous hands, dial. Case is yellow rolled gold plate with stainless steel back. Sweep second. Anti-magnetic. Ideal gift for the sportsman! Thoroughly masculine in design.
4108B3043 Retail **$69.75**

BERING. All steel case.
4109B2881 Retail **$59.75**

G **DRAKE.** Raised hour emblems spangle a distinctive white dial. Sweep second for timing precision. Chrome-topped case with stainless steel back. Radium hands, dial. 17 jewel shock-resistant movement. Ruggedly good-looking expansion bracelet.
4110B2607 Retail **$49.75**

DRAKE B. Black dial. Specify
4111B2607 Retail **$49.75**

H **CARTIER.** Futuristic! Dial emblazoned with raised hour markers of triumphant modern design! Case of yellow rolled gold plate backed by mirror-bright stainless steel houses a shock-resistant 17 jewel movement. Radium hands, dial Sweep second. Anti-magnetic.
4112B3288 Retail **$71.50**

*Waterproof when opened and closed by a competent watchmaker.

Helbros

peerless quality and beauty at economy prices

Superbly crafted by the master designers of the industry . . . meticulously engineered and assembled by skilled artisans who take pride in their half-century of experience at fine watchmaking . . . Nationally advertised . . VALUE PACKED . . exceptionally accurate timepieces that could be made only by HELBROS.

- *Helbros Famous Guarantee*
- *17 Lifetime Jewels*
- *Unbreakable Mainspring*
- *Dust and Shock Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

Ⓐ **DORIAN** Precision and beauty at a considerate price. Attractive case is yellow rolled gold plate with steel back. Dependable 17 jewels. Expansion bracelet.
W-2038 RETAIL $49.75 NET $26.55

Ⓑ **HOLMES** Handsome, trimly tailored rolled gold plate with steel back. Rugged expansion bracelet. 17 jewels.
W-2039 RETAIL $45.00 NET $25.15

Ⓒ **ALICE** Enchantingly beautiful. Rolled gold plate. 17 jewels. Dainty expansion bracelet. Specify yellow or white.
W-2036 RETAIL $65.00 NET $32.15

Ⓓ **JANE** Exquisitely styled rolled gold plate case brings out beauty of chic numeral, marker dial. 17 jewels. Expansion bracelet. Specify white or yellow.
W-2035 RETAIL $49.75 NET $26.55

Ⓔ **BLOSSOM** Lovely watch with dainty numeral and marker dial. Lustrous rolled gold plate case with steel back. 17 jewels. Choice of white or yellow.
W-2034 RETAIL $49.75 NET $26.55

Ⓕ **DARLINE** Trim expansion band highlights artistically designed rolled gold case with steel back. 17 jewel movement delivers split second accuracy. Available in yellow only.
W-2033 RETAIL $45.00 NET $25.15

Helbros Quality at Budget Prices

Ⓖ **HALSEY** Modern as tomorrow! Waterproof*, steel backed rolled gold case. 17 jewel movement is shock, dust protected and antimagnetic. Sweep second hand. Radium hands and dial. Yellow gold.
W-2040 RETAIL $42.50 NET $23.75

DEWEY As above, with chrome [illegible]
W-2041 RETAIL $33.75 NET $20.95

Ⓗ **VIOLET** Smartly styled yellow rolled gold plate case with steel back. 17 lifetime jewels assure accurate time-true accuracy. Expansion bracelet.
W-2042 RETAIL $42.50 NET $23.75

Ⓙ **FRANKLIN** Symmetrically styled timepiece as accurate as it is elegant. Trimly tailored yellow rolled gold plate case, steel back. True time telling 17 jewel movement. Expansion bracelet.
W-2043 RETAIL $42.50 NET $23.75

Waterproof
Ⓖ

**Waterproof when opened and closed by competent watchmaker*

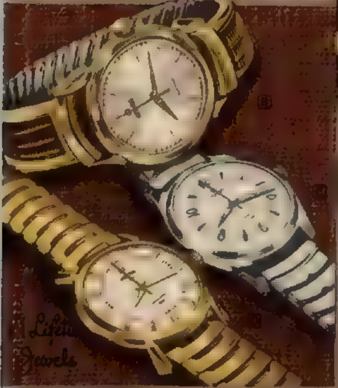
WATCHES SUBJECT TO 10% FEDERAL TAX

Helbros

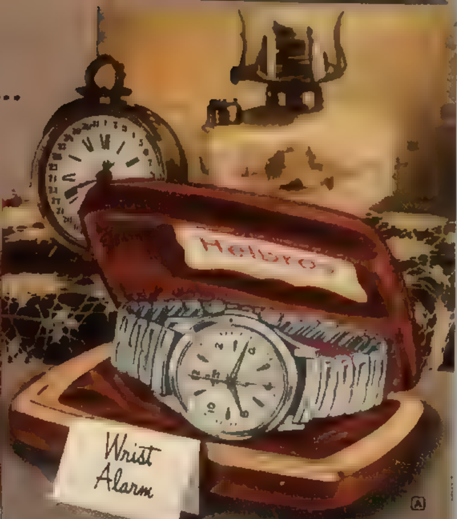
of international renown..

with *Lifetime Jewels*

Guaranteed timepieces
of unfailing accuracy
. . . engineered to
LAST A LIFETIME



Invincible Waterproof



Modern . . . Smart . . . Efficient

Ⓐ **WRIST ALARM** An alarm worn right on your wrist to awake you remind you of appointments, keep you always on time Waterproof* shock and dust protected, anti magnetic. Radium hands dial. 17 jewel movement Expansion bracelet.

SOUND-OFF **NO. W-2044**
Chrome top, steel back.
LIST $79.50 **NET $39.25**

SENTINEL **NO. W-204**
Yellow plate top, steel back.
LIST $87.50 **NET $44.7**

Ⓑ **BALBOA** Smart, very thin masculine design with combination leather and expansion bracelet Yellow rolled gold plate case, steel back Waterproof*. Radium hands and dial
W-2046 Retail 65 00 Net 32.15

CHAMPLAIN — w/chrome top.
W-2047 Retail 49.75 Net 26.55

Ⓒ **ENSIGN** Very thin modern styling Chrome case, steel back. Waterproof* 17 jewels. Black dial if desired. (specify)
W-2049 Retail 39.75 Net 22.35

CORSAIR With rolled gold top. Specify white or black dial.
W-2050 Retail 59.75 Net 29.35

Ⓓ **COMMANDER** 21 Lifetime jewel bearings in **very thin** yellow rolled gold plate case with stainless steel back Waterproof* Shock and dust protected, as well as anti-magnetic Radium hands dial Sweep second hand Matching expansion bracelet
W-2048 Retail 67.50 Net 33.55

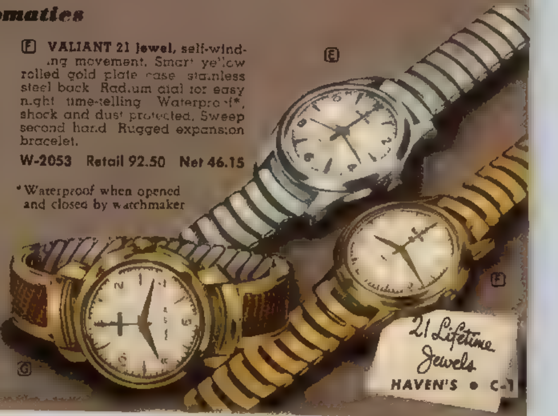
Self-Winding Automatics

Ⓔ **GALAHAD** Winds itself automatically! Waterproof*, shock dust protected anti-magnetic movement with 17 lifetime jewel bearings Radium dial Chrome top stainless steel back.
W-2051 Retail 67 50 Net 33.55

BRIGADE Rolled gold plate top
W-2052 Retail 79.50 Net 39.25

Ⓕ **VALIANT 21 Jewel,** self-winding movement. Smart yellow rolled gold plate case stainless steel back Radium dial for easy night time-telling Waterproof*, shock and dust protected. Sweep second hand Rugged expansion bracelet.
W-2053 Retail 92.50 Net 46.15

Ⓖ **LANCELOT.** Winds itself as you wear it Waterproof*, 17 lifetime jeweled movement encased in yellow rolled gold plate Stainless steel back. Shock and dust protected Anti-magnetic Radium hands and dial Sweep second hand Handsome combination leather - expansion band.
W-2054 Ret. 85.00 Net 41.95



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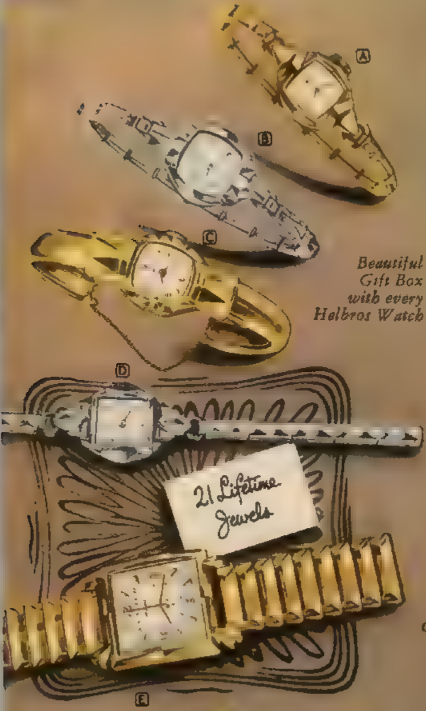
* Waterproof when opened and closed by watchmaker

Helbros

the prestige watch with unbreakable mainspring and Lifetime Jewels



Beautiful Gift Box with every Helbros Watch

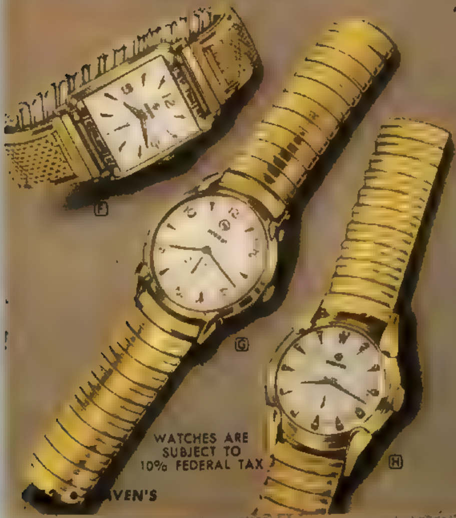
A **ROXANNE** Gleaming luxury in a fabulously lovely 17 jewel watch! Smart expansion bracelet complements delightfully fashioned **14K gold case.** Chic dial.
White or yellow gold specify choice.
W-2055 RETAIL $71.50 NET $36.35

B **MADAME** Fashion-wise styling in a sleekly sculptured watch of pure **14K gold.** Distinctive dial with Trylon-shaped hour markers 17 jewels. Expansion band.
White or yellow gold—specify choice.
W-2056 RETAIL $67.50 NET $33.55

C **LOUISA** Clean, modern lines of this gold-filled bracelet make the perfect setting for a charmingly feminine, thoroughly dependable 17 jewel watch. Yellow rolled gold case, stainless steel back
W-2057 RETAIL $62.50 NET $30.75

the gift of a lifetime...
for a lifetime of service

Carefully crafted by expert watchmakers who point with pride to the precision production inherent in every watch which bears the honored and famous HELBROS *name . . . Up-to-the-minute styling . . . timed and tested for complete accuracy . . . guaranteed to give you a lifetime of true time.*



WATCHES ARE SUBJECT TO 10% FEDERAL TAX

D **CARNIVAL.** Gay sophistication. **21 jewel** precision watch with excitingly different expansion bracelet Rolled gold plate case with stainless steel back.
White or yellow gold—specify choice.
W-2058 RETAIL $67.50 NET $33.55

E **HOLIDAY** A distinctive watch of sleek, smart simplicity. Yellow rolled gold plate case is cut in clear easy lines Thoroughly dependable **21 jewel** movement Handsome expansion bracelet.
W-2059 RETAIL $69.75 NET $34.95

F **ESQUIRE.** Simple masculine design is evident in the trim yellow gold-filled case with raised numeral and marker dial. Handsome gold mesh expansion bracelet 17 lifetime jewels
W-2060 RETAIL $82.50 NET $40.55

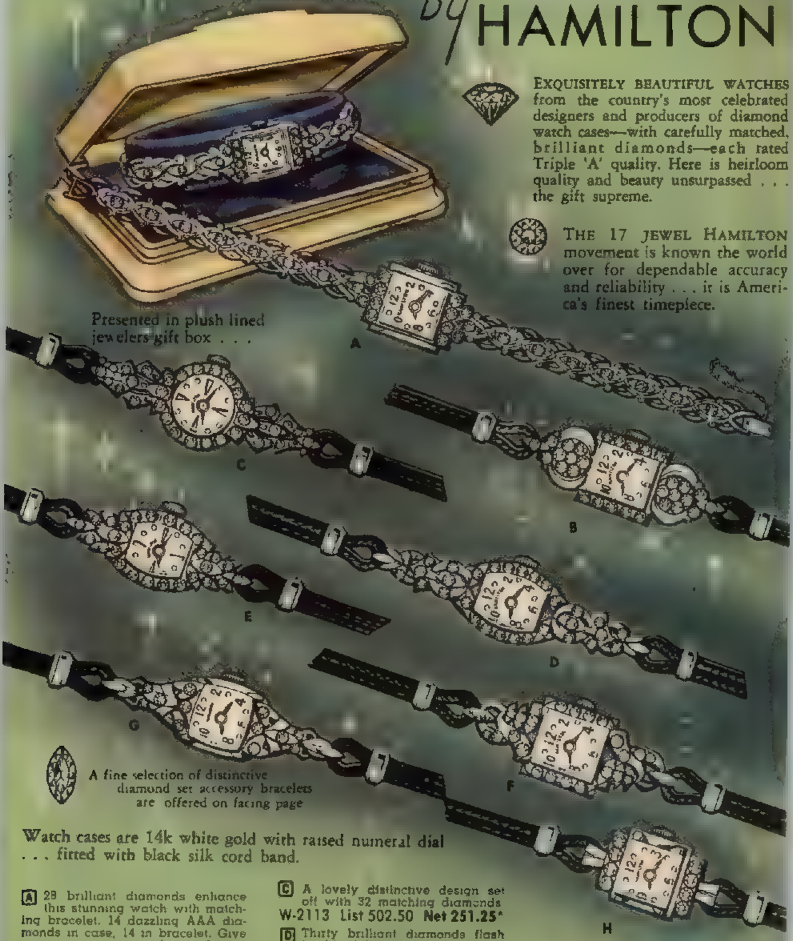
G **ASTOR.** Aristocratic wafer-thin case in luxurious **14K yellow gold.** Dependable, split-second accurate 17 jewel movement Attractive expansion bracelet.
W-2061 RETAIL $110.00 NET $55.95

H **SARATOGA.** A beauty in style and accuracy Ultra modern raised gold markers on dial accent the distinctive yellow rolled gold plate case, with steel back. 17 jewels. Expansion bracelet.
W-2062 RETAIL $69.75 NET $34.95

Royal DIAMOND WATCHES

with world's finest 17 jewel watch movement

by HAMILTON



EXQUISITELY BEAUTIFUL WATCHES from the country's most celebrated designers and producers of diamond watch cases—with carefully matched, brilliant diamonds—each rated Triple 'A' quality. Here is heirloom quality and beauty unsurpassed . . . the gift supreme.

THE 17 JEWEL HAMILTON movement is known the world over for dependable accuracy and reliability . . . it is America's finest timepiece.

Presented in plush lined jewelers gift box . . .

A fine selection of distinctive diamond set accessory bracelets are offered on facing page

Watch cases are 14k white gold with raised numeral dial . . . fitted with black silk cord band.

A 28 brilliant diamonds enhance this stunning watch with matching bracelet. 14 dazzling AAA diamonds in case, 14 in bracelet. Give wrist measurement when ordering.
W-2110 List 523.50 Net 261.75*

As above with black cord band instead of diamond bracelet
W-2111 List 307.50 Net 153.75*

B Emblazored with 46 triple A' quality matching diamonds
W-2112 List 667 50 Net 333.75*

C A lovely distinctive design set off with 32 matching diamonds
W-2113 List 502.50 Net 251.25*

D Thirty brilliant diamonds flash in this delicately smart design.
W-2114 List 475.00 Net 237.50*

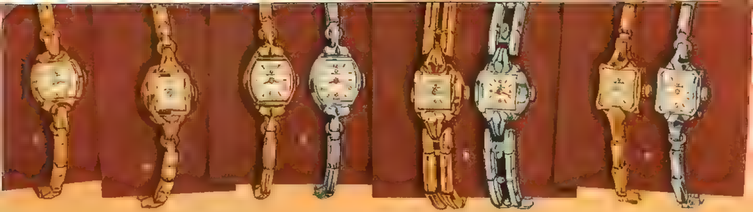
E Striking design with 26 triple A' quality blazing diamonds
W-2115 List 442.50 Net 221.25*

F Dainty and smart — a sheer delight with 22 AAA diamonds.
W-2116 List 367 50 Net 183.75*

G Charmingly feminine — ablaze with 12 dazzling diamonds
W-2117 List 298.50 Net 149.75*

H Classic simplicity set off by eight sparkling AAA diamonds
W-2118 List 262 50 Net 131.25*

*All items on this page subject to 10% Federal Excise Tax



[A] **RACHEL.** Smartly tailored expansion bracelet enhances the delicately feminine dial. Tiny dial features gracefully fashioned numerals and hands of glittering yellow gold. Accurately reliable 17 jewel movement. Yellow rolled gold plate case, Durite back.
8J-6726 (22150)
Index 1-2375 List **39.75**

[B] **SARAH.** A wonderful watch that will "dress-up" your costume for any occasion! Dainty dial with slenderly lady-like hands and markers. A Durite back supports a lustrous case of yellow rolled gold plate. Fashion-wise expansion bracelet. 17 jewel movement.
8J-6727 (22620)
Index 1-2515 List **49.75**

[C] **JANE.** 17 Lifetime Ruby jewels serve as bearings to insure the lasting time-true accuracy of the precision-engineered movement. Exquisitely styled case brings out the loveliness of a chic dial. Case of yellow rolled gold plate, Durite back. Expansion bracelet.
8J-6728 (22370)
Index 1-2515 List **49.75**

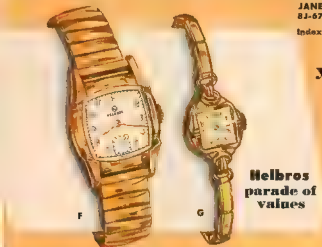
JANE W. White RGP case.
8J-6729 (22370/W)
Index 1-2515 List **49.75**

[D] **JULIA.** The splendor of a stylishly modern 2-strand expansion bracelet brings out the striking loveliness of a tiny, square-hewn case and a delightfully different dial! 17 jewel Helbros movement for precision timekeeping Case of yellow rolled gold plate, Durite back.
8J-6730 (22790)
Index 1-2795 List **59.75**

JULIA W. White RGP case.
8J-6731 (22790/W)
Index 1-2795 List **59.75**

[E] **ALICE.** The gracefully fashioned loveliness of this enchantress of a watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. Beautiful expansion bracelet clips watch lightly but surely to your wrist. 17 jewel movement.
8J-6732 (30312)
Index 1-3175 List **67.50**

ALICE W. White RGP case.
8J-6733 (30312/W)
Index 1-3175 List **67.50**



Helbros parade of values

you'll be fashionably on time with your

Helbros

• • peerless quality at economy prices

Crafted superbly by the master designers of the industry . . . carefully formed and assembled by skilled artisans who take pride in their many years experience at fine watchmaking . . . *VALUE PACKED* . . . accurately beautiful timekeeping showpieces that could only be made by Helbros.

- *Helbros Famous Guarantee*
- *17 Lifetime Ruby Jewels*
- *Unbreakable Mainspring*
- *Dust Protected*
- *Anti-Magnetic*
- *Beautifully Gift Boxed*
- *Electronically Timed and Tested*

[F] **WOODROW.** A handsomely masculine watch that's perfect for dress wear . . . yet rugged enough to stand up to rough treatment. Sturdy and reliable 17 jewel movement is housed in a gleaming, Durite backed case of rich yellow rolled gold plate. Good-looking expansion bracelet.
No. 8J-6734 (41430)
Index 1-2065 List **33.75**

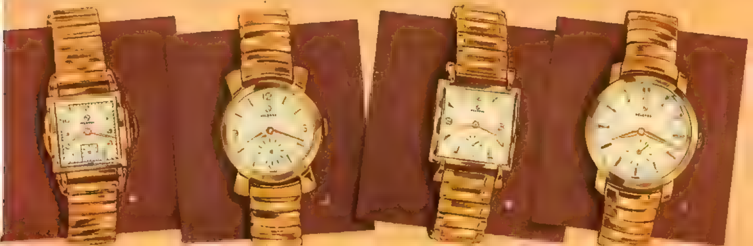
[G] **ELLEN.** The trim tailoring of a strikingly attractive expansion bracelet spotlights the dainty symmetry of a wonderfully artistic dial. Case of glittering yellow rolled gold plate with Durite back. Precision-engineered 17 jewel movement. So much of a watch for so low a price!
No. 8J-6735 (22310)
Index 1-2195 List **33.75**

[H] **FRANKLIN.** Smartly symmetrical timepiece that is as accurate as it is elegant! Non-corrosive, won't-tarnish Durite backs a trimly handsome case of luxurious yellow rolled gold plate. Superb expansion bracelet. True-time telling 17 jewel movement.
No. 8J-6736 (41540)
Index 1-2295 List **39.75**

[J] **ZACHARY.** Round case of yellow rolled gold plate backed by non-corrosive Durite . . . houses a magnificent 17 jewel movement that will deliver years of timetelling accuracy. Dial with distinctive markers. Expansion bracelet.
No. 8J-6737 (41830)
Index 1-2515 List **49.75**

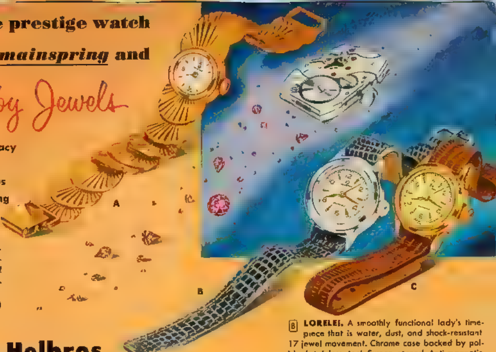
[K] **QUINCY.** A timepiece you'll be more than proud to own! A distinguished dial highlights the clean-lined simplicity of attractively different hour markers and slenderly functional hands. Case of yellow rolled gold plate with Durite back. 17 jewel movement.
No. 8J-6738 (51420)
Index 1-2795 List **59.75**

[L] **ULYSSES.** Brilliantly fashioned "Sunburst" dial is the background for graceful hands and raised markers of resplendent gold! Gleaming case of yellow rolled gold plate and Durite back. Expansion bracelet. 17 jewel movement.
No. 8J-6739 (41840)
Index 1-2795 List **59.75**



Helbros . . . . the prestige watch
. . . . with *unbreakable mainspring* and
17 Lifetime Ruby Jewels

Guaranteed time pieces of unfailing accuracy . . . so wonderfully fashioned . . . so precisely engineered. Nationally famous Helbros . . . leader in style and timekeeping for over 40 years.

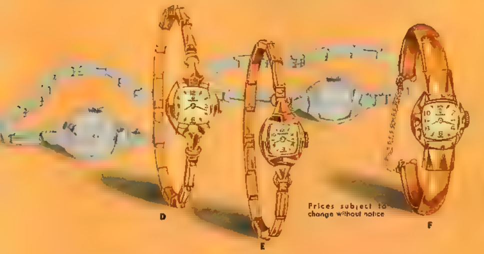


[A] **JULIETTE.** Brightly different! The gay sophistication of a trimly tiny watch sparkles from a gold-filled, radiantly engraved "Sunburst" pattern bracelet! Case is fashioned entirely of yellow rolled gold plate. Sure lock bracelet clasp. 17 jewel movement.
No. 8J-6714 (22022E)
Index 1-3495 List **71.50**

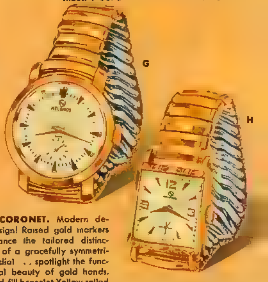
[B] **LORELEI.** A smoothly functional lady's timepiece that is water, dust, and shock-resistant 17 jewel movement. Chrome case backed by polished stainless steel Sweep second. Anti-magnetic. Radium dial, hands. Leather strap.
No. 8J-6715 (16288)
Index 1-2345 List **39.75**

[C] **MERMAID.** Action-packed . . . and lovely Split-second accuracy in a water resistant, shock-resistant, dust resistant, anti-magnetic leather strapped lovely. Sweep second, radium hands and dial. Yellow rolled gold plate.
No. 8J-6716 (16280)
Index 1-3075 List **57.50**

nationally advertised Helbros
the gift of a lifetime . . . for a lifetime of service



Prices subject to change without notice



[D] **MADAME.** Fashion-wise styling in a sleekly sculptured watch of shining-pure 14K yellow gold! Smartly distinctive dial with gracefully slim hands and diamond-shaped hour markers. Exquisitely crafted expansion bracelet. 17 jewel movement.
8J-6717 (22454)
Index 1-3215 List **59.75**

MADAME W. 14K white gold
8J-6718 (22454W)
Index 1-3215 List **59.75**

[E] **ROXANNE.** Glittering luxury in a fabulously lovely 17 jewel watch! The enchantingly streamlined expansion bracelet accents the chic smartness of a delightfully fashioned dial. Rich 14K yellow gold case sheathes a reliable 17 jewel movement.
8J-6719 (31464)
Index 1-3495 List **71.50**

Roxanne W. 14K white gold.
8J-6720 (31464W)
Index 1-3495 List **71.50**

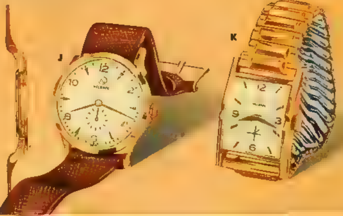
[F] **LOUISA.** The clean simplicity of styling and the lustrous splendor of the metal make this gold-filled bracelet the perfect setting for a charmingly feminine, thoroughly dependable 17 jewel watch. Yellow rolled gold plate case with Durite back. Ultra-modern dial.
8J-6721 (22950)
Index 1-2935 List **59.75**

[G] **CORONET.** Modern design! Raised gold markers enhance the tailored distinction of a gracefully symmetrical dial . . spotlight the functional beauty of gold hands. Gold-fill bracelet Yellow rolled gold plate case, Durite back. 17 jewels.
8J-6722 (51880)
Index 1-3375 List **71.50**

Retail Prices Include Existing Federal Taxes

[H] **SOMERSET.** Diamond bright, crystal protects the glittering gold of hands and raised hour markers of this watch . . . dramatizes the rich good looks of a handsomely fashioned dial. Yellow gold filled case. Rugged expansion bracelet 17 jewels.
8J-6723 (65752)
Index 1-3915 List **79.50**

[J] **WARWICK.** The handsome splendor of an aristocratic wafer-thin case in luxurious 14K yellow gold conceals the sure timeworthiness of a dependable, split-second accurate 17 jewel movement Hands and raised numerals are also golden Leather strap.
8J-6724 (72034)
Index 1-4895 **100.00**

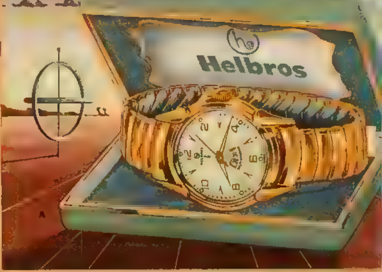


[K] **WINDSOR.** Sleek simplicity is the keynote of distinction in this watch. Pyramid-style crystal sparkles brightly in contrast to the soft-luster of a solid 14K yellow gold case. Raised gold markers. Expansion bracelet. 17 jewel movement.
8J-6725 (72414)
Index 1-6475 **115.00**

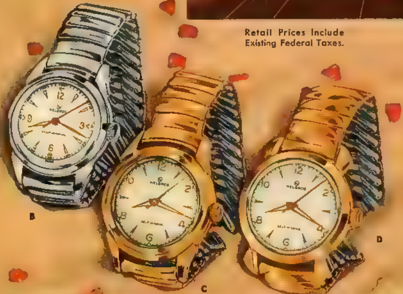
Helbros

truly engineered *self-winding* automatic watches with *17 Lifetime Ruby Jewels*

winds itself as you wear it! Purely and simply out of this world . . . the engineering genius, careful craftsmanship, and design skill that goes into the precision production of critically accurate timepieces by Helbros . . . fully guaranteed watches with lifetime mainsprings that won't break ever!



Retail Prices Include Existing Federal Taxes.



B **ARIES.** Winds itself as you wear it! Smart expansion bracelet matches chrome-top, stainless steel back case. Waterproof*, shock-resistant, anti-magnetic movement of 17 Lifetime ruby jewel bearings. Radium hands and dial. Precision-accurate sweep second hand.
8J-6687 (69658)
Index 1-3195 List **59.75**

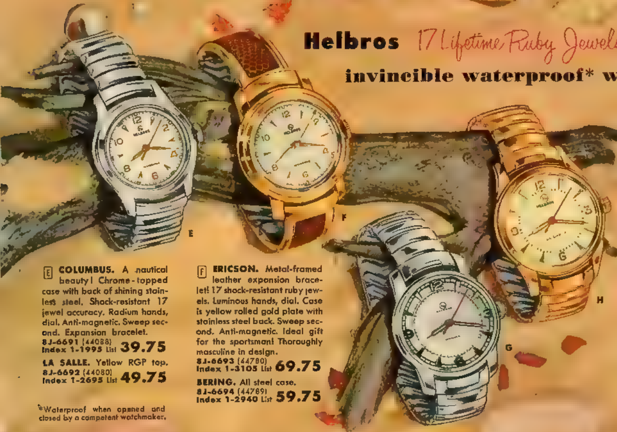
C **SCORPION.** Self-winding 17 jewel movement. Yellow rolled gold plate case, stainless steel back. Expansion bracelet. Radium hands, dial. Waterproof*, shock-resistant, anti-magnetic. Full sweep second hand.
8J-6688 (69580)
Index 1-3775 List **79.50**

A **APOLLO.** Indicator shows reserve power! Self-winding, 17 jewels, waterproof* and shock-resistant movement. Yellow rolled gold plate case, stainless steel back. Radium hands, dial. Expansion bracelet. Full sweep second hand. Anti-magnetic protection.
8J-6686 (69980)
Index 1-4475 List **87.50**

D **CAPRI.** Keeps perfect time without winding! Resists shock and magnetism! Waterproof* 17 jewel action cased in yellow rolled gold plate. Gleaming expansion bracelet! Radium hands, dial for easy night time-telling. Stainless steel back. Sweep second hand.
8J-6689 (69690)
Index 1-3925 List **79.50**

SATURN. Mirror polished stainless steel case.
8J-6690 (69699)
Index 1-3645 List **79.50**

Helbros *17 Lifetime Ruby Jewels* invincible waterproof* watches



E **COLUMBUS.** A nautical beauty! Chrome-topped case with back of shining stainless steel. Shock-resistant 17 jewel accuracy. Radium hands, dial. Anti-magnetic. Sweep second. Expansion bracelet.
8J-6691 (44088)
Index 1-1995 List **39.75**

LA SALLE. Yellow RGP top.
8J-6692 (44080)
Index 1-2695 List **49.75**

*Waterproof when opened and closed by a competent watchmaker.

F **ERICSON.** Metal-framed leather expansion bracelet! 17 shock-resistant ruby jewels. Luminous hands, dial. Case is yellow rolled gold plate with stainless steel back. Sweep second. Anti-magnetic. Ideal gift for the sportsman! Thoroughly masculine in design.
8J-6693 (44780)
Index 1-3105 List **69.75**

BERING. All steel case.
8J-6694 (44789)
Index 1-2940 List **59.75**

G **DRAKE.** Raised hour emblems spangle a distinctive white dial. Sweep second for timing precision. Chrome-topped case with stainless steel back. Radium hands, dial. 17 jewel shock-resistant movement. Ruggedly good-looking expansion bracelet
8J-6695 (44888)
Index 1-2660 List **49.75**

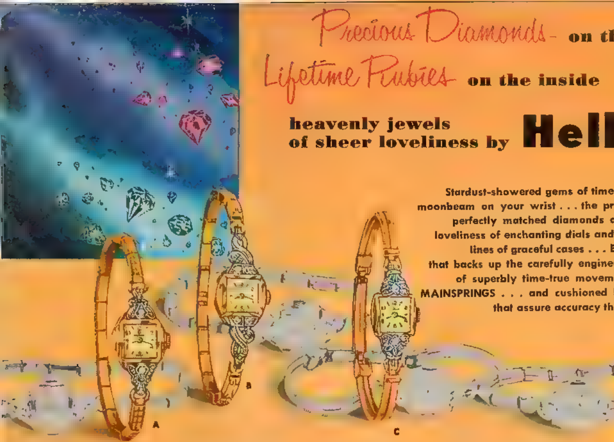
DRAKE B. Black dial. Specify.
8J-6696 (44888)
Index 1-2660 List **49.75**

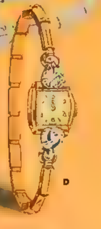
H **CARTIER.** Futuristic! Dial emblazoned with raised hour markers of triumphant modern design! Case of yellow rolled gold plate backed by mirror-bright stainless steel houses a shock-resistant 17 jewel movement. Radium hands, dial. Sweep second. Anti-magnetic.
8J-6697 (44890)
Index 1-3355 List **71.50**

Precious Diamonds - on the outside
Lifetime Rubies on the inside

heavenly jewels of sheer loveliness by Helbros

Stardust-showered gems of time weigh lightly as a moonbeam on your wrist . . . the prestige of precious, perfectly matched diamonds accents the shining loveliness of enchanting dials and the fashion-aware lines of graceful cases . . . Excellence of design that backs up the carefully engineered craftsmanship of superbly time-true movements . . . LIFETIME MAINSPRINGS . . . and cushioned balance staffs . . . that assure accuracy throughout the years.





[A] **MICHELLE.** Feminine daintiness in a sturdy Durite backed case of yellow rolled gold plate sparked by the flashing enchantment of 2 striking diamonds! 17 jewel, meticulously accurate movement. Stunning expansion bracelet. A gem of a watch!
8J-6698 (22626)
Index 1-3225 List **71.50**

MICHELLE W. White RGP.
8J-6699 (22626/W)
Index 1-3225 List **71.50**

[B] **ROSEMARY.** 4 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate! With Durite back. Reliable movement whispers smoothly on 17 Lifetime Ruby jewel bearings. Delicately feminine expansion bracelet.
8J-6700 (22316/4)
Index 1-3495 List **79.50**

ROSEMARY W. White RGP.
8J-6701 (22316/W4)
Index 1-3495 List **79.50**

[C] **MARIE.** As lovely as the song! Smartly sophisticated case of 14K yellow gold is studded with 2 blazingly bewitching diamonds . . . matched by a charmingly different expansion bracelet of 2 strand fashioning. 17 jewel movement for date-keeping accuracy.
8J-6702 (30547/2)
Index 1-5195 List **97.50**

MARIE W. 14K white gold case.
8J-6703 (30547/W2)
Index 1-5195 List **97.50**

[D] **DU BARRY.** The luxurious elegance of this enchanting timepiece is enhanced by the glint of 6 brilliant diamonds in a 14K yellow gold case! Divinely fashioned expansion bracelet. Dependable 17 jewel movement. To warm the heart of any lass!
8J-6704 (30367/6)
Index 1-6295 **125.00**

DU BARRY W. 14K white gold case.
8J-6705 (30367/W6)
Index 1-6295 **125.00**

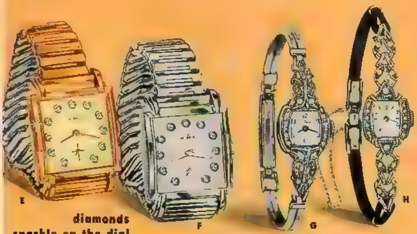
14 KARAT GOLD WATCHES

[J] **VOGUE.** A simply styled, fabulously beautiful timepiece that's as dependably accurate as it is charmingly feminine! The 14K yellow gold case frames a diminutive dial of striking elegance . . . harmonizes with a 2 strand safety clasp bracelet. 17 jewels.
8J-6710 (30524)
Index 1-4245 List **87.50**

VOGUE W. 14K White gold.
8J-6711 (30524/W)
Index 1-4245 List **87.50**

[K] **REGINA.** The glamorous styling of an enchanting bracelet of 14K yellow gold strikes a note of distinction to match the sleek luxury of a miniature gem of a 14K yellow gold case! Superbly accurate 17 jewel movement. Delightfully delicate dial.
8J-6712 (30224)
Index 1-6300 **125.00**

REGINA W. 14K White gold.
8J-6713 (30224/W)
Index 1-6300 **125.00**



diamonds sparkle on the dial

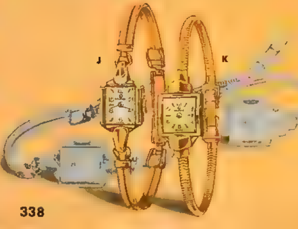
[E] **ESSEX.** The dazzling splendor of 11 diamonds distinguish the severely smart dial of this spectacular watch! Richly styled yellow gold filled case. Handsomely crafted, comfortable expansion bracelet. 17 jewel movement
8J-6706 (50316/11)
Index 1-6300 **137.50**

[F] **ESSEX W.** Same as above but in white gold filled.
8J-6707 (50316/W11)
Index 1-6300 **137.50**

. . . shimmering loveliness aflame with lights

[G] **CHRISTINE.** Superbly fashioned 2 strand bracelet is styled to set off the bright loveliness of 16 regally magnificent diamonds! Tiny, trimly tailored case is of smoothly gleaming, solid 14K white gold. Precision-crafted 17 jewel movement.
8J-6708 (22857/16)
Index 1-9450 **195.00**

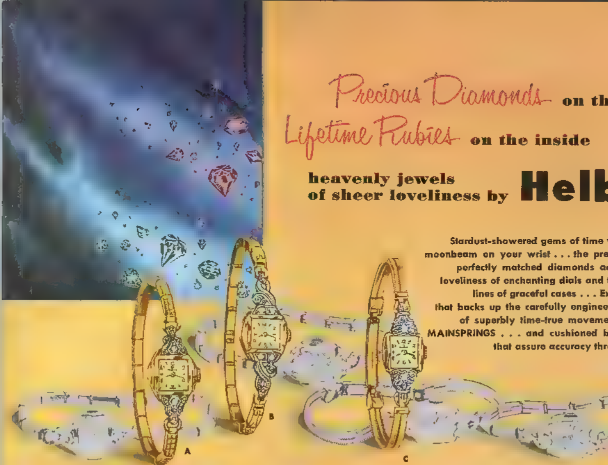
[H] **VICTORIA.** Dramatically emphasizing the blazing brilliance of 20 diamonds is a black silk cord bracelet of stark simplicity! Gracefully slim hands, artfully drawn numerals accentuate minute grandeur of the dial. 17 jewels. 14K white gold case.
8J-6709 (30397/20)
Index 1-13750 **250.00**

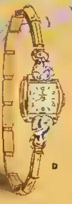


Precious Diamonds on the outside *Lifetime Rubies* on the inside

heavenly jewels of sheer loveliness by Helbros

Stardust-showered gems of time weigh lightly as a moonbeam on your wrist . . . the prestige of precious, perfectly matched diamonds accents the shining loveliness of enchanting dials and the fashion-aware lines of graceful cases . . . Excellence of design that backs up the carefully engineered craftsmanship of superbly time-true movements . . . LIFETIME MAINSPRINGS . . . and cushioned balance staffs . . . that assure accuracy throughout the years.





[A] **MICHELLE.** Feminine daintiness in a sturdy Durite backed case of yellow rolled gold plate sparked by the flashing enchantment of 2 striking diamonds! 17 jewel, meticulously accurate movement. Stunning expansion bracelet A gem of a watch!
22626H3225....Retail $71.50

MICHELLE W. White RGP.
22626WH3225..Retail $71.50

[B] **ROSEMARY.** 4 scintillating diamonds adorn the gracefully slender case of yellow rolled gold plate! With Durite back. Reliable movement whispers smoothly on 17 Lifetime Ruby jewel bearings. Delicately feminine expansion bracelet.
22316H3495....Retail $79.50

ROSEMARY W. White RGP.
22316WH3495..Retail $79.50

[C] **MARIE.** As lovely as the song! Smartly sophisticated case of 14K yellow gold is studded with 2 blazingly bewitching diamonds . . . matched by a charmingly different expansion bracelet of 2 strand fashioning. 17 jewel movement for date-keeping accuracy.
30547H5195....Retail $97.50

MARIE W. 14K white gold case.
30547WH5195..Retail $97.50

[D] **DU BARRY.** The luxurious elegance of this enchanting timepiece is enhanced by the glint of 6 brilliant diamonds in a 14K yellow gold case! Divinely fashioned expansion bracelet Dependable 17 jewel movement. To warm the heart of any lass!
30367H6295..Retail $125.00

DU BARRY W. 14K white gold case.
30367WH6295.Retail $125.00

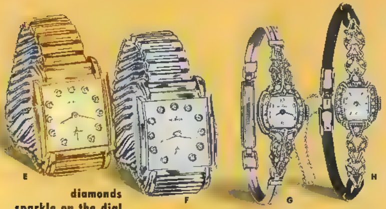
14 KARAT GOLD WATCHES

[J] **VOGUE.** A simply styled, fabulously beautiful timepiece that's as dependably accurate as it is charmingly feminine! The 14K yellow gold case frames a diminutive dial of striking elegance . . . harmonizes with a 2 strand safety clasp bracelet 17 jewels.
30524H4245...Retail $87.50

VOGUE W. 14K White gold.
30524WH4245.Retail $87.50

[K] **REGINA.** The glamorous styling of an enchanting bracelet of 14K yellow gold strikes a note of distinction to match the sleek luxury of a miniature gem of a 14K yellow gold case! Superbly accurate 17 jewel movement. Delightfully delicate dial.
30224H6300..Retail $125.00

REGINA W. 14K White gold.
30224WH6300..Rtl. $125.00



diamonds sparkle on the dial

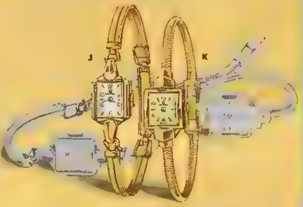
[E] **ESSEX.** The dazzling splendor of 11 diamonds distinguish the severely smart dial of this spectacular watch! Richly styled yellow gold filled case. Handsomely crafted, comfortable expansion bracelet. 17 jewel movement.
50316/11H6300..Rtl. $137.50

[F] **ESSEX W.** Same as above but in white gold filled.
50316W/11H6300 Rtl. $137.50

...shimmering loveliness aflame with lights

[G] **CHRISTINE.** Superbly fashioned 2 strand bracelet is styled to set off the bright loveliness of 16 regally magnificent diamonds! Tiny, trimly tailored case is of smoothly gleaming, solid 14K white gold. Precision-crafted 17 jewel movement.
22857WH9450...Rtl. $195.00

[H] **VICTORIA.** Dramatically emphasizing the blazing brilliance of 20 diamonds is a black silk cord bracelet of stark simplicity! Gracefully slim hands, artfully drawn numerals accentuate minute grandeur of the dial. 17 jewels. 14K white gold case.
30397WH13750 Rtl. $250.00



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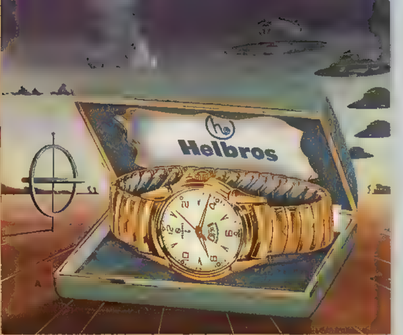
17 Lifetime Ruby Jewels

winds itself as you wear it! Purely and simply out of this world . . . the engineering genius, careful craftsmanship, and design skill that goes into the precision production of critically accurate timepieces by Helbros . . . fully guaranteed watches with lifetime mainsprings that won't break ever!



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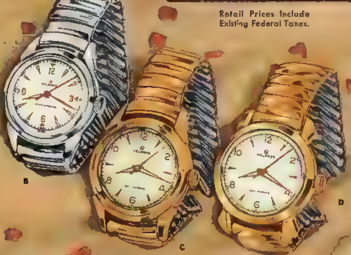

B **ARIES.** Winds itself as you wear it! Smart expansion bracelet matches chrome-top, stainless steel back case. Waterproof*, shock-resistant, anti-magnetic movement of 17 Lifetime ruby jewel bearings. Radium hands and dial. Precision-accurate sweep second hand.
69658H3195....Retail $59.75

C **SCORPION.** Self-winding 17 jewel movement. Yellow rolled gold plate case, stainless steel back. Expansion bracelet. Radium hands, dial. Waterproof*, shock-resistant, anti-magnetic. Full sweep second hand.
69580H3775...Retail $79.50

A **APOLLO.** Indicator shows reserve power! Self-winding, 17 jewels, waterproof* and shock-resistant movement. Yellow rolled gold plate case, stainless steel back. Radium hands, dial. Expansion bracelet. Full sweep second hand. Anti-magnetic protection.
69980H4475 .Retail $87.50

D **CAPRI.** Keeps perfect time without winding! Resists shock and magnetism! Waterproof* 17 jewel action cased in yellow rolled gold plate. Gleaming expansion bracelet. Radium hands, dial for easy night time-telling. Stainless steel back. Sweep second hand
69690H3925.. Retail $79.50

SATURN. Mirror polished stainless steel case.
69699H3645...Retail $79.50

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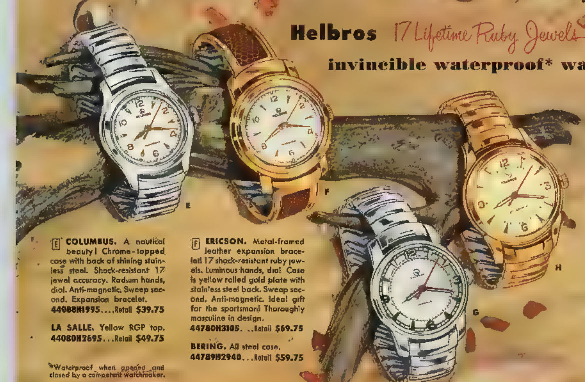
invincible waterproof* watches



E **COLUMBUS.** A nautical beauty! Chrome-topped case with back of shining stainless steel. Shock-resistant 17 jewel accuracy. Radium hands, dial. Anti-magnetic. Sweep second. Expansion bracelet.
44088H1995....Retail $39.75

LA SALLE. Yellow RGP top.
44080H2695...Retail $49.75

*Waterproof when opened and closed by a competent watchmaker.

F **ERICSON.** Metal-framed leather expansion bracelet! 17 shock-resistant ruby jewels. Luminous hands, dial. Case is yellow rolled gold plate with stainless steel back. Sweep second. Anti-magnetic. Ideal gift for the sportsman! Thoroughly masculine in design.
44780H3105. ..Retail $69.75

BERING. All steel case.
44789H2940...Retail $59.75

G **DRAKE.** Raised hour emblems spangle a distinctive white dial. Sweep second for timing precision. Chrome-topped case with stainless steel back. Radium hands, dial. 17 jewel shock-resistant movement. Ruggedly good-looking expansion bracelet
44888H2660. .Retail $49.75

DRAKE B. Black dial.
44888H2660.. Retail $49.75

H **CARTIER.** Futuristic! Dial emblazoned with raised hour markers of triumphant modern design! Case of yellow rolled gold plate backed by mirror-bright stainless steel houses a shock-resistant 17 jewel movement. Radium hands, dial. Sweep second. Anti-magnetic.
44890H3355....Retail $71.50

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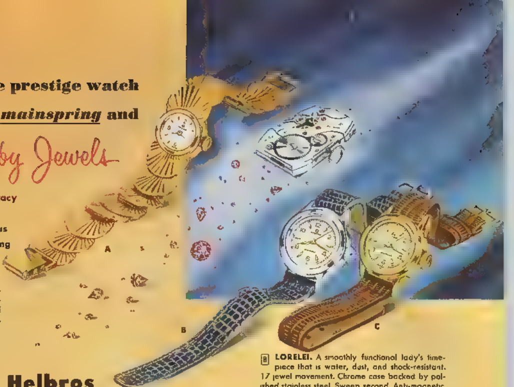

[A] **JULIETTE.** Brightly different! The gay sophistication of a trimly tiny watch sparkles from a gold-filled, radiantly engraved "Sunburst" pattern bracelet! Case is fashioned entirely of yellow rolled gold plate. Sure lock bracelet clasp. 17 jewel movement
22022EH3495 . .. .Retail **$71.50**

[B] **LORELEI.** A smoothly functional lady's timepiece that is water, dust, and shock-resistant. 17 jewel movement. Chrome case backed by polished stainless steel. Sweep second. Anti-magnetic. Radium dial, hands. Leather strap.
16288H2345 ....Retail **$39.75**

[C] **MERMAID.** Action-packed ... and lovely. Split-second accuracy in a water resistant, shock-resistant, dust resistant, anti-magnetic leather strapped lovely. Sweep second, radium hands and dial. Yellow rolled gold plate.
16280H3075 ....Retail **$57.50**

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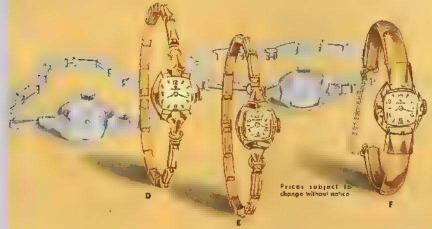

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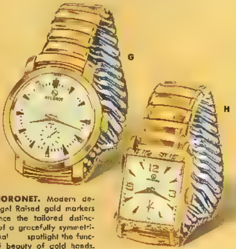


[D] **MADAME.** Fashion-wise styling in a sleekly sculptured watch of shining-pure 14K yellow gold! Smartly distinctive dial with gracefully slim hands and diamond-shaped hour markers. Exquisitely crafted expansion bracelet. 17 jewel movement
22454H3215.. Retail **$59.75**

MADAME W. 14K white gold.
22454WH3215..Retail **$59.75**

[E] **ROXANNE.** Glittering luxury in a fabulously lovely 17 jewel watch! The enchantingly streamlined expansion bracelet accents the chic smartness of a delightfully fashioned dial. Rich 14K yellow gold case sheathes a reliable 17 jewel movement.
31464H3495....Retail **$71.50**

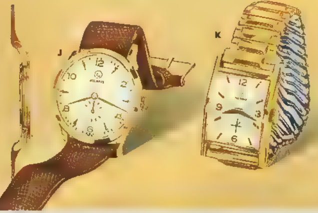
Roxanne W. 14K white gold.
31464WH3495..Retail **$71.50**

[F] **LOUISA.** The clean simplicity of styling and the lustrous splendor of the metal make this gold-filled bracelet the perfect setting for a charmingly feminine, thoroughly dependable 17 jewel watch. Yellow rolled gold plate case with Durite back. Ultra-modern dial
22950H2935. .Retail **$59.75**

[G] **CORONET.** Modern design! Raised gold markers enhance the tailored distinction of a gracefully symmetrical dial spotlight the functional beauty of gold hands. Gold-fill bracelet. Yellow rolled gold plate case, Durite back. 17 jewels.
51880H3375....Retail **$71.50**

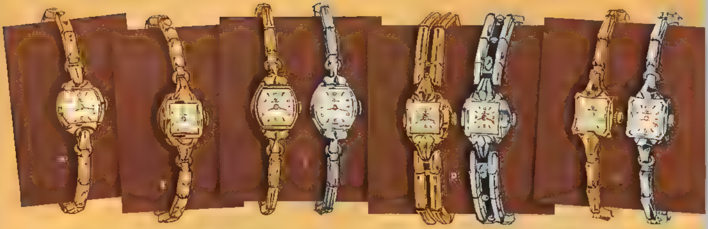
Retail Prices Include Existing Federal Taxes

[H] **SOMERSET.** Diamond bright, crystal protects the glittering gold of hands and raised hour markers of this watch ... dramatizes the rich good looks of a handsomely fashioned dial. Yellow gold filled case. Rugged expansion bracelet. 17 jewels.
65752H3915.. .Retail **$79.50**



[J] **WARWICK.** The handsome splendor of an aristocratic wafer-thin case in luxurious 14K yellow gold conceals the sure timeworthiness of a dependable, split-second accurate 17 jewel movement. Hands and raised numerals are also golden. Leather strap.
72034H4895..Retail **$100.00**

[K] **WINDSOR.** Sleek simplicity is the keynote of distinction in this watch. Pyramid-style crystal sparkles brightly in contrast to the soft-luster of a solid 14K yellow gold case. Raised gold markers. Expansion bracelet. 17 jewel movement.
72414H6475...Retail **$115.00**



[A] **RACHEL.** Smartly tailored expansion bracelet enhances the delicately feminine dial. Tiny dial features gracefully fashioned numerals and hands of glittering yellow gold. Accurately reliable 17 jewel movement Yellow rolled gold plate case, Durite back.
22150H2375....Retail **$39.75**

[B] **SARAH.** A wonderful watch that will "dress-up" your costume for any occasion! Dainty dial with slenderly lady-like hands and markers. A Durite back supports a lustrous case of yellow rolled gold plate. Fashion-wise expansion bracelet. 17 jewel movement.
22620H2515....Retail **$49.75**

[C] **JANE.** 17 Lifetime Ruby jewels serve as bearings to insure the lasting time-true accuracy of the precision-engineered movement. Exquisitely styled case brings out the loveliness of a chic dial. Case of yellow rolled gold plate, Durite back. Expansion bracelet
22370H2515....Retail **$49.75**

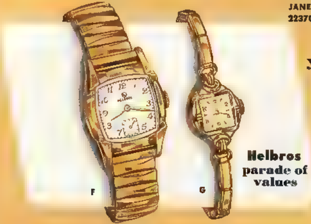
JANE W. White RGP case.
22370WH2515. Retail **$49.75**

[D] **JULIA.** The splendor of a stylishly modern 2-strand expansion bracelet brings out the striking loveliness of a tiny, square-hewn case and a delightfully different dial! 17 jewel Helbros movement for precision timekeeping. Case of yellow rolled gold plate, Durite back.
22790H2795...Retail **$59.75**

JULIA W. White RGP case.
22790WH2795. Retail **$59.75**

[E] **ALICE.** The gracefully fashioned loveliness of this enchantress of a watch is emphasized by a case which is formed entirely from lustrous yellow rolled gold plate. Beautiful expansion bracelet clips watch lightly but surely to your wrist. 17 jewel movement.
30312H3175. . Retail **$67.50**

ALICE W. White RGP case.
30312WH3175. Retail **$67.50**



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[F] **WOODROW.** A handsomely masculine watch that's perfect for dress wear . . . yet rugged enough to stand up to rough treatment. Sturdy and reliable 17 jewel movement is housed in a gleaming, Durite backed case of rich yellow rolled gold plate. Good-looking expansion bracelet.
41430H2065 ..... . .Retail **$33.75**

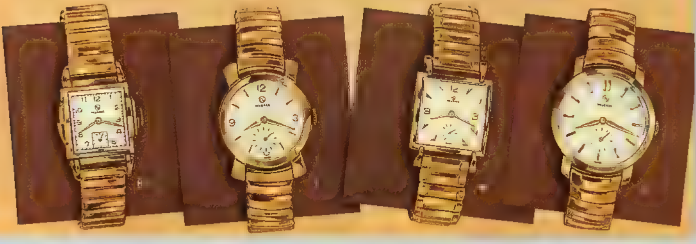
[G] **ELLEN.** The trim tailoring of a strikingly attractive expansion bracelet spotlights the dainty symmetry of a wonderfully artistic dial. Case of glittering yellow rolled gold plate with Durite back. Precision-engineered 17 jewel movement. So much of a watch for so low a price!
22310H2195.... ..... Retail **$33.75**

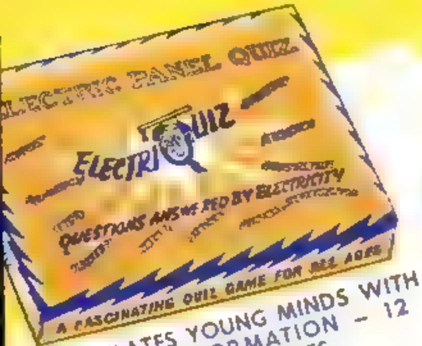
[H] **FRANKLIN.** Smartly symmetrical timepiece that is as accurate as it is elegant! Non-corrosive, won't-tarnish Durite backs a trimly handsome case of luxurious yellow rolled gold plate. Superb expansion bracelet. True-time telling 17 jewel movement
41540H2295 . . . . Retail **$39.75**

[J] **ZACHARY.** Round case of yellow rolled gold plate backed by non-corrosive Durite . . . houses a magnificent 17 jewel movement that will deliver years of timetelling accuracy. Dial with distinctive markers. Expansion bracelet
41830H2515. ....Retail **$49.75**

[K] **QUINCY.** A timepiece you'll be more than proud to own! A distinguished dial highlights the clean-lined simplicity of attractively different hour markers and slenderly functional hands. Case of yellow rolled gold plate with Durite back. 17 jewel movement
51420H2795..........Retail **$59.75**

[L] **ULYSSES.** Brilliantly fashioned "Sunburst" dial is the background for graceful hands and raised markers of resplendent gold! Gleaming case of yellow rolled gold plate and Durite back. Expansion bracelet. 17 jewel movement.
41840H2795..... . . Retail **$59.75**

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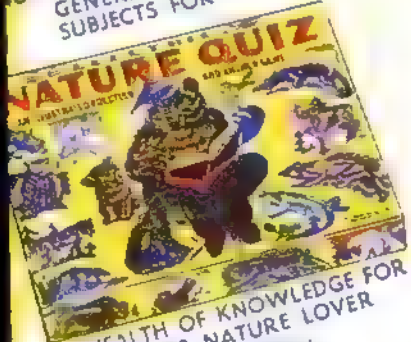
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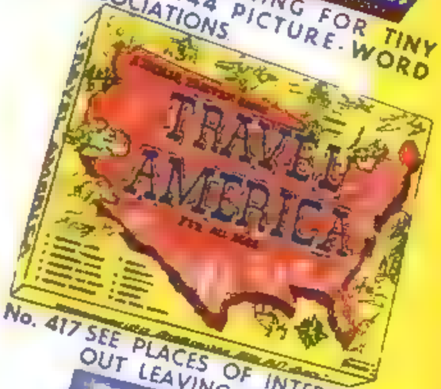
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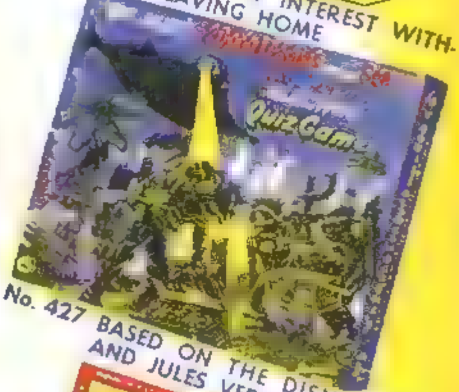

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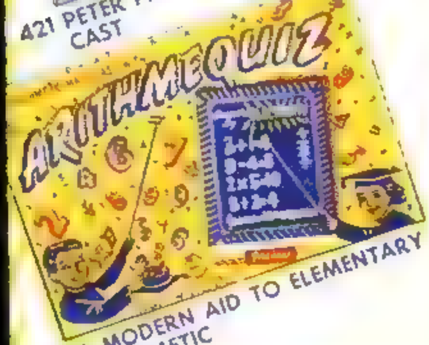
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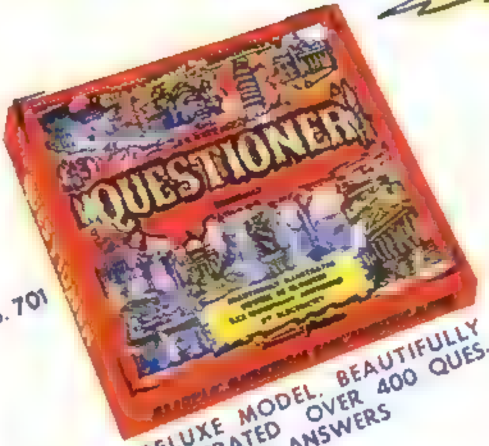
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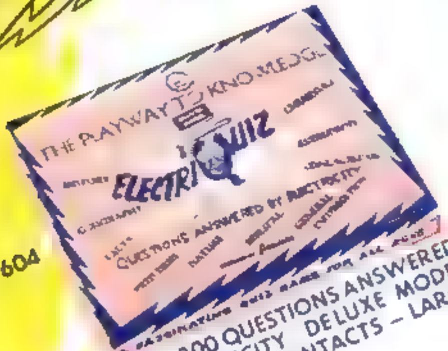
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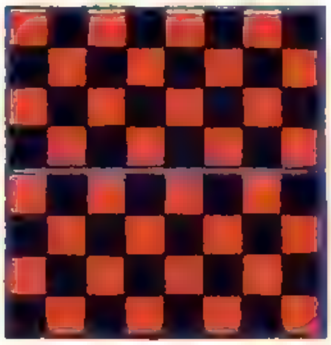

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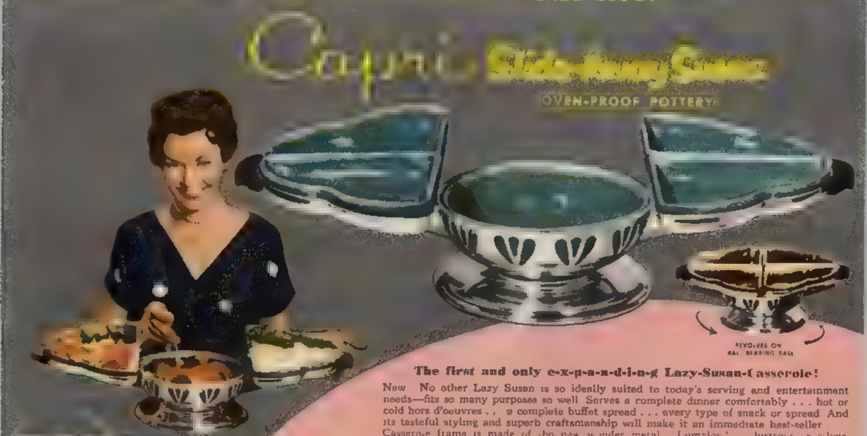

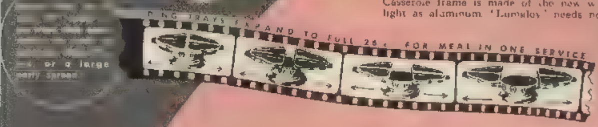
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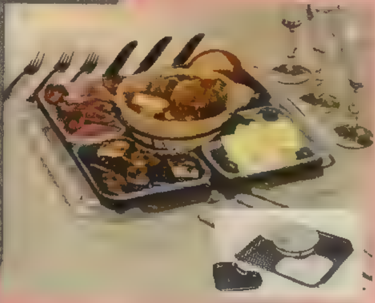

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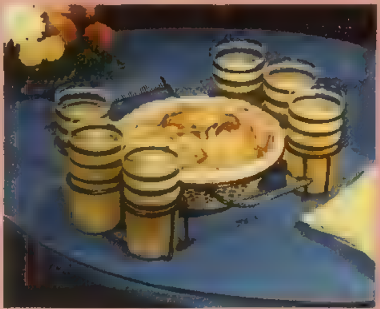
10H103X600	List $10.00



"DRINK 'N CHIP" SERVER. Serves drinks and snacks graciously. Large deep 9" round imported Madeira basket (removable 6 highball glasses with beautiful banded design to match black satin finish wrought iron handles with Pyrolace hand grips. Over all 15" diam. Indiv. boxed. *Pat. Pend* Wgt. 5 lbs.

- LARGE IMPORTED MADEIRA BASKET
- 6 STUNNING HIGHBALL GLASSES

10H104X360	List $6.00

*Prices slightly higher in some zones

Karoff
ORIGINAL

Guaranteed by Good Housekeeping

KAROFF ORIGINALS

ingenious *Giftware* for the gracious hostess with the Subtle Quality of *Elegance*

NATIONALLY ADVERTISED

...the expanding tray that revolutionized buffet serving

NOW LUXURIOUSLY RE-DESIGNED

- *NEW* 15% LARGER SERVING CAPACITY
- *NEW* MODERN DESIGN HANDLES
- *NEW* DEEPER FOOD WELLS
- *NEW* EXTRA THICK TRAYS

"DELUXE FOLD-AWAY" BUFFET. (U. S. Pat. No. D-166605) The gracious way to serve a generous buffet. Fine grained polished blond hardwood, 5 specious food wells, glass salt and peppers, 2 wood-covered glass relish dishes with spreaders. Needs no protective doilies. Easy to wash. Opens to 29", folds to 15". *Indiv. Packed.* Wgt. 6 lbs.

- BUFFET MEALS
- T.V. SNACKS
- HORS D'OEUVRES
- EXTRA DEEP FOOD WELLS

10H105X777 List $12.95

- STURDY BLACK WROUGHT-IRON LEGS—DETACHABLE FOR TABLE-TOP SERVING
- 6 SPECIALLY DECORATED HEAVY BOTTOM 12-OZ. BEVERAGE GLASSES FURNISHED
- MADEIRA BASKET FOR POTATO CHIPS AND PRETZELS.

As Table
As Tray

LEGS DETACH FOR TRAY SERVICE

BEER-TENDER THE PORTABLE PARLOR PUB. A unique table or tray for serving beer and tidbits together in a single portable and beautiful unit. Heavy hardboard tray lacquered in alcohol-resistant White or Chinese Red with pyrolace wrapped wrought iron handle. Wrought iron rack holds six 12-oz. bottles or cans. Complete with 6 decorated 12-oz. beer glasses which fit into tray top. Center well holds imported Madeira basket. Indiv. boxed Wgt. 9½ lbs.

10H106X780—Chinese Red List $13.00
10H107X780—White List $13.00

"SEA-SERVERS" COCKTAILS FOR 6. Serves sea-foods in natural setting. Refreshing, original new way to serve sea-food cocktails. 6 non-chip styrene shells in true-to-nature colors. Crystal sauce cups fit into base of shells. Gift boxed (Pat Pend.) Wgt 2¾ lbs.

- FOR SHRIMP COCKTAILS, LOBSTER SALAD, CRABMEATS, ETC.
- SMART TO SERVE, EASY TO WASH

[illegible] List $4.00

"MONTE CARLO" SNACK BAR. Deluxe all-in-one refreshment service. Beautiful polished hardwood tray has 4 deep food wells for canapes, meats, sandwiches, cheeses, other snacks. Glass rack holds 8 tumblers. Wood-covered glass bucket for ice cubes or potato chips, popcorn. Individ. Packed. *Pat. Pend* Wgt. 14 lbs

- 17½" UNIT REVOLVES ON HARDWOOD BASE
- 8 DECORATED TUMBLERS, COVERED ICE BUCKET

10H109X120 List $20.00

"CONTINENTAL" BREAKFASTER. Says "Good Morning" smartly, generously. Hardwood tray, 13" x 4¾" Handsome wrought iron handle with black and white pyrolace trim. Wrought iron rack holds 6 slices of toast 2 square dishes for spreads. Individ. packed *Pat Pend* Wgt. 3 lbs.

- SERVES CHEESES, JAMS AND OTHER SPREADS
- EASY-TO-CLEAN POLISHED HARDWOOD TRAY

10H110X300 List $5.00

*Prices slightly higher in some zones

Printed in U S A

KAROFF ORIGINALS

ingenious Giftware for the gracious hostess with the Subtle Quality of Elegance

Karoff ORIGINAL

Guaranteed by Good Housekeeping

NATIONALLY ADVERTISED

FOR BEACH
FOR PICNIC
FOR KNITTING
INFANTS CARRY-ALL

“HANDY-ANNIE” CARRY-ALL BAG. Serves 101 uses. Fashioned of durable, washable vinyl fabric in assorted colorful patterns. Large bag is charmingly bow-tied to wrought-iron folding frame-stand. Handles wrapped in black and white pyrolace. Extra carryall bag has 2 extra side pockets, one is fully zippered for personal effects. Wgt. 2½ lbs.

10H118X240	List $4.00

“SERV-MOBILE” HOSTESS TRAY rolls smoothly across the table on hardwood wheels! 17" x 12" hardwood tray has 2 center sections for cheeses, spreads, etc. 2 transparent Styrene covers which fit into air-tight grooves — 2 crystal dishes for jams, jellies, olives, etc. — a hardwood covered crystal relish jar and spreader. Also a large well for sliced meats, salads, etc. and a pair of crystal salt and peppers. Hardwood handles for easy carrying. Wgt. 7 lbs.

10H119X600	List $10.00

“REVOLVING” SEWING WHEEL. For new sewing ease and convenience. Turns like a lazy susan. Clear, see-through polystyrene. Cover embossed with floral pattern in pink or blue. Turntable base 2-Tone silk pin cushion. Indiv. packed. *Reg. U. S. Pat. Off.* Wgt. 2 lbs.

- FITTED WITH 16 SPOOLS QUALITY THREAD IN POPULAR COLORS
- FEEDS AND CUTS THREAD WITHOUT REMOVING SPOOLS
- ROOMY WORK BASKET FOR STORING WORK AND ACCESSORIES

10H121X240—Pink	List $4.00
10H122X240—Blue	List $4.00

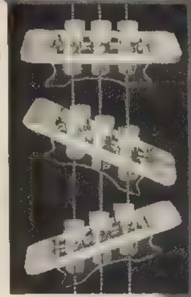
“KANT-SPILL” DRINK ’N SNACK SERVER

Ingeniously keeps glasses always vertical. Swinging brass plated wire baskets hold glasses *erect* regardless of direction of tilt of tray. 6 frosted highball glasses decorated with gay white and black exclusive pattern. Generous size food wells. Natural blonde hardwood 21½" long, 11½" wide. Individ. boxed. (U. S. Pat. No. D-169,759) Wgt. 9 lbs.

- SWINGING BASKETS KEEP GLASSES VERTICAL
- SWINGING ARMS KEEP GLASSES VERTICAL
- GLASSES CAN’T SPILL REGARDLESS OF TILT OF TRAY

10H120X780	List $13.00

GLASSES CAN’T SPILL
REGARDLESS OF TILT OF TRAY



Trays fan out at the flick of the wrist

“CATALINA” FAN TRAY. Novel “conversation-piece” service. A pleasing, original party service. 5 leaf-shaped trays fan out at a flick of the handle to provide ample space for serving fruits, candy, hors d’oeuvres, etc. Natural hardwood finish, washes easily. Bright brass handle. Individ. boxed. *Pat. Pend.* Wgt. 6 lbs.

- SURPRISINGLY LARGE CAPACITY
- COMPACT IN USE AND STORAGE

10H123X720	List $12.00

*Prices slightly higher in some zones

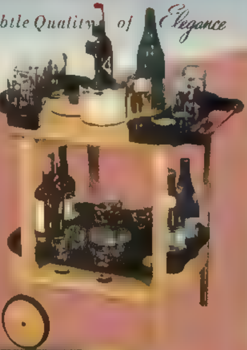
Karoff ORIGINAL

Guaranteed by Good Housekeeping

NATIONALLY ADVERTISED

KAROFF ORIGINALS

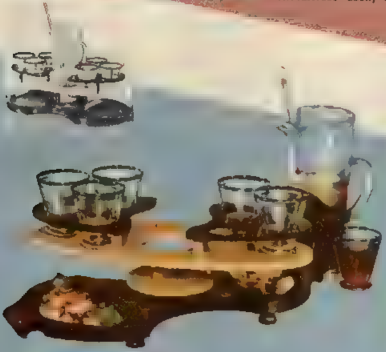
ingenious Giftware for the gracious hostess with the Subtle Quality of Elegance



"Piccadilly" ROLL-AWAY BAR. Convenient, deluxe *bar on wheels!* A "conversation piece" at a modest price. Fitted with 8 highball and 8 cocktail glasses, all with original colorful design. All glasses rest on double cut-out platforms. Large crystal ice bucket with wood cover. Cut-outs also provided for 6 liquor or large soda or ginger ale bottles. Heavy hardwood construction with curved wood legs, rubber tired wheels and attractive pyrolace wrapped handle. In two-tone combinations — walnut and blond or ebony and blond. Wgt. 29 lbs.

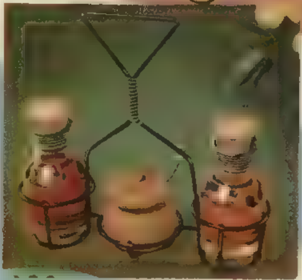
- SERVES IN STYLE ANYWHERE INDOORS OR OUTDOORS
- COMPLETELY EQUIPPED WITH 8 HIGHBALL AND 8 COCKTAIL GLASSES, AND WOOD COVERED ICE BUCKET

10H111X1800—Walnut & Blond	List $30.00
10H112X1800—Ebony & Blond	List $30.00



"Carousel" COCKTAIL CADDY. New idea in cocktail serving! Tall, slim hand-blown pitcher with long crystal muddler, and 6 platinum banded cocktail glasses. Entire set nests in blond rotating platform which rests on a mahogany base. 2 deep wells for snacks, hors d'oeuvres etc. Wgt. 8¼ lbs.

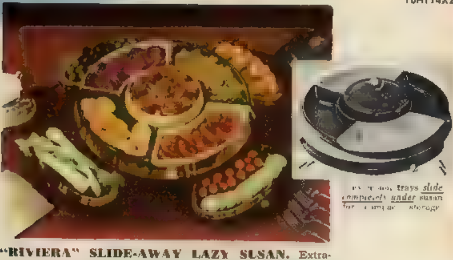
10H113X720 List $12.00



- ATTRACTIVE DESIGN.
- FOR BUFFETS. PARTIES, ETC.

"3-SEASONS" CRUET SET. Modern way to serve seasonings. Holder crafted from black satin finished wrought iron with black and white Pyrolace decoration to match banding on Oil and Vinegar decanters with hardwood covers. Crystal relish jar with wood cover, and muddler. Indiv. boxed. *Pat. Pend.* Wgt. 2 lbs.

10H114X240 List $4.00



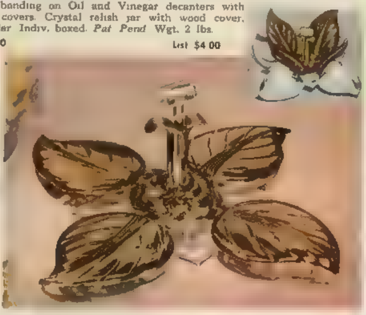
[illegible] trays *slide completely under* susan for compact storage

"RIVIERA" SLIDE-AWAY LAZY SUSAN. Extra-size complete party service. Heavy two-tone natural mahogany hardwood tray fitted with 4 large ceramic dishes and center covered casserole, in 2-color combination — forest green and chartreuse. Four sliding hardwood trays provide extra serving space. Opens to 24½", closes to 16". Revolves on ball-bearing wood base. Indiv. boxed. *Pat. Pend.* Wgt. 18½ lbs.

- FOR BUFFET MEALS, HORS D'OEUVRES
- CLOSES COMPACTLY FOR EASY STORAGE

10H115X1350 List $22.50

Entire contents copyright 1954



"TRAYMASTER" DELUXE. In luxurious gold or silver plate. A serving piece modern hostesses use day after day. The famed Traymaster DeLuxe is a gracefully decorative display piece ... a functional server. 10" x 10" Styrene tray is heavily metalized in non-tarnishing gold or silver plate. Individ. packed. *Reg. U. S. Pat. Off.* Wgt. 2 lbs.

- FINGERTIP BAR RAISES OR LOWERS LEAVES
- PERFECT FOR TIDBITS, CANDIES, HORS D'OEUVRES

10H116X300—Silver	List $5.00
10H117X300—Gold	List $5.00

*Prices slightly higher in some zone

Our success in building sales in the miniature doll field is history in the industry.

By living up to our slogan:

*"For the Tops in Toys
designed and priced exclusively
for the retail trade"*

We have protected not only price and profit for our customers — but also selected the channels of distribution.

In presenting Ginger to our many friends this protective policy will prevail.

Kathryn Kay, Inc.

PERMANENT SHOWROOM
ROOM 808 — 200 FIFTH AVE., NEW YORK 10, N. Y.
AT THE TOY FAIR: ROOM 1263, HOTEL NEW YORKER

Ginger

THE FIRST 8″ DOLL WITH A FULL STITCHED FOUNDATION SARAN WIG IN BOTH PIGTAIL AND CURL

"FASHIONS FOR Ginger"

48 of the most glamorous and luxurious styles ever designed for an 8″ doll ranging in price from $1.00 to $3.98 retail.

ACCESSORIES GALORE

All outfits individually boxed and you'll love the packaging and color scheme prevailing throughout.

Write-wire-or phone us collect to
be the first in your city to present
The Darling of the Doll World . . .

Ginger

Kathryn Kay, Inc.

PERMANENT SHOWROOM
ROOM 808 — 200 FIFTH AVE., NEW YORK 10, N. Y.
AT THE TOY FAIR: ROOM 1263, HOTEL NEW YORKER

YOU CAN'T BUY ME FOR A MILLION DOLLARS BUT YOU CAN BUY MY FAVORITE DOLL Ginger TO RETAIL FOR $1.59 In Panties-Shoes-Socks
Ginger
WALKS and her moving eyes have EYELASHES
photographed by
Tony de Besi

Presenting

Ginger

The darling of the doll world...

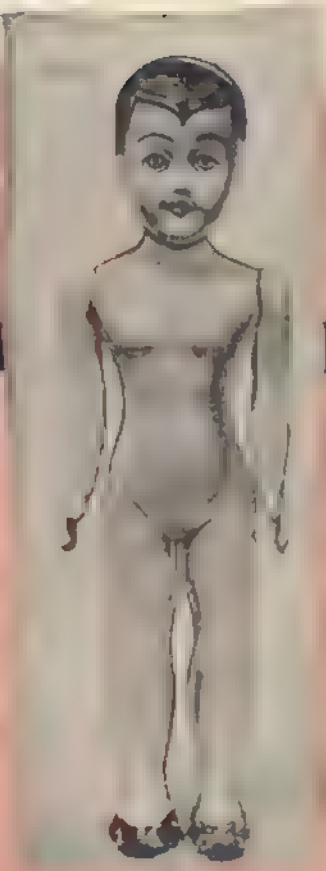
Manufactured by **COSMOPOLITAN DOLL & TOY CORPORATION**

Sole Sales Representatives

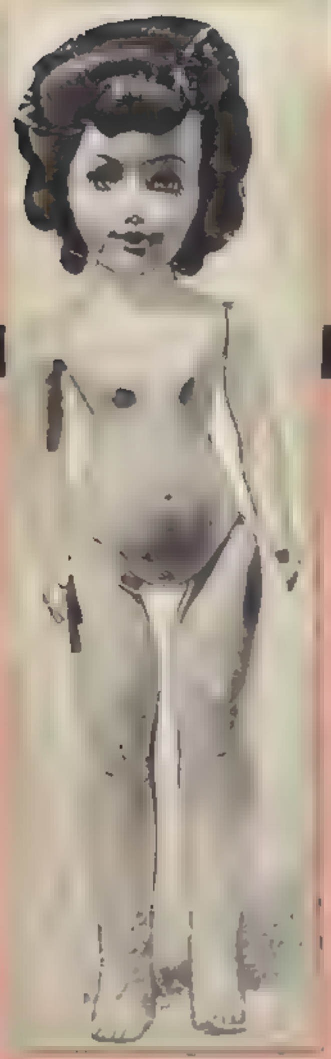
Kathryn Kay, Inc.

PERMANENT SHOWROOM
ROOM 808 — 200 FIFTH AVE., NEW YORK 10, N. Y.

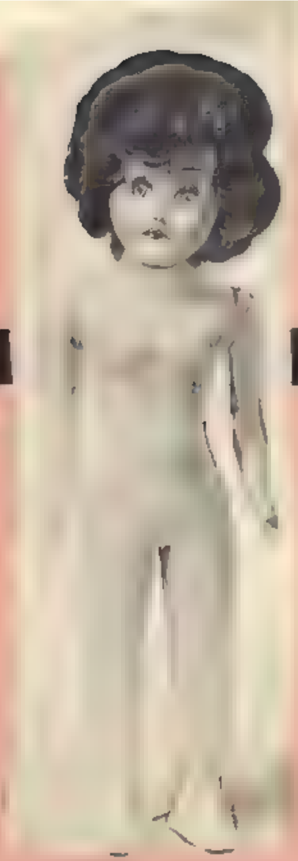
AT THE TOY FAIR: ROOM 1263, HOTEL NEW YORKER



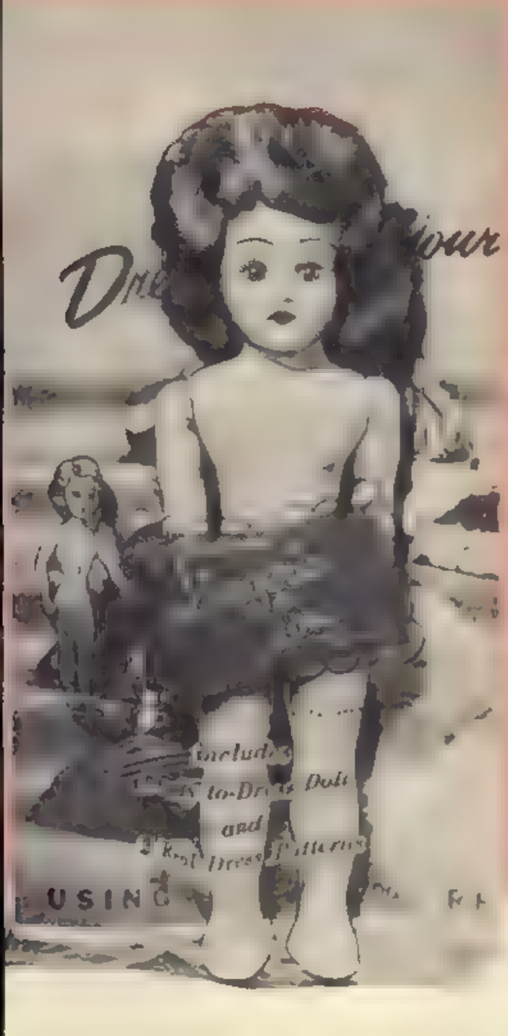
#75B—7½" moving eye Virgin Acetate ready to dress BOY doll with black painted wig, movable head and arms, packaged in a heat-sealed cellophane envelope. 6 doz.—11 lbs.



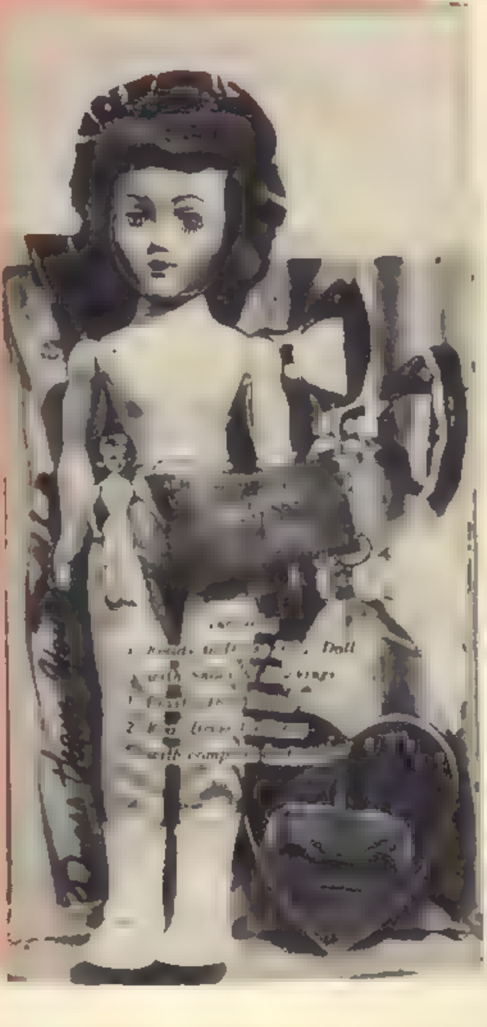
#LL20—An 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head, arms and legs, packaged in a heat-sealed cellophane envelope. 4 doz. — 18 lbs.



#75—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head and arms, packaged in a heat-sealed cellophane envelope. 6 doz. — 11 lbs.



#85 — 7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat-sealed cellophane envelope, printed in two colors.
6 doz. wt. 14 lbs.



#LL22 — An 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head, arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions, 16 page color book showing dolls in full color, and special plastic doll stand, packaged in a heat-sealed cellophane envelope.
3 doz. wt. 19 lbs.

Pony, Curls or Pigtails
which you can
WASH — COMB — BRUSH or CURL

DOLL BODIES, Inc.

Factory: 53-55 Prince Street, New York 12, N. Y.

The SELLING Combination for '55

18" tall

Mary-Lu DRESSES 89¢

89¢
Retail

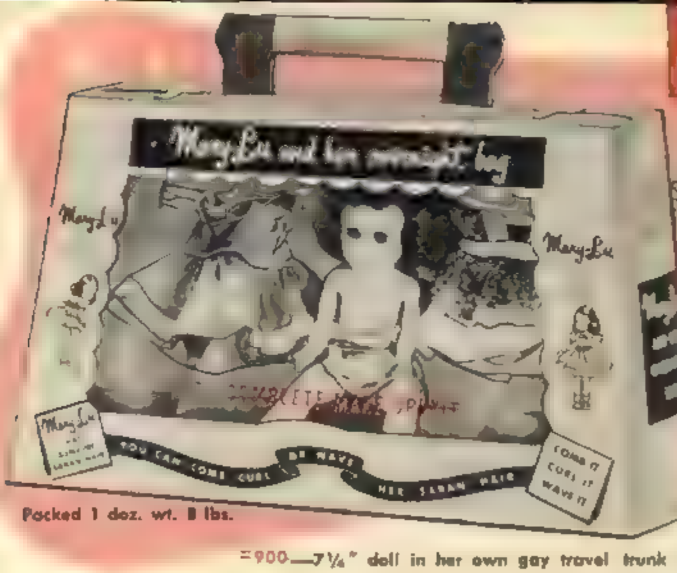
$3.98
Retail

#180—An 18" Walking Doll clad in panties, with Dynel Hair that is washable, brushable, comb-able and curlable. Packed 1 doz. to the carton, wt. 20 lbs.

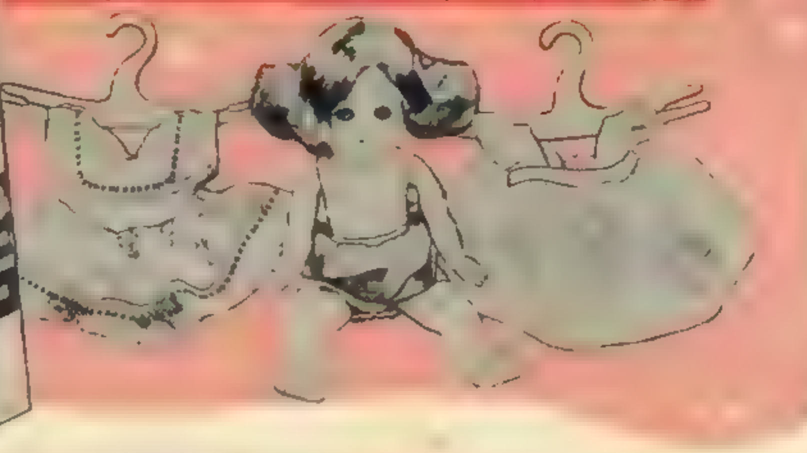
#1800—An assortment of 18 different dresses on a metal revolving rack, designed to fit any slim 18" doll. Also packed 2 dozen assorted to the box, wt. 3 lbs.

AN ORIGINAL "Lingerie Lou" PRODUCT

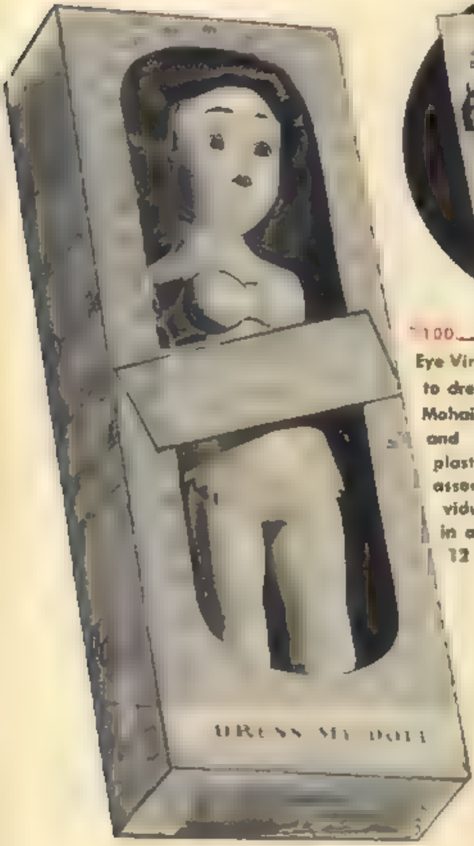
Mary-Lu and her overnight bag


Mary-Lu and her overnight bag
Mary-Lu
Mary-Lu
COMPLETE MAKE-UP KIT
YOU CAN COMB CURL OR WAVE HER SARAN HAIR
COMB IT CURL IT WAVE IT

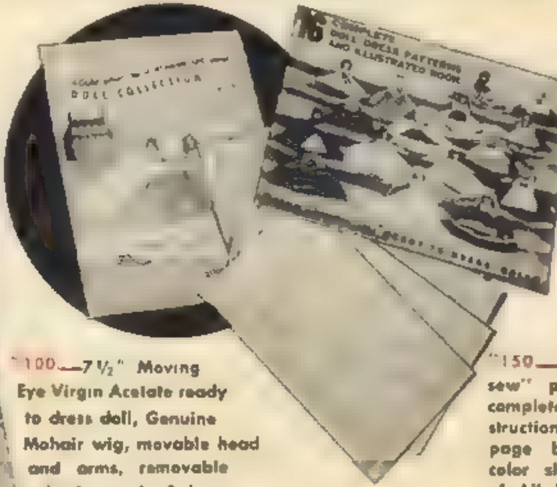
Packed 1 doz. wt. 8 lbs.



#900—7¼" doll in her own gay travel trunk with two attractive dresses, each with its own matching panties, comb and mirror set PLUS a complete make-up kit.


DRESS MY DOLL

#100—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head and arms, removable plastic pantie & bra, assorted colors, individually packaged in acetate window box. 12 doz. wt. 27 lbs.


DOLL COLLECTION
16 COMPLETE DOLL DRESS PATTERNS AND ILLUSTRATED BOOK

#150—16 "easy to sew" patterns with complete sewing instructions and 16 page book in full color showing Dolls of All Nations. 3 doz. wt. 16 lbs.

Dress them Yourself!
READY-TO-DRESS DOLLS

#90—7½" Moving Eye Virgin Acetate Doll Genuine Mohair Wig, movable head and arms, 16 doll dress patterns with complete sewing instructions and a 16 page full color book showing costumes of all nations, packaged in a 4 color envelope showing 16 dolls on the face. 3 doz. wt. 21 lbs.

#25 — Patented Adjustable Stands, in virgin plastic, to fit 7 to 14" doll, individually carded, assorted 3 colors. 12 doz. wt. 7 lbs.

#250 — Deluxe Kit, 3 ready to dress 7½" dolls, Mohair Wigs, 3 doll stands, 6 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all nations, all packaged in an Acetate Window Box. 2 doz. wt. 25 lbs.

$1.98

Retail

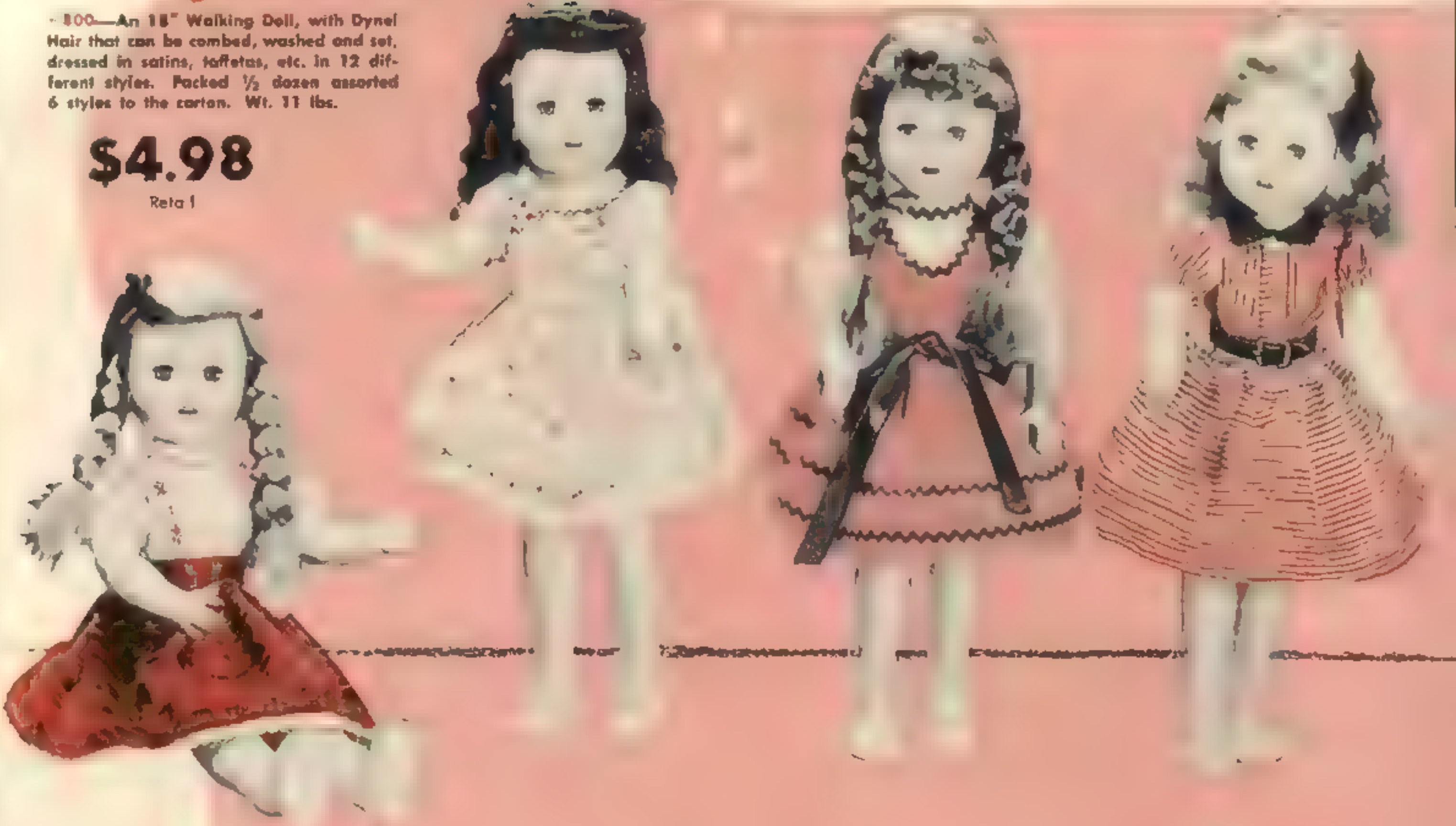
Dress them Yourself!

18" Mary-Lu WALKER

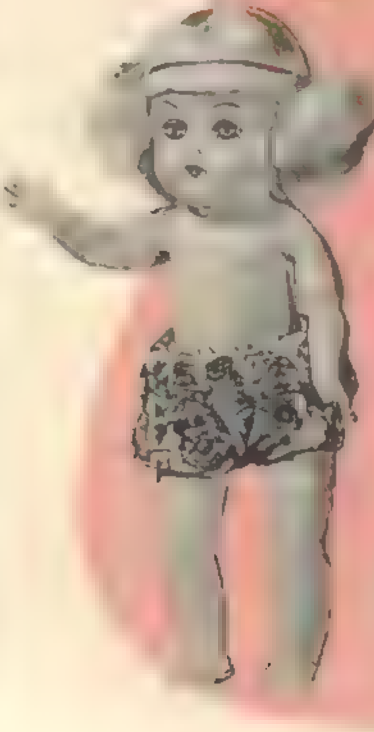
#800—An 18" Walking Doll, with Dynel Hair that can be combed, washed and set, dressed in satins, taffetas, etc. in 12 different styles. Packed ½ dozen assorted 6 styles to the carton. Wt. 11 lbs.

$4.98

Retail



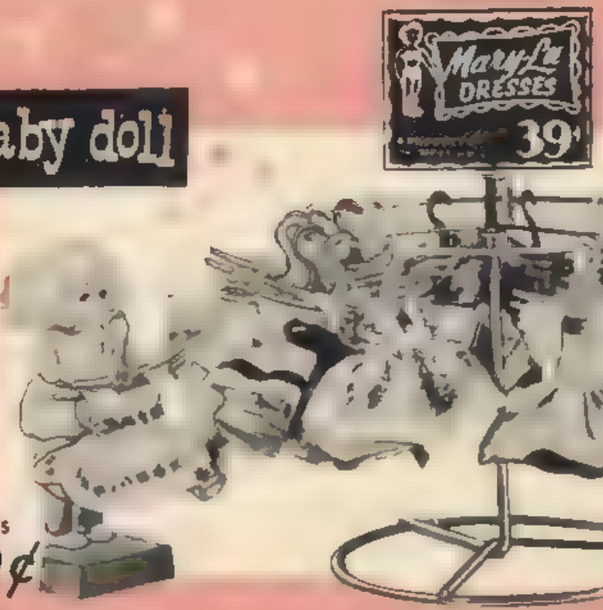
Mary-Lu baby doll



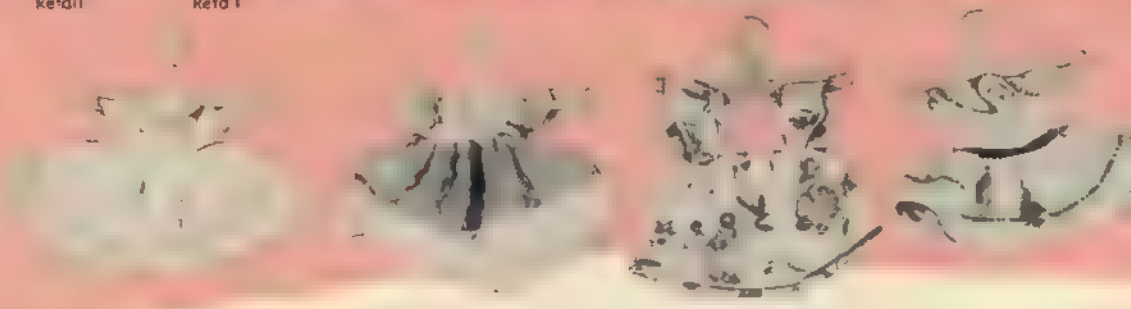
#600—Our petite 7¼" doll with Dynel hair that can be combed, washed and set. Clad in gay-colored panties, in a heat-sealed cellophane envelope. Packed 3 dozen to the carton, wt. 7 lbs.

DOLLS **89¢** Retail

DRESSES **39¢** Retail



#660—Combination, 2 doz
petite 7¼" dolls clad in panti
plus a revolving metal rack co
taining 3 dozen dresses ea
with matching panties on pla
tic hangers. Packed 1 unit
the carton, wt. 8 lbs.



#1600—20 different dresses for our 7-incher, each style is individual, has its own matching pantie and is displayed on a plastic hanger. Packed either on a revolving metal rack or 3 dozen to the box, wt. 3 lbs.

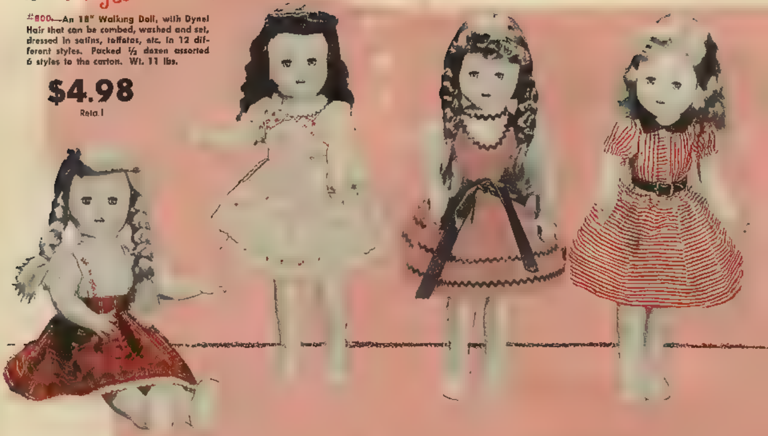
39¢

Retail

18" Mary-Lu WALKER

#800—An 18" Walking Doll, with Dynel Hair that can be combed, washed and set, dressed in satins, taffetas, etc. in 12 different styles. Packed ½ dozen assorted 6 styles to the carton. Wt. 11 lbs.

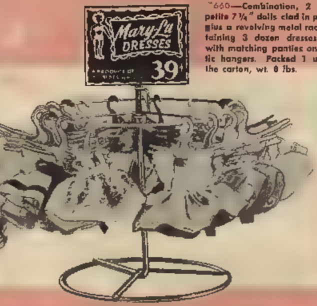
$4.98
Retail



Mary-Lu baby doll

#600—Our petite 7¼" doll with Dynel hair that can be combed, washed and set. Clad in gay-colored panties, in a heat-sealed cellophane envelope. Packed 3 dozen to the carton, wt. 7 lbs.

DOLLS **89¢** Retail
DRESSES **39¢** Retail



#660—Combination, 2 dozen petite 7¼" dolls clad in panties plus a revolving metal rack containing 3 dozen dresses each with matching panties on plastic hangers. Packed 1 unit to the carton, wt. 8 lbs.

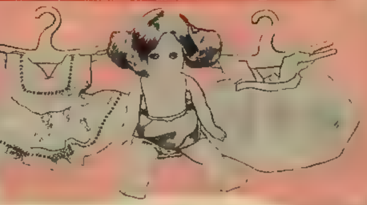
#1600—20 different dresses for our 7-incher, each style is individual, has its own matching pantie and is displayed on a plastic hanger. Packed either on a revolving metal rack or 3 dozen to the box, wt. 3 lbs.

39¢
Retail

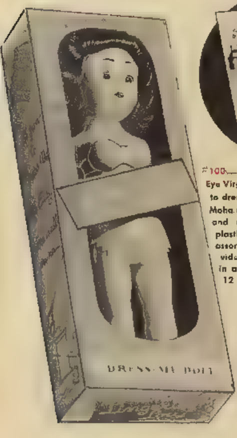
Mary-Lu and her overnight bag

Mary-Lu and her overnight bag
Mary-Lu
Mary-Lu
WITH COMPLETE MAKE-UP KIT
YOU CAN COMB, CURL OR WAVE HER SARAN HAIR
COMB IT CURL IT WAVE IT

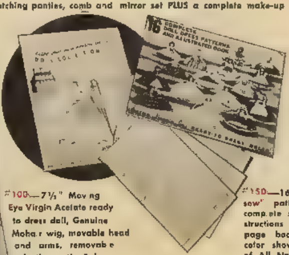
Packed 1 doz. wt. 8 lbs.



#900—7½" doll in her own gay travel trunk with two attractive dresses, each with its own matching panties, comb and mirror set PLUS a complete make-up kit.

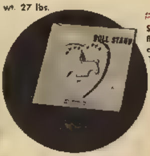

DRESS ME DOLL

#100—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head and arms, removable plastic pantie & bra, assorted colors, individually packaged in acetate window box. 12 doz. wt. 27 lbs.


16 COMPLETE DOLL DRESS PATTERNS AND ILLUSTRATED BOOK

#150—16 'easy to sew" patterns with complete sewing instructions and 16 page book in full color showing Dolls of All Nations. 3 doz. wt. 16 lbs.

Dress them Yourself!
READY-TO-DRESS DOLLS



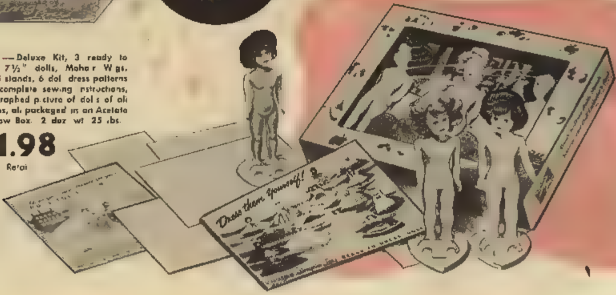
#25 — Patented Adjustable Stands, in virgin plastic, to fit 7 to 14" doll, individually carded, assorted 3 colors. 12 doz. wt. 7 lbs.

#90—7½" Moving Eye Virgin Acetate Doll, Genuine Mohair Wig movable head and arms, 16 doll dress patterns with complete sewing instructions and a 16 page full color book showing costumes of all nations, packaged in a 4 color envelope showing 16 dolls on the face. 3 doz. wt. 21 lbs.

#250 — Deluxe Kit, 3 ready to dress 7½" dolls, Mohair Wigs, 3 doll stands, 6 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all nations, all packaged in an Acetate Window Box. 2 doz. wt. 25 lbs.

$1.98

Retail


Dress them Yourself!

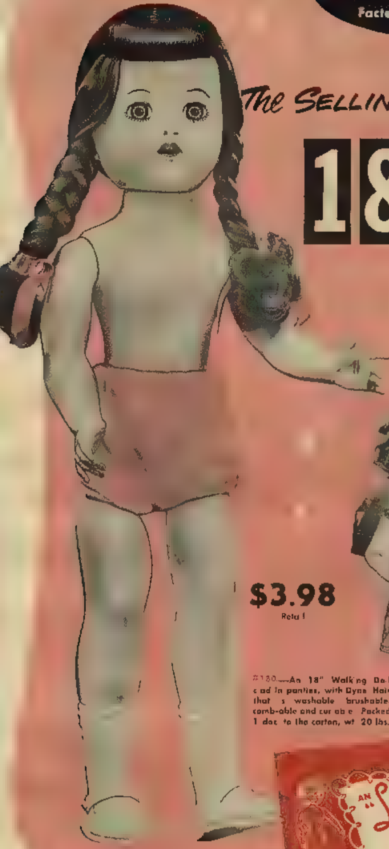
Pony, Curls or Pigtails
which you can
WASH — COMB — BRUSH or CURL

DOLL BODIES, Inc.

Factory: 53-55 Prince Street, New York 12, N. Y.

The SELLING Combination for '55

18" tall



$3.98
Retail

#180—An 18" Walking Doll clad in panties, with Dyne Hair that is washable, brushable, comb-able and curlable. Packed 1 doz. to the carton, wt. 20 lbs.

Mary-Lu DRESSES
A PRODUCT OF DOLL BODIES, INC.
89¢

89¢
Retail

#800—An assortment of 18 different dresses on a metal revolving rack, designed to fit any slim 18" doll. Also packed 2 dozen assorted to the box, wt. 3 lbs.

AN ORIGINAL "Lingerie Lou" PRODUCT
*A Trade Mark

758—7½" moving eye Virgin Acetate ready to dress BOY doll with black painted wig, movable head and arms, packaged in a heat-sealed cellophane envelope. 6 doz.—11 lbs.

#120—An 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head, arms and legs, packaged in a heat-sealed cellophane envelope. 4 doz. — 18 lbs.

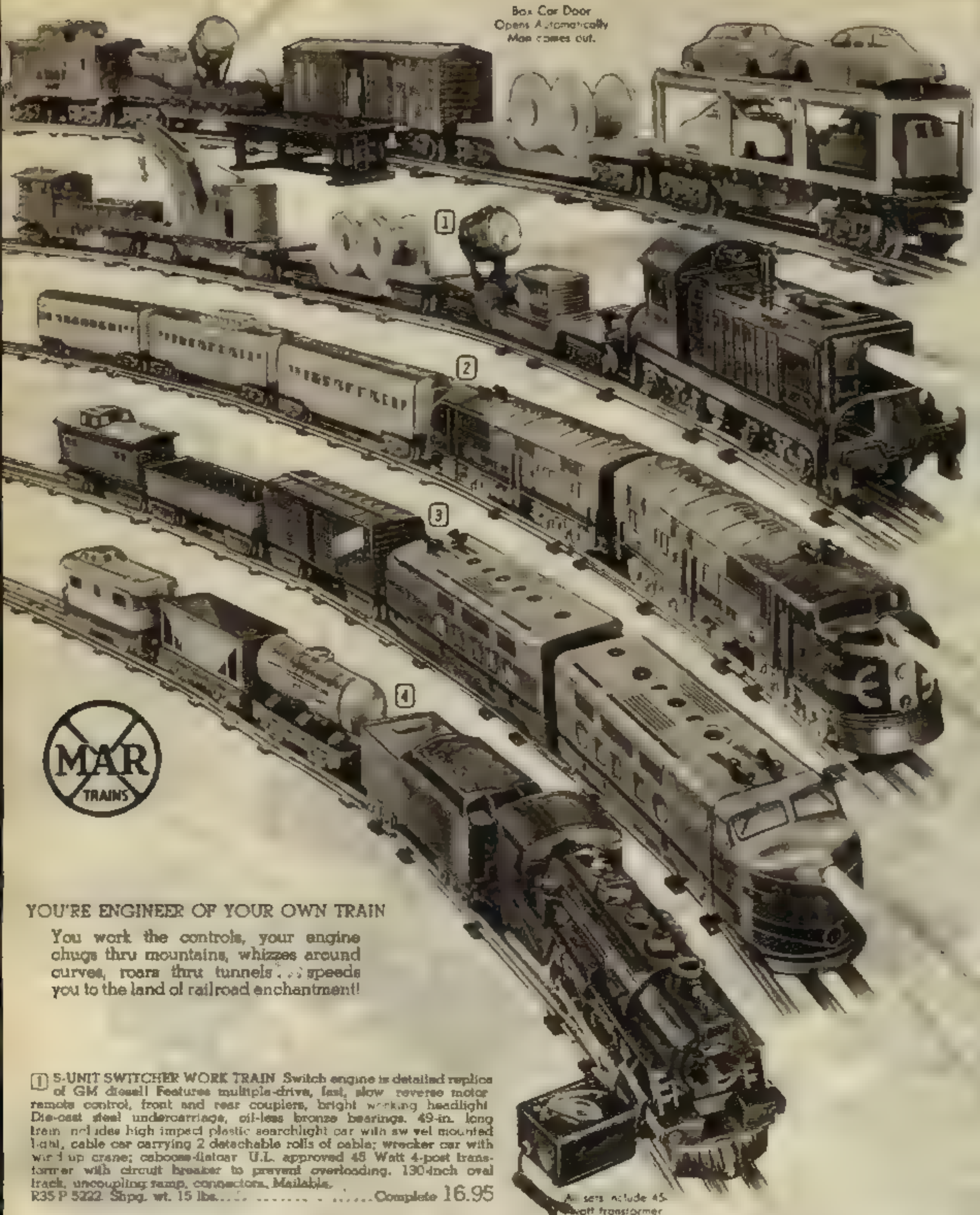
#75—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, movable head and arms, packaged in a heat-sealed cellophane envelope. 6 doz. — 11 lbs.

Dre your
includes
Ready-to-Dress Doll
and
2 Real Dress Patterns
USING YOU RE

#85 — 7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat-sealed cellophane envelope, printed in two colors.
6 doz. wt. 14 lbs.

#122 — An 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair wig, mov[redacted] head, arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions, 16 page color book showing dolls in full color, and special plastic doll stand, packaged in a heat-sealed cellophane envelope.
3 doz. wt. 19 lbs.

Ready-to-Dress 11½" Doll
with Shoes & Stockings
Plastic Doll Stand
2 Real Dress Patterns



All sets include 45-watt transformer

YOU'RE ENGINEER OF YOUR OWN TRAIN

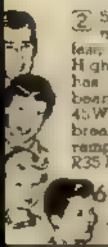
You work the controls, your engine chugs thru mountains, whizzes around curves, roars thru tunnels ... speeds you to the land of railroad enchantment!

① 5-UNIT SWITCHER WORK TRAIN Switch engine is detailed replica of GM diesel! Features multiple-drive, fast, slow reverse motor remote control, front and rear couplers, bright working headlight Die-cast steel undercarriage, oil-less bronze bearings. 49-in. long train includes high impact plastic searchlight car with swivel mounted light, cable car carrying 2 detachable rolls of cable; wrecker car with wind up crane; caboose-flatcar U.L. approved 45 Watt 4-post transformer with circuit breaker to prevent overloading. 130-inch oval track, uncoupling ramp, connectors. Mailable.
R35 P 5222. Shpg. wt. 15 lbs.......................Complete 16.95

② 5 UNIT TWIN DIESEL PASSENGER nearly 5 ft long! Goes forward, reverse fast, slow, uncouples all by remote control High impact plastic, 'Santa Fe' engine has headlight, die-cast wheels oil-less bearings 3 electrically lighted cars. 4 post 45W transformer U.L. app has circuit breaker 154 in oval track, uncoupling ramp, sign, connectors.
R35 P 5273. (14 lbs.) Mailable ...19.65

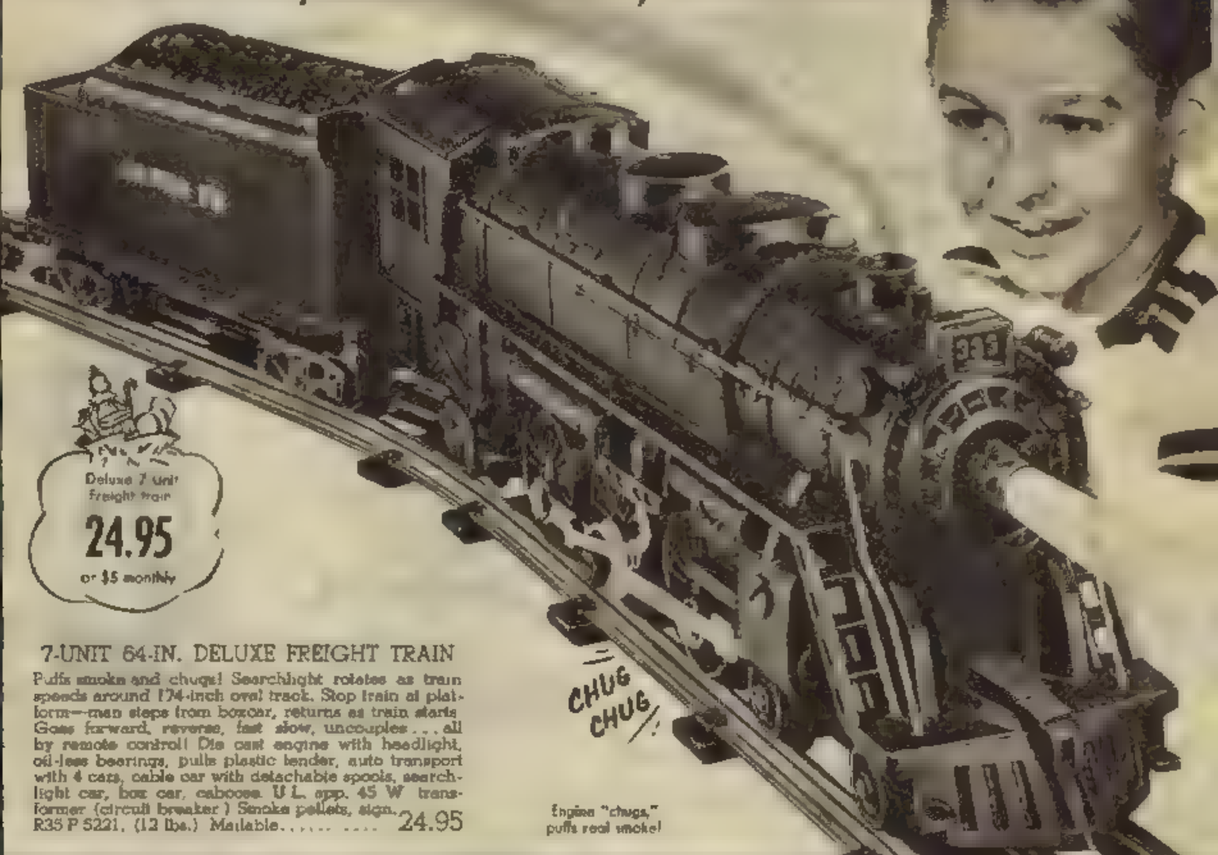
③ 5 UNIT TWIN DIESEL FREIGHT 46-in. lithographed steel train goes forward, reverse uncouples by remote control "B & O" engine has headlight dummy diesel horns box car gondola car and caboose 45 Watt 2 Post U L approved transformer with circuit breaker 102 in oval track track connectors uncoupling ramps, accessories Mailable.
R35 P 5223 (10 lbs.) . 12.95

④ 5 UNIT ELECTRIC 'STEAM' FREIGHT 36-in long accurate in design. High impact plastic locomotive speeds forward reverse by remote control, has bright headlight, oil less bronze bearings Includes plastic tender lithographed steel coal car tank car, caboose 45 Watt, 2 post, U L Approved transformer 102 in. oval track accessories. Mailable.
R35 P 5220 (8 lbs.) 9.69



Budget Power fulfills your heart's desire . . . without worry over money

His electric express to the land of enchantment



Deluxe 7 unit freight train

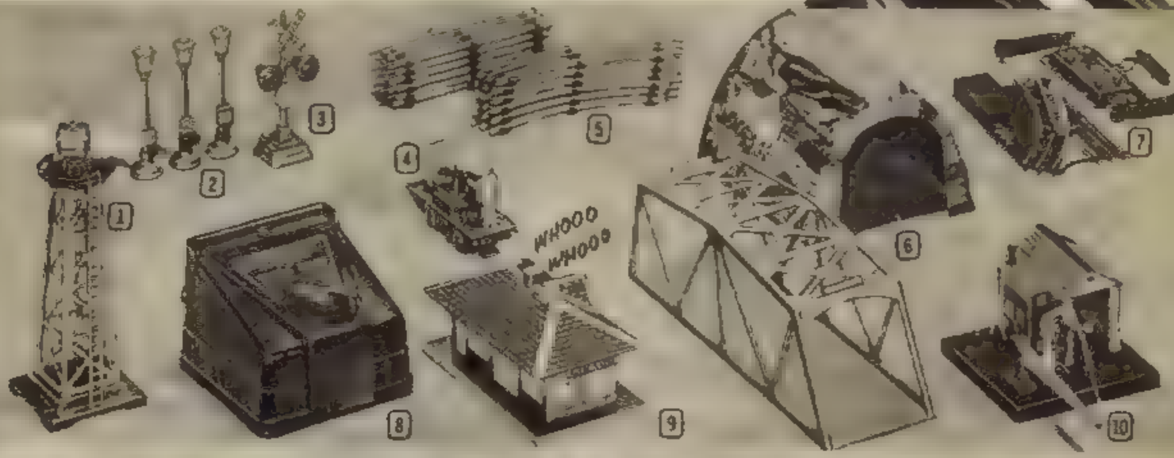
24.95

or $5 monthly

7-UNIT 64-IN. DELUXE FREIGHT TRAIN

Puffs smoke and chugs! Searchlight rotates as train speeds around 174-inch oval track. Stop train at platform—man steps from boxcar, returns as train starts Goes forward, reverse, fast slow, uncouples . . . all by remote control! Die cast engine with headlight, oil-less bearings, pulls plastic tender, auto transport with 4 cars, cable car with detachable spools, searchlight car, box car, caboose. U.L. app. 45 W transformer (circuit breaker.) Smoke pellets, sign.
R35 P 5221. (12 lbs.) Mailable.......... 24.95

Engine "chugs," puffs real smoke!



[1] **REVOLVING BEACON** flashes Red and Green Lights warn Jr engineer 13½ in tower of realistic plastic girders detailed metal ladder Wires and connectors. 4 in sq base
35 P 5208 (1 lb.)..1.87

[2] **3 LAMP POSTS** light up your station 6 inch plastic posts in realistic, fluted shape, with tiny fire box, mail box police call box. Attach to any track. 12 Volt bulbs, wires (8 oz.)
35 P 5214.........1.79

[3] **TWIN FLASHER** guards crossing Bulbs flash on, off warn approaching cars 'X'-shaped Railroad Crossing sign. Stop sign. Bulbs connectors 4 in high
35 P 5207 (8 oz.) 1.87

[4] **ELECTRIC** hand car 2 "men" pump cross bar car whizzes around track Plastic with die-cast wheels 3-dimensional figures, electric motor 6x4½ in high
35 P 5212 (1 lb.) 3.69

[5] **'O' GAUGE** track Add to any set using Marx tracks. 6 straight 9-in. tin plate, 3-tie sections
35 P 5278 (8 oz.) 1.08

6 CURVED TRACKS
35 P 5279 (8 oz.) 1.08

[6] **BRIDGE AND TUNNEL** Steel 18x5x6 in high detailed bridge, colorful lithographed metal tunnel landscape design 11x9x7 inches high. Easy assembly (3 lbs 7 oz.)
35 P 5215 . 2.29

[7] **ELECTRIC** track switches 4 button panel controls right left turns (2 lbs 13 oz.)
35 P 5254 Pair 6.79

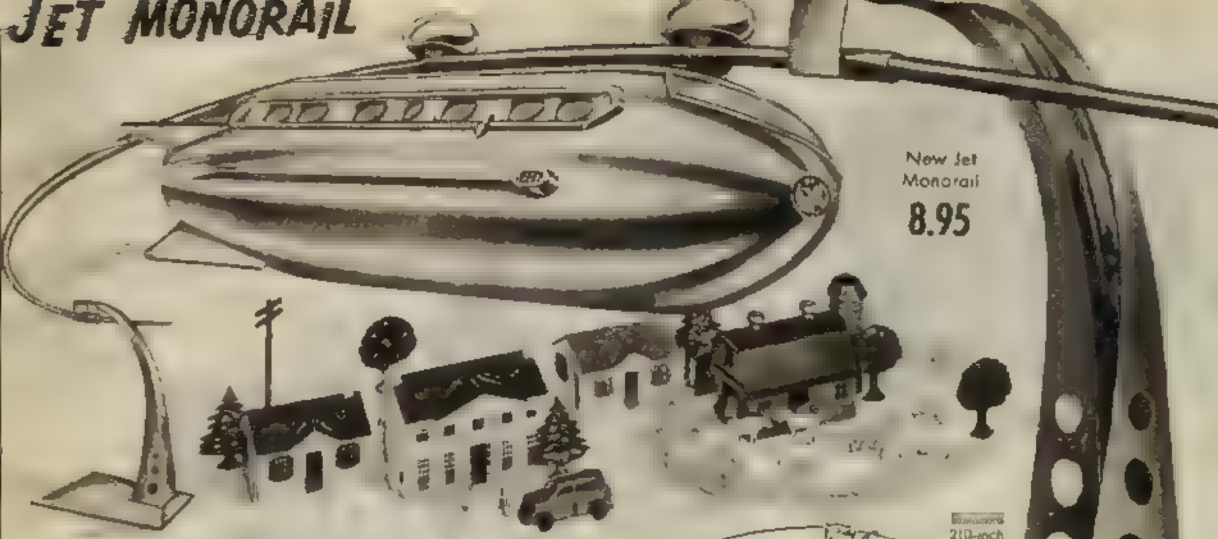
Manual switches Not shown (1 lb. 13 oz.)
35 P 5255... Pair 2.85

[8] **150 W** transformer Control panel. Reset button pops up in case of short or derailment. 8x8x6 in high plastic case indicator 6 ft cord. 60-cycle AC Mailable (13 lbs.)
R35 P 5213 12.95

[9] **WHISTLING** station Press button station makes train whistle sound Lithographed steel operates from panel by transformer 9x6x5 in high Connectors. (2 lbs. 11 oz.)
35 P 5211......4.29

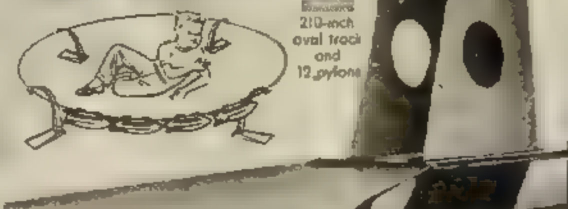
[10] **GRADE CROSSING** Gate lowers as train approaches, man steps out of shack with "Stop" sign 6x7 in steel house, plastic gate 9 in. sq track crossing, platform (3 lbs.)
35 P 5210.......3.49

JET MONORAIL



New Jet Monorail

8.95



210-inch oval track and 12 pylons

NEW JET MONORAIL—FAST AS A FLASH

Tomorrow's transportation today! Battery powered monorail streaks around 210-in. oval track, swings out breathtakingly on curves. Flick control on pylon, train comes to a stop. Exciting fun to race it against train sets. 11½-inch car of high impact Red plastic has two overhead trolleys, separate windows, bright headlight jewel. 8 curved, 4 straight rail sections, 12 metal pylons. **8.95**

35 P 5278 Uses 2 flashlight batteries (not incl.) (4 lbs 13 oz.) . 8.95

MATCHING CAR (no motor). Attach to Monorail for added fun.

35 P 5277 High-impact plastic, 11½-in. long (8 oz.) 1.89

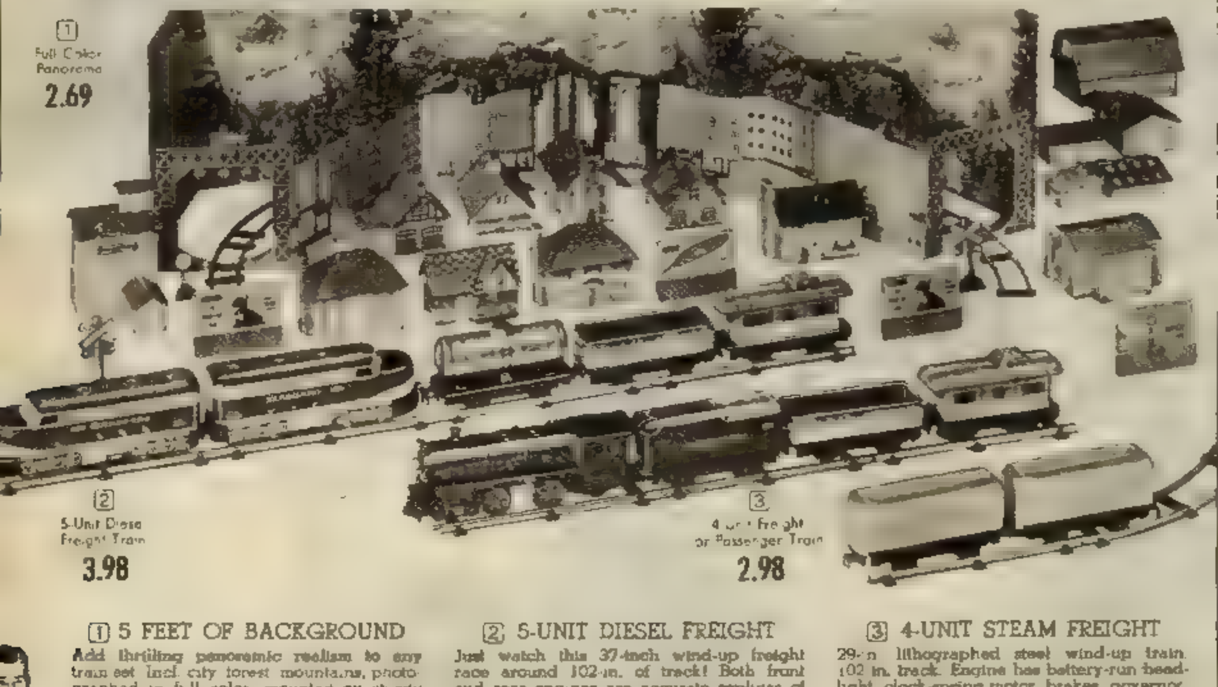
64-PC. "PLASTIC TOWN"—MINIATURE VILLAGE

Adds realism to any train set, fun to play with by itself. High-impact and soft vinyl plastic. Doors open, buildings abt. 4 to 6 in. high. Incl. Colonial house, 2 Cape Cod cottages. Barn with Silo. 22 pcs. picket fence (71½ in. overall), 2 telephone poles, 6 trees, station wagon, farm animals, farmer and wife, 7 other figures **4.98**

35 P 5226. (2 lbs.) 4.98

Speedy "intercity" monorail—tomorrow's transportation dream a playtime reality

① Full Color Panorama **2.69**



② 5-Unit Diesel Freight Train **3.98**

③ 4-unit Freight or Passenger Train **2.98**

① 5 FEET OF BACKGROUND

Add thrilling panoramic realism to any train set. Incl. city, forest, mountains, photographed in full color, mounted on sturdy laminated pulpboard. Run train through tunnel between building backdrop and mountain scene. 5 stand up buildings. 2 bridges, 4 billboards, 10 road signs, 3-d mansions, crates, wire spool. Easy to assemble. About 12 inches high.

35 P 5227 Mailable. (4 lbs.) 2.69

② 5-UNIT DIESEL FREIGHT

Just watch this 37-inch wind-up freight race around 102-in. of track! Both front and rear engines are accurate replicas of Seaboard Diesel power units. Has long-running clock-spring motor, brake and governor. Cars include gondola, tank car, Red caboose, all of lithographed steel. 102 inch track includes 2 straight sections, and 8 curved sections.

35 P 5268 (4 lbs.)... ... ...3.98

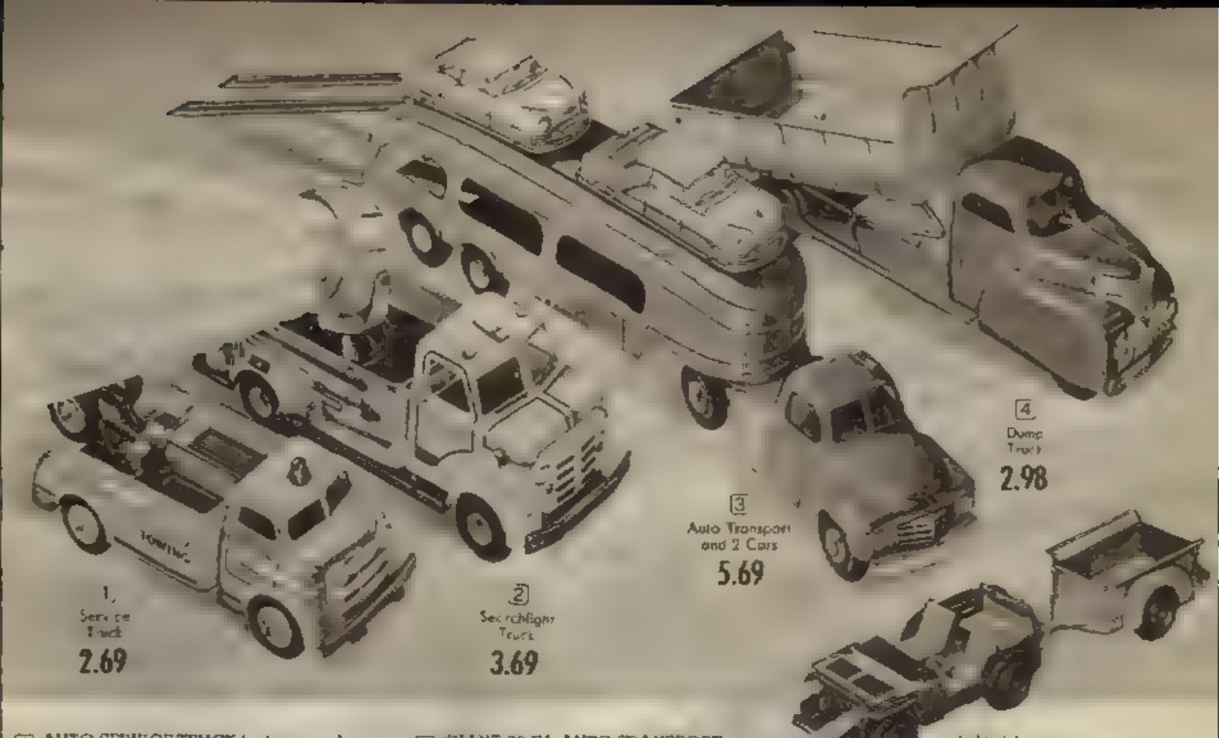
③ 4-UNIT STEAM FREIGHT

29-in. lithographed steel wind-up train. 102 in. track. Engine has battery-run headlight, clock-spring motor, brakes, governor; pulls tender, gondola, caboose. 10 track sections. (3 lbs. 6 oz.)

35 P 5266. Battery not incl...........2.98

PASSENGER TRAIN. Same, except 2 lithographed passenger cars and gondola.

35 P 5267 (3 lbs. 6 oz.) 2.98



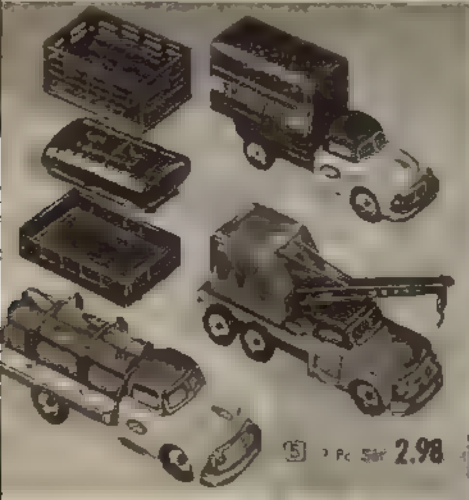
① **AUTO SERVICE TRUCK** for towing, servicing ' other toys. Working derrick chain-hoist, 2 tool chests, jack, tire wrench, tire iron, hammer screwdriver really work. Steel, rubber tires. 15x5x8 in. high.
35 P 5543 Shpg wt 4 lbs 2.69

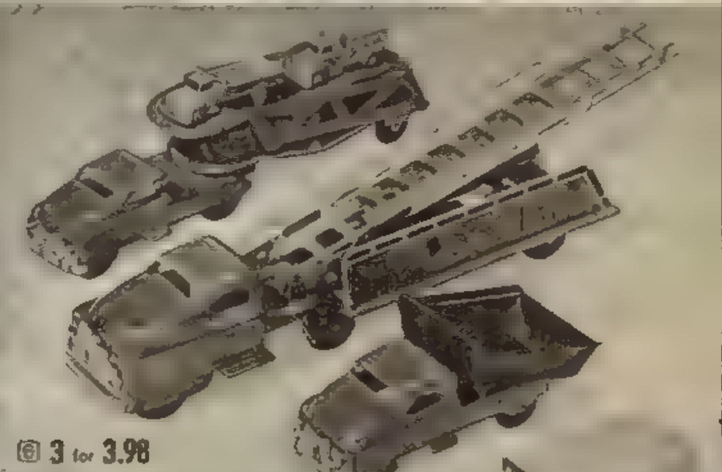
② **SEARCHLIGHT TRUCK** throws bright beam 4½ in high tilts, rotates 360° lithographed steel cab, rubber wheels 18x6x10 in. high (Batteries not incl.)
R35 P 5759 Mailable (7 lbs.) 3.69

③ **GIANT 30-IN AUTO TRANSPORT** carries two 9-in. 1955 cars. Both decks have loading ramps, trailer is detachable, stands by itself. Heavy steel construction rubber tires realistic detail. 10x6x30 inches long.
R35 P 5775 Mailable (11 lbs.) 5.69

④ **BIG 23-INCH DUMP TRUCK** Turn handle body raises tailgate opens to dump. Heavy steel, rubber tires Red, Yellow enamel finish. 9x23x9 inches high.
R35 P 5776 Mailable (9 lbs.) 2.98

LIGHTED JEEP WITH TRAILER is an exact replica of the famous army jeep . . . makes a gift that any youngster will be delighted to receive. Headlights really work. Two-wheel trailer makes it even more fun . . has drop tail gate. Sturdy steel construction baked enamel finish. Battery not included (4 lbs.)
35 P 5709. 21 in. long with trailer 2.98





⑤ **7 PC. STEEL TRUCK SET** 7½ inch truck with removable crane that works. 7-in. truck with interchangeable bodies—gas, stake, trucks, grain hauler, van with latched door.

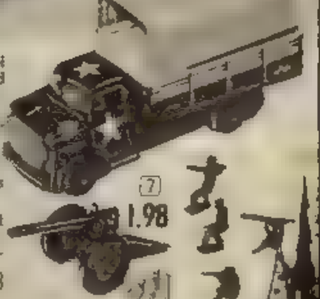
7½-in. lumber truck with 5 removable logs. All trucks have friction motors with sirens, just give 'em a push and watch 'em go.

Trucks are styled in two-tone colors have plated detailed miniature grille work.
35 P 5741 (2 lbs. 13 oz.) Set 2.98

⑥ **3 TRUCK SET** Each truck has action features that are sure to delight any youngster.

Just look . . 20 inch steel fire engine has swiveling 30-inch extension ladder with hoist, 17-in. steel auto transport has detachable upper tier, and carries three 4-inch plastic cars.

10 in. steel dump truck has lever-action dump, plated grille. Just right for his big "tow" traction jobs.
All trucks have wood wheels
R35 P 5733 Mail. (8 lbs.) Set 3.98



⑦ **ARMY TRUCK CANNON** plus 5 soldiers. Lithographed steel truck has removable tarpaulin type wire-supported top, plastic wheels, measures about 14x5x6-inches high.

9-inch Lithographed steel cannon spring-fires six harmless wooden projectiles.

Five vinyl soldiers in combat positions, include two bazooka men, submachine gunner, grenade thrower, rifleman.
35 P 5724 (2 lbs. 11 oz.) 1.98

Mitchell

GUARANTEE

Each MITCHELL Radio, Phonograph, Tape Recorder and Intercom is backed by the full Radio-Electronic-Television Manufacturers' Association (RETMA) Warranty against defects in materials or workmanship.

your best buy in complete home entertainment

MITCHELL Radios, Phonographs and electronic instruments for the home are famous for quality and value. Built to the highest engineering and manufacturing standards, each MITCHELL model gives you the most for your money: the fullest measure of enjoyment...styling you will own with enduring pride...tonal beauty for endless listening pleasure ...dependability and utility you can count on for years to come. Yes, in every way, MITCHELL gives you more for your money in complete home entertainment.

MITCHELL CLOCK-RADIO VALUES

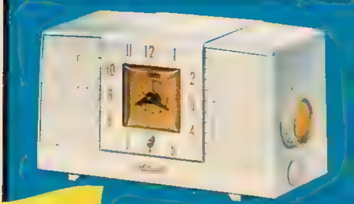
"Tone Alarm" Clock-Radio

Here's the ideal low-cost radio that wakes you at the exact time you want, to the music of your favorite morning program. Genuine Telechron clock has sweep-second hand and large, clear numerals. Latest Superhet radio (4 tubes including rectifier) tunes the full 540-1620 kc AM broadcast band. Features built-in "Air Magnet" antenna, easy-tune dial, true-toned Alnico PM dynamic speaker. Offers a world of pleasure in sparkling tone quality and performing excellence. Smartly styled in choice of Ebony, White or Maroon plastic. Size: 10½" long, 6⅛" high, 5⅜" deep. A beautiful, dependable clock-radio at a truly low price. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

No. 2R-1028 (#1293) *Ebony*. Index: 1-2186; 6-2097. List $29.95

No. 2R-1029 (#1294) *White*. Index: 1-2405; 6-2307. List $32.95

No. 2R-1030 (#1295) *Maroon*. Index: 1-2405; 6-2307. List $32.95



with genuine TELECHRON electric clock

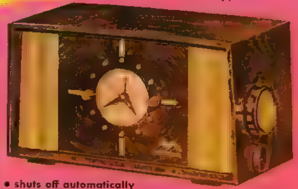
"Deluxe Tone Alarm" Clock-Radio with "Siesta" Sleep Switch

Most beautiful of clock-radios, with a wealth of utility, wonderful tone and powerful performance. Wakes you to gentle music; if you doze again, automatic buzzer alarm goes into action. Lulls you to sleep; just pre-set the "Siesta" sleep switch and radio turns off automatically. Genuine Telechron clock has sweep-second and alarm hands. Convenience outlet is provided for turning on appliances automatically at pre-set time. Powerful Superhet radio (5 tubes including rectifier) tunes 540-1620 kc AM broadcast band. Includes built-in "Air Magnet" antenna; easy-tuning dial; large Alnico PM dynamic speaker for "big set" tone. In gorgeous plastic cabinet, in Mahogany or White. Size: 10½" long, 6" high, 5½" deep. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

No. 2R-1031 (#1283) *Mahogany*. Index: 1-2916; 6-2797. List $39.95

No. 2R-1032 (#1284) *White*. Index: 1-2916; 6-2797. List $39.95

- wakes you to music or alarm
- turns on appliances



- shuts off automatically

MITCHELL'S Famous "Lullaby" Bed Lamp-Radio

In all the world, there's no other radio like this. Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit (5 tubes including rectifier), with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band—540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed; additional brackets are provided for wall mounting. Size: 12" wide, 4¾" high, 6⅛" deep. The last word in bedtime entertainment. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 7 lbs.

No. 2R-1021 (#1261) *Mahogany*. Index: 1-2332; 6-2237. List $31.95

No. 2R-1022 (#1262) *Ivory*. Index: 1-2405; 6-2307. List $32.95

No. 2R-1033 (#1282) *White*, with Personal Speaker Index: 1-3135; 6-3007. List $42.95

Personal Speaker

Optional, external remote speaker for "privacy" listening or under-pillow use (also operates with regular loudspeaker if desired). Available in white finish only.

Mitchell best buys in QUALITY PHONOGRAPHS

Personal 3-Speed Portable Phonograph

A perfect gem of a portable phono, with exceptional tone and surprising volume. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds, accommodates 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Features properly balanced pickup arm and cartridge complete with osmium-tipped needle. Quality built-in audio amplifier with Alnico PM dynamic speaker and tone control. The complete phonograph is self-contained in a compact carrying case in two-tone brown and beige. Size: 12¼" long, 9½" wide, 4¾" deep. U.L. Approved For 105-125 volt, 60 cycle A C. only. Shpg. wt., 9 lbs.

No. 6R-3608 (#1298) Index: 1-2040; 6-1957. List $27.95

top insert
gold trim

3-Speed Deluxe Portable Phonograph

Here's a best buy in a complete electric phonograph designed for fine tonal performance and plenty of power Top quality 3-speed phono motor selects 33⅓, 45 or 78 rpm speeds; turntable handles 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Properly balanced pickup arm; cartridge complete with osmium-tipped needle. Features excellent audio amplifier with tone control and latest Alnico PM dynamic speaker. Complete in deluxe luggage-style case, with smart leatherette top insert trimmed in rolled gold. Size: 12½" long, 10½" wide, 7" deep. U.L. Approved. For 105-125 volt, 60 cycle A.C. only Shpg. wt., 12 lbs.

No. 6R-3609 (#1299) Index: 1-2551; 6-2447. List $34.95

3-Speed Portable Phonograph with Automatic Changer

There is a world of thrilling entertainment in this deluxe phonograph. Plays up to ten records (7", 10" or 12") at a single loading; plays all speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed Features optional manual operation, dual needle in reversible cartridge, gentle action. Plays up to 4 hours at a single loading. Incorporates a powerful 3-tube amplifier developing abundant output and superb tone, ably handled with dimensional depth by the Alnico PM speaker. Has full-range tone control. Entirely self-contained in smart carrying case, covered in genuine Fabrikoid in light brown, native oak pattern. Size. 16⅝" wide, 18" deep, 8⅞" high. U L. Approved. For 105-125 volt, 60 cycle A C. only. Shpg. wt., 25 lbs

No. 6R-3610 (#1300) Index: 1-5471; 6-5247. List $74.95

Radio-Phonograph With 3-Speed Automatic Changer

A complete "entertainment center", combining a powerful Superhet radio with an automatic record changer. The radio tunes all AM standard broadcasts from 540-1620 kc. Features built-in "Air Magnet" antenna, full range tone control, illuminated easy-tune dial, heavy-duty oval Alnico PM dynamic speaker. The record changer automatically plays up to ten records at one loading (7", 10" or 12") at all 3 speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Dual needle in reversible cartridge. Plays up to 4 hours at a single loading. Offered complete in a solidly constructed cabinet of beautiful mahogany veneer. Size· 15⅝" wide, 18⅜" deep, 9" high. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 30 lbs.

No. 1R-54 (#1301) Index: 1-7296; 6-6997. List $99.95

DUAL SPEAKERS

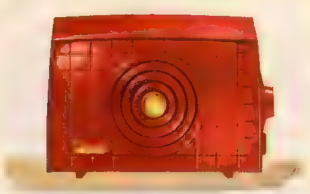
Features TWO extended-range Alnico V PM dynamic speakers enclosed in special acoustical baffle for superb dimensional realism and depth

"Duorama" Automatic Full Fidelity Phonograph

Here is exciting dual-speaker reproduction with full extended-range response—unprecedented performance at MITCHELL's amazing low price! Check these Full Fidelity features: newest wide-range ceramic cartridge with two precious-tip needles; special 4-tube balanced amplifier delivering full 3 watts power; TWO extended-range Alnico V PM dynamic speakers housed in a special acoustical baffle, for "living presence" reproduction, tone control for desired bass or treble emphasis. The deluxe automatic record changer plays twelve 10" or ten 12", 33⅓ or 78 rpm records; twelve 7" 45 rpm records; provides intermix of any ten 12" or 10" records of same speed. Gives you up to 4 hours of continuous automatic playing; optional manual playing, dual-needle in reversible cartridge, gentle action. Automatic shutoff switch turns both changer and amplifier off after last record is played Offered in a beautiful table cabinet of heavy ½" construction, in choice of hand-rubbed Mahogany or Blonde finish. Size 18" x 10½" x 15¾". U. L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 33 lbs.

No. 6R-3621 (#1285) *Mahogany*. Index: 1-8026; 6-7697. List $109.95

No. 6R-3622 (#1286) *Blonde*. Index: 1-8756; 6-8397. List $119.95



The "Rondeau" Gem-like Table Radio

A MITCHELL masterpiece of radio styling with tonal brilliance, surprising power, outstanding utility and super-value. Latest AC-DC Superhet circuit (4 tubes including rectifier) tunes the full 540-1620 kc broadcast band. Features built-in "Air Magnet" antenna; convenient side-tuning dial for easy station selection; Automatic Volume Control; full-toned Alnico PM dynamic speaker for outstanding reproduction. Housed in a handsome plastic cabinet styled in the smart modern vogue. Available in Ebony, Red or White. Size: 9¼" wide, 6¼" high, 5⅜" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5½ lbs.

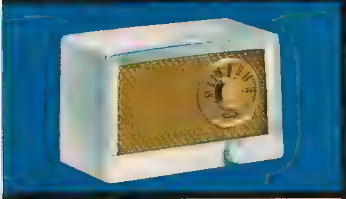
No. 1R138 (#1281) *Ebony.* **Index: 1-1602; 6-1537. List $21.95**

No. 1R135 (#1258) *Red.* **Index: 1-1675; 6-1607. List $22.95**

No. 1R36 (#1259) *White.* **Index: 1-1675; 6-1607. List $22.95**

Mitchell has a Best Buy model for every home entertainment desire...

You can buy any MITCHELL instrument with complete confidence, secure in the knowledge that it is backed by a long-established reputation for quality, dependability and value. In addition, each MITCHELL model is U.L. Approved and covered by the full RETMA Warranty against defects in materials or workmanship for a period of three months from date of purchase. For the best buys in home entertainment, select MITCHELL.



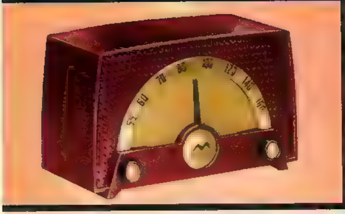
The "Fiesta" True-Toned Table Radio

Enjoy gracious styling, rich, full-bodied tone, tuning ease and wonderful AC-DC versatility. Advanced Superhet circuit (5 tubes including rectifier) tunes all AM broadcast programs, 540-1620 kc. Features built-in "Air Magnet" loop; full-vision clear plastic dial; richly-toned Alnico PM dynamic speaker; Automatic Volume Control. The tasteful cabinet is distinctively color-styled in durable plastic. Available in choice of Mahogany, White or Green. Size: 8¾" wide, 5¾" high, 4½" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5½ lbs.

No. 1R145 (#1303) *Mahogany.* **Index: 1-1821; 6-1747. List $24.95**

No. 1R140 (#1304) *White.* **Index: 1-1967; 6-1887. List $26.95**

No. 1R141 (#1305) *Green.* **Index: 1-1967; 6-1887. List $26.95**

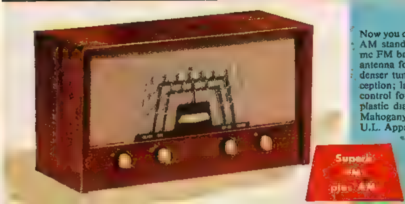


The "Bel Aire" Console-Quality Table Radio

Here is streamlined styling and powerful performance with accent on tone quality. Features powerful AC-DC Superhet circuit (6 tubes including rectifier) for full broadcast band reception—540 to 1620 kc. Includes built-in "Air Magnet" antenna; big Alnico PM dynamic speaker for full-bodied lifelike tone; unique airplane-dial tuning: Automatic Volume Control. Beautifully housed in a luxury-styled durable plastic cabinet, with polished brass-finished metal dial scale and trim; available in choice of Mahogany or White. Size: 10½" wide, 6¼" high, 5¼" deep. Ideal for any room in your home—with true big-set quality. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D.C. Shpg. wt., 7 lbs.

No. 1R146 (#1288) *Mahogany.* **Index: 1-2405; 6-2307. List $32.95**

No. 1R147 (#1289) *White.* **Index: 1-2551; 6-2447. List $34.95**



Deluxe AM-FM Table Radio

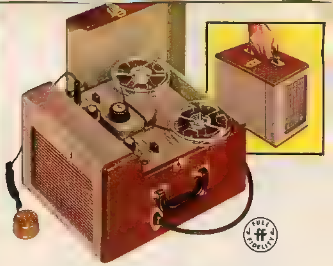
Now you can enjoy the thrilling realism of static-free FM programs *plus* powerful AM standard broadcasts. This advanced Superhet radio tunes the full 87-109 mc FM band plus the entire 540-1620 kc AM broadcast band. Features built-in antenna for AM, and short external antenna for excellent FM reception; condenser tuning for sharp AM selectivity, permeability tuning for stable FM reception; large PM dynamic speaker for amazing tonal fidelity; full-range tone control for desired tonal emphasis; AM-FM selector switch. The unique clear plastic dial tunes each band easily. Luxuriously presented in a hand-rubbed Mahogany finished cabinet of choice veneers. Size: 14¼" wide, 8" high, 7" deep. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D.C. Shpg. wt., 11 lbs.

No. 1R144 (#1278) Index: 1-5836; 6-5597. List $79.95

MITCHELL Wire-Less Two-Way Intercom

MITCHELL's low-cost "magic plug-in" portable Intercom enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlet on the same main power transformer. Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. To talk, just press lever—release to listen. Have instant 2-way speech contact—lifelike, quiet, interference-free. Carries and operates as far as several miles apart depending on local conditions. Ideal for homes, to communicate between nursery, kitchen, garage, attic, basement, etc. Indispensable for office, plant, institution or farm—provides instant 2-way communication between important points—saves time, steps, money. Each unit is complete with powerful Alnico PM speaker-microphone. In handsome portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅜" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to the system, as desired. For 115-120 volts, 50-60 cycle A.C., or D.C. Shpg. wt., complete 2-unit system, 11 lbs.; single unit, 6 lbs.

No. 10R-8501 (#1280) *Complete 2-Unit System*
Index: 1-5074; 6-4865. List $69.50
No. 10R-8502 (#1279) *Additional Single Unit*
Index: 1-2551; 6-2447. List $34.95



MITCHELL Full Fidelity Tape Recorder

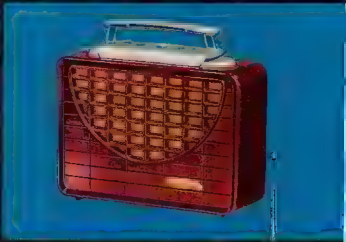
NOW—full fidelity recording and playback at an amazing low price! Records from microphone, AM or FM radio, TV set or phonograph. Plays back with superb fidelity. Has all the features found only in higher-priced recorders: dual-track—doubles recording time; accommodates 5" (½ hour) or 7" (1 hour) reels; recording speed, 7½" per second; fast forward and rewind; special bias-erase circuit; full fidelity response from 65 to 10,000 cps; two inputs—for microphone and radio-phono; full 3 watts output (amplifier may be used for P.A. or record playback); big 6" full fidelity speaker; neon recording level indicator; recording-time indicator; outputs for additional external speaker and amplifier. Complete in handsome luggage-style case in two-tone beige and tan; size, 11½" x 14¾" x 8". With ceramic-type microphone, 5" reel of tape (600 ft.) and 5" take-up reel. For 110-120 volts, 60 cycle A.C. only. U.L. Approved. Shpg. wt., 24 lbs.

No. 6R-4273 (#1290) Index: 1-9236; 6-8957 List $139.95

MITCHELL "Tourist" 3-Way Portable Radio

This compact portable beauty packs exceptional power and leads a versatile triple-life—plays anywhere: from AC or DC outlet, or from self-contained batteries. It's handsome, lightweight, compact and built to "take it." Features latest Superhet circuit tuning 540-1600 kc full AM broadcast band. Has sensitive built-in "Air Magnet" antenna; full-vision easy-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries (not supplied): two 1½ volt "A" and one 67½ volt "B" batteries. The smart, durable plastic carrying case with its unique sweeping louver design, is available in rich Maroon or Green. Size: only 10" wide, 8¼" high, 3½" deep. At home or abroad, here's the last word in a perfect radio companion—ready to play powerfully from AC, DC, or self-contained batteries. U.L. Approved. Shpg. wt. (less batteries), 7 lbs.

No. 3R-1528 (#1296) *Maroon.* **Index: 1-2916; 6-2797. $39.95**
No. 3R-1529 (#1297) *Green.* **Index: 1-2916; 6-2797. $39.95**



MITCHELL "Adventurer" 3-Way Portable with Short Wave

There's a wonderful world of *extra* listening pleasure in this powerful 2-band portable—thrilling "round-the-world" shortwave reception in addition to full standard broadcast programs. Tunes all standard AM broadcast from 540 to 1620 kc; covers the 5.8 mc to 18.3 mc shortwave range to bring in foreign broadcasts, popular Amateur bands, aircraft, etc. Operates from AC, DC, or self-contained batteries. Advanced Superhet circuit (5 tubes plus selenium rectifier) provides excellent selectivity and sensitivity. Deluxe features include: 3-gang tuning condenser; tuned RF stage for both broadcast and shortwave bands, automatic volume control; continuously variable tone control for bass or treble emphasis; smooth band change switch; large Alnico V PM dynamic speaker for exceptional tone quality. Has two built-in antennas; loop antenna for standard broadcast; nickel-plated, 34-inch telescopic whip for short-wave. Uses readily obtainable battery pack (9v. "A", 90v. "B"—not supplied). Also operates from 110-120 volt, A.C., or D.C. Housed in handsome luggage-type portable case, in two-tone Sahara Brown and Tan; with distinctive clear plastic dial and beautiful bright brass background. Size: 14" long, 10⅜" high, 6½" deep. U. L. Approved. Shpg. wt. (less battery pack), 9½ lbs.

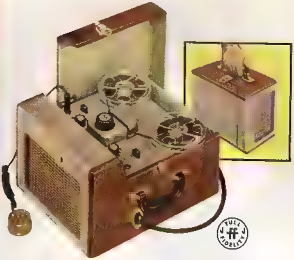
No. 3R-1530 (#1287) Index: 1-5471; 6-5247. List $74.95

International
[illegible]
reception
exciting short-wave!

MITCHELL Wire-Less Two-Way Intercom

MITCHELL's low-cost "magic plug-in" portable Intercom enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlet on the same main power transformer. Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. To talk, just press lever—release to listen. Have instant 2-way speech contact—lifelike, quiet, interference-free. Carries and operates as far as several miles apart depending on local conditions. Ideal for homes, to communicate between nursery, kitchen, garage, attic, basement, etc. Indispensable for office, plant, institution or farm—provides instant 2-way communication between important points—saves time, steps, money. Each unit is complete with powerful Alnico PM speaker-microphone. In handsome portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅜" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to the system, as desired. For 115-120 volts, 50-60 cycle A.C., or D.C. Shpg. wt., complete 2-unit system, 11 lbs.; single unit, 6 lbs.

Complete 2-Unit System	*Additional Single Unit*
DE6429R-5074	**DE6430R-2551**
Retail $69.50	**Retail $34.95**



MITCHELL Full Fidelity Tape Recorder

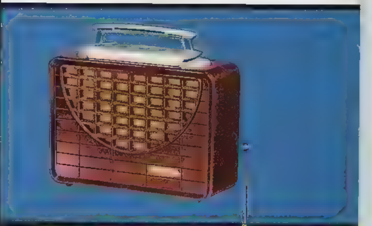
NOW—full fidelity recording and playback at an amazing low price! Records from microphone, AM or FM radio, TV set or phonograph. Plays back with superb fidelity. Has all the features found only in higher-priced recorders: dual-track—doubles recording time; accommodates 5" (½ hour) or 7" (1 hour) reels; recording speed, 7½" per second; fast forward and rewind; special bias-erase circuit; full fidelity response from 65 to 10,000 cps; two inputs—for microphone and radio-phono; full 3 watts output (amplifier may be used for P.A. or record playback), big 6" full fidelity speaker, neon recording level indicator; recording-time indicator; outputs for additional external speaker and amplifier. Complete in handsome luggage-style case in two-tone beige and tan; size, 11½" x 14¾" x 8". With ceramic-type microphone, 5" reel of tape (600 ft.) and 5" take-up reel. For 110-120 volts, 60 cycle A.C. only. U.L. Approved. Shpg. wt., 24 lbs.

DE6059R-9236
Retail $139.95

MITCHELL "Tourist" 3-Way Portable Radio

This compact portable beauty packs exceptional power and leads a versatile triple-life—plays anywhere: from AC or DC outlet, or from self-contained batteries. It's handsome, lightweight, compact and built to "take it." Features latest Superhet circuit tuning 540-1600 kc full AM broadcast band. Has sensitive built-in "Air Magnet" antenna; full-vision easy-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries (not supplied): two 1½ volt "A" and one 67½ volt "B" batteries. The smart, durable plastic carrying case with its unique sweeping louver design, is available in rich Maroon or Green. Size: only 10" wide, 8¼" high, 3½" deep. At home or abroad, here's the last word in a perfect radio companion—ready to play powerfully from AC, DC, or self-contained batteries. U.L. Approved. Shpg. wt. (less batteries), 7 lbs.

Maroon	*Green*
E6425R-2916	**E6426R-2916**
Retail $39.95	**Retail $39.95**

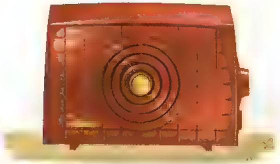


MITCHELL "Adventurer" 3-Way Portable with Short Wave

There's a wonderful world of *extra* listening pleasure in this powerful 2-band portable—thrilling "round-the-world" shortwave reception in addition to full standard broadcast programs. Tunes all standard AM broadcast from 540 to 1620 kc; covers the 5.8 mc to 18.3 mc shortwave range to bring in foreign broadcasts, popular Amateur bands, aircraft, etc. Operates from AC, DC, or self-contained batteries. Advanced Superhet circuit (5 tubes plus selenium rectifier) provides excellent selectivity and sensitivity. Deluxe features include 3-gang tuning condenser; tuned RF stage for both broadcast and shortwave bands; automatic volume control; continuously variable tone control for bass or treble emphasis; smooth band change switch; large Alnico V PM dynamic speaker for exceptional tone quality. Has two built-in antennas; loop antenna for standard broadcast; nickel-plated, 34-inch telescopic whip for short-wave. Uses readily obtainable battery pack (9v. "A", 90v. "B"—not supplied). Also operates from 110-120 volt, A.C., or D.C. Housed in handsome luggage-type portable case, in two-tone Sahara Brown and Tan; with distinctive clear plastic dial and beautiful bright brass background. Size: 14" long, 10⅜" high, 6½" deep. U. L. Approved. Shpg. wt. (less battery pack), 9½ lbs.

DE6060R-5471
Retail $74.95

International
[illegible]
reception
exciting short-wave!



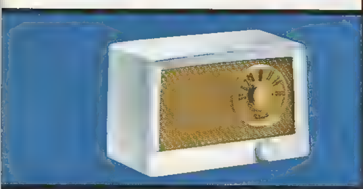
The "Rondeau" Gem-like Table Radio

A MITCHELL masterpiece of radio styling with tonal brilliance, surprising power, outstanding utility and super-value. Latest AC-DC Superhet circuit (4 tubes including rectifier) tunes the full 540-1620 kc broadcast band. Features built-in "Air Magnet" antenna; convenient side-tuning dial for easy station selection; Automatic Volume Control; full-toned Alnico PM dynamic speaker for outstanding reproduction. Housed in a handsome plastic cabinet styled in the smart modern vogue. Available in Ebony, Red or White. Size: 9¼" wide, 6¼" high, 5⅜" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5½ lbs.

Ebony	*Red*	*White*
E6420R-1602	**E6297R-1675**	**E6298R-1675**
Retail $21.95	**Retail $22.95**	**Retail $22.95**

Mitchell has a Best Buy model for every home entertainment desire...

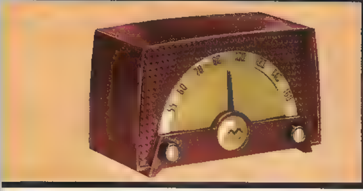
You can buy any MITCHELL instrument with complete confidence, secure in the knowledge that it is backed by a long-established reputation for quality, dependability and value. In addition, each MITCHELL model is U.L. Approved and covered by the full RETMA Warranty against defects in materials or workmanship for a period of three months from date of purchase. For the best buys in home entertainment, select MITCHELL.



The "Fiesta" True-Toned Table Radio

Enjoy gracious styling, rich, full-bodied tone, tuning ease and wonderful AC-DC versatility Advanced Superhet circuit (5 tubes including rectifier) tunes all AM broadcast programs, 540-1620 kc. Features built-in "Air Magnet" loop; full-vision clear plastic dial; richly-toned Alnico PM dynamic speaker; Automatic Volume Control. The tasteful cabinet is distinctively color-styled in durable plastic. Available in choice of Mahogany, White or Green. Size: 8¾" wide, 5¾" high, 4½" deep. U.L. Approved For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5½ lbs.

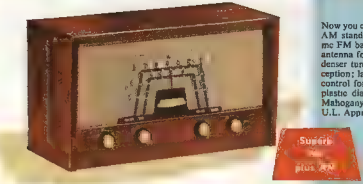
Mahogany	*White*	*Green*
E6026R-1821	**E6101R-1967**	**E6422R-1967**
Retail $24.95	**Retail $26.95**	**Retail $26.95**



The "Bel Aire" Console-Quality Table Radio

Here is streamlined styling and powerful performance with accent on tone quality. Features powerful AC-DC Superhet circuit (6 tubes including rectifier) for full broadcast band reception—540 to 1620 kc. Includes built-in "Air Magnet" antenna; big Alnico PM dynamic speaker for full-bodied lifelike tone; unique airplane-dial tuning; Automatic Volume Control Beautifully housed in a luxury-styled durable plastic cabinet, with polished brass-finished metal dial scale and trim; available in choice of Mahogany or White. Size: 10½" wide, 6¼" high, 5¼" deep. Ideal for any room in your home—with true big-set quality. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D C Shpg. wt., 7 lbs.

Mahogany	*White*
E6423R-2405	**E6424R-2551**
Retail $32.95	**Retail $34.95**



Deluxe AM-FM Table Radio

Now you can enjoy the thrilling realism of static-free FM programs *plus* powerful AM standard broadcasts. This advanced Superhet radio tunes the full 87-109 mc FM band plus the entire 540-1620 kc AM broadcast band Features built-in antenna for AM, and short external antenna for excellent FM reception; condenser tuning for sharp AM selectivity, permeability tuning for stable FM reception; large PM dynamic speaker for amazing tonal fidelity; full-range tone control for desired tonal emphasis; AM-FM selector switch The unique clear plastic dial tunes each band easily Luxuriously presented in a hand-rubbed Mahogany finished cabinet of choice veneers Size 14¼" wide, 8" high, 7" deep. U.L. Approved For 110-120 volt, 50-60 cycle. A C, or D.C. Shpg. wt., 11 lbs.

DE6427R-5836
Retail $79.95

Mitchell

GUARANTEE

Each MITCHELL Radio, Phonograph, Tape Recorder and Intercom is backed by the full Radio-Electronic-Television Manufacturers' Association (RETMA) Warranty against defects in materials or workmanship.

your best buy in complete home entertainment

MITCHELL Radios, Phonographs and electronic instruments for the home are famous for quality and value. Built to the highest engineering and manufacturing standards, each MITCHELL model gives you the most for your money: the fullest measure of enjoyment...styling you will own with enduring pride...tonal beauty for endless listening pleasure ...dependability and utility you can count on for years to come. Yes, in every way, MITCHELL gives you more for your money in complete home entertainment.

MITCHELL CLOCK-RADIO VALUES

"Tone Alarm" Clock-Radio

Here's the ideal low-cost radio that wakes you at the exact time you want, to the music of your favorite morning program. Genuine Telechron clock has sweep-second hand and large, clear numerals. Latest Superhet radio (4 tubes including rectifier) tunes the full 540-1620 kc AM broadcast band. Features built-in "Air Magnet" antenna, easy-tune dial, true-toned Alnico PM dynamic speaker. Offers a world of pleasure in sparkling tone quality and performing excellence. Smartly styled in choice of Ebony, White or Maroon plastic. Size: 10½" long, 6⅛" high, 5⅜" deep. A beautiful, dependable clock-radio at a truly low price. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

Ebony	White	Maroon
E6004R-2186	**E6005R-2405**	**E6006R-2405**
Retail $29.95	**Retail $32.95**	**Retail $32.95**

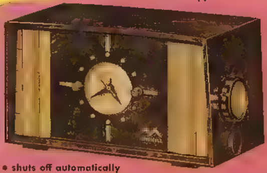
with genuine
TELECHRON
electric clock

"Deluxe Tone Alarm" Clock-Radio with "Siesta" Sleep Switch

Most beautiful of clock-radios, with a wealth of utility, wonderful tone and powerful performance. Wakes you to gentle music, if you doze again, automatic buzzer alarm goes into action. Lulls you to sleep; just pre-set the "Siesta" sleep switch and radio turns off automatically. Genuine Telechron clock has sweep-second and alarm hands. Convenience outlet is provided for turning on appliances automatically at pre-set time. Powerful Superhet radio (5 tubes including rectifier) tunes 540-1620 kc AM broadcast band. Includes built-in "Air Magnet" antenna; easy-tuning dial; large Alnico PM dynamic speaker for "big set" tone. In gorgeous plastic cabinet, in Mahogany or White. Size: 10½" long, 6" high, 5½" deep. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

Mahogany	White
E6002R-2916	**E6003R-2916**
Retail $39.95	**Retail $39.95**

- wakes you to music or alarm
- turns on appliances



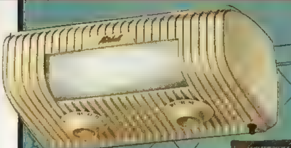
- shuts off automatically

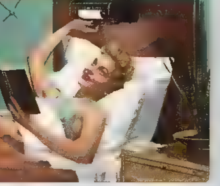
MITCHELL'S Famous "Lullaby" Bed Lamp-Radio

In all the world, there's no other radio like this. Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit (5 tubes including rectifier), with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band—540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed; additional brackets are provided for wall mounting. Size: 12" wide, 4¾" high, 6⅛" deep. The last word in bedtime entertainment. U.L. Approved For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 7 lbs.

Mahogany	Ivory
E6318R-2332	**E6319R-2405**
Retail $31.95	**Retail $32.95**

White, with Personal Speaker
E6007R-3135
Retail $42.95





Personal Speaker

Optional, external remote speaker for "privacy" listening or under-pillow use (also operates with regular loudspeaker if desired). Available in white finish only.

Mitchell
best buys in
QUALITY
PHONOGRAPHS

Personal 3-Speed Portable Phonograph

A perfect gem of a portable phono, with exceptional tone and surprising volume. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds; accommodates 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Features properly balanced pickup arm and cartridge complete with osmium-tipped needle. Quality built-in audio amplifier with Alnico PM dynamic speaker and tone control. The complete phonograph is self-contained in a compact carrying case in two-tone brown and beige. Size: 12¼" long, 9½" wide, 4¾" deep. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 9 lbs.

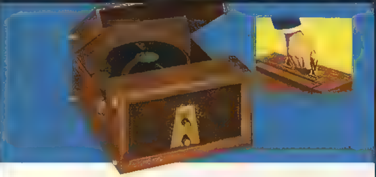
E6296R-2040
Retail $27.95

top insert with gold trim

3-Speed Deluxe Portable Phonograph

Here's a best buy in a complete electric phonograph designed for fine tonal performance and plenty of power. Top quality 3-speed phono motor selects 33⅓, 45 or 78 rpm speeds; turntable handles 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Properly balanced pickup arm; cartridge complete with osmium-tipped needle. Features excellent audio amplifier with tone control and latest Alnico PM dynamic speaker. Complete in deluxe luggage-style case, with smart leatherette top insert trimmed in rolled gold. Size: 12½" long, 10½" wide, 7" deep. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs.

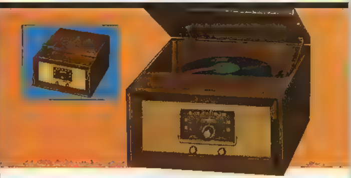
E6062R-2551
Retail $34.95



3-Speed Portable Phonograph with Automatic Changer

There is a world of thrilling entertainment in this deluxe phonograph. Plays up to ten records (7", 10" or 12") at a single loading; plays all speeds (33⅓, 45 or 78 rpm), 10" and 12" records of same speed may be intermixed. Features optional manual operation, dual needle in reversible cartridge, gentle action. Plays up to 4 hours at a single loading. Incorporates a powerful 3-tube amplifier developing abundant output and superb tone, ably handled with dimensional depth by the Alnico PM speaker. Has full-range tone control. Entirely self-contained in smart carrying case, covered in genuine Fabrikoid in light brown, native oak pattern. Size: 16⅝" wide, 18" deep, 8⅞" high. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 25 lbs.

DE6428R-5471
Retail $74.95



Radio-Phonograph With 3-Speed Automatic Changer

A complete "entertainment center", combining a powerful Superhet radio with an automatic record changer. The radio tunes all AM standard broadcasts from 540-1620 kc. Features built-in "Air Magnet" antenna, full range tone control, illuminated easy-tune dial, heavy-duty oval Alnico PM dynamic speaker. The record changer automatically plays up to ten records at one loading (7", 10" or 12") at all 3 speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Dual needle in reversible cartridge. Plays up to 4 hours at a single loading. Offered complete in a solidly constructed cabinet of beautiful mahogany veneer. Size: 15⅝" wide, 18⅜" deep, 9" high. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 30 lbs.

DE6070R-7296
Retail $99.95

FULL FIDELITY
ff

DUAL SPEAKERS

Features TWO extended range Alnico V PM dynamic speakers enclosed in special acoustical baffle for superb dimensional realism and depth.

"Duorama" Automatic Full Fidelity Phonograph

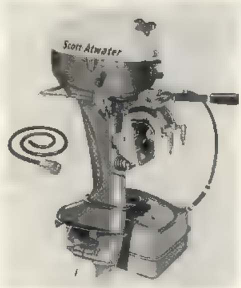
Here is exciting dual-speaker reproduction with full extended-range response—unprecedented performance at MITCHELL'S amazing low price! Check these Full Fidelity features: newest wide-range ceramic cartridge with two precious-tip needles, special 4-tube balanced amplifier delivering full 3 watts power; TWO extended-range Alnico V PM dynamic speakers housed in a special acoustical baffle, for "living presence" reproduction; tone control for desired bass or treble emphasis. The deluxe automatic record changer plays twelve 10" or ten 12", 33⅓ or 78 rpm records, twelve 7" 45 rpm records; provides intermix of any ten 12" or 10" records of same speed. Gives you up to 4 hours of continuous automatic playing, optional manual playing, dual needle in reversible cartridge, gentle action. Automatic shutoff switch turns both changer and amplifier off after last record is played. Offered in a beautiful table cabinet of heavy ½" construction, in choice of hand-rubbed Mahogany or Blonde finish. Size. 18" x 10½" x 15¾". U. L. Approved. 110-125 volt, 60 cycle A.C. only. Shpg. wt., 33 lbs.

Mahogany	*Blonde*
DE6000R-8026	**DE6001R-8756**
Retail $109.95	**Retail $119.95**

MH

Scott Atwater

Featuring Bail-a-matic, automatic boat bailer, Scott-Atwater's 16 h.p. outboard has been redesigned for quieter operation



Scott-Atwater's new 10 h.p. outboard motor features a completely underwater exhaust. It also has Bail-a-matic

SCOTT-ATWATER

A complete line of outboard motors, incorporating new features contributing to quieter, safer and more powerful operation, was introduced recently by the Scott-Atwater Manufacturing Company of Minneapolis.

Consisting of six models—the 3.6, 5, 7.5, 10, 16 and the new 30 horsepower motor—the Scott-Atwater 1955 line features a complete underwater exhaust, spring-mounted sound and vibration deadeners and the popular Bail-a-matic, automatic boat bailer. On the new "30" there is push-button electric starting, an intake silencer, auto-type dual exhaust and shift lock.

The new "30" is a powerful twin. Available in either electric or manual starting models, it reaches speeds up to 40 m.p.h. and incorporates a noise-reducing intake silencer that, combined with the underwater exhaust and spring mounts, makes it an exceptionally quiet motor—even at full speed.

Features of the "30" include an aqua mute exhaust. This is a valve that prevents water from backing into the exhaust chamber and eliminates need for relief ports. This is also a feature of the 5, 7.5, 10 and 16 horsepower models.

An intake silencer eliminates annoying sound of air rushing into the carburetor and muffles internal engine noise The hush-spring mount consists of spring mounting at both powerhead and boat bracket, that isolate motor vibration from the boat hull. This is also a feature of the 5, 7.5, 10 and 16 horsepower models.

Free-Flow V-Valves provide better motor performance at all speeds. A V-type reed box allows for the reed opening in the direction of the fuel flow from the carburetor, permitting an easy flow with little turbulence and allowing the motor to "breathe" more easily

A Safety-Zone Shift Lock is actuated by the shift lever, making it impossible to start in any gear except neutral or to shift gears at high speeds. In the automobile-type dual exhaust, separate exhaust passages for each cylinder eliminate exhaust contact with the piston walls.

Also available in the "30" is push-button electric starting, allowing for automobile-type operation, with a manual starter as standard equipment. This model has instant plug-in connections for the battery and starter panel. A model with manual starter only is also offered.

Another new feature available in all models except the 3.6 is the Snap-Off hood that exposes the powerhead for easy service and inspection by unfastening two clamps. Hoods are cushioned by rubber mounts for quiet.

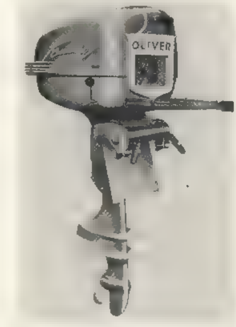
Other important features available in the 5, 7.5, 10, 16 and 30 h.p. models are: remote control connections, complete gearshift, seperate Stowaway fuel tank, Aquablade lower unit providing extra power, speed and economy, carburetor drain, and Bail-a-matic.

OLIVER

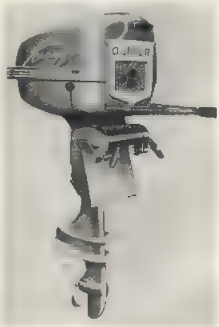
The Oliver Challenger 5½ h.p. outboard motor for 1955 features modernistic styling in metallic blue with off white and gold trim. The Challenger 5½ has an automotive type hood with push button release and a remote, 3½-gallon fuel tank. The Challenger incorporates a full, forward, neutral and reverse gear shift with a twist grip control which operates both the magneto and carburetor to insure balanced operation.

Important mechanical features of this motor include positive acting valves and an automatic type re-wind starter with 3-point contact for faster and easier starting. Smooth and efficient operation throughout its wide operating range is assured through even fuel distribution to both cylinders and a special fly wheel designed to give a longer moment inertion. A completely enclosed drive shaft eliminates corrosion during salt water use. The Challenger is equipped with a semi-weedless propeller. Noise level suppression is a basic design feature of the Challenger 5½ including spiral 3-point contact gears and a scientifically balanced crank shaft and fly wheel to insure smooth radial and reciprocating motion.

The Commander 15 h.p. outboard motor for 1955 is available in the same color styling as the 5½ h.p. model and incorporates all the features of the 5½ such as automotive type hood with push button release; 6-gallon fuel tank; full, forward, neutral and reverse gear shift with a twist grip control; positive acting valves and an automatic type re-wind starter with 3-point contact for faster and easier starting, etc.



On the new 15 h.p. Oliver Commander, noise level suppression is a basic feature. It has full forward, neutral and reverse gears with twist-grip control



Oliver's other new motor is the 5½ h.p. Challenger. It features the modernistic styling and many of the characteristics of its companion motor, the Commander

Right: Mercury's Mark 25 18 h.p., alternate twin is available with "turn-the-key" electric starting. It also features a new single line fuel system

MERCURY

Even more performance, increased quietness, electric starting on two models, and several important new safety features are the big news of the 1955 line of Mercury Outboard Motors made by the Kiekhaefer Corporation, Fond du Lac, Wis.

The ten models in the 1955 Mercury Outboard line include: The Mark 55 Mercelectric—40 h.p., 4-cylinder in-line engine with "turn the key" electric starting, and a complete 12-volt electrical system including a generator; the Mark 55—40 plus h.p., with manual starter; the Mark 25 Mercelectric, 18 h.p., alternate twin, available with "turn the key" 12-volt electrical starting; the Mark 25—18 h.p., manual starting alternate firing twin; the Mark 20—16 h.p. twin; the Mark 7—a 7½ h.p., alternate firing twin, and the Mark 6—a 5.9 h.p. twin.

Spearheading line is the mighty new Mark 55 Mercelectric. Added power and lighter weight for this model for 1955 comes from a new high compression, die-cast cylinder block and crankcase on the Thunderbolt 4-cylinder in-line powerhead. The new and greatly improved high output magneto contributes to the starting ease of this motor. It features a complete electric system. The 12-volt electric starting motor cranks the engine with the turn of a key. The integral generator keeps the battery fully charged and permits the operation of lights, horns, radio and other electrical necessities.

Electric starting will also be featured on the new Mark 25 Mercelectric, the 18 h.p. alternate twin. The push-button electric starting Mark 25 uses the same reliable lightweight 12-volt outboard starting motor developed by Kiekhaefer engineers. The engine can also be started either with the key switch on the engine or with the switch on the remote controls.

Left: The Mark 55 Mercelectric—a 40 h.p., four-cylinder, in-line engine with "turn-the-key" starting and a complete 12-volt electrical system including a generator. Manual starter available

The newly developed Acousti-Cowl, a sound absorbing principle, further silences the powerheads on the Mark 55, Mark 25 and Mark 6 models. Because Mercury Vari-timed reed valves are buried within the crankcase of the engines where the sound waves tend to cancel out each other, all Mercury engines are inherently quiet by design. The new cowl effectively blankets all other mechanical noises. New Dynaflex mounting is featured on the Mark 25 and the Mark 55 models. Both engines are strategically suspended in rubber, with no rigid connection between the engine and the clamping brackets. Power impulses and engine vibration are effectively insulated.

Single line fuel system, standard on the Mark 55, Mark 25 and Mark 6 engines for 1955 is an important new safety feature. Pressurized fuel tanks and lines are eliminated as the pump on the engine brings the fuel directly to the carburetor. This simplifies the construction and installation of remote custom-built tanks.

There are no shear pins to change in the Mercury Mark 20, Mark 25 or Mark 55 models, the Flo-Torq Safety Clutch eliminates this need. The safety clutch will slip should the propeller strike some underwater obstruction and even if the impact were severe enough to break a blade off of the propeller, the operator could still maintain maneuverability of his craft and get home.

The new super-silent Mark 6, a 5.9 h.p. alternate firing twin, weighing only 42 pounds, has remote fuel tanks, synchronized twistgrip throttle, 360-degree steering combined with push-button neutral and a swingback steering handle. Compact, light weight and easy to handle, it provides weed-free trolling.

For fishermen who prefer the integral type fuel tank, the light-weight 40-pound Mark will continue in the line. It is supplemented by the popular, reliable, all-around Mark 7, a 7½ h.p. alternate twin, popular with fishermen.

The versatile 16 h.p. Mark 20, a splendid performer for everything from a slow fisherman's troll to a thrilling water ski ride, rounds out the Mercury line.

All Mercury engines incorporate Full Jeweled power where anti-friction needle and ball and roller bearings apply to all moving parts on the crankshaft, connecting rods, driveshaft and propeller shaft and on the connecting rod crankpins and wrist pins. The result is a smooth power flow with all moving parts getting an anti-friction ride. All models have vari-timed valves for automatic correct valve timing at all operating speeds and insure quick starts. One piece "uni-cast" gear cases seal the lubricant in and the water out.

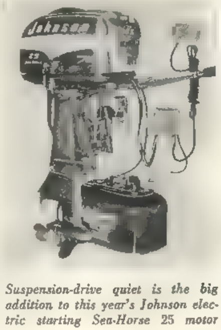
Waterproofed magnetos and waterproofed spark plugs function in fair or foul weather. Drop-forged micro-mounted connecting rods of chrome-nickel-moly steel, with roller bearings on the crankpins and wrist pins contribute smoothness to the engine.

All engines are cooled by the variable-volume, rubber rotor water pump.

JOHNSON SEA-HORSE

Quiet riding comfort, convenience and ease of operation are emphasized throughout Johnson's line of 1955 outboards. The firm's four larger motors (Sea-Horse 5½, 10, electric-starting 25 and standard 25) are all equipped with such advancements as "quiet" cushion-drive, twist-grip throttle, full-range gear shift (forward, neutral and reverse), and separate plug-in fuel tank. All are engineered for snap-on attachment of remote controls so that the boat may be driven like the family car.

Most significant new development is the quieting of the big-power models (10 and 25 horsepower) by the suspen-



Suspension-drive quiet is the big addition to this year's Johnson electric starting Sea-Horse 25 motor sion or cushion-drive system introduced on the 5½ a year ago. Of equal importance is the increased throb-free riding comfort through cushioning of engine vibration formerly transmitted to the boat. Another new convenience is a full-protection hood which may either be opened or wholly removed by touching two snap-fasteners.

Both the Sea-Horse 5½ and the smallest 3 have been additionally silenced by adoption of quieter gears.

Another new convenience on the 10 and 25s is a tilting lock which prevents motor tipping when speed is slowed, but releases automatically to prevent damage when the outboard strikes an underwater obstacle.

All five Johnson outboards are equipped with the firm's new "theft protection plug", a duplicate serial number system designed to make it impossible for a thief to offer a stolen motor for sale or service. All five motors have an anti-corrosion construction; flushing after salt-water use is not necessary.

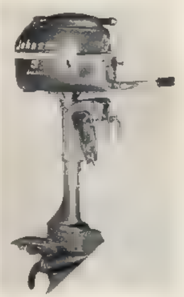
Leading accessories offered by Johnson are the Ship-Master throttle-and-shift remote control for snap-on operation with 5½, 10 and 25-horsepower motors; and the Fuel-Master gasoline pump system for 25-horsepower motors used with built-in fuel tanks.

Styling of the Sea-Horse 25s has been changed to conform in appearance with that of the Sea-Horse 10 and Sea-Horse 5½. Operating and oiling instructions on all 1955 models now are placed on top of the hood.

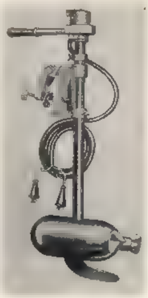
Silencing equipment on all models, in addition to cushion-drive, includes carburetor air intake silencers, underwater exhaust and exhaust relief silencers. The 10 and 25s also have sound-sealed hoods.

All motors are available both in standard and long-shaft models.

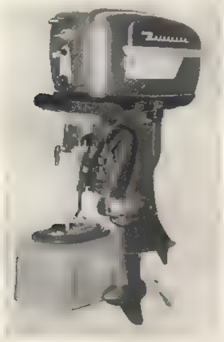
The Sea-Horse 25, electric starting, develops 25 horsepower with speeds from trolling to over 30 m.p.h. This model affords outboard luxury, with built-in push-button starter, full silencing equipment, remote control fittings, tilting lock and bumper to prevent damage from shock. Starter and choke operate on 6-volt automotive-type battery. Unit comes complete with control panel for boat dashboard, relay box and wiring.



Left: Weighing a scant 32 pounds, Johnson's Light Sea-Horse 3 develops 3 h.p. Anglematic drive and weedless design propeller make it ideal for shallow waters



Right: For silent trolling on inland lakes and rivers, there's the Silvertrol electric motor, made by Silver Creek Corp., Silver Creek, N. Y. Operating on one or two heavy-duty 6 or 12-volt storage batteries, it provides speeds of 2-3 mph



Gale Products' new 22 h.p. Bucaneer is available as a manual or electric starting motor. Gives speeds up to 25 m.p.h.

The motor has cushion-drive quiet, two-stage air intake silencer, underwater exhaust, exhaust relief silencer, sound-sealed hood, quiet gears; twist-grip throttle; separate 6-gallon Mile-Master fuel tank; 3-blade rubber-floated propeller; full-range gear shift (forward, neutral and reverse). Automatic rewind pull-cord (manual) starter retains intact for optional use. Weight is 128 pounds.

The Sea-Horse 25, standard, features horsepower, equipment and conveniences same as the above with the exception of electric-starter equipment. The weight is 114 pounds.

The Sea-Horse 10 develops 10 horsepower. With its wide speed and power range (slow trolling to over 20 m.p.h.) and moderate weight, this is a versatile motor, used extensively for both sport and commercial fishing. Weight is 70 pounds.

The Sea-Horse 5½ develops 5½ horsepower. The 1955 model is improved with quieter gears, snap fastener hood, and remote-control fittings. Primarily a fishing motor, it was rated a leading choice among resort operators in an independent survey. Speed range is from slow trolling to 12 m.p.h., the weight 47 pounds.

The Sea-Horse 3 develops 3 horsepower. This lightweight is a fisherman's favorite, particularly in smaller bodies of water and with children and elderly persons. Anglematic drive and weedless design propeller make it ideal for shallow, weedy or stump-infested waters. Quieting equipment includes intake silencer, quiet gears, underwater exhaust and exhaust relief silencer. Spark and throttle are synchronized in the lever for speed control. Full pivot reverse is provided. The weight is 32 pounds.

BUCCANEER

A new series of four outboard engines is being introduced by Gale Products of Galesburg, Ill., under the trade name Buccaneer. The smallest is a single cylinder of 3 h.p. produced in a deluxe model. The next larger is a 5 h.p. engine, built in both standard and deluxe varieties. Then comes a two cylinder 12 h.p. model and also a two cylinder 22 h.p. model, both in deluxe styles.

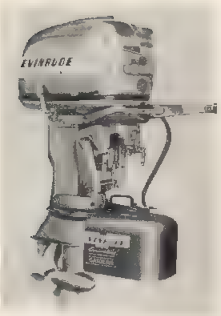
The small 3 h.p. engine is a single cylinder 2⅛ by 1½ inch of 5.32 cubic inch displacement, designed to run at 4,000 revolutions.

The 5 h.p. engines are two cylinder machines of 1-15/16 by 1½ inch bore and stroke, with 8.84 cubic inch displacement. These are also designed to turn 4,000 revolutions. Like the smaller engine they are rubber-mounted for vibration insulation and use an automatic rewind for starting. The standard model uses a rubber clutch in the propeller, while the deluxe model has a spring overload clutch without shear pins.

The 12 h.p. engine is also two cylinders with 2¼ by 2¼ inch bore and stroke, and a piston displacement of 17.89 cubic inches. Its weight is 66 pounds.

The largest 22 h.p. engine is also a two cylinder machine and will turn up to 4,000 revolutions. Its piston displacement is 32.6 cubic inches and it also carries a three-blade propeller. Depending on the style and size of boat 25 miles can be attained. This big engine weighs 110 pounds without the separate six-gallon fuel tank. This model has a rubber-floated propeller with a shear pin. The starting system is an automatic rewind, although an electric starting model is also available.

The smaller engines are both arranged for 360 degree full pivot steering control. The 5 h.p. deluxe and the two larger models are fitted with full gear shift, that is, neutral, forward, and reverse. The larger motors are also spring-mounted to provide vibration-free steering, and also synchronized spark and throttle control through twist-grip handle.



Evinrude's Big Twin, 25 h.p. motor gives speeds to 30 m.p.h. Featuring electric starting, it offers power for the larger cruisers, runabouts, etc.

EVINRUDE

A new principle of engine mounting, similar to that used in the aircraft industry, has been applied to four new outboard motors in the 1955 line of Evinrude Motors, Milwaukee, Wis. The new motors—from 7.5 to 25 horsepower—are among six different models which Evinrude will display at boat shows throughout the country.

The motors, introduced to the public in September, were engineered to meet an increased demand for quiet on the part of both boat-owners and dwellers in homes in shore front communities. Since their introduction, the motors have elicited considerable comment—from the press, marine industry and general public—in favor of their quiet-producing features.

It is the Evinrude aquasonic principle—soundproofing on water—which has been extended on the '55 models. The new development is based on the adaptation of resilient mountings for the powerhead and lower unit. The mountings absorb torsional and thrust vibrations at their source and prevent engine vibration from being transmitted to the boat, which would produce noise by acting as a sounding board.

The 1955 line—six motors—includes four aquasonic models, the 25 horsepower electric starting Big Twin, the 25 horsepower standard Big Twin, the 15 horsepower Fastwin, and the 7.5 horsepower Fleetwin. Fifth motor in the line is the versatile three horsepower Lightwin, with which Evinrude introduced carburetor air intake silencers as early step toward "whispering power." The sixth motor in the line is the Ducktwin, an adaptation of the Lightwin, painted the color of marsh grass and designed for use by duck hunters.

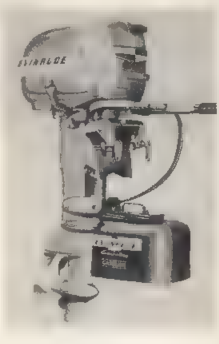
The 25 horsepower Big Twin offers the ideal power as a heavy-duty unit which at 4000-5000 r.p.m. delivers speeds from one to 30 m.p.h. When used with Evinrude Simplex remote controls, the electric starting Big Twin permits complete operation of the motor from any position in the boat. The starter panel carries buttons for both starter and electrically-operated choke, which is required only for "cold" starts.

The Big Twin is fitted with a special manual lock which holds the motor firmly in a fixed position during a sudden drop in speed. The lock, an innovation to the Big Twin, was added to prevent the motor from tilting forward during sudden deceleration. The lock automatically releases when the motor strikes an underwater obstacle.

Evinrude's 15 horsepower Fastwin is an all-purpose motor with a speed range of from one to 28 m.p.h. depending on boat weight and design. The Fastwin (which incorporates all the salient features of the Big Twin, with the exception of electric-starting) is adaptable for use with the Evinrude remote control system. The motor, which assures dependability while fishing, will troll down to one mile per hour without fouling.

Weighing only 49 pounds, the Evinrude Fleetwin is a 7.5 horsepower unit with the ability to troll at one mile per hour without fouling. The Fleetwin has been in constant demand by operators of boat liveries because its light weight and lack of vibration insure against damage to the transom.

The Evinrude Lightwin, which weighs only 32 pounds, is a three horsepower motor featuring Evinrude's Fisherman Drive, the angle of which makes it possible to run through thick marsh grass and weeds, without fouling the propeller. Its wedge-shaped skeg is designed to slide over rocks, sand, mud and other obstacles.

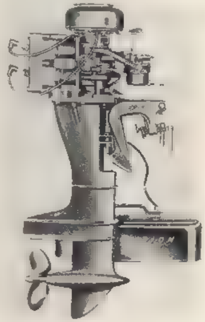


Evinrude's 15 h.p. Fastwin is an all-purpose motor incorporating all the salient features of the Big Twin except electric starting. Speeds to 28 m.p.h.

The Lightwin is designed with an integral gas tank. The mounting bracket permits 360-degree turning of the motor, providing forward through reverse positions.

The Lightwin is well adapted for a wide gamut of light-duty applications.

The Ducktwin, an adaptation of the Lightwin, blends the color of the motor with the color of marsh grass usually found near a duck blind. With its features identical to those of the Lightwin, the Ducktwin lends itself well to portage and its size makes it easy to stow in the luggage compartment of an automobile.



Champion Motors Company's new 16½ h.p. Blue Streak Hot Rod, for the speed enthusiasts, is 4 to 6 m.p.h. faster than previous models

CHAMPION

For 1955, Champion Motors Company of Minneapolis, Minnesota, offers a new 58-pound Blue Streak large-bore, short-stroke, anti-frictionized, 16½ h.p. motor, which has checked out at as high as 32 miles per hour on time trials. They also offer a new and long-needed innovation, a factory-unitized Midship Control Model for use only on steering-wheel-equipped cruisers and fast runabouts.

Special aircraft-type cable controls, built with the motor at the factory, connect directly to the motor magneto and power shift.

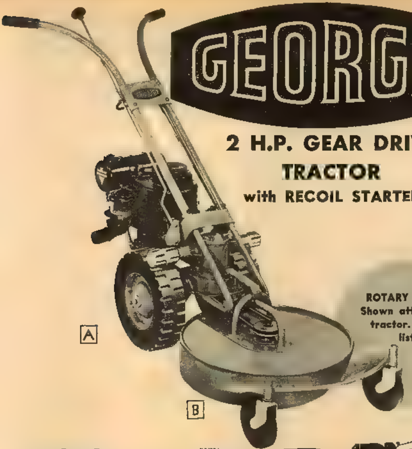
The control of all motor operations is positive and sure. Lag, friction, and extra linkage are completely eliminated. Midship Controls may be snapped on and snapped off to permit removal of motor from transom.

Champion also offers two new Blue Streak Hot Rod motors for speed enthusiasts. These check out at 4 to 6 miles faster than previous models of the same cubic inch displacement.

Other models in the 1955 Champion line include the Magic Wand equipped family favorite—Fishin' 7 and Fishin' 5 and the 3½ horsepower Guide Model.

GEORGE

2 H.P. GEAR DRIVE TRACTOR with RECOIL STARTER



ROTARY MOWER Shown attached to tractor. Mower listed below.

(A) GEORGE 2 H.P. TRACTOR

Rugged 2 H.P. 4-cycle Clinton engine with recoil starter has 2-qt. gas tank and throttle control on engine Famous for long life, easy starting and dependability.

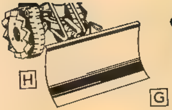
Throttle Control (built on engine) offers speed and power needed to operate all the work-saving "add-tachments".

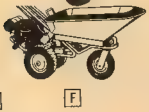
Gear-driven power. Engine power transmitted thru enclosed transmission directly to traction-tread, gear-drive wheels. Heavy duty, long service power unit makes most efficient use of powerful 2 H.P. engine.

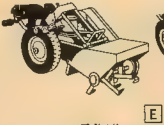
Built for long, dependable service. Gear box—running in oil—is completely enclosed. Chassis made of ¾ cold rolled steel, electrically welded construction.

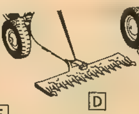
Smart appearance combined with efficient operation. Tubular steel handles, chrome plated with plastic grips. Finished in sun-beige enamel.

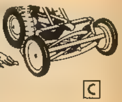
Complete, self-propelled power unit, ideal for summer mowing, winter shoveling, spring gardening and unlimited lawn and garden uses. 2 H.P. engine with Recoil Starter, "no-shock" stop button and 2-qt gas tank. Attains ½ to 1¼ MPH speeds through throttle control on engine. Power unit, 46' high, 22" deep, 26" wide, has built-in folding stand. Clutch control on engine. Additional clutch for sickle bar and rotary mower on handle brace plate. Accessories attach at front through tube-lock hitch —no bolts or wrenches needed only 30 seconds does it. Compact . . can be easily stored in a minimum of space. 12x3.00 semi-pneumatic tires. 57" long, 37" high, 14¾" wide. 5½" clearance. 104 lbs. (#22G).
No. 15H-9013. Index 1-9700. LIST 129^{50}

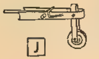


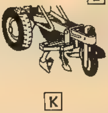


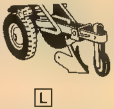


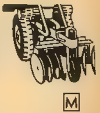












GEORGE

"ADD-TACHMENTS"

...MAKE WORK EASIER YEAR 'ROUND

(B) ROTARY MOWER. 18" mower "floats" over ground producing smooth, even cut. Full swivel wheels for even turns. Alloy steel rotary blade. Shrub bar at front for safety. Heavy gauge steel with zerk fitted bronze bearings. Grass discharges from side—eliminates windrowing and "mulch-drop". Trims close to sidewalk and edges; eliminates hand trimming. Adjustable height cut—1 to 2¾". 33 lbs. (#G31).
No. 15H-9015. Index 1-2875. LIST 39^{50}

(C) 18" REEL TYPE MOWER. Rugged cast iron side frame and bed knife for good cutting performance. Ball-bearing equipped. 10" rubber tired wheels. **Requires use of hitch listed below.** 30 lbs. (#G32).
No. 15H-10008.
Index 1-2600. LIST 34^{50}

LAWN MOWER HITCH. Connects above reel-type mower or any standard reel-type 16" or 18" mower to power unit thru tube-lock hitch. 5 lbs. (#G30).
No. 15H-10006.
Index I 355. LIST 4^{75}

(D) SICKLE BAR MOWER. Cuts heavy grass or weeds, 2½ to 3½ acres a day. "Floating" action provides even cut. Malleable iron guards; steel shoes at ends of bar High tempered steel knives.

No.	Mfr's #	Width	Lbs.	Index	LIST
15H 9017	G27-4	24"	34	1-3300	44.50
15H-9016	G27-8	28"	38	1-3700	49.50
15H-9018	G27-2	32"	42	1-4100	54.50
15H-9019	G27-6	36"	46	1-4500	59.50

(E) ROTARY TILLER. Cuts path 12" wide, up to 5" deep . . . works between 18" crop row Heat-treated, sharpened steel digging knives are bolted to tiller rotor tube. Chain drive rotor is completely guarded Made of heavy gauge steel, electric welded construction. Bronze, zerk-fitted bearings. Overall width 15¼' 50 lbs. (#G28).
No. 15H-9033. Index 1-3700. LIST 49^{50}

(F) DUMP WHEEL BARROW. Heavy gauge steel. 10x2.50 semi-pneumatic front tires with ball-bearing swivels. Easily dumps forward. Bed is 35" long 25' wide 11" deep. 40 lbs. (#G33)
No. 15H 9014. Index 1-3700. LIST 49^{50}

(G) 25" SNOW PLOW. Adjustable right, left or straight, as desired. Simply lift handle, select angle, lock . . . blade snap-locks into place. Made of heavy gauge steel, shaped and formed for extra strength. Adjustable shoes under blade ends prevent snagging on obstacles. 16½ lbs. (#G29)
No. 15H-10005.
Index 1-1175. LIST 15^{75}

(H) SNOW & GROUND GRIPPERS. Attaches to 12x3.00 wheels with 3 bolts for additional traction in loose earth or snow Self cleaning. Increases width of wheels 4". 10 lbs. (#G34).
No. 15H-10007. Index 1-730. LIST 9^{75}

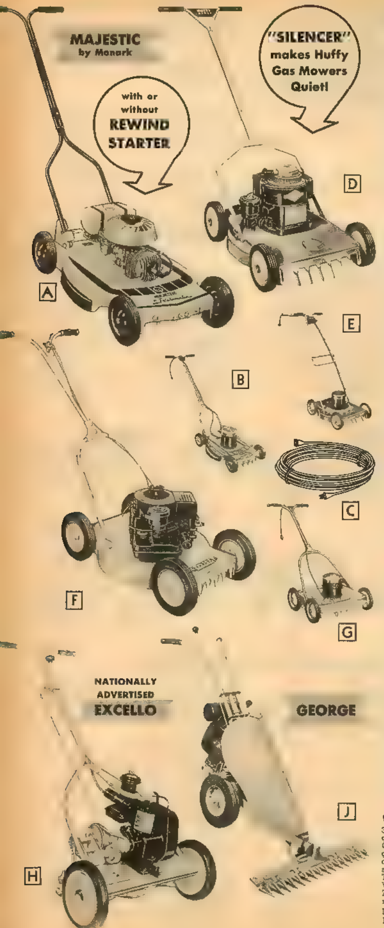
(J) TOOL BAR. Required to lock cultivator, disc harrow and furrowing plow (listed below) into working position easily and quickly. Adjustable rubber tired depth gauge wheel provides complete tool control at all times. No wrenches or bolts needed. 10 lbs. (#G23).
No. 15H-10001. Index 1-415. LIST 5^{50}

(K) CULTIVATOR & WEEDER HOE. 5 cultivator steels plus 1 right and 1 left hand weeder sweep for complete garden care. Adjustable depth. Locks in position without wrenches or bolts **Requires tool bar (see above).** 15 lbs. (#G24).
No. 15H-10002. Index 1-1400. LIST 18^{75}

(L) FURROWING PLOW. Lays off rows for planting and hilling. Tempered steel blade is adjustable for depth **Requires tool bar (see (J) above).** 10 lbs.
No 15H-10004. (#G26).
Index 1-730 LIST 9^{75}

(M) DISC HARROW. Six 6' tempered steel discs with adjustable angle throw dirt in or out. Blade sections may be set apart or turned Digging shovel keeps discs in ground. Zerk fitted bearings. **Requires tool bar (see (J) above).** 15 lbs. (#G25).
No. 15H-10003.
Index 1-1175. LIST 15^{75}

GEORGE TRACTOR and ATTACHMENTS F.O.B. ILLINOIS



POWER MOWERS

(A) MAJESTIC ROTOMATIC GASOLINE ROTARY POWER MOWERS

Rewind Starter makes starting a snap! 2-cycle gasoline engine has automatic governor Slip clutch cushions shock if blade strikes stone, etc. Heat-treated lift-type blade. Adjustable cutting height from 1⅛" to 2⅝". Heavy gauge steel base with removable guard teeth. **New safety side ejector** for even distribution of grass cuttings. Sleeve bearing steel wheels with 6x1.5 puncture-proof tires

No.	Mfr's	Cut	H.P.	Lbs.	Index	LIST
9H-2540	MSK18RW	18"	1.5	50	1-6099	80.95
9H-2541	MSK19RW	19"	2.0	51	1-7013	93.50
9H-2529**	GSR22RW	22"	2.5	75	1-9671	128.95

**Offset mulching-type blade Cutting height, 1½" to 3" Cast aluminum base. Oilite bearing steel wheels with 8x1 75 tires. Less side ejector

Same as above except Rope Starter replaces Rewind Starter.

No.	Mfr's	Cut	H.P.	Lbs.	Index	LIST
9H-2534A	MSK18	18"	1.5	45	1-5478	76.50
9H-2533A	MSK19	19"	2.0	46	1-6657	88.95
9H-2532A	RBS22	22"	2.1	70	1-8588	119.50

(B) MAJESTIC ROTOMATIC ELECTRIC ROTARY POWER MOWERS

Powered by ⅓ H.P. split phase electric motor. Safety switch on handle with overload protection. 5 retractable blades on disc fold in when strikink object. Adjustable cutting height from 1⅛" to 2⅝". Heavy gauge steel base with removable guard teeth. Sleeve bearing steel wheels with 6x1.5 tires. U.L. approved. 110 volts, 60 cycle, A.C. **Cord not included.**

No.	Mfr's	Cut	RPM	Lbs.	Index	LIST
9H-2521	ES16E	16"	1725	55	1-3731	49.65
9H-2524**	ELR18	18"	3450	57	1-4978	66.50

**High-speed capacitor-type motor Bar-type blade with slip clutch.

(C) HEAVY-DUTY RUBBER CORD for all electric mowers on this page.

No.	Length	Lbs.	Index	LIST
9H-2525	50-ft	3¾	1-431	5.75
9H-2526	100-ft.	7¼	1-671	8.95

(D) HUFFY GASOLINE ROTARY POWER MOWERS

Huffy Silencer (a multiple-chamber muffler) tones down exhaust noise. Swinging 4 blades on disc retract when object is struck. **Recoil Starter** and off-on ignition switch for quick, easy starting. Briggs & Stratton or Clinton (mfr's option) 4-cycle gasoline engine eliminates mixing gas and oil. Adjustable cutting height from 1" to 3". Flip-over handle eliminates turning mower. Safety guards all around.

No.	Mfr's	Cut	H.P.	Lbs.	Index	LIST
9H-2576**	52-218	18"	1	52	1-5621	74.95
9H-2581*	54-4180	18"	2	60	1-6371	84.95
9H-2577	54-418	18"	2	62	1-7346	104.95
9H-2582	54-421	21"	2	69	1-8042	115.95

**2 cycle Power Products engine without silencer, recoil starter, or switch.
*Without silencer, recoil starter or switch

(E) HUFFY ELECTRIC ROTARY POWER MOWERS

Powered by ⅓ H.P. split-phase 1725 RPM electric motor. Safety cut-off stops motor when overloaded. 4 swinging blades on disc retract when striking object. Blade rotation safety spinner tells when blades are turning Adjustable cutting height from 1" to 3". Twist-release cord hook for storing cord. Cord control handle-extension holds cord out of mower's path. Flip-over handle eliminates turning mower Safety guards all around. 115 volts, 60 cycle, A.C. **Cord not included.**

No.	Mfr's	Cut	Trims	Lbs.	Index	LIST
9H-2546	52-16	16"	In front	54	1-4346	57.95
9H-2547	52-18	18"	On sides	62	1-4886	69.95

(F) EXCELLO GASOLINE 18" ROTARY POWER MOWER

Powered by Briggs & Stratton 1 6 H.P. 4-cycle gasoline engine. Throttle control conveniently located on handle. Fully enclosed heat-treated steel fan-type blade cuts full 18" swath. Cast aluminum shroud. Rear discharge chute expels clippings evenly. Adjustable cutting height from ½" to 3½" Aluminum 8" wheels with oilite bushings and semi-pneumatic tires. 80 lbs.

No. 9H-2527. (#184) **Index 1-6185.** LIST **82^{50}**

(G) EXCELLO ELECTRIC 18" ROTARY POWER MOWER

Powered by ⅓ H.P 1725 RPM electric motor. Push-button controlled with overload protection. Fully enclosed 4 spring steel knives on spinning disc. Full 18" cut. Adjustable cutting height. Pressed steel construction Reversible handle has cord storage hooks. Bronze bushing 8" steel wheels; semi-pneumatic tires. 115 volts, AC **Cord not included.** 60 lbs.

No. 9H-2528. (#183ER). **Index 1-4385.** LIST **58^{50}**

(H) EXCELLO SELF-PROPELLED REEL-TYPE GASOLINE MOWERS

No pushing . . . self-propelled at desired speed. Easy to handle. Powered by 4-cycle air-cooled Briggs & Stratton gasoline engine. Positive chain-drive and idler pulley clutch. Convenient finger-tip clutch and throttle control levers. Bed knife and 5 self-sharpening reel blades of heat-treated crucible steel. Reel shaft has Timken bearings. Bronze bearing-equipped jackshaft and wheels. Strong grey iron wheels have semi-pneumatic tires. Floating tubular steel handle with rubber grips. Sectional rollers.

No.	Mfr's	Cut	H.P.	Lbs.	Index	LIST
9H-2537	518	18"	1.1	115	1-7705	102.75
9H-2538	521	21"	1.6	125	1-8665	115.50
9H-2539	524	24"	2.0	174	1-11645	155.25

(J) GEORGE SELF-PROPELLED 32" SICKLE BAR MOWER

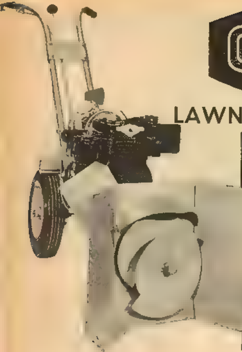
32" flexible cutting head with 6" float glides easily over smooth or uneven ground, producing uniform cut on grass and tall weeds. 2 H.P. Briggs or Clinton (whichever available) gasoline engine throttle controlled through governor—speeds up to 2 m.p.h. **2 CLUTCHES**—clutch at handle for traction drive; clutch at guard for sickle knife—either or both may be used. Short stroke on cutting knife reduces vibration 20% and increases cutting power. Tubular alloy steel handles mounted in rubber tube to absorb vibration. Welded steel chassis. Hardened steel knives with malleable sickle guards. Zerk fittings at bearings with built-in oil reservoir. 10" x 3.00 semi-pneumatic rubber tired roller-bearing wheels. 39" high, 55" long, 139 lbs. F.O.B. Sullivan Illinois. (#606-6).

No. 15H-9006. Index 1-11950. LIST **159^{50}**

MOWERS NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

GEORGE

LAWN & GARDEN TRACTOR



SNOW BLOWER ATTACHMENT

For George Tractor

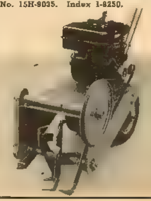
Attaches to front of George tractor Removes heavy-wet or light-dry snow from walks and drives in fraction of time required by hand methods. Ruggedly built of electrically welded heavy gauge steel. 24" wings open wide for dry snow; adjust to 16" for wet snow and 20" for medium Large 9" fan drives snow into blower stack and discharges it to right or left Adjustable shoes in blower panel prevent blade from hitting obstructions. 30 lbs.

No. 15H-9041. (#22B13).
Index 1-2225. LIST **29^{50}**

GEORGE TERRO-TILLER

Takes the work out of garden preparation and maintenance! 2 H.P. Briggs or Clinton 4-cycle gas engine. Positive clutch permits idling. Throttle control on handle regulates speed up to 2½ MPH Tillage depth to 6". Chain-driven replaceable high carbon steel digging knives Tiller rotor width 11½"—will not harm plant roots. V-belt drive (to chain). Zerk-fitted bearings. Rugged steel chassis. Tubular steel adjustable handles with rubber grips. 2 semi-pneumatic 10" rubber tired wheels. 12"x20"x65" long — may be used between rows 18" wide 105 lbs.
No. 15H-9035. Index 1-8250. LIST **109^{50}**

Complete Unit!



SNOW BLADE

18" REEL-TYPE MOWER

LAWN MOWER HITCH

24" SICKLE BAR MOWER

20" ROTARY MOWER

GEORGE 2-WHEEL 2 H.P. LAWN and GARDEN TRACTOR

There's hardly a lawn or garden chore this rugged tractor can't do—plows, tills, hoes, harrows, cultivates, cuts weeds, mows lawns, dozes dirt and removes snow. So easy to handle, even the youngsters can operate it 2H P Briggs or Clinton (which ever available) gasoline engine with ground speed up to 1½ m p h —throttle controlled through mechanical governor. 3 power take-offs. 3300, 1100 and 365. Large 12x3.00 heavy duty wheels with semi-pneumatic tires and Zerk fittings to bearings. V-belt drive for positive all-weather traction. All-steel welded construction Attachments are added to front or rear with only one pin **(floating tool bar needed for rear hitch tools).** 100 lbs.
No. 15H-9038. (#22B2).
Index 1-8500. LIST **114^{50}**

GEORGE LAWN and GARDEN TRACTOR ATTACHMENTS

SNOW BLADE (front hitch)—25" steel blade with shoes under each end. Adjusts to any angle. 15 lbs (#22B10).
No. 15H-9042. Index 1-850. LIST **11^{25}**

18" LAWN MOWER (front hitch)—cast iron side frames, heavy duty bed knife plate, welded steel blades. Ball-bearings. 34 lbs.
No. 15H-9037. (#22B15).
Index 1-2575. LIST **34^{50}**

LAWN MOWER (front) **HITCH** — Converts any 16" or 18" reel-type hand mower into power mower. Attaches lawn mower to tractor with pin. 5 lbs. (#22B12).
No. 15H-9039. Index 1-335. LIST **4^{50}**

24" SICKLE BAR MOWER (front hitch) Mows 2½ to 3½ acres a day; cuts grass and weeds without effort. 2" sections and guards. Zerk fittings at bearings. Driven by V-belt from power take-off pulley. No vibration 30 lbs. (#22B8)
No. 15H-9040. Index 1-3175. LIST **42^{50}**

20" ROTARY MOWER (front hitch)—Swivel caster front wheels. Adjustable cutting height 1" to 3". 1400 RPM. Zerk fittings. Blade fully guarded for safety. Heavy gauge steel construction. 50 lbs. (#22B14)
No. 15H-9050.
Index 1-3175 LIST **42^{50}**

WAGON DUMPCART (REAR)

ROTARY TILLER (rear hitch) — Tills path 12" wide, 2" to 4" deep. Rotor diameter 9". Chain driven from power shaft at side Heavy gauge construction. Zerk fittings. Replaceable 8 steel blades. End drive for complete ground coverage. 40 lbs (#22B9,
No. 15H-9046.
Index 1-3175. LIST **42^{50}**

4 SHOVEL CULTIVATOR (rear hitch)—Ideal for straddle cultivation. Carbon steel duck foot sweeps. Adjustable depth angle. Extra shovels can be attached. 10 lbs. (#22B4)
No. 15H 9047.
Index 1-650. LIST **8^{75}**

DISC HARROW (rear hitch)—2-section (6 blades). Adjustable angle for "throw-in" and "throw-out." Disc sections can be separated for straddle cultivation. 15 lbs
No. 15H-9044. (#22B5)
Index 1-1175. LIST **15^{75}**

FURROWING PLOW (rear hitch)—Ideal for ridging and laying off rows for planting Made of carbon heat treated steel. Attaches to floating tool bar. 10 lbs. (#22B6)
No. 15H-9043.
Index 1-650. LIST **8^{75}**

4½" HILLING PLOW and COULTER (rear hitch)—For hilling and light dirt turning (will not break virgin ground). Carbon heat treated steel holds sharp edge. Attaches to floating tool bar. 10 lbs. (#22B7).
No. 15H-9048.
Index 1-1125. LIST **15^{00}**

2 SHOVEL WEEDER (rear hitch)—For row cultivation. Carbon steel heat treated blades—adjustable depth angle. Attaches to floating bar tool. 15 lbs. (#22B11)
No. 15H-9045.
Index 1-1125. LIST **15^{00}**

WAGON DUMP CART (rear hitch) — 30" wide, 48" long dump bed attaches through swivel hitch at rear of tractor. 12x300 wheels. Operator's seat braced over wagon. 50 lbs (#22B16).
No. 15H-9036. Index 1-3175. LIST **42^{50}**

FLOATING TOOL BAR—Attaches rear hitch attachments to tractor. 10 lbs. (#22B3)
No. 15H-9049.
Index 1-335. LIST **4^{50}**

ROTARY TILLER

CULTIVATOR (REAR)

DISC HARROW

FURROWING PLOW

4½" HILLING PLOW (REAR)

WEEDER (REAR)

GEORGE TRACTORS and ATTACHMENTS F.O.B. SULLIVAN, ILLINOIS

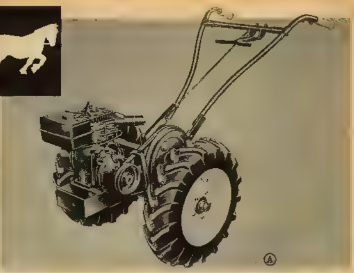
red horse
GARDEN TRACTORS

- 2 OR 3 H.P. ENGINE WITH 2 FORWARD SPEEDS
- FAMOUS "QUICK" HITCH FOR ATTACHMENTS
- SIMPLIFIED POWER TAKE-OFF REDUCES SPEED TO 600 R.P.M.
- ALL STEEL WELDED FRAME . . . NOTHING TO SHAKE LOOSE
- INTEGRAL GEARBOX REDUCES STRAIN ON CRANKSHAFT
- HEAVY DUTY LUG-TYPE PNEUMATIC TIRES

Here's a real heavy duty farmer's tractor that's versatile enough for estates, clubs or homes. Can do anything a tractor is supposed to do with 10 time and work-saving attachments. Rugged all-steel welded frame—no bolts or nuts to work loose. Integral design of gearbox makes it part of engine itself and assures smoother starting and less pulley strain on the crankshaft—features that result in longer belt and engine life. Powered by rugged, dependable 2 or 3 HP gasoline engines with 2 forward speeds and centrifugal type governors. Quick-acting pull starter. Convenient handle bar controls. Simplified power take-off—remove V-belt from tractor and attach to saw, generator, etc. No special speed reducer needed—power output of engine is already reduced to 600 R.P.M. Famous quick-hitch features. Simple drop-pin arrangement for fast coupling of attachments for straight away level pulling or close-in angle work. No clumsy attachment handles—to turn, simply lift handle bars to stop; to stop quickly, just release the clutch. Heavy-duty lug-type pneumatic tires.

2 H.P. MODEL
Fitted with 5x12 tires. 195 lbs.
No. 15H-9021. (#6001H).
Index 1-13463. **LIST 179^{50}**

3 H.P. MODEL
Fitted with 6x12 tires. 225 lbs.
No. 15H-9022. (#6033H).
Index 1-17963. **LIST 239^{50}**



RED HORSE GARDEN TRACTOR ATTACHMENTS

(B) SNOW PLOW-GRADER
All steel heavy duty 36" unit. Adjusted to right, left or straight ahead. Use as bulldozer, light grading or as snowplow. 38 lbs.
No. 15H-9028. (#6610).
Index 1-1838. **LIST 24^{50}**

(C) 20" ROTARY SAW
Ideal to cut firewood, fence posts and clear land. Cuts horizontally and vertically. 20" blade. 35 lbs.
No. 15H-9051. (#7300).
Index 1-3938. **LIST 52^{50}**

(D) WEED CUTTER
Sturdily constructed, heavy-duty rotary weed-cutter. A great time and labor saver. **Attaches to rotary saw attachment above.** Complete safety guard enclosure. 33 lbs.
No. 15H-9054. (#7400).
Index 1-1125 **LIST 15^{00}**

(E) 6½" PLOW
Pitch and depth easily adjustable without wrenches or stopping plow. Runs straight, even with one wheel in furrow. 37 lbs.
No. 15H-9023. (#7100).
Index 1-2213. **LIST 29^{50}**

8" PLOW (Not Shown)
Same as above except 8" size. 45 lbs.
No. 15H-9052. (#7200).
Index 1-2738. **LIST 36^{50}**

(F) HEAVY DUTY CULTIVATOR
Fully adjustable depth and width. Follows perfectly. Shovels and wheels adjustable and removable. 63 lbs.
No. 15H-9025. (#6200).
Index 1-2588. **LIST 34^{50}**

(G) DISC HARROW
Two 4-blade gangs, adjustable to draw dirt away from or throw into row. 12" discs. Oiled maple bearings. 72 lbs.
No. 15H-9024. (#6800).
Index 1-2806. **LIST 34^{75}**

(H) 24" REEL MOWER
Heavy duty with engine driven cutting reel. 6 spiders and 5 alloy steel blades. Heavy underknife with simple position adjustment. 70 lbs.
No. 15H-9027. (#6500).
Index 1-5888. **LIST 78^{50}**

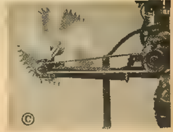
(J) 32" SICKLE BAR MOWER
Standard 2" knives and guards. Separate clutch permits close work without forward motion; ideal for tall grass or weeds. 52 lbs
No. 15H-9026. (#6400B).
Index 1-5063. **LIST 67^{50}**

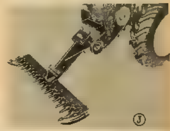
(K) ½ TON DUMP CART
Sturdy, versatile . . . Heavy duty for hauling trash, stone, etc. Ideal for carrying tractor attachments. ½ ton, 7 cu. ft. 150 lbs
No. 15H-9030. (#8124).
Index 1-7088. **LIST 94^{50}**

(L) 24" ROLLER with SEAT
24" steel roller smoothes and levels lawns. Equipped with cross bar scraper and foot brake. 110 lbs. (filled with water, 300 lbs.)
No. 15H-9031. (#8314).
Index 1-2963. **LIST 41^{50}**

(M) RIDING SULKY
All steel pneumatic-tired riding sulky for use with sickle bar, lawn mower, snowplow or any other similar front end attachment. Comfortable seat. Dependable brakes. 85 lbs.
No. 15H-9029. (#8100).
Index 1-4088. **LIST 54^{50}**

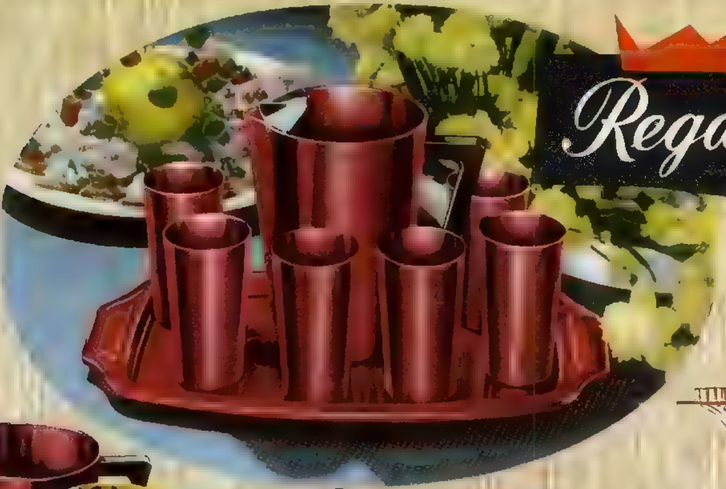
25 LB. WHEEL WEIGHT
(Not shown)—Used when more traction is needed. Attach to wheel by 2 bolts. 50 lbs.
No. 15H-9032. (#9000).
Index 1-938. **LIST per pair 12^{50}**

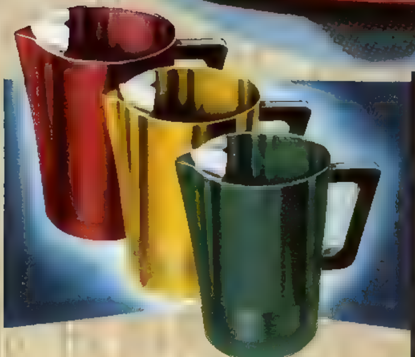




RED HORSE EQUIPMENT F.O.B. SPRINGFIELD, OHIO

Regal





Cheerio BEVERAGE SERVICE

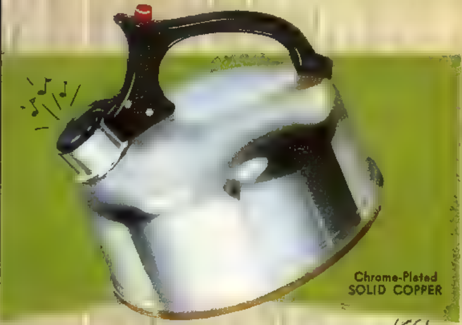
Drinks are "something special" when served in this beautiful 8-piece set. Perfect for dining room, porch, patio or recreation room. Unbreakable aluminum with permanent anodized color finish — stain and scratch-resistant. Includes 2½ qt. Pitcher with ice guard and sure-grip bakelite handle; six 14 oz. Tumblers; and 10 x 17-inch all-purpose Tray. Choice of Cherry Red, Sunset Gold or Forest Green.

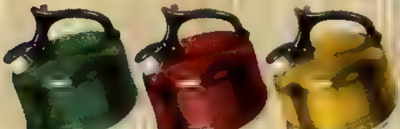
No. 50/54 BEVERAGE SERVICE Y660 RETAIL PRICE
Red, Gold or Green $9.95

Cheerio BEVERAGE PITCHER

Tall, gracefully styled 2½ qt. Pitcher — ideal for serving all types of drinks. Holds chill for iced beverages. Has ice guard, easy-pouring spout and sure-grip bakelite handle. Permanent color-anodized finish on aluminum — easy to clean. Choice of Red, Gold or Green.

No. 58/54 BEVERAGE PITCHER Y260 RETAIL PRICE
Red, Gold or Green $3.95





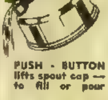
Red Cap SINGING TEA KETTLE

Same features as Regal Chrome-copper model (shown at right) but 3 qt. size and made of aluminum with permanent color-anodized finish. Choice of Red, Gold or Green.

No. 56/54 3 QT. TEA KETTLE Y330 RETAIL PRICE
Red, Gold or Green $4.95

Regal SINGING TEA KETTLE

The famous push-button tea kettle — superbly styled in solid copper with an exquisite chrome-plated finish. The copper heats fast and efficiently; the chrome stays bright and beautiful. Sings when water starts to boil — tells when to turn off heat and save fuel! Cool, comfortable bakelite handle. Capacity, 2½ qts.



PUSH - BUTTON lifts spout cap — to fill or pour

No. 60/54 CHROME-COPPER Y330 RETAIL PRICE
2½ qt. TEA KETTLE $4.95

Regal

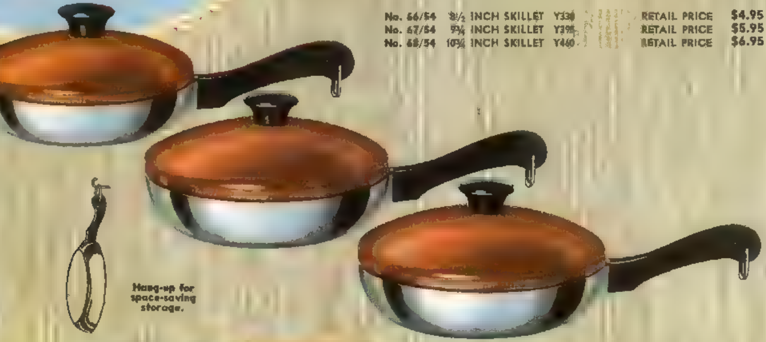
GUARANTEED *Warp-proof*

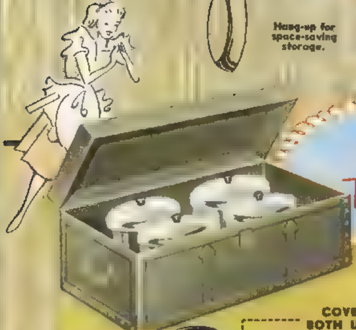
New French Style

COVERED SKILLETS

These remarkable skillets have every feature the homemaker desires. Ideal for top-stove frying, roasting or broiling. Marvelous for healthful and delicious waterless cooking. Classic French styling in super-durable aluminum — heats fast and evenly. Guaranteed warp-proof under normal home use. Easy to clean; easy for stirring and pouring. No-burn, no-turn bakelite handles with hang-up ring for space-saving storage. Snug-fitting aluminum covers in beautiful color-anodized bright copper finish — stain and scratch-resistant.

No. 66/54	8½ INCH SKILLET	Y330	RETAIL PRICE	$4.95
No. 67/54	9¾ INCH SKILLET	Y395	RETAIL PRICE	$5.95
No. 68/54	10¾ INCH SKILLET	Y460	RETAIL PRICE	$6.95

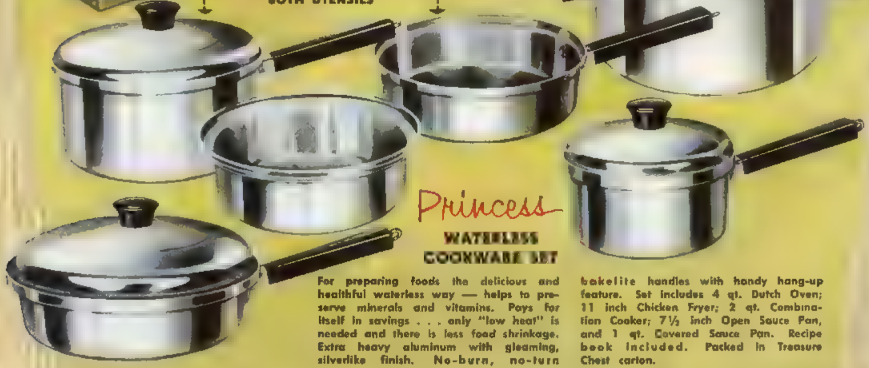

Hang-up for space-saving storage.



FROM OUR *Princess Treasure Chest*

EXTRA, EXTRA HEAVY ALUMINUM

COVER FITS BOTH UTENSILS



Princess

WATERLESS COOKWARE SET

For preparing foods the delicious and healthful waterless way — helps to preserve minerals and vitamins. Pays for itself in savings . . . only "low heat" is needed and there is less food shrinkage. Extra heavy aluminum with gleaming, silverlike finish. No-burn, no-turn bakelite handles with handy hang-up feature. Set includes 4 qt. Dutch Oven; 11 inch Chicken Fryer; 2 qt. Combination Cooker; 7½ inch Open Sauce Pan, and 1 qt. Covered Sauce Pan. Recipe book included. Packed in Treasure Chest carton.

No. 61/54 PRINCESS COOKWARE SET Y1130 RETAIL PRICE $16.95

Easy-Flo

ALL-AUTOMATIC ELECTRIC PERCOLATOR

It's a coffee-making marvel! Brews 4, 6 or 8 cups of perfect coffee at a time — automatically! Simply put in the cold water and coffee — and connect the cord. The Easy-Flo brews the coffee (any strength desired) . . . stops brewing when the coffee is done . . . and then keeps the coffee drinking hot as long as desired. There's no guesswork — no attention required. Exquisitely styled in finest quality aluminum with a finish that gleams like a jewel. Cool, non-slip, black bakelite handle, no-drip spout for easy pouring. Heating unit and cord (which is included) are approved by Underwriters' Laboratories. Operates on A.C. only.

No. 64/54 EASY FLO PERCOLATOR Y830 | RETAIL PRICE $12.50

Regal

Pots of Gold HOSTESS SET

The magic of rich, golden color is combined with superb designs in aluminum to create this breathtakingly beautiful ensemble. The proud owner never tires of its many, many uses for food or beverage service. It's a showpiece when not in use. Set includes a deep and roomy 14½-inch Party Bowl; set of four multi-use Snack Bowls; smartly styled 2½-qt. Pitcher with ice-guard and sure-grip bakelite handle; four tall 14-oz. Tumblers; and an exquisite 10 x 17-inch All-Purpose Serving Tray. Anodized with a rich, permanent, gleaming gold finish that resists stains, mars or scratches — cleans easily without polishing.

No. 65/54 POTS OF GOLD SET Y995 | RETAIL PRICE $14.95

Regal

THE ORIGINAL PORTABLE

Carry-All

CAKE SERV

This lovely cake server is king-size — and portable! Helps keep cake, sandwiches and other foods fresh. A slight twist locks cover securely to tray. Roomy enough for the largest cake . . . cover is 6½ inches high (without handle) and 11 inches in diameter Finger-grip bakelite handle. All-purpose 13⅞-inch Tray with sen-ray finish. Quality aluminum with color-anodized, stain and scratch-resistant cover in choice of Cherry Red or Sunset Gold. Also available with Polished Aluminum cover.

No. 53/54 CAKE SERV Y360 Red or Gold RETAIL PRICE $5.45
No. 54/54 CAKE SERV Y260 Aluminum RETAIL PRICE $3.95

EASY TO CARRY
Cover locks on tray

Cheerio TUMBLERS IN RAINBOW COLORS

Tall, sparkling, 14-oz. aluminum tumblers — wonderful for iced tea, iced coffee, juices, mixed drinks, etc. Unbreakable; stain-resistant and easy to clean. Metal holds chill for frosted drinks. Set includes 8 tumblers in gay, assorted colors as illustrated.

No. 55/54 SET OF 8 TUMBLERS Y395 RETAIL PRICE $5.95

Moisture Control in cover

Jiffy-Serv BUN WARMER-CASSEROLE

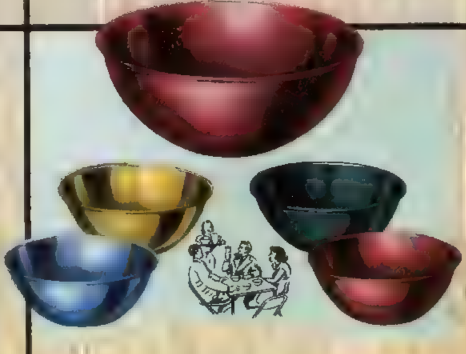
A marvelous stove-to-table server! Heats buns, muffins, etc. on top of stove — keeps them hot at the table. Wonderful for baking potatoes, crisping, freshening or preparing oven casserole dishes. Gleaming polished aluminum; thermoplax side handles, wire basket inset

No. 51/54 JIFFY-SERV Y260 RETAIL PRICE $3.95

Rainbow SNACK SET

Adds festive cheer to any occasion. Wonderful for popcorn, candy, fruit, etc. Excellent for salads or breakfast cereals. The Rainbow Set (shown at right) is made of anodized aluminum — easy to clean. The colors are permanent and resistant to stains or scratches. Set includes 4-qt. Master Bowl in Cherry Red and 4 Individual Bowls in Red, Green, Gold and Blue. Set also available in polished aluminum (shown below).

No. 52/54 SNACK SET—Assorted Colors Y330 RETAIL PRICE $4.95
No. 63/54 SNACK SET—Aluminum Finish Y165 RETAIL PRICE $2.50



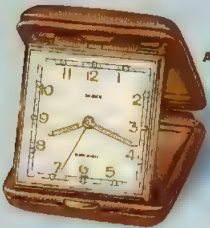
however you go . . . wherever you stay

semca clocks

are the last word in travel timepieces

So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.

SEMCA has been awarded the exclusive Fashion Academy Medallion for superiority in styling.



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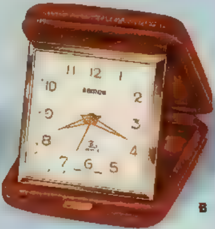

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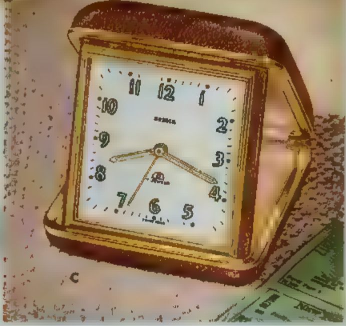


C

A. 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. Built to take the hard knocks of travelling, this rugged timepiece is covered with husky, handsome leather, has raised gilt numerals and luminous hands and hour dots. 3⅛" x 2⅞" x 1¼". Tan, Blue and Red. Specify Color.
J7330A List $9.95 Dealers ea. **$6.86**

B. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A trustworthy timekeeper that's sure to awaken you for that important appointment! Single winding triggers alarm—Keeps leather-cased clock functioning accurately for 192 hours. Raised gilt figures, luminous hands and hour dots. 3¼" x 2⅞" x 1¼". Pigskin, Red, Green. Specify Color.
J7331A List $16.95 Dealers ea. **$10.61**

C. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. Equally at home on the road or in your bedroom! In a can't scuff case of simulated leather. Luminous numerals and hands so you don't have to turn on the light to see what time it is. Single key winds both time and alarm. A wonderful gift for that lad or lass who's off to college! This silent performer measures only 3⅜"x3⅝"x1⅜" An assortment of colors: Blue, Brown Pigskin, Brown Alligator. Specify Color.
J7332A List $14.95 Dealers ea. **$9.60**

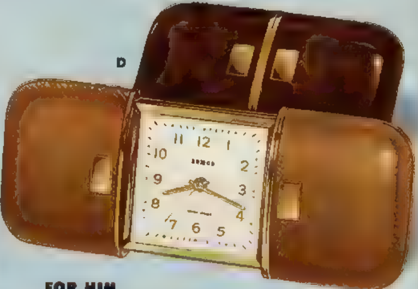
semca *Royal Convertibles*

FOR HER

E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, carefree, trouble-free transportation. Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: $3\frac{7}{16}$"x2⅝"x1⅛". Opens to 5⅛"x2⅝"x1⅛". In Pigskin, Blue or Red Specify Color
J7335A List $19.95 Dealers ea **$12.48**

Same as above, except enamel finish in Brown or Green Tortoise.
J7336A List $19.95 Dealers ea. **$12.48**

Prices on West Coast
Slightly Higher



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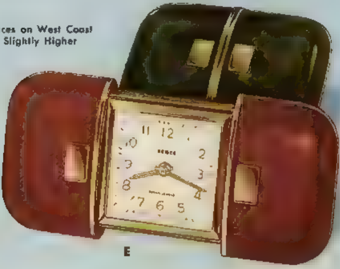
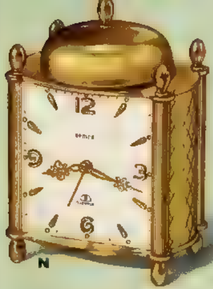


E

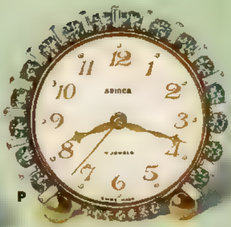
FOR HIM

D. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. For the executive or the college student—and *particularly* for the man who travels extensively. Sleekly streamlined with no rough corners to tear pockets, this ultra-modern timepiece is only slightly larger than a pack of cigarettes when closed! Metal case is finished in gilt-trimmed genuine leather. Dial has raised gilt numerals, luminous hour dots and hands. Closed 4⅛"x2½"x1⅛" Open: 6⅝"x2½"x1⅛". Blue, Pig, or Red. Specify Color.
J7333A List $19.95 Dealers ea. **$12.48**

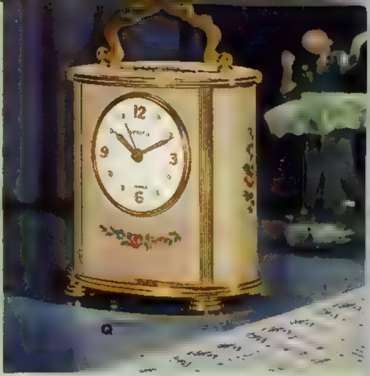
Same as above, except enamel finish in Brown or Green Tortoise colors.
J7334A List $19.95 Dealers ea. **$12.48**



N. 8-DAY 7-JEWEL BOUDOIR ALARM. In the Continental tradition! This exquisitely feminine creation is an accurate, as well as lovely, timepiece. Chic, slender hands are luminous tipped for night time time-telling. Luminous hour dots. Raised gilt numerals. Bell top. Size: 4½"x3¼"x1¾".
J7344A List $29.50 Dealers ea. **$17.70**



P. 30-HOUR 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of brilliance! White baguette stones with round colored stones in Rose, Aqua, or Crystal. Silver finish dial, gilt numerals with luminous hands and hour dots. Size: 2⅞"x3"x1½".
J7345A List $19 95 Dealers ea **$12.48**



Q. 30-HOUR 7-JEWEL MUSICAL ALARM. This gently cheerful alarm plays a happy tune . . . nudges you benevolently into wakefulness. Floral design. Raised gilt numerals luminous hands and hour dots. Crackle enamel finish in Ivory, Jade Green, or Light Blue. Size: 2⅞" x 3" x 1½". Specify Color.
J7346A List $19.95 Dealers ea. **$12.48**

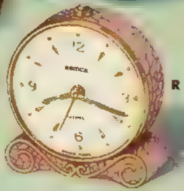
time grows more beautiful

semca

home, office, boudoir clocks

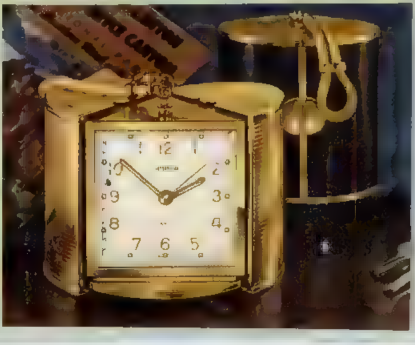
Each of these superbly fashioned masterpieces of timekeeping pays high tribute to the designer who created it. . . . Each is a subtle compliment to the skilled craftsman who captured the magnificent beauty of the artist's conception. The shining splendor of their styling is matched only by their unswerving honesty . . . their faithful recording of the passing hours.

R. 30-HOUR PETITE BOUDOIR ALARM. Built so sturdily, it completely belies its dainty appearance! Long-wearing, crackle enamel finish frames an enchanting gilt numeral dial. Luminous hour dots and hands. In ivory pink, or black. 2⅛" x 2⅜" x 1¼"
J7347A List $10.95
Dealers ea. **$7.29**

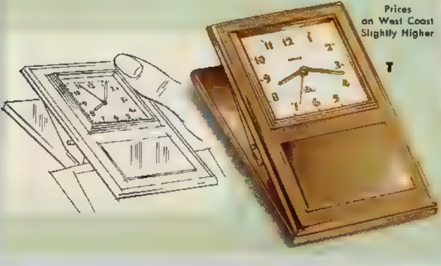


S. 30-HOUR 7-JEWEL "CUTIE" ALARM. Attractively unconventional this radiantly lovely "carry-all" is both glamorous and timeworthy. Smart gilt numerals, luminous hands and hour dots. Open: 3⁷⁄₁₆" x 1⅝" x 2½"
J7349A List $18.95 Dealers ea. **$11.85**

Same but in Brown or Green Tortoise, or Jet Black Enamel. Specify Color.
J7350A List $19 50 Dealers ea. **$12 18**



T. 8-DAY 7-JEWEL CLIP CLOCK WITH ALARM. A bright new idea in clocks for the busy executive or housewife! So slim is the case that it's hard to believe it conceals a reliable alarm that will help you keep those pressing appointments! Clip safeguards important papers. Gilt numerals. Luminous hands and hour dots. A flattering gift that serves as a constant reminder of your friendship. Size: 5¾" x 3⁹⁄₁₆" x 1⅞"
J7348A List $22.50 Dealers ea. **$13.50**

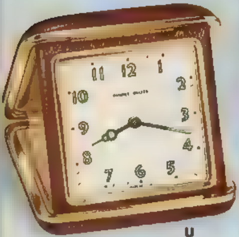


Prices
on West Coast
Slightly Higher

FASHION ACADEMY AWARD

PHINNEY WALKER has been awarded the exclusive Fashion Academy Medallion for superiority in styling

. . . distinguished travelling companions by Phinney-Walker



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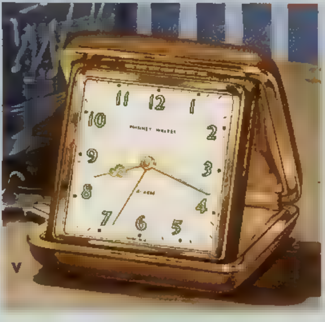

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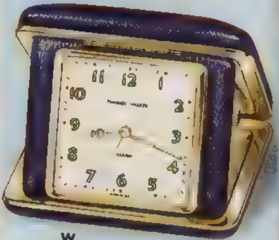


W

day in . . . day out dependability

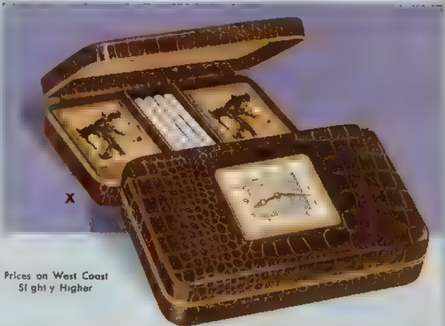
U. 30-HOUR DESK TRAVEL CLOCK. (Non-Alarm). On your desk, or in your suitcase this compact clock keeps time with precision accuracy. Luminous numerals, hands. Brown Pig, Blue, Maroon. 3⅜"x3⅜"x1⅜".
J7351A List $6.45 Dealers ea **$4.59**
Slighty larger
J7352A List $6.45 Dealers ea. **$4.59**

V. 30-HOUR DESK OR TRAVEL ALARM. America's smallest travelling alarm clock! Yet as completely trustworthy as "Old Faithfull' Flips open for easy visibility on desk or dresser . . . snaps shut for extra protection on trips. Handsome simulated leather case is trimmed in bright, brass-finished metal Luminous numerals and hands. Tan, Brown Alligator, or Maroon. 3⅝" x 3⅜" x 1⅝".
J7353A List $8.95 Dealers ea. **$5.76**

W. 30-HOUR DESK OR TRAVEL ALARM. Rugged to absorb the abuse of steady travelling. Luminous numerals and hands. Smooth corners can't catch fabrics. Simulated leather case. Available in Brown Pig, Blue or Green. 4⁷⁄₁₆" x 3⁹⁄₁₆" x 1⅝".
J7354A List $8.95 Dealers ea. **$5.76**

Phinney-Walker

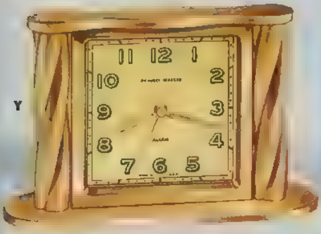
For many years the popular favorite with millions of clock users! These reliable Phinney-Walker models are . . . time-wise . . . style-wise . . . a great clock value! Always the acceptable gift!



X

Y. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The splendor of gleaming metal fashioned into flowing lines of sheer loveliness! A wonderfully versatile clock—enchanting in your home or dignified and businesslike on your desk. Graceful numerals and smartly styled hands are luminous. Gilt color dial harmonizes with the gilt metal case. Size: 3¼" x 5⅛" x 1⅝".
J7356A List $12 95 Dealers ea. **$8.11**

Prices on West Coast Slightly Higher



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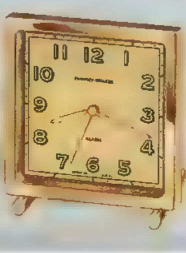

Z

X. 30-HOUR CLOCK AND CIGARETTE BOX COMBINATION. A practical and handsome desk accessory that's distinctively different . . . a complement to your coffee table or a gift that will be long remembered. Brown Alligator simulated leather case enhances the attractiveness of the reliable clock. Gilt hands and numerals. Overall size: 1¾" x 6" x 4½".
J7355A List $9 95 Dealers ea. **$6.21**

Z. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The clean simplicity of the design adds a distinguished note of elegance to this compact timepiece. Gilt metal with harmonizing gilt color dial. Luminous numerals and hands. 3" x 3⅛" x 1⅞".
J7357A List $8.95 Dealers ea. **$5.76**

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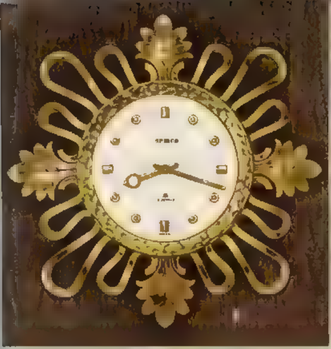
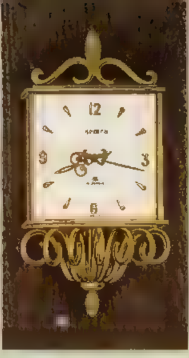
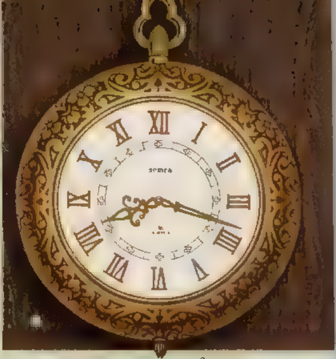




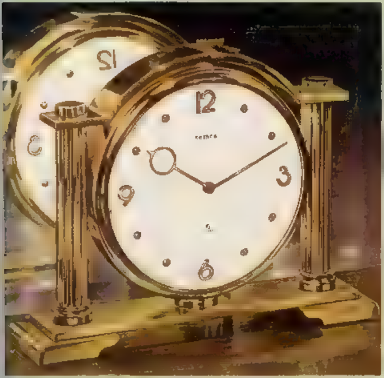


Sparkling semca Wall Clocks

F 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design. Raised hour markers and hammered finish case of gilt metal. Cord pull winds the clock for 192 hours of accurate timekeeping. 12¼″ high, 12¾″ wide, 1⅝″ deep. Dial, 5¼″ in diameter
J7337A List $79.50 Dealers ea. **$49.60**

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dial, 3¾″ x 3¾″, Length 8½″, Width 4¾″, Depth 2½″
J7338A List $55.00
Dealers ea. **$33.00**

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the-wall winding. Overall, 12⅝″, 2″ deep. Dial, 6⅞″ diameter.
J7339A List $55.00 Dealers ea. **$33.00**



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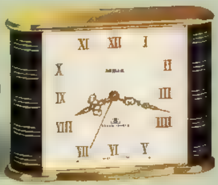


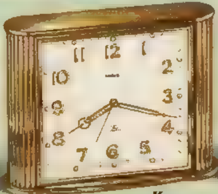
J. 8-DAY 7-JEWEL DESK OR BOUDOIR ALARM. A handsome symphony of gleaming gilt and austere black enamel. Gracefully stylized hands and hour dots are luminous to show you the time at night. Classic Roman numerals of gleaming gilt. A single key winds both the alarm and the 7-jewel fine quality movement. Size: 3″x4¼″x1½″.
J7341A List $19.95
Dealers ea. **$12.48**

FOR DESK OR BOUDOIR

K. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. Casual elegance in a smartly sophisticated timepiece that's equally appropriate for the desk or bedroom. Luminous hands and hour dots tell time at night—raised gilt numerals indicate the hour during daytime. One key winds time and alarm. 4½″ x 5½″ x 1½″
J7342A List $28.50
Dealers ea. **$17.10**

L. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. A good looking way of getting you up! This superbly practical timepiece is as dependably accurate as it is handsome. Fine 7-jewel movement. Raised gilt numerals and hour markers. Clicks off the minutes so quietly you'll forget it's in the room. Size: 7¼″x4¼″x1¾″.
J7343A List $37.50
Dealers ea. **$22.50**

M. 8-DAY 15-JEWEL TWIN DIAL CLOCK. Time has a new face! This smartly practical home or executive clock has two dials—two sets of hands—so that you can instantly tell the hour from any angle of view! And the clean simplicity of styling is as up to the minute as the time it keeps! Sleekly streamlined gilt hands and raised gilt numerals contrast vividly with the resplendent silver finish dials. Timeworthy, too, because of the accurate precision of its top quality, 15-jewel movement. $5\frac{13}{16}$″ high, 7⅝″ wide, and 1¾″ deep.
J7340A List $79.50 Dealers ea. **$47.70**



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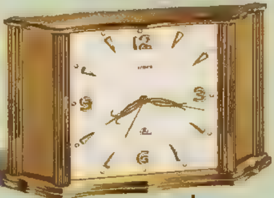


L

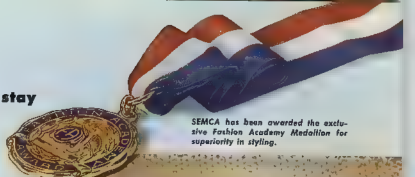
Prices on West Coast
Slightly Higher

however you go . . . wherever you stay

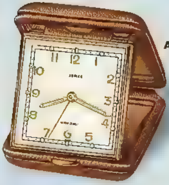
semca clocks

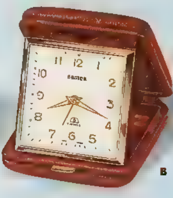
are the last word in travel timepieces

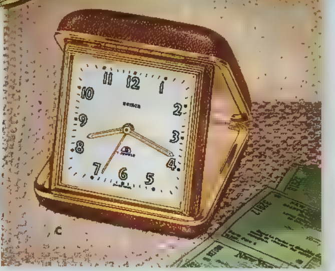
So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.



SEMCA has been awarded the exclusive Fashion Academy Medallion for superiority in styling.







A. 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. Built to take the hard knocks of travelling, this rugged timepiece is covered with husky, handsome leather, has raised gilt numerals and luminous hands and hour dots. 3⅛" x 2⅞" x 1¼". Tan, Blue and Red. Specify Color.
41WA610 Retail **$9.95** Plus Tax

B. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A trustworthy timekeeper that's sure to awaken you for that important appointment! Single winding triggers alarm —Keeps leather-cased clock functioning accurately for 192 hours. Raised gilt figures, luminous hands and hour dots. 3¼" x 2⅞" x 1¼". Pigskin, Red, Green. Specify Color.
41WB1040 Retail **$16.95** Plus Tax

C. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. Equally at home on the road or in your bedroom! In a can't scuff case of simulated leather Luminous numerals and hands so you don't have to turn on the light to see what time it is Single key winds both time and alarm A wonderful gift for that lad or lass who's off to college! This silent performer measures only 3⅝"x3⅜"x1⅜" An assortment of colors Blue, Brown Pigskin, Brown Alligator. Specify Color.
41WC960 Retail **$14.95** Plus Tax

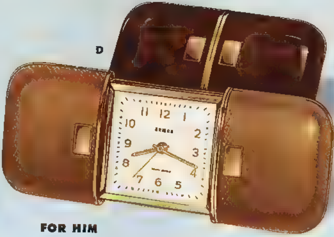
semca *Royal Convertibles*

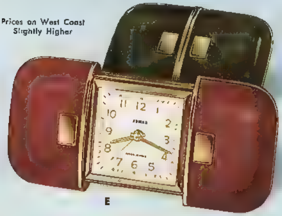
FOR HER

E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, carefree, trouble-free transportation Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: 3 9/16"x2⅜"x1⅛". Opens to 5⅛"x2⅜"x1⅛" In Pigskin, Blue or Red. Specify Color.
41WE1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise.
41WEX1248 Retail **$19.95** Plus Tax

Prices on West Coast
Slightly Higher





FOR HIM

D. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. For the executive or the college student—and *particularly* for the man who travels extensively. Sleekly streamlined with no rough corners to tear pockets, this ultra-modern timepiece is only slightly larger than a pack of cigarettes when closed! Metal case is finished in gilt-trimmed genuine leather. Dial has raised gilt numerals, luminous hour dots and hands. Closed: 4⅛"x2½"x1⅛". Open. 6⅜"x2½"x1⅛". Blue, Pig, or Red. Specify Color
41WD1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise colors.
41WDX1248 Retail **$19.95** Plus Tax

HAMPDEN

Famous Name Since 1878

Deluxe 7 Jewel ALARM CLOCKS

TRAVEL, BEDSIDE and DESK MASTERPIECES

- ★ Finest Quality 7 Jewel Movements
- ★ All with Luminous Dials and Hands
- ★ Simplified Alarm Setting
- ★ Anti-Magnetic ★ Dust-Protected Regulator
- ★ Mirror-Polished Metal Cases
- ★ Genuine Leather Traveling Cases

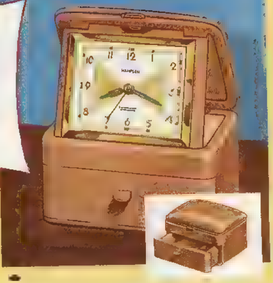
Suggested Retail Prices INCLUDE Federal Excise Tax

GUARANTEE

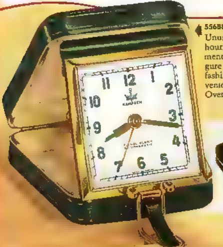
Every Hampden Clock
is fully guaranteed
against defects
in material
or craftsmanship.

HAMPDEN WATCH COMPANY

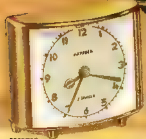
Prices subject to change without notice



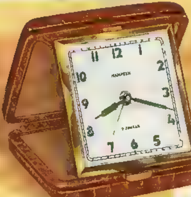
557B1054
Superb Combination Travel Alarm Clock and Jewel Box with 30-hour 7 Jewel Hampden movement. Luminous dot dial and hands Jewel drawer is locked tight when clock is closed Genuine tan leather Pigskin grain. Overall size: 3⅜ x 3¼ x 2¼"
Suggested Retail $19.25



556B872
Unusual Travel Alarm Clock featuring 30-hour 7 Jewel Hampden anti-magnetic movement. Attractive luminous raised Arabic figure dial and hands. Genuine leather case fashioned in glade green. Unique and convenient strap handle pulls out to open clock. Overall size: 3½ x 3¼ x 1".
Suggested Retail $16.25

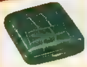


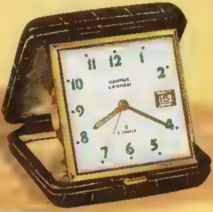
558B789
Miniature Desk or Boudoir Alarm Clock, 30-hour 7 Jewel movement. Gilt metal case, luminous dot dial and hands. Overall size: 2½x2¼x1".
Suggested Retail $14.75



559B960
8-Day 7 Jewel Travel Alarm Clock. Luminous dial and hands. Genuine leather crocodile marking in sun-tan or green. Specify color. Size 3⅜ x 3¼ x 1¼".
Suggested Retail $17.95

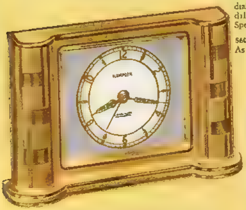
560B627
As above, 30-hour 7 Jewel movement.
Suggested Retail $10.95





561B1250
8-Day 7 Jewel Travel Alarm Clock with Automatic Calendar showing date. Luminous dial and hands. Brown leather case in crocodile marking Size 3⅛ x 3¼ x 1¼"
Suggested Retail $23.50

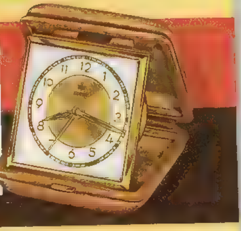
562B862
As above, 30-hour 7 Jewel movement Sun-tan leather crocodile marking.
Suggested Retail $16 25

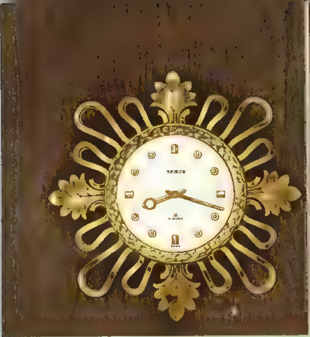


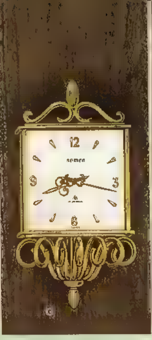
563B965
Richly styled Desk or Boudoir Alarm Clock with genuine Hampden 30-hour 7 Jewel anti-magnetic movement. Beautifully embossed two-tone gilt metal case, with luminous stick-and-dot dial and hands. Truly a clock masterpiece. Overall size. 4¾ x 2⅝ x 1¼"
Suggested Retail $17 95

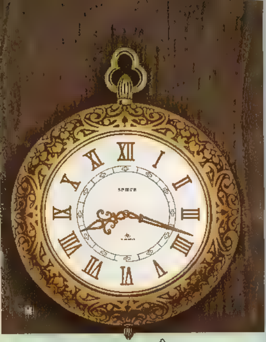
OUTSTANDING VALUE IN A GENUINE LEATHER TRAVEL CLOCK

564B456
A really unbeatable buy in a Travel Alarm Clock with 30-hour *non jewel* Hampden anti-magnetic movement Beautifully cased in in genuine leather in handsome tan Pigskin grain. Distinctive clock face treatment, with luminous dot dial and hands. Overall size 3 x 3 x 1½".
Suggested Retail $7 75







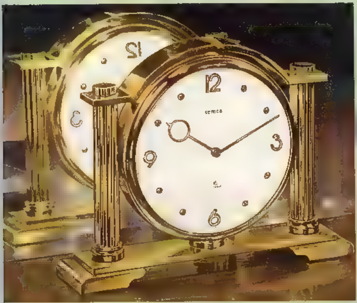


Sparkling semca Wall Clocks

F. 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design! Raised hour markers and hammered finish case of gilt metal. Cord-pull winds the clock for 192 hours of accurate timekeeping. 12¼″ high, 12¼″ wide, 1⅜″ deep. Dial, 5¼″ in diameter.
42WF4960 Retail **$79.50** Plus Tax

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dial, 3¾″ x 3¾″, Length 8½″, Width 4¾″, Depth 2½″.
42WG3300 Retail **$55.00** Plus Tax

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the wall winding. Overall, 12⅝″, 2″ deep. Dial, 6⅞″ diameter
42WH3300 Retail **$55.00** Plus Tax



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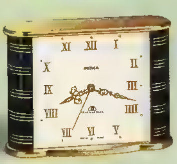


J. 8-DAY 7-JEWEL DESK OR BOUDOIR ALARM. A handsome symphony of gleaming gilt and austere black enamel. Gracefully stylized hands and hour dots are luminous to show you the time at night. Classic Roman numerals of gleaming gilt. A single key winds both the alarm and the 7-jewel fine quality movement. Size: 3″x4¼″x1½″.
42WJ1248
Retail **$19.95** Plus Tax

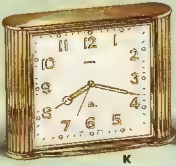
FOR DESK OR BOUDOIR

K. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. Casual elegance in a smartly sophisticated timepiece that's equally appropriate for the desk or bedroom. Luminous hands and hour dots tell time at night—raised gilt numerals indicate the hour during daytime. One key winds time and alarm. 4½″ x 5½″ x 1½″.
42WK1710 Retail **$28.50** Plus Tax

L. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. A good-looking way of getting you up! This superbly practical timepiece is as dependably accurate as it is handsome. Fine 7-jewel movement. Raised gilt numerals and hour markers. Clicks off the minutes so quietly you'll forget it's in the room. Size. 7¼″x4¼″x1¾″.
42WL2250 Retail **$37.50** Plus Tax

M. 8-DAY 15-JEWEL TWIN DIAL CLOCK. Time has a new face! This smartly practical home or executive clock has two dials—two sets of hands—so that you can instantly tell the hour from any angle of view! And the clean simplicity of styling is as up to the minute as the time it keeps! Sleekly streamlined gilt hands and raised gilt numerals contrast vividly with the resplendent silver finish dials. Timeworthy, too, because of the accurate precision of its top quality, 15 jewel movement. 5 13/16″ high, 7⅝″ wide, and 1¾″ deep.
42WM4770 Retail **$79.50** Plus Tax

Prices on West Coast
Slightly Higher



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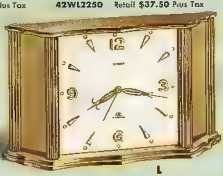


L

Famous Name *Since 1878*

HAMPDEN DELUXE 7 JEWEL ALARM CLOCKS

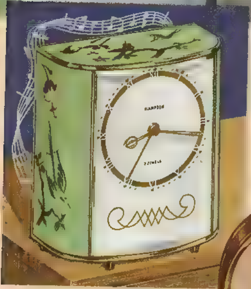
TRAVEL, BEDSIDE and DESK MASTERPIECES

- Quality 7 Jewel Movements for accuracy
- Anti-Magnetic
- Mirror-Polished Metal Cases
- Genuine Leather Traveling Cases
- All feature Luminous Dials and Hands
- Simplified Alarm-Setting
- Dust-Protected Regulator
- Wonderful for Gifts

GUARANTEE

Every Hampden Clock is fully guaranteed against defects in material or craftsmanship.

HAMPDEN WATCH COMPANY



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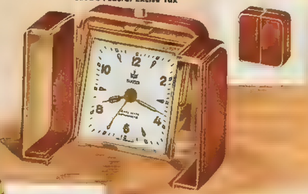
55181250

Enchanting **Musical Alarm Clock** in exquisite hand-painted enamel case with Hampden 30-hour 7 Jewel anti-magnetic movement. Luminous dot dial and hands. Plays lilting, cheerful tune which serves as pleasing alarm Overall size: 3⅜ x 3⅛ x 2⅛".

Suggested Retail $23 50

Suggested Retail Prices INCLUDE Federal Excise Tax



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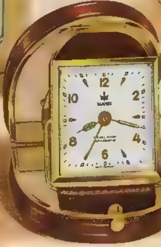
554B960

Distinctive Travel Alarm Clock with 30-hour 7 Jewel Hampden anti-magnetic movement. A sturdy and useful timepiece. Luminous dot dial and hands. Genuine leather case crafted in red Morocco. Ingenious button at top opens swinging doors, revealing clock face Overall size 2½ x 2¼ x 1".

Suggested Retail $17 95

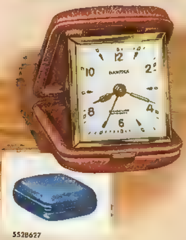
Prices subject to change without notice



553B960

Beautifully styled 30-hour 7 Jewel Travel Alarm Clock, anti-magnetic Hampden movement. Features luminous dot dial and hands. Genuine leather case in Havana brown, uniquely trimmed with polished studs in horseshoe design. Clock snaps into position when button is pressed Size 2¾ x 2⅜ x 1"

Suggested Retail $17.95



552B627

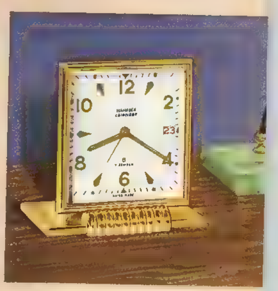
Sturdy, dependable, petite Travel Alarm Clock, with 30-hour 7 Jewel anti-magnetic Hampden movement Luminous dot dial and hands. Handsome genuine leather case in choice of red or blue Morocco or tan Pigskin grain. Specify color. Overall size 2¾ x 2⅜ x 1"

Suggested Retail $10.95

555B1250 ▶

8-Day 7 Jewel Desk Alarm Clock, with Automatic Calendar showing date. Genuine Hampden anti-magnetic movement. Distinctively styled gilt metal case Features handsome high raised figure dial with luminous dots and hands. Overall size: 3⅛ x 3 x 1½"

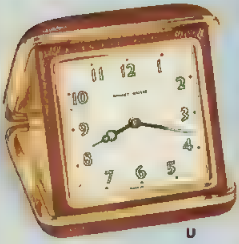
Suggested Retail $23 50



FASHION ACADEMY AWARD

PHINNEY-WALKER has been awarded the exclusive Fashion Academy Medallion for superiority in styling.

. . . distinguished travelling companions by *Phinney-Walker*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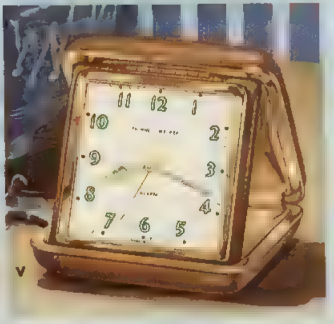
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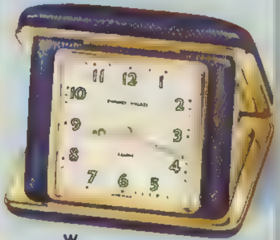

W

day in . . . day out dependability

U. 30-HOUR DESK TRAVEL CLOCK. (Non Alarm.) On your desk, or in your suitcase this compact clock keeps time with precision accuracy. Luminous numerals, hands. Brown Pig, Blue, Maroon. 3⅜"x3⅜"x1⅜".
9H125X440 Retail **$6.45** Plus Tax

Slightly larger
9H124X440 Retail **$6.45** Plus Tax

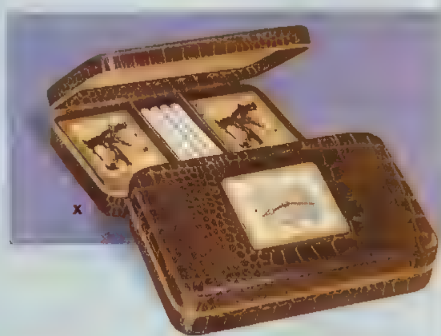
V. 30-HOUR DESK OR TRAVEL ALARM. America's smallest travelling alarm clock! Yet as completely trustworthy as "Old Faithful!" Flips open for easy visibility on desk or dresser . . snaps shut for extra protection on trips. Handsome simulated leather case is trimmed in bright, brass-finished metal. Luminous numerals and hands. Tan, Brown Alligator, or Maroon. 3⅝" x 3⅝" x 1⅜"
9H126X576 Retail **$8.95** Plus Tax

W. 30-HOUR DESK OR TRAVEL ALARM. Rugged to absorb the abuse of steady travelling. Luminous numerals and hands. Smooth corners can't catch fabrics. Simulated leather case. Available in Brown Pig, Blue or Green. 4 5/16" x 3 9/16" x 1⅜"
9H127X576 Retail **$8.95** Plus Tax

Phinney-Walker

For many years the popular favorite with millions of clock users! These reliable Phinney-Walker models are . . . time-wise . . . style-wise . . . a great clock value! Always the acceptable gift!

Y. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The splendor of gleaming metal fashioned into flowing lines of sheer loveliness! A wonderfully versatile clock—enchanting in your home or dignified and businesslike on your desk. Graceful numerals and smartly styled hands are luminous. Gilt color dial harmonizes with the gilt metal case. Size: 3¼" x 5⅛" x 1⅝".
9H129X811 Retail **$12.95** Plus Tax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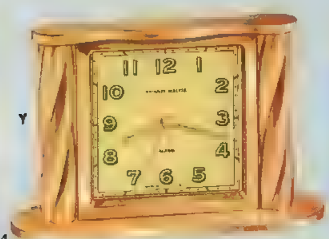
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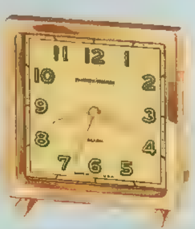
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X. 30-HOUR CLOCK AND CIGARETTE BOX COMBINATION. A practical and handsome desk accessory that's distinctively different . . . a complement to your coffee table or a gift that will be long remembered. Brown Alligator simulated leather case enhances the attractiveness of the reliable clock. Gilt hands and numerals. Overall size: 1¾" x 6" x 4½"
9H128X621 Retail **$9.95** Plus Tax

Z. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The clean simplicity of the design adds a distinguished note of elegance to this compact timepiece. Gilt metal with harmonizing gilt color dial. Luminous numerals and hands. 3" x 3⅛" x 1⅞"
9H130X576 Retail **$8.95** Plus Tax

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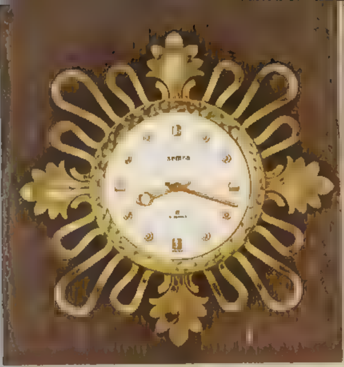
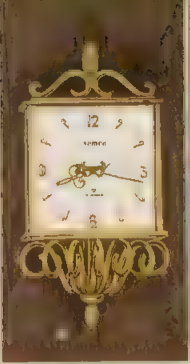
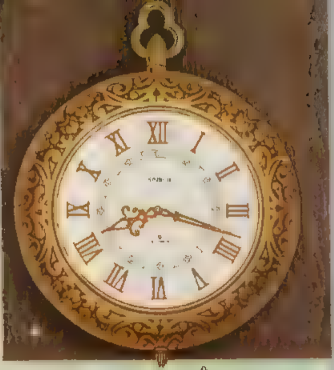




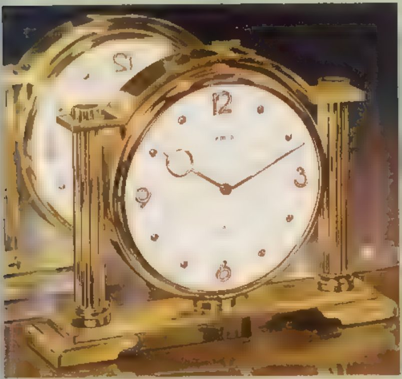


Sparkling semca Wall Clocks

F. 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design! Raised hour markers and hammered finish case of gilt metal. Cord-pull winds the clock for 192 hours of accurate timekeeping. 12¼" high, 12¼" wide, 1⅜" deep. Dial, 5¼" in diameter
9H110X4960 Retail **$79.50** Plus Tax

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dial, 3¾" x 3¾", Length 8½", Width 4¾", Depth 2½"
9H111X3300 Ret. **$55.00** Plus Tax

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the-wall winding. Overall, 12⅝", 2" deep. Dial, 6⅞" diameter
9H112X3300 Retail **$55.00** Plus Tax



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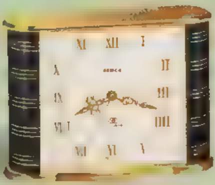


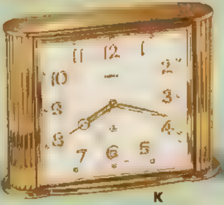
J. 8-DAY 7-JEWEL DESK OR BOUDOIR ALARM. A handsome symphony of gleaming gilt and austere black enamel. Gracefully stylized hands and hour dots are luminous to show you the time at night. Classic Roman numerals of gleaming gilt. A single key winds both the alarm and the 7-jewel fine quality movement. Size: 3"x4¾"x1½".
9H114X1248
Retail **$19.95** Plus Tax

FOR DESK OR BOUDOIR

K. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. Casual elegance in a smartly sophisticated timepiece that's equally appropriate for the desk or bedroom. Luminous hands and hour dots tell time at night—raised gilt numerals indicate the hour during daytime. One key winds time and alarm, 4½" x 5½" x 1½"
9H115X1710 Retail **$28.50** Plus Tax

L. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. A good-looking way of getting you up! This superbly practical timepiece is as dependably accurate as it is handsome. Fine 7-jewel movement. Raised gilt numerals and hour markers. Clicks off the minutes so quietly you'll forget it's in the room. Size 7¼"x4¼"x1¾
9H116X2250 Retail **$37.50** Plus Tax

M. 8-DAY 15-JEWEL TWIN DIAL CLOCK. Time has a new face! This smartly practical home or executive clock has two dials—two sets of hands—so that you can instantly tell the hour from any angle of view! And the clear simplicity of styling is as up to the minute as the time it keeps! Sleekly streamlined gilt hands and raised gilt numerals contrast vividly with the resplendent silver finish dials. Timeworthy, too, because of the accurate precision of its top quality, 15-jewel movement. $5\frac{13}{16}$" high, 7⅝" wide, and 1¾" deep.
9H113X4770 Retail **$79.50** Plus Tax



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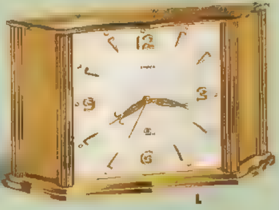

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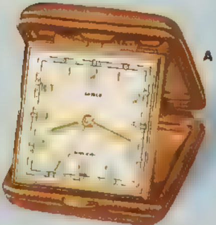
however you go . . . wherever you stay

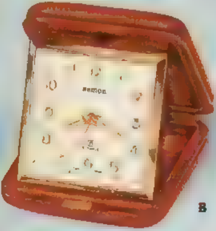
semca clocks

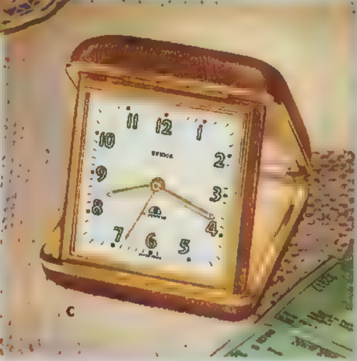
are the last word in travel timepieces

So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.

SEMCA has been awarded the exclusive Fashion Academy Medallion for superiority in styling.







A. 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. Built to take the hard knocks of travelling, this rugged timepiece is covered with husky, handsome leather, has raised gilt numerals and luminous hands and hour dots. 3⅛" x 2⅞" x 1¼" Tan, Blue and Red. Specify Color.
9H103X610 Retail **$9.95** Plus Tax

B. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A trustworthy timekeeper that's sure to awaken you for that important appointment! Single winding triggers alarm—Keeps leather-cased clock functioning accurately for 192 hours. Raised gilt figures, luminous hands and hour dots. 3¼" x 2⅞" x1¼" Pigskin, Red, Green. Specify Color
9H104X1040 Retail **$16.95** Plus Tax

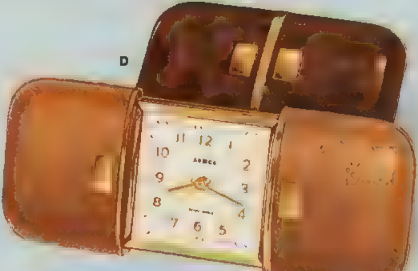
C. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. Equally at home on the road or in your bedroom! In a can't scuff case of simulated leather Luminous numerals and hands so you don't have to turn on the light to see what time it is. Single key winds both time and alarm. A wonderful gift for that lad or lass who's off to college! This silent performer measures only 3⅜" x 3⅜" x 1⅜". An assortment of colors. Blue, Brown Pigskin, Brown Alligator. Specify Color.
9H105X960 Retail **$14.95** Plus Tax

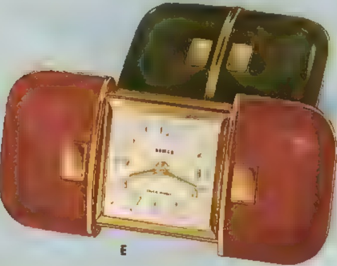
semca *Royal Convertibles*

FOR HER

E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, care free, trouble-free transportation. Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: 3 3/16"x2⅝"x1⅛" Opens to 5⅛"x2⅝"x1⅛". In Pigskin, Blue or Red. Specify Color
9H108X1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise.
9H109X1248 Retail **$19.95** Plus Tax

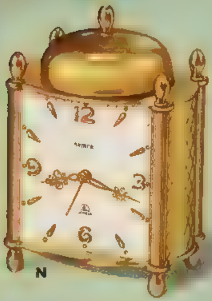


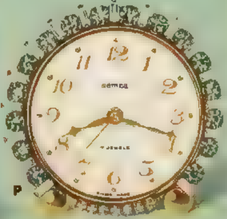


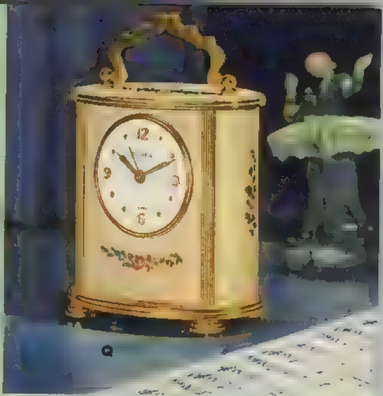
FOR HIM

D. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK For the executive or the college student—and particularly for the man who travels extensively. Sleekly streamlined with no rough corners to tear pockets, this ultra modern timepiece is only slightly larger than a pack of cigarettes when closed! Metal case is finished in gilt-trimmed genuine leather Dial has raised gilt numerals, luminous hour dots and hands. Closed: 4⅛"x2½"x1⅛" Open 6⅜"x2½"x1⅛". Blue, Pig, or Red. Specify Color
9H106X1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise colors.
9H107X1248 Retail **$19.95** Plus Tax







N. 8-DAY 7-JEWEL BOUDOIR ALARM. In the Continental tradition! This exquisitely feminine creation is an accurate, as well as lovely, timepiece. Chic, slender hands are luminous tipped for night-time time-telling. Luminous hour dots. Raised gilt numerals. Bell top. Size. 4½"x3¼"x1¾".
9H117X1770 Retail **$29.50** Plus Tax

P. 30-HOUR 7-JEWEL BOUDOIR ALARM A jeweled fantasy of brilliance! White baguette stones with round colored stones in Rose, Aqua, or Crystal. Silver finish dial, gilt numerals with luminous hands and hour dots. Size: 2⅞"x3"x1½".
9H118X1248 Retail **$19.95** Plus Tax

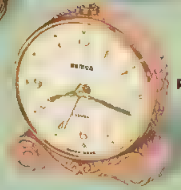
Q. 30-HOUR 7-JEWEL MUSICAL ALARM. This gently cheerful alarm plays a happy tune . . . nudges you benevolently into wakefulness. Floral design Raised gilt numerals, luminous hands and hour dots. Crackle enamel finish in Ivory, Jade Green, or Light Blue. Size: 2⅞" x 3" x 1½". Specify Color.
9H119X1248 Reta l **$19.95** Plus Tax

time grows more beautiful

semca

home, office, boudoir clocks

Each of these superbly fashioned masterpieces of timekeeping pays high tribute to the designer who created it. . . . Each is a subtle compliment to the skilled craftsman who captured the magnificent beauty of the artist's conception. The shining splendor of their styling is matched only by their unswerving honesty . . . their faithful recording of the passing hours.

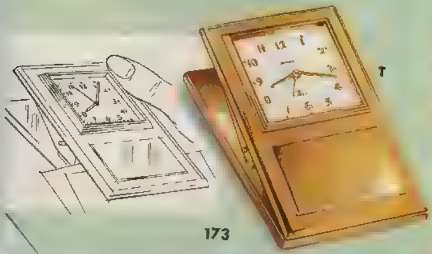


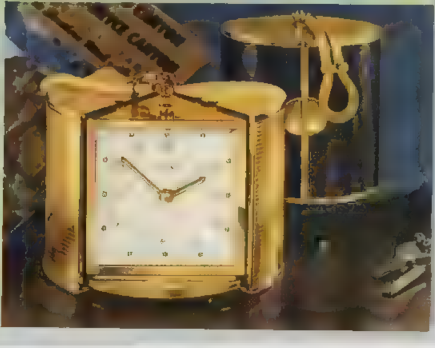
R. 30-HOUR PETITE BOUDOIR ALARM. Built so sturdily, it completely belies its dainty appearance! Long-wearing, crackle enamel finish frames an enchanting gilt numeral dial Luminous hour dots and hands. In ivory, pink, or black. 2⅛" x 2⅜" x 1¼"
9H120X729 Retail **$10.95** Plus Tax

S. 30-HOUR 7-JEWEL "CUTIE" ALARM. Attractively unconventional this radiantly lovely 'carry-all" is both glamorous and timeworthy Smart gilt numerals, luminous hands and hour dots. Open: 3³⁄₁₆" x 1⅝" x 2½".
9H122X1185 Retail **$18.95** Plus Tax

Same but n Brown or Green Tortoise, or Jet Black Enamel Specify Color
9H123X1218 Reta **$19.50** Plus Tax

T. 8-DAY 7-JEWEL CLIP CLOCK WITH ALARM A bright new dea in clocks for the busy executive or housewife! So slim is the case that it's hard to believe it conceals a reliable alarm that will help you keep those pressing appointments! Clip safeguards important papers. Gilt numerals. Luminous hands and hour dots A flattering gift that serves as a constant reminder of your friendship. Size: 5¾" x 3⁵⁄₁₆" x 1⅞".
9H121X1350 Retail **$22.50** Plus Tax

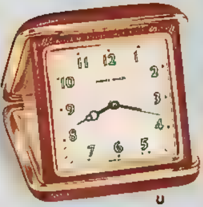




FASHION ACADEMY AWARD

PHINNEY-WALKER has been awarded the exclusive Fashion Academy Medallion for superiority in styling.

. . . distinguished travelling companions by Phinney-Walker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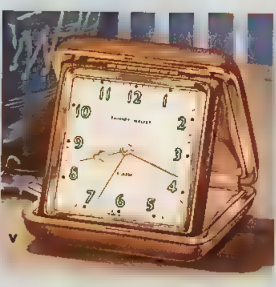
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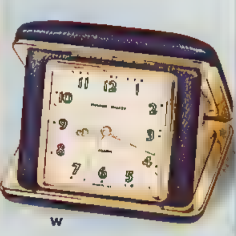

W

day in . . . day out dependability

U. 30-HOUR DESK TRAVEL CLOCK (Non-Alarm). On your desk, or in your suitcase this compact clock keeps time with precision accuracy. Luminous numerals, hands. Brown Pig, Blue, Maroon. 3⅛"x3⅛"x1⅜"
1325M440 Retail **$6.45** Plus Tax

Slightly larger
1326M440 Retail **$6.45** Plus Tax

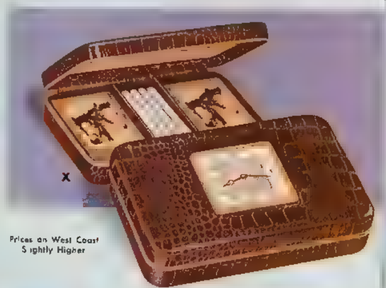
V. 30-HOUR DESK OR TRAVEL ALARM. America's smallest travelling alarm clock! Yet as completely trustworthy as "Old Faithful!" Flips open for easy visibility on desk or dresser . . . snaps shut for extra protection on trips. Handsome simulated leather case is trimmed in bright brass finished metal. Luminous numerals and hands. Tan, Brown Alligator, or Maroon. 3⅜" x 3⅜" x 1⅜".
1327M576 Retail **$8.95** Plus Tax

W. 30-HOUR DESK OR TRAVEL ALARM. Rugged to absorb the abuse of steady travelling. Luminous numerals and hands. Smooth corners can't catch fabrics. Simulated leather case. Available in Brown Pig, Blue or Green. 4 5/16" x 3 9/16" x 1¾"
1328M576 Retail **$8.95** Plus Tax

Phinney-Walker

For many years the popular favorite with millions of clock users! These reliable Phinney-Walker models are . . . time-wise . . . style-wise . . . a great clock value! Always the acceptable gift!

Y. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The splendor of gleaming metal fashioned into flowing lines of sheer loveliness! A wonderfully versatile clock—enchanting in your home or dignified and businesslike on your desk. Graceful numerals and smartly styled hands are luminous. Gilt color dial harmonizes with the gilt metal case. Size: 3¼" x 5⅛" x 1⅝".
1330M811 Retail **$12.95** Plus Tax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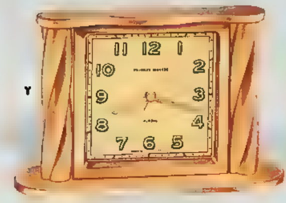
Prices on West Coast Slightly Higher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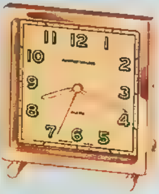
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X. 30-HOUR CLOCK AND CIGARETTE BOX COMBINATION. A practical and handsome desk accessory that's distinctively different . . . a complement to your coffee table or a gift that will be long remembered. Brown Alligator simulated leather case enhances the attractiveness of the reliable clock. Gilt hands and numerals. Overall size: 1½" x 6" x 4½".
1329M621 Retail **$9.95** Plus Tax

Z. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The clean simplicity of the design adds a distinguished note of elegance to this compact timepiece. Gilt metal with harmonizing gilt color dial. Luminous numerals and hands. 3" x 3⅛" x 1⅞".
1331M576 Retail **$8.95** Plus Tax

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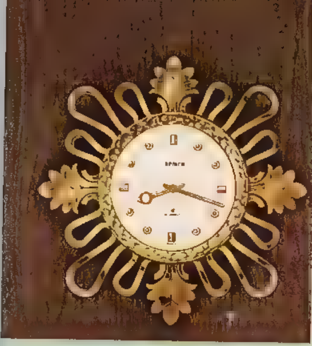
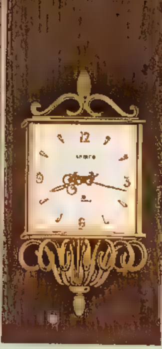
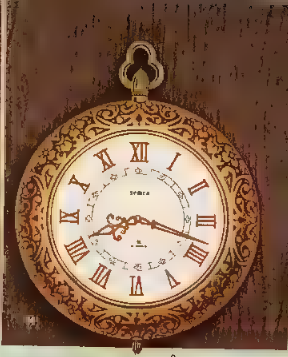
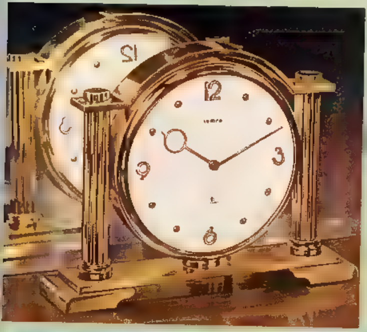




Sparkling semca Wall Clocks

F 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design! Raised hour markers and hammered finish case of gilt metal. Cord-pull winds the clock for 192 hours of accurate timekeeping. 12½" high, 12¼" wide, 1⅜" deep. Dial, 5¼" in diameter.
1311M4960 Retail **$79.50** Plus Tax

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dial, 3¾" x 3¾", Length 8½", Width 4¾" Depth 2½"
1312M3300
Retail **$55.00** Plus Tax

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the-wall winding. Overall, 12⅝", 2" deep. Dial, 6⅞" diameter
1313M3300
Retail **$55.00** Plus Tax



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1314M4770 Retail **$79.50** Plus Tax

Prices on West Coast
Slightly Higher

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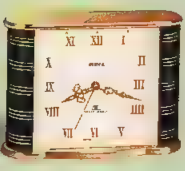

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1315M1248
Retail **$19.95** Plus Tax

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1316M1710 Retail **$28.50** Plus Tax

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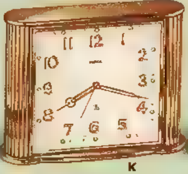
1317M2250 Retail **$37.50** Plus Tax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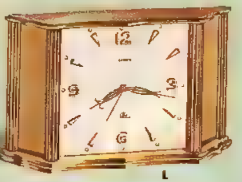
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however you go . . . wherever you stay

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So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.

AWARD
FASHION ACADEMY

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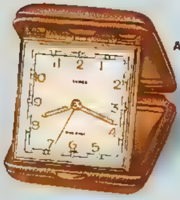
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1306M960 Retail $14.95 Plus Tax

semca *Royal Convertibles*

FOR HER

E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, care-free, trouble-free transportation. Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: 3⁹⁄₁₆"x2⅜"x1⅛". Opens to 5⅛"x2⅜"x1⅛". In Pigskin, Blue or Red. Specify Color
1309M1248 Retail $19.95 Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise.
1310M1248 Retail $19.95 Plus Tax

Prices on West Coast
Slightly Higher

D

E

FOR HIM

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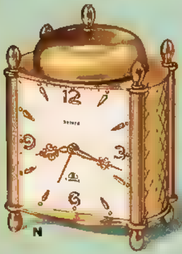
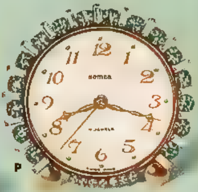
1307M1248 Retail $19.95 Plus Tax

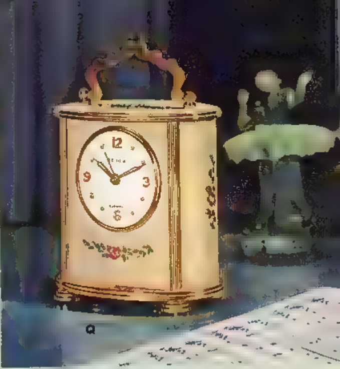
Same as above, except enamel finish in Brown or Green Tortoise colors.
1308M1248 Retail $19.95 Plus Tax





N. 8-DAY 7-JEWEL BOUDOIR ALARM. In the Continental tradition! This exquisitely feminine creation is an accurate, as well as lovely, timepiece. Chic, slender hands are luminous tipped for night-time time-telling. Luminous hour dots. Raised gilt numerals. Bell top. Size: 4½"x3¼"x1¾"
131BM1770 Retail **$29.50** Plus Tax

P. 30-HOUR 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of brilliance! White baguette stones with round colored stones in Rose, Aqua, or Crystal. Silver finish dial, gilt numerals with luminous hands and hour dots. Size: 2⅞"x3"x1½"
1319M1248 Retail **$19.95** Plus Tax



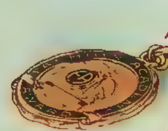
Q. 30-HOUR 7-JEWEL MUSICAL ALARM. This gently cheerful alarm plays a happy tune . . . nudges you benevolently into wakefulness. Floral design. Raised gilt numerals, luminous hands and hour dots. Crackle enamel finish in Ivory, Jade Green, or Light Blue. Size: 2⅞" x 3" x 1½". Specify Color
1320M1248 Retail **$19.95** Plus Tax

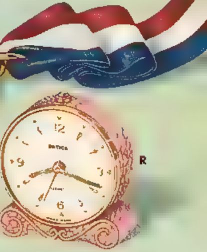
time grows more beautiful

semca

home, office, boudoir clocks

Each of these superbly fashioned masterpieces of timekeeping pays high tribute to the designer who created it. . . . Each is a subtle compliment to the skilled craftsman who captured the magnificent beauty of the artist's conception. The shining splendor of their styling is matched only by their unswerving honesty . . . their faithful recording of the passing hours





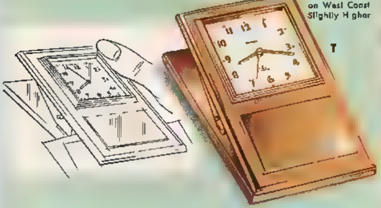
R. 30-HOUR PETITE BOUDOIR ALARM. Built so sturdily, it completely belies its dainty appearance! Long-wearing, crackle enamel finish frames an enchanting gilt numeral dial. Luminous hour dots and hands. In ivory, pink, or black. 2⅛" x 2⅜" x 1¼"
1321M729 Retail **$10.95** Plus Tax

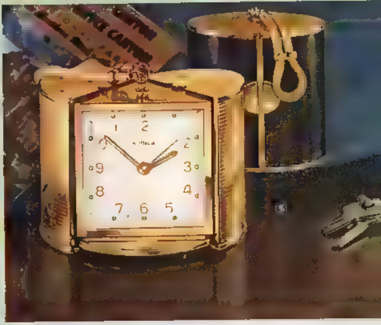
S. 30-HOUR 7-JEWEL "CUTIE" ALARM. Attractively unconventional, this radiantly lovely "carry-al" is both glamorous and timeworthy. Smart gilt numerals, luminous hands and hour dots. Open: 3¹⁄₁₆" x 1⅝" x 2½"
1323M1185 Retail **$18.95** Plus Tax

Same but in Brown or Green Tortoise, or Jet Black Enamel. Specify Color
1324M1218 Retail **$19.50** Plus Tax

T. 8-DAY 7-JEWEL CLIP CLOCK WITH ALARM. A bright new idea in clocks for the busy executive or housewife! So slim is the case that it's hard to believe it conceals a reliable alarm that will help you keep those pressing appointments! Clip safeguards important papers. Gilt numerals. Luminous hands and hour dots. A flattering gift that serves as a constant reminder of your friendship. Size: 5¼" x 3⁹⁄₁₆" x 1⅞"
1322M1350 Retail **$22.50** Plus Tax

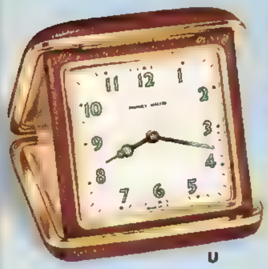
Prices
on West Coast
Slightly Higher





PHINNEY-WALKER has been awarded the exclusive Fashion Academy Medallion for superiority in styling.

. . . distinguished travelling companions by Phinney-Walker



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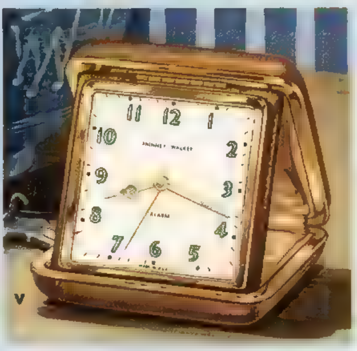

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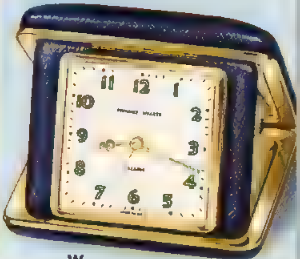


W

day in . . . day out dependability

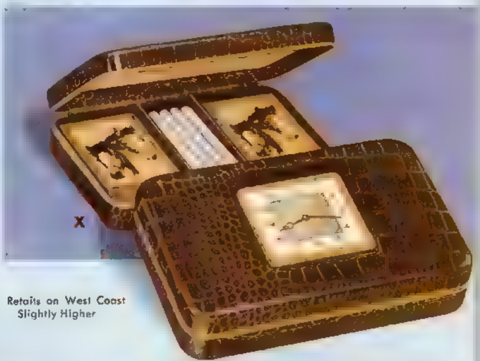
U. 30-HOUR DESK TRAVEL CLOCK. (Non-Alarm.) On your desk, or in your suitcase this compact clock keeps time with precision accuracy Luminous numerals, hands Brown Pig, Blue, Maroon. 3⅜"x3¾"x1⅜".
1497N440 Retail **$6.45** Plus Tax
Same as above except 4 3/16"x3 9/16"x1⅜".
1194N440 Retail **$6.45** Plus Tax

V. 30-HOUR DESK OR TRAVEL ALARM. America's smallest travelling alarm clock! Yet as completely trustworthy as "Old Faithful" Flips open for easy visibility on desk or dresser . snaps shut for extra protection on trips. Handsome simulated leather case is trimmed in bright, brass-finished metal. Luminous numerals and hands. Tan, Brown Alligator, or Maroon 3⅜" x 3⅜" x 1⅜".
1328N576 Retail **$8.95** Plus Tax

W. 30-HOUR DESK OR TRAVEL ALARM. Rugged to absorb the abuse of steady travelling Luminous numerals and hands. Smooth corners can't catch fabrics. Simulated leather case. Available in Brown Pig, Blue or Green. 4 3/16" x 3 9/16" x 1⅜".
1190N576 Retail **$8.95** Plus Tax

Phinney-Walker

For many years the popular favorite with millions of clock users! These reliable Phinney-Walker models are . . . time-wise . . . style-wise . . . a great clock value! Always the acceptable gift!



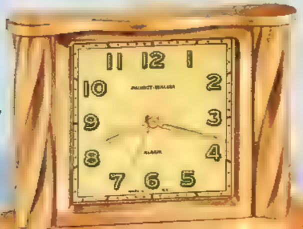
X

Retails on West Coast
Slightly Higher

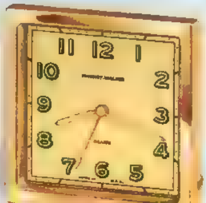
Y. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The splendor of gleaming metal fashioned into flowing lines of sheer loveliness! A wonderfully versatile clock—enchanting in your home or dignified and businesslike on your desk. Graceful numerals and smartly styled hands are luminous Gilt color dial harmonizes with the gilt metal case. Size: 3¼" x 5⅛" x 1⅝".
1386N811 Retail **$12.95** Plus Tax

X. 30-HOUR CLOCK AND CIGARETTE BOX COMBINATION. A practical and handsome desk accessory that's distinctively different . . . a complement to your coffee table or a gift that will be long remembered Brown Alligator simulated leather case enhances the attractiveness of the reliable clock. Gilt hands and numerals. Overall size: 1¾" x 6" x 4½".
1498N621 Retail **$9.95** Plus Tax

Y



Z



Z. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The clean simplicity of the design adds a distinguished note of elegance to this compact timepiece. Gilt metal with harmonizing gilt color dial. Luminous numerals and hands. 3" x 3⅛" x 1⅞".
1385N576 Retail **$8.95** Plus Tax

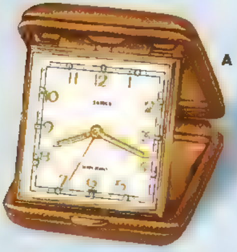
however you go . . . wherever you stay

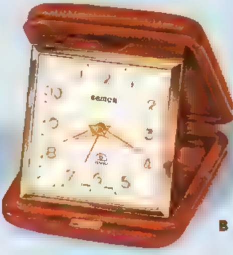
semca clocks

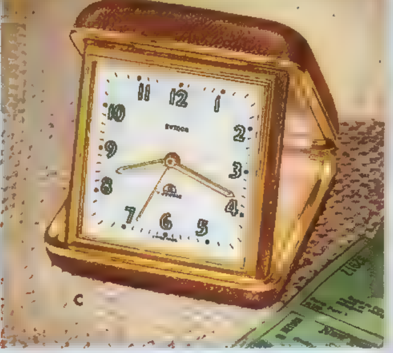
are the last word in travel timepieces

So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.

SEMCA has been awarded the exclusive Fashion Academy Medallion for superiority in styling.







A. 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. Built to take the hard knocks of travelling, this rugged timepiece is covered with husky, handsome leather, has raised gilt numerals and luminous hands and hour dots. 3⅛" x 2⅞" x 1¼". Tan, Blue and Red. Specify Color.
1485N610 Retail **$9.95** Plus Tax

B. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A trustworthy timekeeper that's sure to awaken you for that important appointment! Single winding triggers alarm—Keeps leather-cased clock functioning accurately for 192 hours. Raised gilt figures, luminous hands and hour dots. 3¼" x 2⅞" x1¼". Pigskin, Red, Green. Specify Color.
1486N1040 Retail **$16.95** Plus Tax

C. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. Equally at home on the road or in your bedroom! In a can't scuff case of simulated leather. Luminous numerals and hands so you don't have to turn on the light to see what time it is. Single key winds both time and alarm. A wonderful gift for that lad or lass who's off to college! This silent performer measures only 3⅜" x 3⅜" x 1⅜". An assortment of colors: Blue, Brown Pigskin, Brown Alligator. Specify Color.
1372N960 Retail **$14.95** Plus Tax

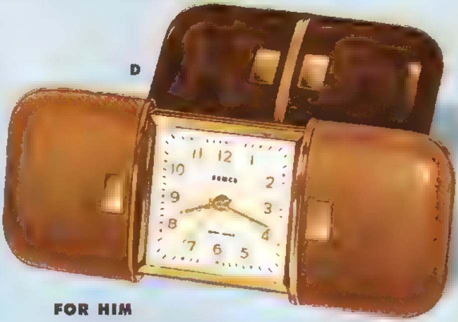
semca *Royal Convertibles*

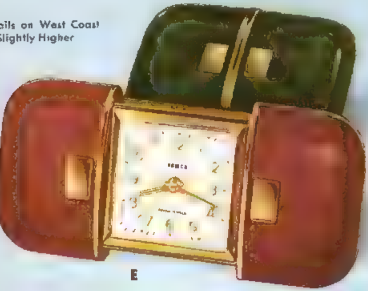
FOR HER

E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, carefree, trouble free transportation. Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: 3³⁄₁₆"x2⅜"x1⅛". Opens to 5⅛"x2⅜"x1⅛". In Pigskin, Blue or Red. Specify Color.
1489N1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise.
1490N1248 Retail **$19.95** Plus Tax

Retails on West Coast Slightly Higher

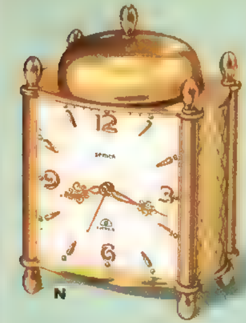


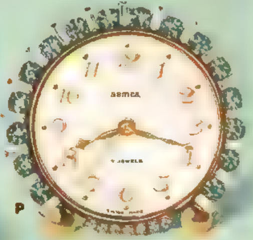


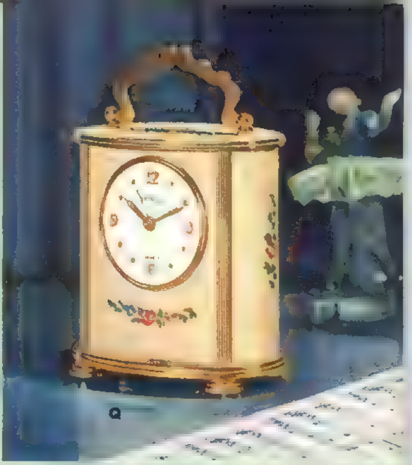
FOR HIM

D. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. For the executive or the college student—and *particularly* for the man who travels extensively. Sleekly streamlined with no rough corners to tear pockets, this ultra-modern timepiece is only slightly larger than a pack of cigarettes when closed! Metal case is finished in gilt-trimmed genuine leather. Dial has raised gilt numerals, luminous hour dots and hands. Closed: 4⅛"x2½"x1⅛". Open: 6⅞"x2½"x1⅛". Blue, Pig, or Red. Specify Color.
1487N1248 Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise colors.
1488N1248 Retail **$19.95** Plus Tax







N. 8-DAY 7-JEWEL BOUDOIR ALARM. In the Continental tradition! This exquisitely feminine creation is an accurate, as well as lovely, timepiece. Chic, slender hands are luminous tipped for night-time time-telling. Luminous hour dots. Raised gilt numerals. Bell top. Size: 4½"x3¼"x1¾".
1494N1770 Retail **$29.50** Plus Tax

P. 30-HOUR 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of brilliance! White baguette stones with round colored stones in Rose, Aqua, or Crystal. Silver finish dial, gilt numerals with luminous hands and hour dots. Size. 2⅞"x3"x1½"
1326N1248 Retail **$19.95** Plus Tax

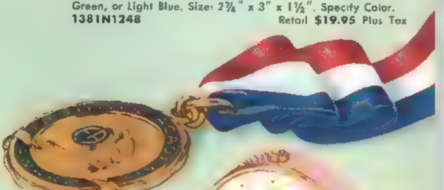
Q. 30-HOUR 7-JEWEL MUSICAL ALARM. This gently cheerful alarm plays a happy tune . . . nudges you benevolently into wakefulness. Floral design Raised gilt numerals, luminous hands and hour dots. Crackle enamel finish in Ivory, Jade Green, or Light Blue. Size: 2⅞" x 3" x 1½". Specify Color.
1381N1248 Retail **$19.95** Plus Tax

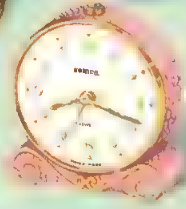
time grows more beautiful

semca

home, office, boudoir clocks

Each of these superbly fashioned masterpieces of timekeeping pays high tribute to the designer who created it. . . . Each is a subtle compliment to the skilled craftsman who captured the magnificent beauty of the artist's conception. The shining splendor of their styling is matched only by their unswerving honesty . . . their faithful recording of the passing hours.





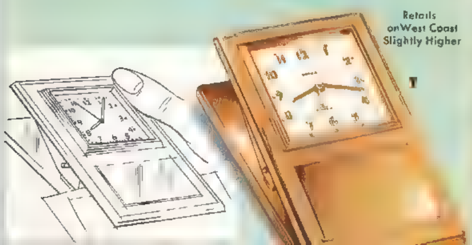
R. 30-HOUR PETITE BOUDOIR ALARM. Built so sturdily, it completely belies its dainty appearance! Long-wearing, crackle enamel finish frames an enchanting gilt numeral dial Luminous hour dots and hands. In ivory, pink, or black. 2⅛" x 2⅜" x 1¼".
1383N729 Retail **$10.95** Plus Tax

S. 30-HOUR 7-JEWEL "CUTIE" ALARM. Attractively unconventional this radiantly lovely "carry-all" is both glamorous and timeworthy Smart gilt numerals, luminous hands and hour dots. Open: 3 3/16" x 1⅝" x 2½".
1374N1185 Retail **$18.95** Plus Tax

Same but in Brown or Green Tortoise, or Jet Black Enamel Specify Color.
1496N1218 Retail **$19.50** Plus Tax

T. 8-DAY 7-JEWEL CLIP CLOCK WITH ALARM. A bright new idea in clocks for the busy executive or housewife! So slim is the case that it's hard to believe it conceals a reliable alarm that will help you keep those pressing appointments! Clip safeguards important papers Gilt numerals. Luminous hands and hour dots. A flattering gift that serves as a constant reminder of your friendship. Size: 5¾" x 3 9/16" x 1⅞".
1495N1350 Retail **$22.50** Plus Tax

Retails
on West Coast
Slightly Higher



Sparkling semca *Wall Clocks*

F. 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design! Raised hour markers and hammered finish case of gilt metal. Cord-pull winds the clock for 192 hours of accurate timekeeping. 12¼" high, 12¼" wide, 1⅜" deep. Dial, 5¼" in diameter
1379N4960 Retail **$79.50** Plus Tax

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dial, 3¾" x 3¾", Length 8½", Width 4¾", Depth 2½".
1491N3300 Ret. **$55.00** Plus Tax

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the-wall winding. Overall, 12⅝", 2" deep. Dial, 6⅞" diameter.
1380N3300 Retail **$55.00** Plus Tax

J

J. 8-DAY 7-JEWEL DESK OR BOUDOIR ALARM. A handsome symphony of gleaming gilt and austere black enamel. Gracefully stylized hands and hour dots are luminous to show you the time at night. Classic Roman numerals of gleaming gilt. A single key winds both the alarm and the 7-jewel fine quality movement. Size: 3"x4¼"x1½".
1492N1248
Retail **$19.95** Plus Tax

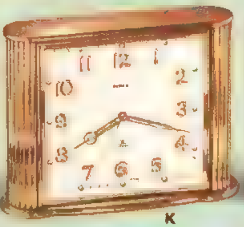
FOR DESK OR BOUDOIR

K. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. Casual elegance in a smartly sophisticated timepiece that's equally appropriate for the desk or bedroom. Luminous hands and hour dots tell time at night—raised gilt numerals indicate the hour during daytime. One key winds time and alarm. 4½" x 5½" x 1½".
1377N1710 Retail **$28.50** Plus Tax

L. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. A good-looking way of getting you up! This superbly practical timepiece is as dependably accurate as it is handsome. Fine 7-jewel movement. Raised gilt numerals and hour markers. Clicks off the minutes so quietly you'll forget it's in the room. Size: 7¼"x4¼"x1¾".
1493N2250 Retail **$37.50** Plus Tax

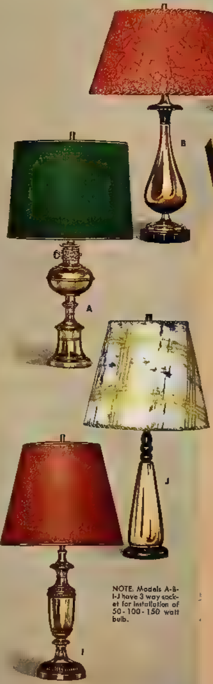
M. 8-DAY 15-JEWEL TWIN DIAL CLOCK. Time has a new face! This smartly practical home or executive clock has two dials—two sets of hands—so that you can instantly tell the hour from any angle of view. And the clean simplicity of styling is as up to the minute as the time it keeps! Sleekly streamlined gilt hands and raised gilt numerals contrast vividly with the resplendent silver finish dials. Timeworthy, too, because of the accurate precision of its top quality, 15-jewel movement. 5¹³⁄₁₆" high, 7⅝" wide, and 1¾" deep.
1376N4770 Retail **$79.50** Plus Tax

Retails on West Coast
Slightly Higher

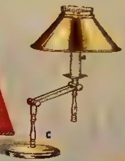


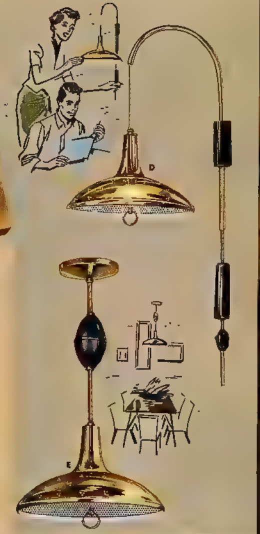
K

L



NOTE. Models A-B-I-J have 3 way socket for installation of 50-100-150 watt bulb.





BRASS

A. "NEWPORT." Bright brass finish. Authentic key ornament. Shade textured fabric over velum. Height 30". Shade 16". Weight 14 Lbs.
26-1913-S-1925 **Retail 30.85**

B. "CONCORD." Graceful spun metal in gleaming brass, charcoal relief. Fiberglass shade, laminated thread motif. Height 30". Shade 19". Weight 14 Lbs.
26-1914-S-2355 **Retail 38.00**

C. "CANTILEVER." Adjustable "up" or "down," shade tilts tool Piano lamp, and for desks or night stands. Bright finish. Width as shown 18", extended upright 23". Metal shade 12". Weight 10 Lbs.
26-1915-S-1925 **Retail 30.85**

D. "PULL DOWN-PUSH UP." Wall lamp. Special hanger included for easy installation. Handy switch on cord, 2 light socket. 15" star light pierced metal reflector. Perforated metal diffuser. Pull ornament to lower lamp 29". Weight 15 Lbs.
26-1916-S-2855 **Retail 46.50**

E. "PULL DOWN-PUSH UP." Ceiling lamp, finger tip control. Balanced pulley in ball, 15" starlight perforated metal reflector, 2 light cluster, pierced metal diffuser. Pulls down to 40". Ceiling plate 6½". Bright brass finish, charcoal ball. Weight 13 Lbs.
26-1917-S-3115 **Retail 50.75**

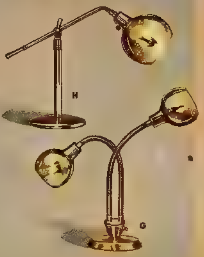
F. "TRI-LITE." New! Modern! Functional! 11" metal shade becomes a torchier, 2 reflectors for concentrated light. Double adjustable feature on each arm, 3 way switch, extra heavy weighted base. Bright brass and charcoal finish. Complements the decor of any room. Height extended 63". Weight 27 Lbs.
26-1918-S-4285 **Retail 70.25**

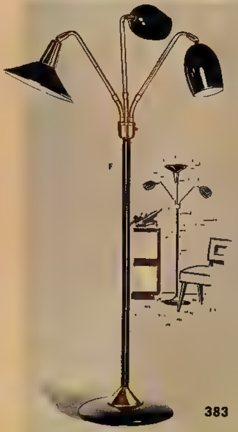
G. "DUO-FLEX." 15" flexible arms permit unlimited adjustment. Ball reflectors are pinpoint perforated, controlled lighting with variable switch. Weighted base. Width (illustrated) 22". Arms turn up to 24" for indirect lighting. Weight 13 Lbs.
26-2106-S-2290 **Retail 37.00**

H. "LOCK-TITE." Attractive as well as practical. Ideal for desk or night stand. Arm locks in any position, pin point perforated metal reflector. Weighted base, turn knob socket. Gleaming brass finish, extends 18" Height upright 18". Weight 12 Lbs.
26-2107-S-2150 **Retail 34.75**

I. "GORHAM." Solid cast metal in sparkling brass plate. Shade of Buckram Fabric over durable velum. Height 30". Shade 16". Weight 15 lbs.
26-1930-S-1640 **Retail 26.25**

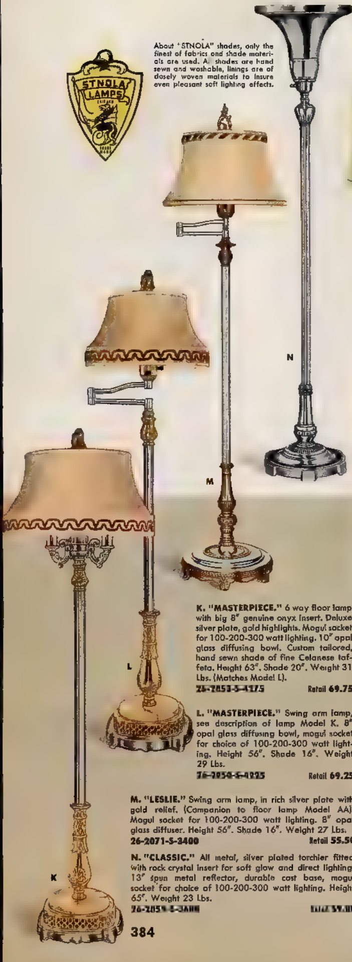
J. "HERITAGE." Modern styling. Gleaming brass with charcoal finished accessories. Hand laced translucent fiberglass shade. A decorator's delight. Height 30" Shade 16". Weight 13 Lbs.
26-1931-S-2215 **Retail 35.75**

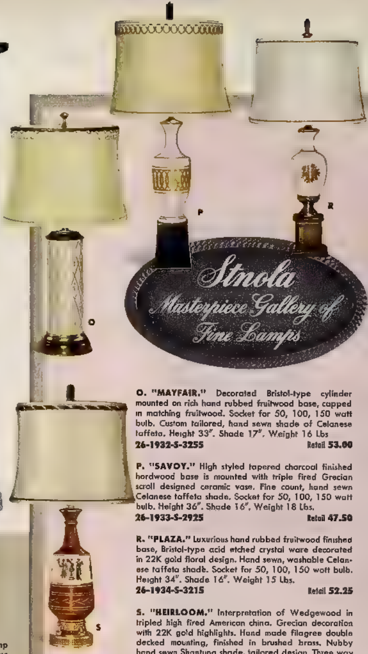




About "STNOLA" shades, only the finest of fabrics and shade materials are used. All shades are hand sewn and washable, linings are of closely woven materials to insure even pleasant soft lighting effects.

Stnola Masterpiece Gallery of Fine Lamps





K. "MASTERPIECE." 6 way floor lamp with big 8" genuine onyx insert. Deluxe silver plate, gold highlights. Mogul socket for 100-200-300 watt lighting. 10" opal glass diffusing bowl. Custom tailored, hand sewn shade of fine Celanese taffeta. Height 63". Shade 20". Weight 31 Lbs. (Matches Model L).
[redacted] Retail **69.75**

L. "MASTERPIECE." Swing arm lamp, see description of lamp Model K. 8" opal glass diffusing bowl, mogul socket for choice of 100-200-300 watt lighting. Height 56". Shade 16". Weight 29 Lbs.
[redacted] Retail **69.25**

M. "LESLIE." Swing arm lamp, in rich silver plate with gold relief. (Companion to floor lamp Model AA). Mogul socket for 100-200-300 watt lighting. 8" opal glass diffuser. Height 56". Shade 16". Weight 27 Lbs.
26-2071-S-3400 Retail **55.50**

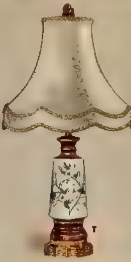
N. "CLASSIC." All metal, silver plated torchier fitted with rock crystal insert for soft glow and direct lighting. 13" spun metal reflector, durable cast base, mogul socket for choice of 100-200-300 watt lighting. Height 65". Weight 23 Lbs.
[redacted] [redacted]

O. "MAYFAIR." Decorated Bristol-type cylinder mounted on rich hand rubbed fruitwood base, capped in matching fruitwood. Socket for 50, 100, 150 watt bulb. Custom tailored, hand sewn shade of Celanese taffeta. Height 33". Shade 17". Weight 16 Lbs
26-1932-S-3255 Retail **53.00**

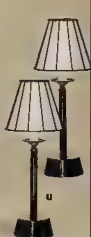
P. "SAVOY." High styled tapered charcoal finished hardwood base is mounted with triple fired Grecian scroll designed ceramic vase. Fine count, hand sewn Celanese taffeta shade. Socket for 50, 100, 150 watt bulb. Height 36". Shade 16". Weight 18 Lbs.
26-1933-S-2925 Retail **47.50**

R. "PLAZA." Luxurious hand rubbed fruitwood finished base, Bristol-type acid etched crystal ware decorated in 22K gold floral design. Hand sewn, washable Celanese taffeta shade. Socket for 50, 100, 150 watt bulb. Height 34". Shade 16". Weight 15 Lbs.
26-1934-S-3215 Retail **52.25**

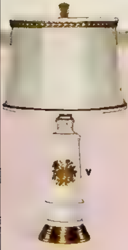
S. "HEIRLOOM." Interpretation of Wedgewood in tripled high fired American china. Grecian decoration with 22K gold highlights. Hand made filagree double decked mounting, finished in brushed brass. Nubby hand sewn Shantung shade, tailored design. Three way lighting. Height 36". Shade 17". Weight 19 Lbs.
26-1935-S-3645 Retail **59.50**

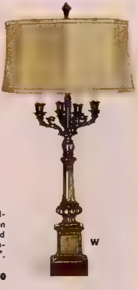


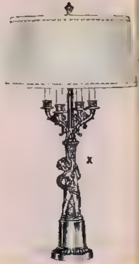
T. "APPLE BLOSSOM." Triple fired American china brilliantly hand decorated, mounted on smart metal base. Shade of inwoven design Metalasse fabric. Height 33". Shade 18". Weight 16 Lbs.
26-1936-S-1895 Rtl. **30.50**

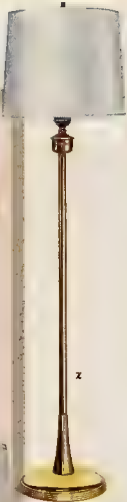


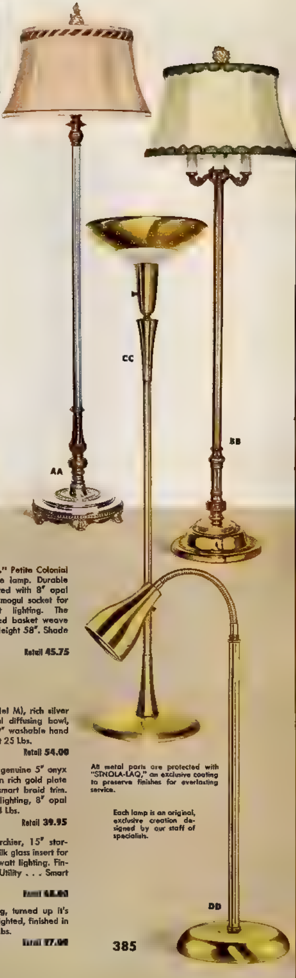
U. "MILADY." A modern concept of smaller lamps, charcoal finish with polished brass relief, "Skeleton Frame" shades lined in durable fiberglass. Smart for buffets, night stands, and vanities. Clip on feature shades. Height 20". Shade 8". Weight 9 Lbs. Pair (Sold only in pairs).
[redacted] **32.50** pr.











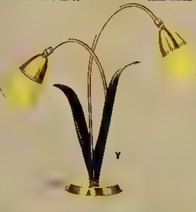
V. "BARRINGTON." Tall Bristol-type acid etched crystal, mounted on spun metal base. 22K gold imported floral application. Shade is of Celanese washable taffeta Height 34". Shade 17". Weight 12 Lbs.
26-1937-S-2715 **Retail 44.00**

W. "REGENCY." Traditional design finished in luxurious Bank bronze, hand rubbed fruitwood finished hardwood mounting. 4 candelabra arms are fitted with miniature candle tubes (for decoration only). Single harp construction completed with 3 way socket for 50-100-150 watt lighting. Shade of grained nubby Shantung, hand tailored and self trimmed. Height 37". Shade 19". Weight 23 Lbs.
26-1938-S-4350 **Retail 71.50**

X. "RENAISSANCE." Cast metal in rich silver plate, smartly ebony antiqued. The decorative cherub supports the 4 candle regency styled candelabra completed with miniature candle tubes (for decoration only). Single harp lighting with 3 way socket for selection of 50-100-150 watt lighting. Pin pleated shade of Celanese taffeta, hand sewn and tailored trim. Height 35". Shade 18". Weight 22 Lbs.
26-1939-S-3860 **Retail 63.25**

Z. "WESTCHESTER." Petite Colonial modern Club Lounge lamp. Durable brass finish, completed with 8" opal diffusing bowl and mogul socket for 100-200-300 watt lighting. The shade is of embossed basket weave design over velum. Height 58". Shade 17". Weight 26 Lbs.
26-2072-S-2825 **Retail 45.75**

Y. "LILY." Adjustable swivel on each arm for desired position. Spun metal holders are specially constructed for the translucent crystal shades. 3 way switch in base. Height 23". Width 22". Weight 8 Lbs.
26-1925-S-2765 [redacted]



AA. "LESLIE." Floor lamp (companion to Model M), rich silver plate finish, detailed metal castings, 10" Opal diffusing bowl, mogul socket for 100-200-300 watt lighting. 19" washable hand sewn Celanese taffeta shade. Height 63". Weight 25 Lbs.
26-2073-S-3315 **Retail 54.00**

BB. "ESSEX." Ever popular 6 way floor lamp, genuine 5" onyx insert. Cast metal base and ornaments finished in rich gold plate effect. Shade is of stretched Celanese fabric, smart braid trim. Mogul socket for choice of 100-200-300 watt lighting, 8" opal diffusing bowl. Height 63". Shade 19". Weight 24 Lbs.
[redacted] **Retail 39.95**

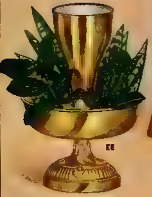
CC. "SHERATON." Modern direct-indirect torchier, 15" starlight perforated metal reflector with 8" ribbed milk glass insert for direct lighting. Mogul socket for 100-200-300 watt lighting. Finished in luxurious satin brass. Eye comfort . . . Utility . . . Smart decorator appeal. Height 65". Weight 29 Lbs.
26-2076-S-4150 [redacted]

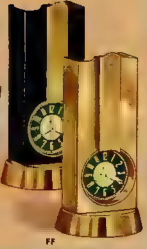
DD. "CHAIRSIDE." For close work or reading, turned up it's an indirect torchier. 12" flexible arm, heavily weighted, finished in satin brass. Height 48". Upright 60". Weight 12 Lbs.
[redacted] [redacted]

All metal parts are protected with "STNOLA-LAQ," an exclusive coating to preserve finishes for everlasting service.

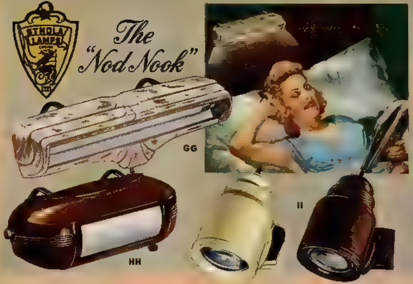
Each lamp is an original, exclusive creation designed by our staff of specialists.

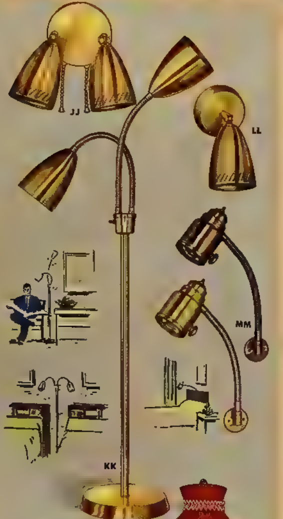
All lamps have U.L. (Underwriters' Laboratories) approved components such as sockets, switches, cords and plugs.





The "Nod Nook"





EE. "PLANT-A-LAMP." 10" one-piece "Can't Leak" spun bowl, cast metal base with switch. Finished in satin brass. Height 15". Weight 6 Lbs. (Plants not included).
26-2019-1165 Retail **19.00**

FF. "TELE-CLOCK." Reflected light ideal for T.V. viewing, self starting electric clock guaranteed for 1 year (A.C. only). Night light for child's room, and many other applications. Height 12". Weight 4 Lbs.
26-2015-1400 Satin Brass Retail **22.95**
26-2016-1400 Charcoal & Brass Retail **22.95**

GG. "PLASTI-LITE." Fluorescent bed lamp complete with plug-in ballast and 8 watt tube. Adjustable rubber covered clamps fit any head board. (A.C. only). Weight 2½ Lbs.
26-2000-875 Retail **14.25**

HH. "LUXURAY." "Plastacele" eye comfort diffuser. Rubber covered clamps adjustable to headboards, easy reach switch. Wt. 2 Lbs.
26-2001-450 Retail **6.95**

II. "SPOTRAY." Read in bed without disturbing others. Swivel light where desired. Felt lined adjustable clamp. Bull's-eye lens increases light of 25 watt bulb to 100 watt efficiency. Weight 3 Lbs.
26-2007-550 Ivory Retail **7.95**
26-2009-550 Brass Retail **7.95**

JJ. "HIS" AND "HER." Each starlight perforated reflector has swivel and pull chain switch for "His" and "Her" side, wall hanger included. 7" back plate. Satin brass. Wt. 4 Lbs.
26-2010-1305 Retail **19.95**

KK. "EVERY-WHICH-WAY." 15" flexible arms bend in all directions, 3 way switch. Heavy weighted base. Finished in satin brass. Height Arms Extended 65". Weight 19 Lbs.
26-2070-S-2460 Retail **39.95**

LL. "HOLLYWOOD." (Matches Model JJ) Pierced metal reflector. Pull chain switch, adjustable swivel, wall hanger included. Satin brass finish. Weight 2 Lbs.
26-1926-880 Retail **14.25**

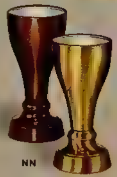
MM. "HEAD-LITE." Designed for low type headboards. Plate fastens on back of bed or can be turned for wall mounting. 12" flexible arm "Spot-Ray" with bull's-eye convex lens increases 25 watt lighting to 100 watt. Weight 4 Lbs. Length Extended 19".
26-2011-1210 Brass Retail **18.95**
26-2012-1210 Bronze Retail **18.95**

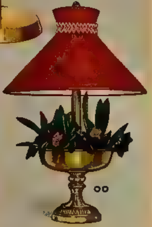
NN. "SOFT-LITE." Metal T.V. lamp and for so many other uses! Switch in base, felt lined bottom. Height 10". Weight 2 Lbs.
26-2017-660 Brass Retail **10.50**
26-2018-660 Bronze Retail **10.50**

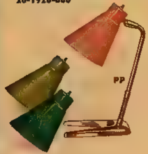
OO. "AMERICAN BEAUTY." Full size lamp planter, one piece 10" "Can't Leak" metal bowl, cast base. Shade of fabric over velum (Plants Not Included). Height 29". Shade 19". Weight 11 Lbs.
26-1924-S-1500 Red Retail **23.75**
26-1923-S-1500 Green Retail **23.75**

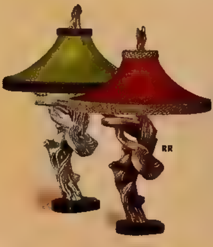
PP. "HORSESHOE." The "Good Luck" lamp, flexible feature at base plus swivel at top. Gleaming bright brass. Fiberglass reflector. Height extended 15". Wt. 6 Lbs.
26-2127-1350 Chart. Retail **21.25**
26-2128-1350 Green Retail **21.25**
26-2129-1350 Red Retail **21.25**

RR. "DRIFTWOOD." Exact replica molded in durable Hydrocal. Toned to natural aged wood colorations. Shades of hand sewn "Tree Bark." Wide nubby braid top and bottom. Height 28". Shade 22". Weight 25 Lbs. (Note: Shades can be transposed . . . (red or chartreuse only).
26-1919-S-2195 Redwood Retail **35.25**
26-1920-S-2195 Saltwood Retail **35.25**



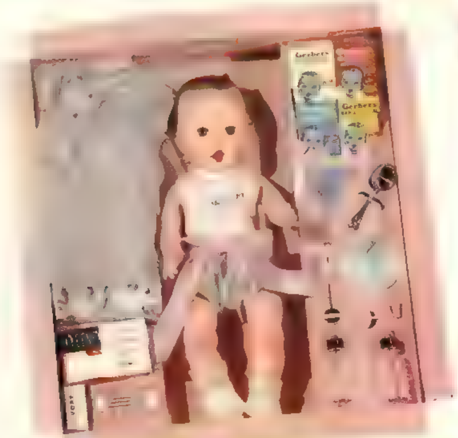




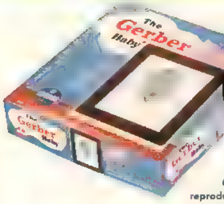


THE "Gerber Baby" DOLL IN THREE STYLES AT THREE

18" "Gerber Baby" DOLL



Style No.	Size & Description	Packaging Information	Weight
10618	"Gerber Baby" 18" Tall All pure molded vinyl.	Packed in beautiful display box as illustrated with complete wardrobe and accessories. ¼ doz. packed to shipping carton.	16 Lbs.



RETAILS AT $14^98

Gerber Baby's picture is reproduced in portrait size on the box lid, framed, ready to cut out and hang in nursery or play room

It Drinks, Wets, Sleeps, Cries, Blows Bubbles!

Never compare Sun's "Gerber Baby" with other dolls because no comparison can be made. The "Gerber Baby" is America's one and only **personality** doll!

And only Sun artistry, experience, and manufacturing techniques could create in virgin molded vinyl, this exact, true-to-life reproduction of the one baby best known the world around . . . the one baby doll most wanted by every little mother!

Faithfully reproduced in warm, natural skin tones, with patented free movement joints . . . it is the nearest thing to a human baby!

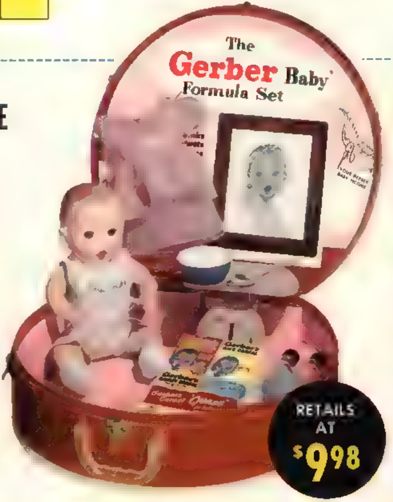
Full 18 inches tall Packaged in a beautiful box containing complete wardrobe, and all the accessories any little mother's heart could desire!

13" "Gerber Baby" DOLL IN CASE

This 13 inch reproduction of the doll all the world knows, has head of pure molded vinyl with exact facial features of her famous name sake. Her long-lashed "Gerber Baby" eyes close when she sleeps, and loving mothers hear her tiny voice when they squeeze her! Patented movable arms and legs make her easy to change and dress.

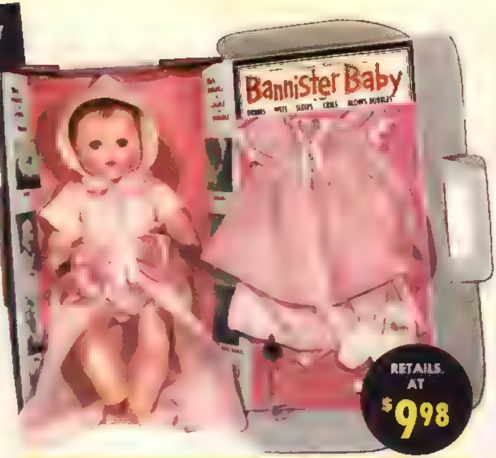
Packed in attractive carrying case with beautiful wardrobe, and the many accessories so dear to every little mother's heart.

Style No.	Size & Description	Packaging Information	Weight
10637	"Gerber Baby" 13 inches	Packaged in "treasure chest" carrying case with high style wardrobe and accessories ½ Doz to shipping carton	16 Lbs.



RETAILS AT $9^98

DON'T FORGET TO ORDER PLENTY OF "BANNISTER BABY" AND BABEE-BEE BOTTLE BABY DOLLS *NOW!*



"Bannister Baby"

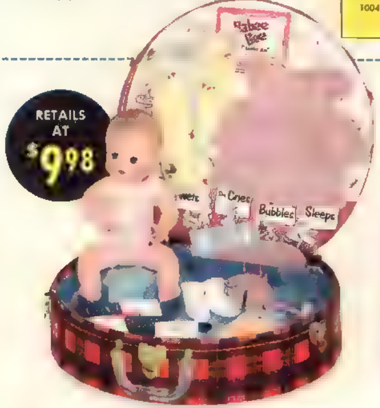
© Constance Bannister

IT DRINKS, WETS, SLEEPS, CRIES, BLOWS BUBBLES!

Constance Bannister is famous for her baby photographs, which have appeared in American mass circulation magazines This 18-inch tall Sun "Bannister Baby is all vinyl and washable Fully jointed, and dressed like a real baby, it wins little mothers' hearts instantly.

Packaged in attractive carrying case, with beautiful wardrobe plus nursing bottle and bubble pipe.

Style No.	Size and Description	Packaging information	Weight
10047	18 inch tall all vinyl Bannister Baby '.	Packaged in lovely carrying case with wardrobe, nursing bottle, and bubble pipe Packed ¼ doz. to shipping carton	12 Lbs



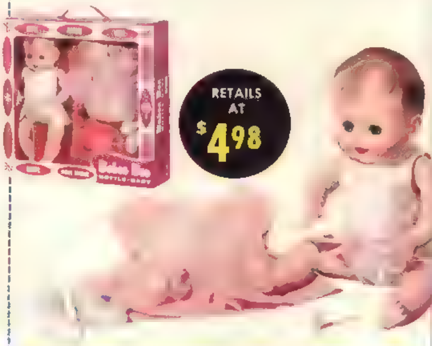
"Babee-Bee" Bottle Baby in Case

Little mothers love BABEE BEE BOTTLE BABY in her smart oval, plaid carrying case, packed with high style wardrobe, and accessories, each in its proper place BABEE-BEE is 13 inches tall, has vinyl head, jointed legs and arms, and long-lashed sleeping eyes Squeeze her and hear her sweet voice

Style No	Size & Description	Packaging Information	Weight
10635	Babee Bee Bottle Baby 13 inches tall, Viny head jointed body	Packaged in stunning oval, plaid carrying case with high style wardrobe, and many accessories Packaged ¼ Doz. to shipping carton	16 Lbs.

"Babee-Bee" Bottle Baby

This 13 inch BABEE-BEE BOTTLE BABY in colorful window carton is an excellent value. Has vinyl head with sleeping eyes, rubber body, and moving limbs. Drinks, wets, sleeps, cries when squeezed Fully dressed Nursing bottle and bubble pipe included.



Style No.	Size and Description	Packaging Information	Weight
10027	Babee Bee 13 inch tall Bottle Baby Vinyl head, jointed body	Packaged in attractive window carton Packed ½ Doz. to shipping carton	12 Lbs

SUN U.S.A.

THE SUN RUBBER COMPANY • Barberton, Ohio

World's Largest Manufacturer of Plastic and Rubber Dolls and Toys

[illegible]

20M 6 15 55

SUN'S "Gerber Baby"† Doll Is America's Only *Personality* Doll!

Gerber Baby

†
The "Gerber Baby" is a ward of the
Gerber Products Company, Fremont, Michigan

© GERBER PRODUCTS COMPANY

More than 100,000,000 selling messages to date have made the "Gerber Baby" America's best known doll! . . .

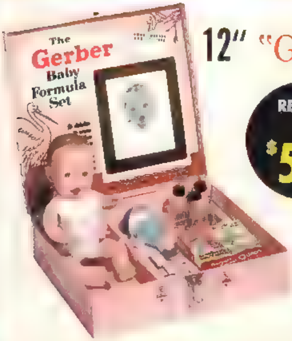
Yet the Market Has Barely Been Scratched!

NATIONAL MAGAZINE — RADIO — TV — NEWSPAPER ADVERTISING AND PUBLICITY HAVE PRE-SOLD THE "GERBER BABY" DOLL TO YOUR CUSTOMERS!

THE SUN RUBBER COMPANY • Barberton, Ohio

World's Largest Manufacturer of Plastic and Rubber Dolls and Toys

PRICES LETS YOU *CAPTURE THE ENTIRE MARKET!*



12" "Gerber Baby" DOLL IN FORMULA CASE

RETAILS AT $5.98

This 12-inch version of America's only personality doll is priced within the reach of the most modest purse. Has all the feeding accessories little mothers want. Framed portrait of "Gerber Baby" on lid of box ready to cut out and hang.

Style No.	Size and Description	Packaging Information	Weight
10612	"Gerber Baby" 12 inches tall in formula case.	Packaged in attractive Formula case with many feeding accessories. Packed ½ Doz to shipping carton	24 Lbs.

CASH IN ON POWERFUL "Gerber Baby" PROMOTION!

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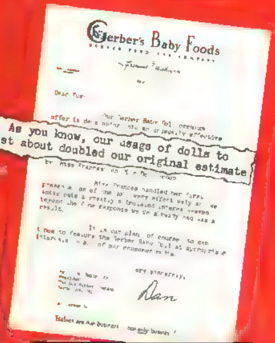
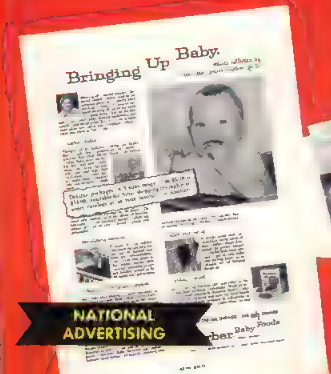

Gerber's Baby Foods

promotion. As you know, our usage of dolls to date has just about doubled our original estimate

Babies are our business ... our only business

PREMIUMS

NATIONAL RADIO



NATIONAL ADVERTISING

Better Living
Parents

NEWSPAPER MAGAZINE PUBLICITY

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on my way with
the most powerful
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COMING UP FOR FALL a dramatic merchandising and advertising program of national scope with focused impact on consumers—ready to push your sales volume to new highs. Important news on the way. Watch for it!

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TOP 12
at the show!

see what happens when **12** quality manufacturers tie up with

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in a selling partnership that means **SUPER-SALES** for you!

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america's greatest adventure character—now BIGGER, more POWERFUL than ever before!

- 25 million youngsters and adults watch SUPERMAN on 125 major T.V. stations every week—one of the nation's top 5 live-action T.V. shows, sponsored nationally by Kellogg's.
- SUPERMAN is syndicated in over 100 daily and Sunday newspapers.
- SUPERMAN appears in 3 comics magazines—with more than 8 million readers each month.
- SUPERMAN is making the rounds of the schools! A 15 minute SUPERMAN film—produced as a public service for the Treasury Department to promote the sale of U.S. Savings Stamps—is now being shown in public schools throughout the country—will be exhibited to schools for 3 years.
- 250 T.V. stations are using Treasury Department Superman spots.
- 180 T.V. stations are using 3 Superman National Safety Council spots.

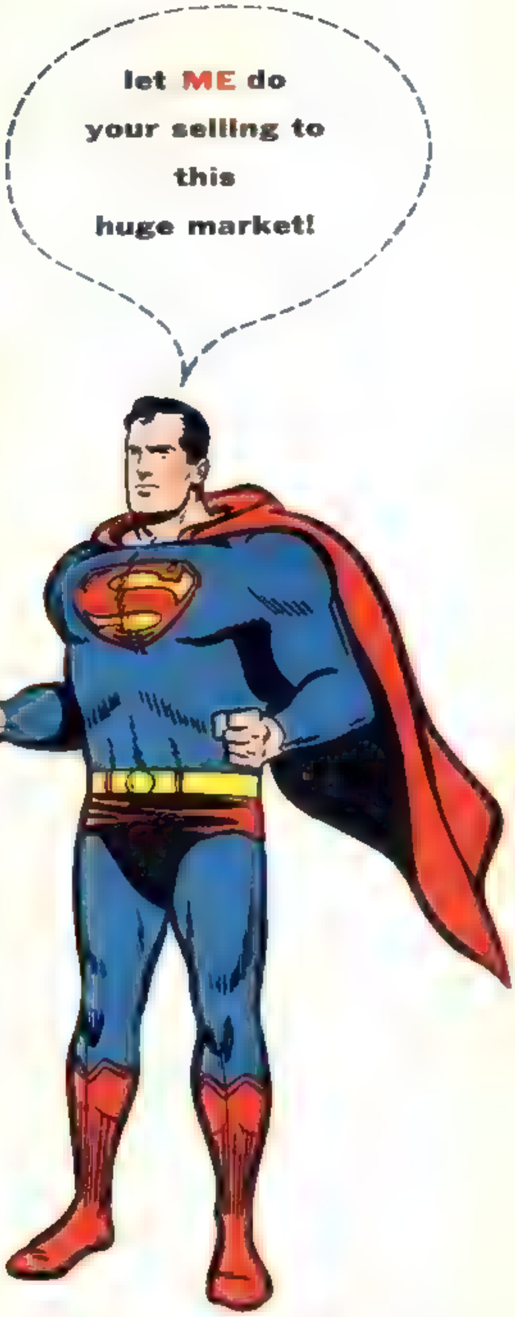
Billboard

TOP 25 VIDFILMS AMONG KIDDIES

RANK ORDER	TITLE AND DISTRIBUTOR OF SERIES	CHILDREN per 100 HOMES	AVG. OCT. RATING
1	SUPERMAN (Flamingo Films)	97	12.6
2	Wild Bill Hickok (Flamingo Films)	95	12.9
3	Time for Beany (Consolidated TV)	94	7.2

TOP 25 NON-NETWORK VIDFILM SERIES, AND THEIR PULSE MULTI-MARKET RATINGS

RANK ORDER	TITLE AND DISTRIBUTOR OF SERIES	VIEWERS per 100 HOMES	DEC. RATING
1	Gene Autry (CBS Film)	234	17.5
2	SUPERMAN (Flamingo Films)	170	17.3
3	Stories of the Century (Hollywood TV Service)	190	16.2
4	Badge 714 (NBC Film)	213	16.1


let ME do your selling to this huge market!

SUPERMAN IS TOPS

here's the official score!

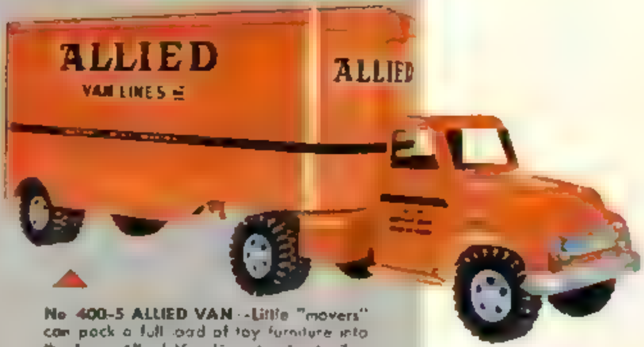
here they are

12

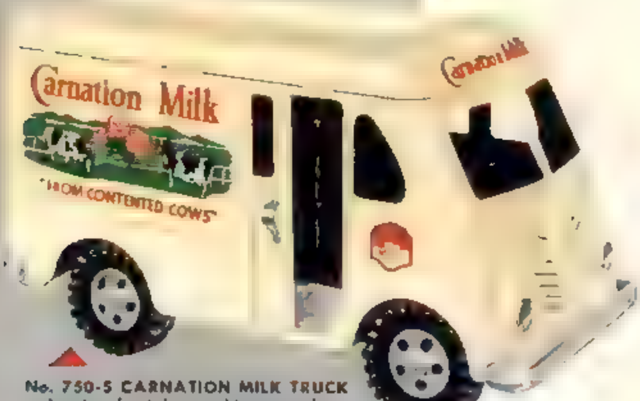
top manufacturers who put SUPERMAN to work SUPER-selling for you!

See the SUPERMAN symbol of quality with which these outstanding manufacturers identify their merchandise. It is your guide to items that are 100% promotable—100% sellable—100% pre-sold to SUPERMAN's multi-million, eager-to-buy market!

ACME PLASTICS, INC.	3204 North Miami Ave., Miami, Fla.	movie viewer	
FUNTIME PLAYWEAR	200 Fifth Ave., New York, N. Y.	costumes	showing at. McAlpin Hotel — Room 711 200 Fifth Ave — Room 457
GREEN DUCK COMPANY	1520 W. Montana St., Chicago 14, Ill.	buttons, badges	
IDEAL TOY CORP.	200 Fifth Ave., New York, N. Y.	vinyl inflatable toys	showing at 200 Fifth Ave. — Room 416
LIBERTY NATIONAL CORP.	200 Fifth Ave., New York, N. Y.	lunch boxes,	showing at: Hotel New Yorker — Room 1006 200 Fifth Ave. — Room 852
PETER PUPPET PLAYTHINGS	10 Box Street, Brooklyn 22, N. Y.	marionettes, puppe muscle-building set	showing at 200 Fifth Ave — Room 1453
PRACTI-COLE PRODUCTS	69 Wheeler St., New Haven, Conn.	plastic flying toys	showing at Hotel New Yorker — Room 1044
SAALFIELD PUBLISHING CO.	Saalfield Square, Akron, Ohio	coloring books, paint books	showing at: 200 Fifth Ave. — Room 445
SUPER SWIM, INC.	920 Lafayette Bldg., Philadelphia 6, Pa.	swim goggles, swim fins, swim masks	showing at Hotel New Yorker — Room 1251 200 Fifth Ave — Room 510
TRANSOGRAM INC.	200 Fifth Ave., New York, N. Y.	paint sets, coloring sets, board games, flying SUPERMAN	showing at 200 Fifth Ave. — Room 232
BAR-ZIM MFG. CO., INC.	930 Newark Ave., Jersey City 6, N. J.	SUPERMAN toys	showing at Hotel New Yorker — Rooms 511-12 200 Fifth Ave. — Room 540
BRADLEY TIME COMPANY	19 West 24th St., New York, N. Y.	wrist watches	

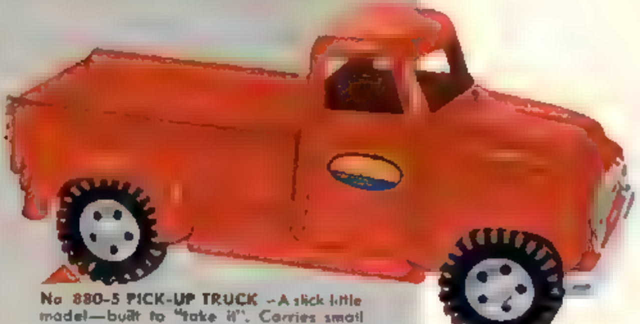


No 400-5 ALLIED VAN--Little "movers" can pack a full load of toy furniture into this huge Allied Van Lines tractor-trailer. Ten big rubber tires spaced for cross-country hauling L 23¾" H 9", W 6" Packed four to a shipper. Weight: 31½ lbs



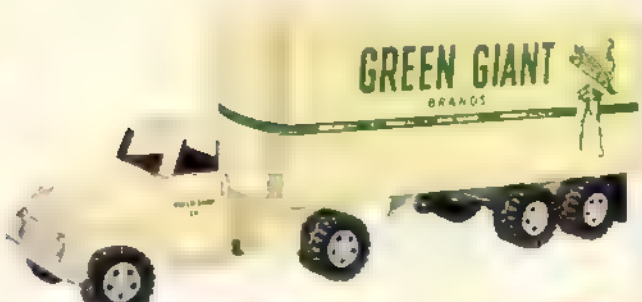
No. 750-5 CARNATION MILK TRUCK

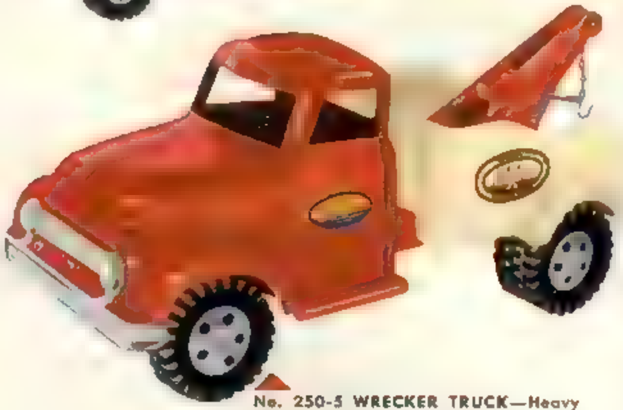
A sliding front door and two rear doors give this Carnation Milk delivery truck unlimited uses. Compact "stand up delivery" design makes this a good truck for crowded play room traffic L 11¾", H 7", W. 5½" Packed six to a shipper Weight 24 lbs.



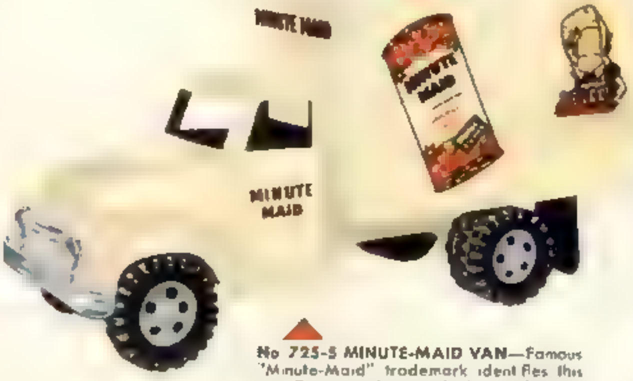
No 880-5 PICK-UP TRUCK--A slick little model—built to "take it". Carries small loads, big loads—many, many uses. Wonderful, long-lasting quality at a sensational low, low price. L. 12¼", H. 5¾", W 5½". Packed six to a shipper. Weight: 18½ lbs.

No. 650-5 GREEN GIANT TRANSPORT—Colorful "Green Giant" trademark makes this model of a large refrigerator truck a standout in the playroom. Authentic-looking refrigeration unit, high capacity trailer. L. 23¾", H. 9", W. 6¼". Packed four to a shipper. Weight: 34 lbs





No. 250-5 WRECKER TRUCK—Heavy duals on the rear wheels of this wrecker and sturdy chain and hook support the heaviest "wreck" that "junior" truckers will encounter Chain cranks up just like the hoists on the full-sized "jobs". L. 12¾", H 6", W 6¼". Packed six to a shipper Weight: 21 lbs



No 725-5 MINUTE-MAID VAN—Famous "Minute-Maid" trademark identifies this van Two rear doors make it a useful little truck for "local" delivery Heavy-duty duals in rear are typical of the rugged cargo-type construction. L. 14½", H. 7⅜", W 5⅜". Packed six to a shipper. Weight 30 lbs.

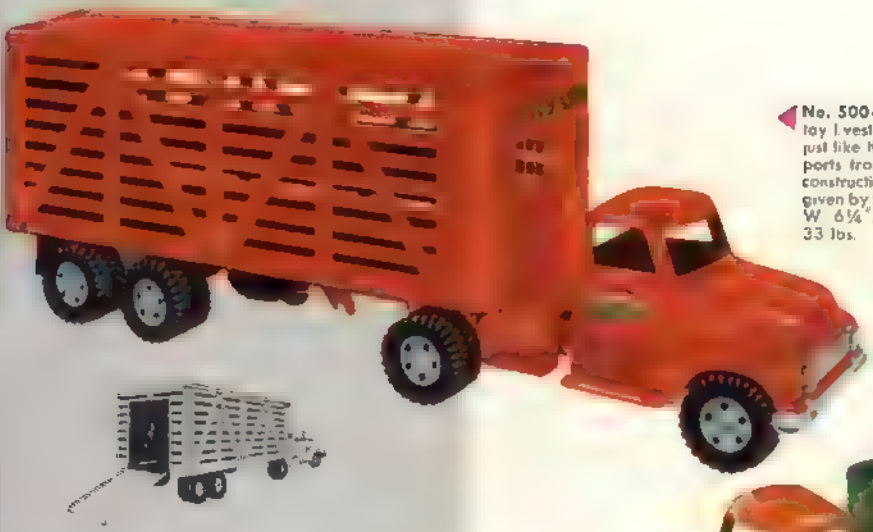
GENERAL SPECIFICATIONS

20-Gauge steel and/or heavy aluminum used throughout—Authentically scaled truck tires—Lustrous chromate plating of finest quality accessory parts on all units

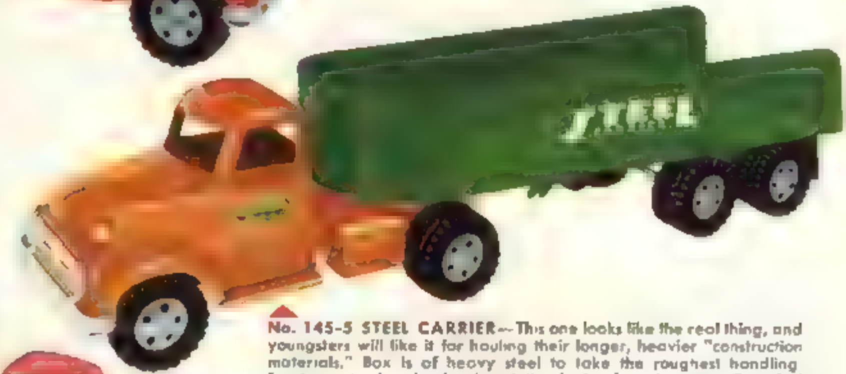
Dupont "Dulux" baking enamel used on all models—Die cut rubber mud guards on all "over the road" units—Floating tandem duals on all semi-trailers

All models individually boxed in 200 lb. test corrugated cartons.

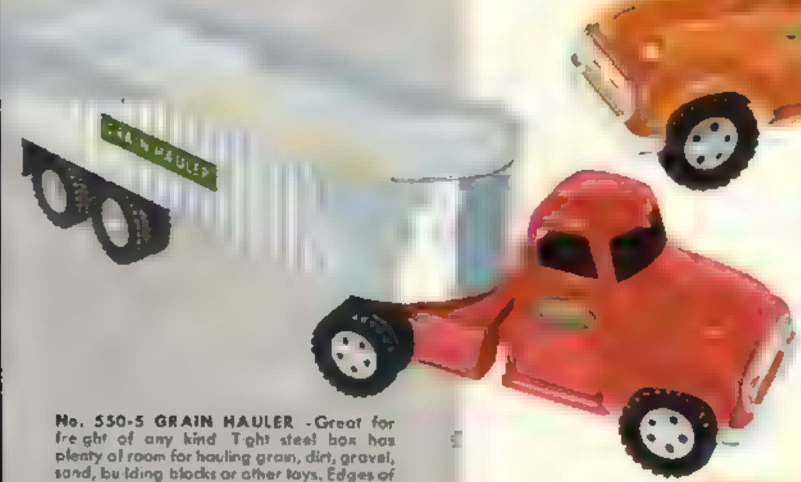
Tonka Toys
by
MOUND METALCRAFT, INC.
Mound, Minnesota



No. 500-5 LIVESTOCK VAN Realistic trailer will hold toy livestock or other toys. Floating Dual-tandem wheels just like the "big rigs' on the road. "Landing gear" supports trailer when uncoupled from tractor Heavy steel construction, with diagonal bracing to take the punishment given by the most energetic "little shipper." L. 24", H. 9¼", W 6¼". Individually packed, four to shipper. Weight: 33 lbs.

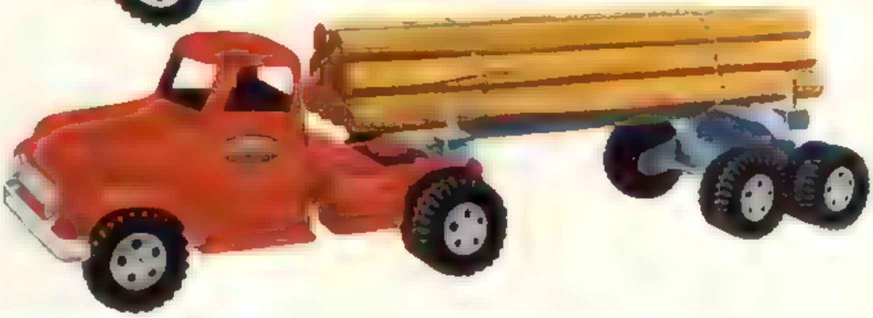


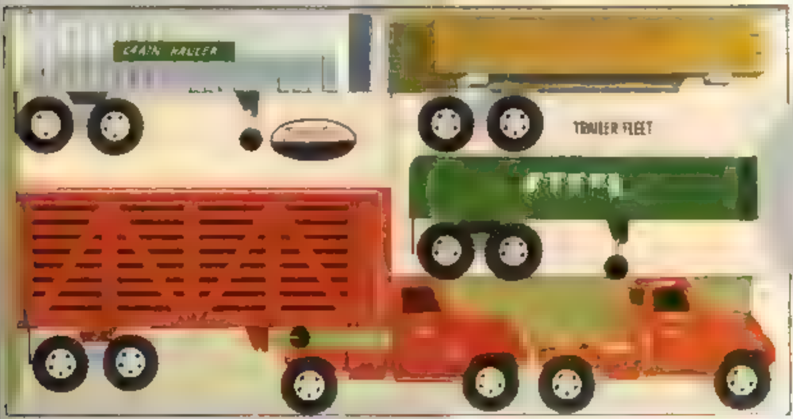
No. 145-5 STEEL CARRIER—This one looks like the real thing, and youngsters will like it for hauling their longer, heavier "construction materials." Box is of heavy steel to take the roughest handling Fourteen sturdy wheels give it the look of real power. Rounded corners and edges to prevent "highway accidents." L. 23½", H 5¾", W 6" Individually packed, four to shipper Weight 24 lbs.



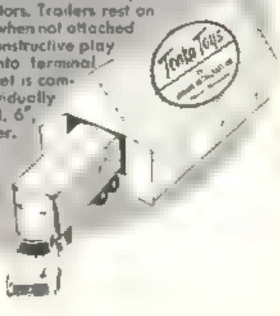
No. 550-5 GRAIN HAULER -Great for freight of any kind Tight steel box has plenty of room for hauling grain, dirt, gravel, sand, building blocks or other toys. Edges of box rolled for strength and safety Fourteen realistic wheels carry truck over the "roughest roads." Low, massive silhouette makes this a very popular model. L. 23½", H. 6", W 6". Individually packed, four to shipper. Weight. 27 lbs.

No. 575-5 LOGGER—Authentic single-boom type logging truck with realistic load of wood logs held in place by logging chains Constructed to take all the punishment that young Paul Bunyans can give it Logs can be removed and replaced as often as desired Fourteen wheels just like the big ones. L. 23¾", H. 6", W. 6" Individually packed, four to shipper Weight 30 lbs.

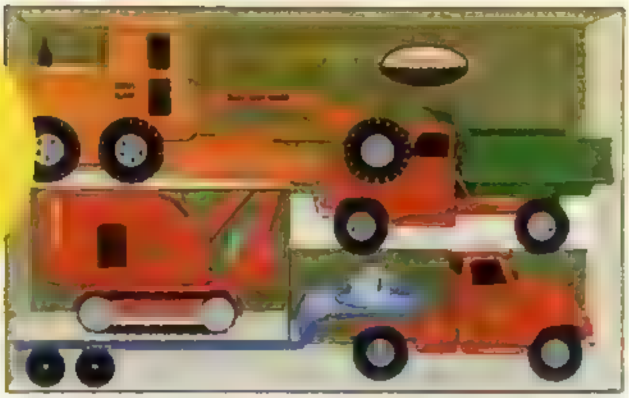




No. 675-5 TONKA TRAILER FLEET—Here's a set for the little trucking tycoon! Four different trailers and two tractors let him rotate his fleet just like the rest of the big operators. Trailers rest on their "landing gear" supports when not attached to tractors. Hours of fun and constructive play value Box can be made into terminal garage for added realism. Set is composed of the four models individually described above. L. 35¼", H. 6", W 17½" One set to a shipper. Weight: 25 lbs.



No. 775-5 ROAD BUILDER SET—All of the equipment necessary to delight the heart of small Highway Engineers. A complete set of 4 road building and maintenance models that look and work like the real thing. Made for hours of creative enjoyment indoors or out—built to take the roughest punishment on junior road construction projects. Attractively boxed, a real value in price. Composed of the four models individually described below. L. 27", H. 7¼", W. 16¾". One set to a shipper. Weight: 18 lbs.



No. 180-5 DUMP TRUCK—As tough as its real life counterpart and every bit as versatile. Built to serve on countless junior road projects and to haul every conceivable type load. Scale authenticity throughout to stimulate long hours of happy play. Plated dump control lever and tail-gate latch are operated just behind cab. L. 13", H. 6", W. 6". Individually packed, six to shipper. Weight: 24 ½ lbs.

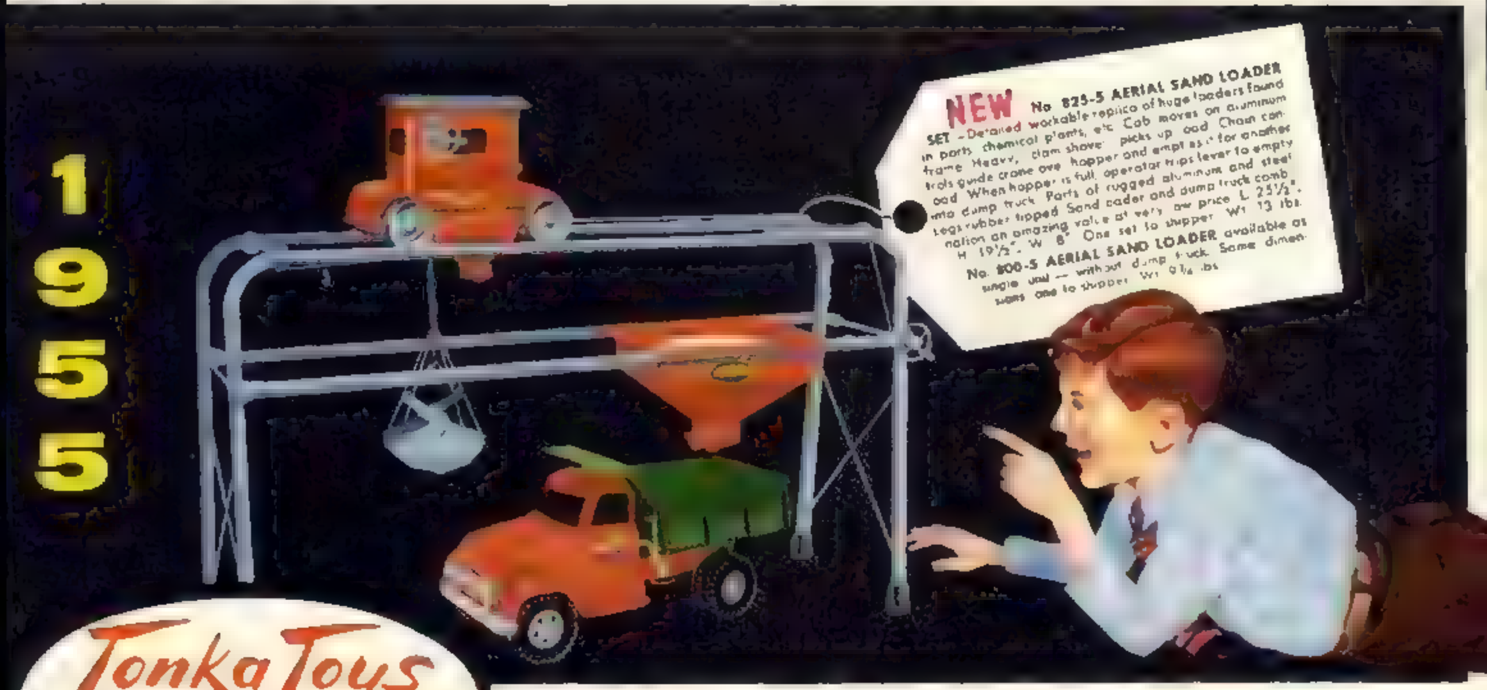
▲ **No. 600-5 ROAD GRADER**—Details galore in this scale reproduction of the workhorse of the road building crew—the grader. Blade can be rotated and tilted to perform specific grading jobs. Back wheels have "floating" action (just like the real ones) to take them over the toughest terrain. Front, steering wheels are operated in cab. Jumbo, "V" treaded tires enhance the authentic appearance. L. 17", H. 6¾", W. 7¼". Individually packed, six to shipper. Weight: 30 lbs.

◀ **No. 120-5 SHOVEL AND CARRY-ALL**—A real honey of a model. Big, rugged Carry-All delivers shovel, or other equipment, to construction site where metal ramps facilitate moving it to ground. Heavy chain and crank return it to proper position on truck bed when job is finished and secure it there. Shovel glides on rubber tracks, has full rotating cab, crank control with heavy-duty, link chain for heavy shovel loads. L. 33", H. 12½", W. 6¼". Individually packed, four to shipper. Weight: 36 lbs.

No. 50-5 STEAM SHOVEL—L. 15", H. 5¾", W. 5¾". Individually packed, six to shipper. Weight: 25 lbs.

THE FINEST QUALITY AT THE LOWEST PRICES IN METAL TOYS

1955



NEW No. 825-5 AERIAL SAND LOADER SET — Detailed workable replica of huge loaders found in ports, chemical plants, etc. Cab moves on aluminum frame. Heavy clam shovel picks up load. Chain controls guide crane over hopper and empties it for another load. When hopper is full, operator trips lever to empty into dump truck. Parts of rugged aluminum and steel. Legs rubber tipped. Sand loader and dump truck combination an amazing value at very low price. L. 25½", H. 19½", W. 8". One set to shipper. Wt. 13 lbs.

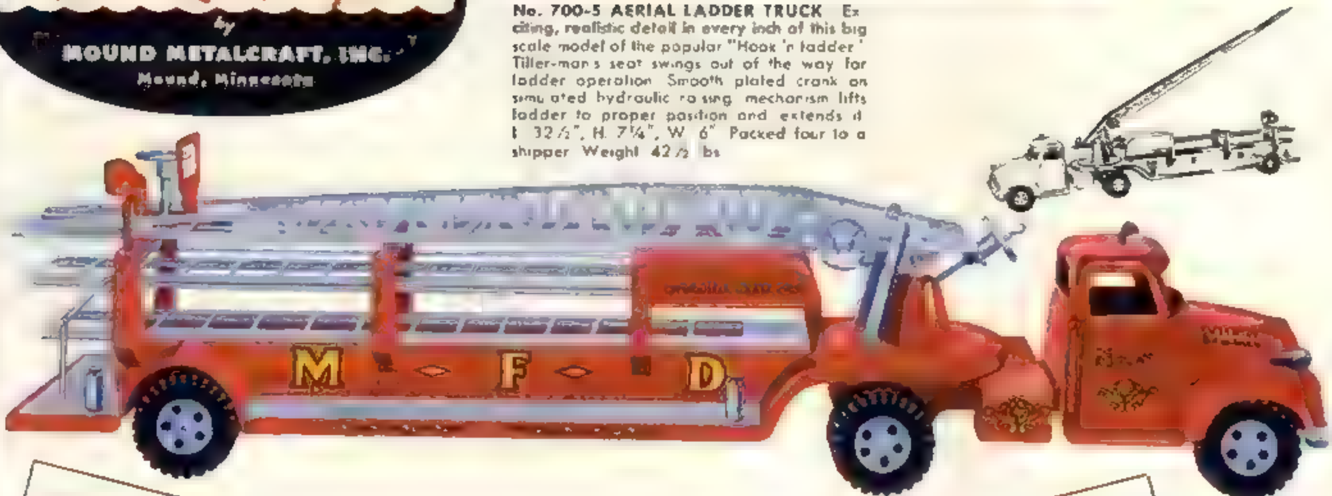
No. 800-5 AERIAL SAND LOADER available as single unit — without dump truck. Same dimensions, one to shipper. Wt. 9¼ lbs.

Tonka Toys

by

MOUND METALCRAFT, INC.
Mound, Minnesota

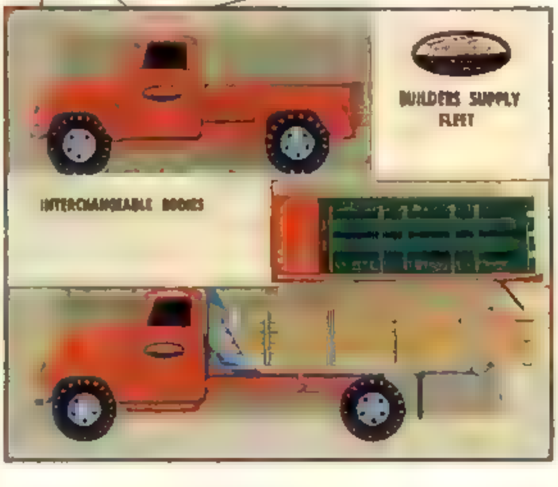
No. 700-5 AERIAL LADDER TRUCK Exciting, realistic detail in every inch of this big scale model of the popular "Hook 'n Ladder." Tiller-man's seat swings out of the way for ladder operation. Smooth plated crank on simulated hydraulic raising mechanism lifts ladder to proper position and extends it. L. 32½", H. 7¼", W. 6". Packed four to a shipper. Weight 42½ lbs.



NEW No. 0860-5 STAKE TRUCK Steel stakes can be removed for hauling oversize equipment and loads. Stake edges rounded for safety. L. 15, H. 5¾, W. 6. Packed six to a shipper. Wt. 28½ lbs.

NEW No. 0875-5 BUILDERS SUPPLY FLEET — Two different truck bodies — stake and lumber — easily, quickly interchangeable on heavy duty frame. Pick-up truck added for small loads. Stake and lumber trucks described in detail alongside. Pick up on back cover.

L. 19", H. 5¾", W. 5½". Individually packed, one to a shipper. Wt. 13½ lbs.



NEW No. 0850-5 LUMBER TRUCK Scale model long wheel base lumber truck delivers lumber to building site. Special roller on truck unloads just like real ones. Driver has only to release one chain and operate roller and load slides off.

L. 18¾", H. 5¾", W. 6¼". Packed four to a shipper. Wt. [illegible] ½ lbs.

AMERICAN TOYS

The Frontier Lives Again!

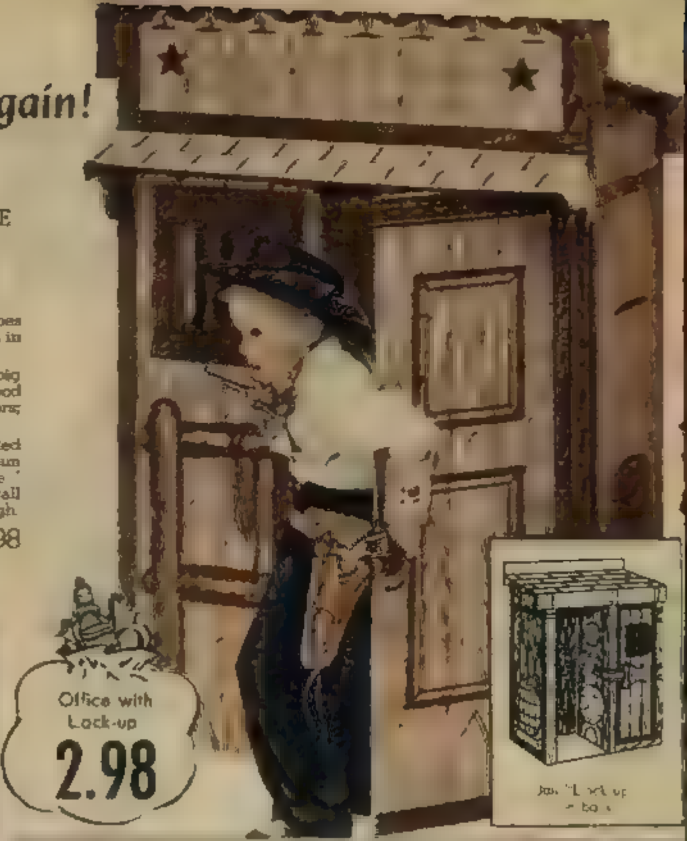
FRONTIER SHERIFF'S OFFICE

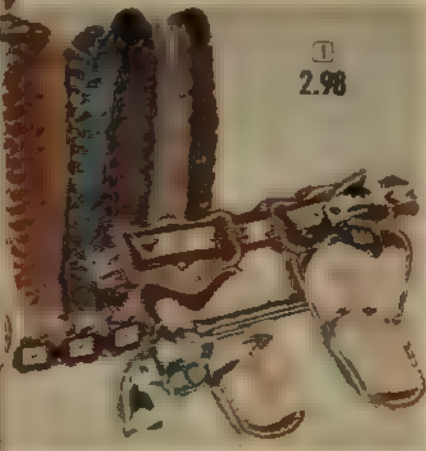
- Realistic wood grain design
- "Lock-up" jail cell in back
- Tough corrugated construction

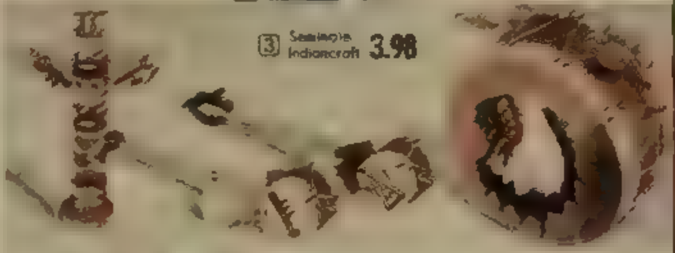
Now he can bring in the desperadoes and rustlers he captures and toss 'em in the hoosegow!

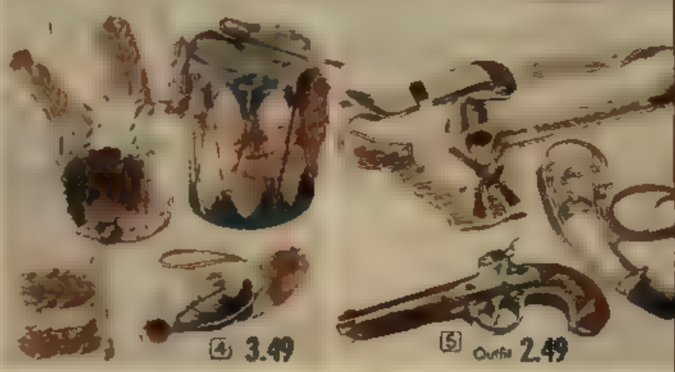
Durable corrugated jail has big "Sheriff" sign, "shingled" roof, wood grain effect siding. Jail, office doors; 2 windows; corrugated hasp lock

Doors rigidly made of two corrugated layers with airspace in between. Gun rack in office holds weapons for "posse." Seams lock for easy assembly. Overall measurements 38x25x55 inches high. Shipping weight 12 lbs
R35 P 4157 Mailable 2.98









1 **INDIAN HOLSTER SET** Two 10-in. sheep's wool holsters, leather backpieces. Plastic "beadwork" on belt and crossover straps. 8-in. repeating guns steer head on plastic pearl handle. 6 bright 12-in. feathers on head dress elasticized headband. 1¼-in. leather belt fits up to 27-in. waists. Shpg. wt. 1 lb. 13 oz.
35 P 4108 . 2.98

2 **DAVY CROCKETT RIFLE** and powder horn. 34-inch "Old Betsy." High impact plastic, die-cast flintlock strikes harmless sparks. Lever for quick cocking "ammo" compartment in stock holds caps. 9-inch plastic horn with brass reed for "hunting calls." Leather thong. Red, Green feathers.
R35 P 4197 (3 lbs.) 2.98

3 **4-PIECE SET** hand made by the famous Seminole Indians of Florida . . . fun to play with, make colorful room decorations.

8x4-inch tom-tom with real hide covering, bright feathers, sturdy metal body, rawhide crossties, suede covered beater.

Two 11-in. war dance rattles with feather decoration. Gay hand carved 9-in. totem pole. Shipping weight 2 lbs. 5 oz.
35 P 4195 ....3.98

4 **INDIAN OUTFIT** Bright chief's head-dress has 3 layers of Red and White feathers, 5 to 11-in. high. Indian design head band adjusts to fit head size. 6x6-in. metal tom-tom with rubber head, wooden beater. Plastic powder horn with whistle gives hunting calls.
35 P 4160. Shipping weight 3 lbs. 3.49

5 **DAVY CROCKETT FRONTIER OUTFIT** styled by Walt Disney. Genuine leather "Frontierland" belt with pictures of wild west forts. Genuine leather holster holds 8-in. plastic repeating flintlock with metal barrel, hammer. Plastic 8-in. powder horn opens at ends, has Fess Parker's picture.
35 P 4159 Shpg. wt. 1 lb. 6 oz. 2.49

Breaks and loads like real shotgun
1
3.69
2
2.98
3
3.69

Realistic Guns for High Adventure

(1) **SHOTGUN** Double barreled "hunting" model breaks, loads. High impact plastic, embossed "Silver" breech. Walnut color simulated wood stock. Ammo space in stock stores caps. Black barrel, metal firing parts. 4 dummy practice cartridges. 36-in.
R35 P 4102. 3 lbs. 3.69

(2) **ARMY TRAINER** "Right shoulder, present arms!" Replica of training rifle, down to bolt-action cocking, adjustable web strap. Metal barrel, wood stock, removable rubber bayonet. Manual of arms. 39-in. long with bayonet. Big but lightweight.
R35 P 4128. 4 lbs. 2.98

(3) **SPORTSMAN'S RIFLE** . . like Dad's hunting gun. Breaks down into 2 parts for carrying, storage. Telescopic sight, automatic "firing" action. "Bangs" when trigger is pulled. Engraved steel barrel, embossed plastic stock. 38 inches long.
Shpg. wt. 4 lbs.
R35 P 4.7? 3.69

LEATHER TV SADDLE SEAT

Little Westerners will join right in with fast paced, hard-riding adventures of their favorite cowboy heroes on this metal-studded, genuine leather saddle seat. Made of split cowhide decorated with vivid bronco-buster designs. Brown colored, wood tripod frame. Removable rubber tipped waxed hickory legs won't scratch Mom's floors. One leg keeps seat level. Includes lariat, cotton "bed roll", saddle blanket. Seat stands 18½-inches high to the pommel, 15x16 inches long. Mailable.
R35 P 4615. Shpg. wt. 3 lbs. 6.95

4
2.79
5
3.49
Pow
6
2.49
7
1.69
8
1.89
3.69
BRRRRP

(4) **PARATROOPER CARBINE** Insert loaded cap, pull trigger . . . gun fires harmless ¾-in. pellets, ejector moves back and forth. 24-in. high impact plastic. Plastic sling. Safe 9-in. bayonet fits barrel. Scabbard, target included.
35 P 4132. Shpg. wt. 2 lbs. 2.79

(5) **DAISY SUPER RIFLE** makes extra loud crack, belches smoke, recoils. Plastic forearm, stock, metal barrel. (3 lbs.)
R35 P 4164. Web sling, 35-in. long 3.49

DELUXE TRAINING RIFLE (not shown.) Smokes and makes bang. No forearm.
R35 P 4165. 32-in. long. (3 lbs.) 2.79

(6) **SIX SHOT JET** automatic rifle. Fast shooting, easy to load. Fine for target practice. Sliding barrel builds up air pressure, gun shoots harmless plastic table-tennis type balls. Aluminum barrel, plastic stock. 27-in. long. Completely safe.
R35 P 4.96. Shpg. wt. 2 lbs. 2.49

(7) **CORK TARGET RIFLE**, removable rubber bayonet. Single barrel, cork shooting "army" rifle . . "ideal" for target practice. Spring-action cocking lever, web strap, metal barrel. Walnut finished wood stock. 33 inches long. 8-inch rubber bayonet, bag of cork ammunition.
R35 P 4129. Shpg. wt. 2 lbs. 1.69

(8) **TELESCOPIC CARBINE** Draw a bead on far-off targets with real lens telescopic sight. Handsome sport carbine with metal barrel. High impact plastic forearm and stock. Ammunition chamber in stock. Embossed breech. 31-in. long.
R35 P 4174. Shpg. wt. 2 lbs. 1.89

(9) **AUTOMATIC "BURP" GUN** fires caps in fast runs or short burst automatically and safely . . . won't fire unless breech is closed! Spring-wind replica of U.S. Army 25 caliber "grease gun," made of steel and plastic, has permanent winding key and clip. Overall 24 inches long.
35 P 4.67. Shpg. wt. 2 lbs. 13 oz. 3.69

See Page 103 for Spiegel Budget Power . . . a better way to better living

1
Double Sling Holsters and Cowboy Jr. Guns
6.95

2
Genuine Leather Holster Outfit
[illegible]

Fast on the Draw . . .

1 **DOUBLE SLING HOLSTERS** He'll wear 'em low for a speedy draw! Each 1. in. genuine leather holster has cross-over strap buckle, rawhide leg ties, 6 shiny studs, and 3 "conches." Each belt holds 5 "silver" bullets, has plated, embossed buckle design, fits 20 to 27-in. waist. Two 10-in. side-break, revolving cylinder pistols.
35 P 5803. Shpg. wt. 3 lbs. 8 oz. .... Set 6.95

GUN ONLY. *Die-cast,* 9½-in. repeater (as above)
35 P 4185. Shpg. wt. 1 lb. .... 98¢

2 **FLASHY GENUINE LEATHER HOLSTER SET.** 13-inch holster and belt backed with Yellow felt. Four plated embossed "conches", embossed metal buckle, rawhide leg ties, two break-action 9½-inch six-guns, 6 "bullets." Belt fits 19 to 27-inch waists.
35 P 4170. (2 lbs. 13 oz.) Set 3.98

5-inch "Jail Keys"

3 Holster, Gun, Key Outfit **5.98**

4
Patrol Holster, Canteen, Gun **3.98**

3 **HOLSTER AND KEYS.** Bring 'em in—lock 'em up with play jailer's keys. Fully embossed genuine leather, 1-piece "wrap-around" holster strapped to back piece, just like the real thing.
2-in. wide embossed leather belt, plated buckle. Adjusts to fit 18 to 27-in. waists, holds 6 "Silver" bullets.

Two 9½-in. Hubley Texan Jr. break-action repeaters.
35 P 4171 (2 lbs. 15 oz.) 5.98

4 **PATROL OUTFIT** for adventurous "scouting missions." Genuine leather belt and holster.

Double tongue belt, six "Silver" bullets. 7½-inch holster—snap down flap. 6-inch diam. canteen of hard-to-break vinyl plastic.

7-in. "45-Caliber" Hubley automatic. Pull back barrel—magazine pops up for "reloading". Belt adj. to 28-in.
35 P 5806. (2 lbs.) 3.98

Chrome plated Holster Set
6.95

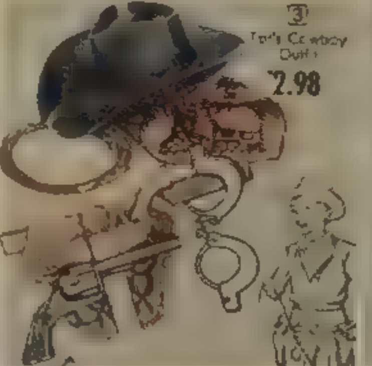
HOLSTER SET OF BRAND NEW DESIGN! Chrome plated metal pocket on genuine top-grain Black leather backing Embossed fleur-de-lis design has room for engraving your 'cowboy's name' Leather belt. 32 studs 4 'jewels 4 metal belt carriers have brass-colored steerheads Chromed buckle shows steer head. Chromed 11-in. break-action repeaters; fully engraved handles Fits 22 to 27 in waist.
35 P 5802. (3 lbs. 10 oz.) Set 6.95

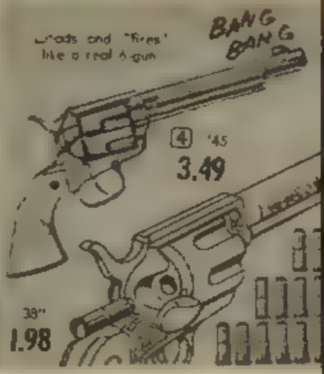
Quick on the Trigger

1 TWO GUN HOLSTER SET 10-inch genuine leather holsters. Each has White woven cross strap, metal rosette bright Decoration and streamer leg ties Steel rivet reinforced belt holds 3 Red wood bullets Two 8-inch Hubley 6-shot repeaters. Belt adjusts to 27 inches
35 P 4.69 Shpg. wt 1 lb 12 oz. . . . . . . Set 1.98

2 WESTERN HOLSTER SET Genuine leather holsters and belt Embossed pockets, leather cross straps with buckles. Leather leg ties. 1½-inch belt adjusts to fit 22 to 27-inch waists, holds 3 wood bullets. Two 8-inch western six gun repeaters
35 P 5804 Shpg. wt. 1 lb. 14 oz Set 2.98

TWO SURESHOT REPEATERS with break action (not shown)
35 P 4166. 8 in. long Shpg. wt. 1 lb. 1 oz Pair 98¢




Loads and "fires" like a real 6-gun
BANG BANG
4 '45
3.49
'38'
1.98

Side Break Action
5
Deluxe 3-gun Holster and Six Shooter Set
9.95
Hidden Pistol

3 TOT'S TWO-GUN outfit for little wranglers. Genuine leather holster set with belt

Each 5½-in. holster has streamer, Gold-colored "concha". Belt fits tot sizes. Two 6-in. guns. Blk vinyl plastic hat

68-in [illegible] multi-color cotton kerchief harmless metal handcuffs Shipping weight 1 lb 11 oz
35 P 5801 2.98

4 STALLION "45" six shooter 13-in. revolving cylinder repeater Place cap in 2-pc "cartridge" Load revolving cylinder Safe enclosed firing chamber, push button to eject bullets Metal and plastic. 12 "bullets Shpg. wt. 2 lbs.
35 P 4111. . . . . .3.49

STALLION "38". 9-in black grips, 12 "bullets".
35 P 4112. (1 lb 2 oz) 1.98

5 DELUXE 3-GUN HOLSTER SET

The finest outfit for young buckaroos. Genuine top grain leather throughout! Each 10½ inch holster has edges hand laced with leather thongs metal studs Red jewels 1½-in brass colored saddle decoration rawhide leg ties Ten 3-in wide belt, felt backing 16 studs, embossed buckle 12 Silver bullets Two 12 in side-break, revolving cylinder repeaters Press barrel lever—cylinder releases for reloading. Single shot 5-in. gun in back of one holster is his secret!
35 P 5800. Shipping weight 4 lbs. 5 oz. . Set 9.95

COWBOY GUN only Side-loading 6-shooter (above), with plastic grip, steer head design
35 P 4184. Shipping weight 1 lb 8 oz. . . Each 1.79

Fun-Packed Playtime Hours

WITH THESE REALISTIC COSTUMES, GUN AND HOLSTER SETS

A "TONTO" HOLSTER OUTFIT

Single-holster set like the one the famous Tonto wears. Real leather belt with felt backing, all-over multi-color Indian design and glass-jewel buckle. Bright red feathers and "jewel" trim on leather holster. Long feather "Chief" head-dress in red and white—band fits head securely. Includes a big repeater "Tex" gun for plenty of playtime thrills. Complete outfit packed in attractive gift box.

87482A265—Set. Wt. 2 lbs......Retail **$3.98**

B TRUE-TO-LIFE COWBOY OUTFIT

Copy of "real" cowboys' attire. Long-sleeved bright plaid flannelette shirt buttons down front. Collar piped in contrasting color. Vest and trousers have brown cotton twill backs, brown and red cotton corduroy fronts; each has red and yellow cowboy motifs of suedine cloth attached with silvery-finished nailheads. Trousers have large chaps, elastic backed waist. Yellow kerchief with steerhead holder. Even sizes 4 to 12—specify

87398A465—Shpg. wt. 4 lbs.....Retail **$6.98**

C "LONE RANGER" OUTFIT

Hi-Yo Silver! Long-sleeved brown shirt—flannelette yoke, cuffs, shoestring neck closing. Brown twill-backed vest, trousers—suedine cloth fronts with pictures of Lone Ranger, Silver, Tonto, lettered names. Trousers have large chaps, elastic-backed waist. All piped in yellow Elastic-backed mask -yellow kerchief, steerhead holder. Even sizes 4 to 12—specify.

87692A465—Shpg. wt. 4 lbs.....Retail **$6.98**

D GIRLS' NURSE OUTFIT

She'll have hours of fun "taking care" of her dolls, pets, and little friends. Copy of the regulation Red Cross Nurse uniform. White button-down-front dress has set-in belt, two pockets, short sleeves. Matching Red Cross cap. Royal blue cape of sturdy cotton twill, lined in red with red button tab at neckline. All three pieces bear the familiar Red Cross emblem Even sizes 4 to 12—specify

87401A332—Shpg wt. 4 lbs.....Retail **$4.98**

E GIRLS' "HOPALONG" OUTFIT

A "yippy" outfit! Official Hopalong Cassidy cowgirl shirt-n-skirt. Black cotton shirt has white piped collar, shoestring tie closing, plaid flannel yoke—white cotton tie, steerhead tie ring Black cotton twill skirt has plaid flannel button-back waist band, pictures of Hoppy on horse, lariat and horseshoes. Skirt hem edged with yellow braid and white plastic fringe. In even sizes 4 to 12—specify

87402A332—Shpg wt. 4 lbs.....Retail **$4.98**

G "TONTO" INDIAN OUTFIT

Tonto, the Lone Ranger's faithful Indian aide, wears this outfit. Sturdy brown twill shirt has suedine cloth front with pictures of Tonto, his horse and other Indians, and Indian design across front. Brown twill trousers, elastic-backed waist. Red braid and yellow plastic fringe trim on shirt, matching plastic fringe on trousers Plastic headband with feather. In even sizes 4 to 12—specify

87400A332—Shpg. wt. 4 lbs.. ..Retail **$4.98**

H BOYS' "HOPALONG" OUTFIT

Just like "Hoppy" wears! Long-sleeved, button-front black cotton shirt, flannelette yoke, white piped collar Black cotton trousers—large chaps, bright pictures of Hoppy on horse, covered wagons, and steerheads—elastic-backed waist. White cowboy tie with silvery-finished steerhead holder. Even sizes 4 to 12—specify

87399A332—Shpg wt. 4 lbs.....Retail **$4.98**

J "DRAGNET" POLICE SET

Personally approved by Sergeant Friday of TV fame! Includes Badge 714 in metal—memento of another famous TV show—badge attached to leatherette case with printed Dragnet "membership" card—youngsters can start their own Dragnet club! Includes Hubley Trooper pistol—shoots roll-caps. Black leatherette belt and detachable holster, 3 toy bullets in leatherette case—attaches to belt. Chromed handcuffs

87690A199—Set. Wt. 2 lbs......Retail **$2.98**

K "LONE RANGER" HOLSTER SET

Double holster set. Two "Lone Ranger" repeater guns shoot roll caps—brown plastic pistol-grip handles open at end for storing extra caps. Light tan cowhide belt has Lone Ranger embossed girdle, rivets—fits any waist—adjusts 15 in Plastic loops hold toy bullets on each side. Matching holsters measure 10-in. when attached to belt—rivets, horse-head medallions, and black scalloped trim Belt, holster, and gun sheath all detachable Boxed

87111A665—Set Wt. 4 lbs......Retail **$9.98**

L "PONY BOY" HOLSTER SET

Two "Lone Ranger" repeater guns open at ends of brown plastic pistol-grip handles for storing extra rolls of caps. 10-in. double holsters of tan cowhide are permanently attached to matching contour-shaped adjustable belt—adjusts 5 in. Six play bullets fit into plastic loops at center of belt back Belt and holsters have matching medallions, rivet trim—holsters trimmed with white leather fringe.

87110A465—Set. Wt. 3 lbs......Retail **$6.98**

M "LONE RANGER" HOLSTER SET

For young "cowhands"—2 action-packed "Pony Boy" guns shoot roll-caps, have pearl-like plastic pistol grip handles. Tan cowhide belt and two detachable holsters in mock hand-tooled basket-weave design. Belt adjusts 11 in to fit all sizes. Rivet and medallion trim with imitation jewels on belt and holsters—white leather fringe on holsters.

87109A332—Set. Wt. 2½ lbs...Retail **$4.98**

N "LONE RANGER" HOLSTER SET

Double holster set for hours of thrilling play! Two "Spitfire" repeater cap pistols—shoot roll-caps. Easy-grip handles of tan-colored pearl-like plastic. Adjustable holster belt in sturdy black leather with imitation hand-tooling in floral design. Gun sheath pockets are plain black leather with white leather fringe. Belt and gun sheaths trimmed with "jeweled" medallions and rivets.

87108A265—Set. Wt. 1½ lbs....Retail **$3.98**

P "LONE RANGER" SINGLE HOLSTER

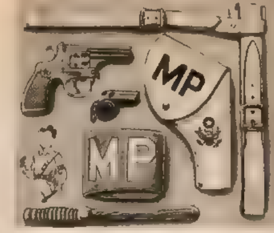
Action-fun aplenty for young cowboys! Real-looking Tex cap pistol shoots roll-caps—has carved barrel, plastic easy-grip handle with raised steerhead design. Black leather holster belt has imitation hand-tooled design. Gun sheath pocket is plain black leather with picture of Lone Ranger in white, and white leather fringe Medallion and rivet trim

87107A132—Set. Wt. 1 lb.......Retail **$1.98**

R "STATE POLICE" HOLSTER SET

Exact replica of outfit worn by Official State Police Officers. Durably made to take hard use. Black checkered pistol-grip handle on Hubley Trooper pistol—shoots roll-caps. Black leather holster belt has 2-pronged buckle—adjusts 4 in. Toy bullets fit into leather loops on belt. Swivel-style flap-top holster, gold-color State Police insignia.

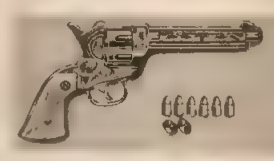
87481A199—Set. Wt. 2 lbs .. .Retail **$2.98**



"MILITARY POLICE" OUTFIT

Authentic copy of a military policeman's outfit with official-type Hubley Trooper gun that shoots roll-caps. White leatherette belt with matching diagonal shoulder strap. Matching holster snaps on belt, has "MP" in black lettering. Set includes black plastic police whistle, black felt arm badge with "MP" in white lettering, and wooden "billy club."

87691A199—Set. Wt. 2 lbs......Retail **$2.98**



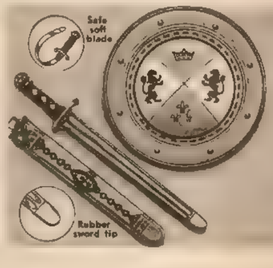
STALLION MODEL "38" GUN

Durable nickel finish—easy-grasp handle Cap cartridge loading—cartridges hold flash within pistol. Safe, easy to handle. Just like a real revolver smoke comes out of barrel when fired. With 6 round "cartridges." Gun is 10½ in. long

81356A132—Shpg wt. 3 lbs.....Retail **$1.98**

Stallion Round Caps for above. Packed 100 caps per box, 60 boxes per carton.

81357A199—Carton Wt. ¼ lb. .Retail **$2.98**

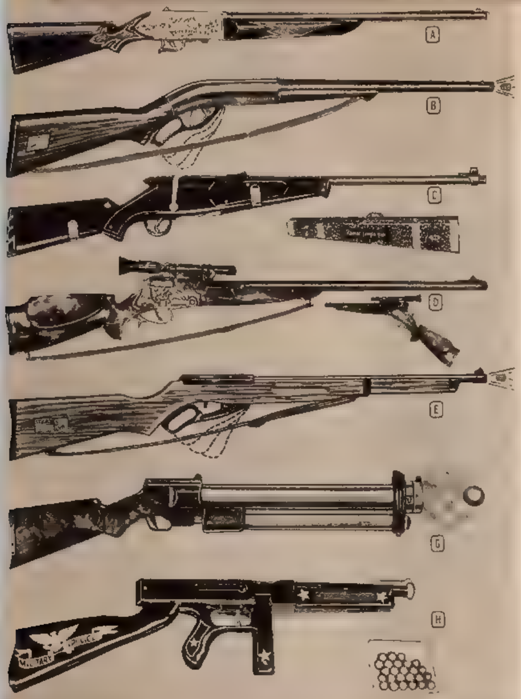


ROYAL KNIGHT SCABBARD SET

A thrilling set—sword, scabbard, and shield They're right out of a "Knights of the Round Table" story. Set gives youngsters healthful exercise plus challenging excitement of competition! Safe, too. Sword has an 18-in. soft plastic blade that bends easily—end has a can't-hurt, stay-on rubber tip; easy-grip plastic hilt has a glittering mock jewel at the end Decorated metal scabbard holds sword—scabbard has attached vinyl plastic loop so that sword and scabbard can hang from a belt. Round metal shield with rounded edges. 2 vinyl straps—colorfully decorated—12-in. diameter.

87476A132—Set. Wt. 8 lbs......Retail **$1.98**

Safety-Designed Guns—for Lasting Play Fun



A HUBLEY FRONTIER REPEATER RIFLE

Like the ones used in the old West! Shoots roll caps—order (G) on opposite page. Easy-to-use sights; trigger guard and loading chamber. Hand grip and butt of high-impact plastic in walnut color. All working parts metal with bright nickel finish—blued metal barrel. Realistic design—engraved knurl trim. 35¼ in. long.
87229A199—Shpg. wt. 2½ lbs.........Retail $2.98

B PARRIS SHOOT-RITE TARGET RIFLE

Fun indoors or out—shoots corks straight and hard! Has spring-steel plunger rod for long shooting life—safety plug prevents shooting more dangerous ammunition. Safe cocking lever—must be in position before trigger will release. Stock of walnut-finished wood steel parts enameled, working parts blued. Includes package of No. 3 corks and manual. 36 in. long.
81359A367—Shpg. wt. 3 lbs...........Retail $5.50

C "RAMAR OF THE JUNGLE" GUN

Inspired by TV hero "Ramar of the Jungle"—made by Ideal. Uses roll caps—order (G) opposite page. Chamber holds 5 rolls—click button and rolls fall into place one after another. Plastic—metal working parts. Includes leopard-design case—and wall mounting. 38 in long.
87456A399—Shpg wt. 2 lbs...........Retail $5.98

D DELUXE SPORTS CAP-RIFLE

Designed for fun! Uses roll caps—order (G) on opposite page. Center trigger breaking for easy loading. Telescopic lens sight, shoulder sling, chin rest. Wood-finished plastic—blued steel barrel, embossed design. 35¼ in long.
81440A265—Shpg. wt. 2 lbs......... Retail $3.98

E PARRIS LEVER-ACTION TRAINERIFLE

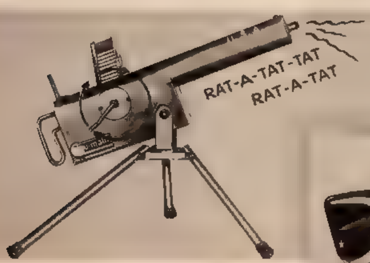
Shoots corks—safety plug so it can't be used for other ammunition. Spring-steel plunger for lasting power Safety lever prevents trigger from releasing until lever is in place. Wood stock, steel parts with baked-enamel finish—metal working parts are blued. Includes sling, No. 3 corks, instruction manual. 32½ in. long
81438A159—Shpg wt. 2 lbs............Retail $2.39

G NEWELL JUNIOR REPEATER BALL GUN

For smaller kiddies—has specially designed short barrel. Shoots 4 rounds ammunition—has smoke attachment. Table tennis ball ammunition and supply smoke powder included. Front loading for easy operation Stock and grip of plastic—barrel and air-pump of aluminum. 25 in. long
85350A265—Shpg wt. 2 lbs............Retail $3.98

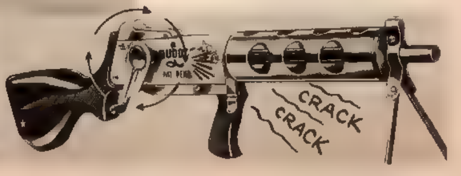
H THOMPSON AUTOMATIC MACHINE GUN

Replica of famed Thompson sub-machine-gun—with eagle emblem and "Military Police" insignia. Fires 12 plastic balls automatically—ball ammunition included. High-impact plastic—moving parts are die-cast metal. 27¼ in. long.
81358A199—Shpg. wt. 1½ lbs.........Retail $2.98



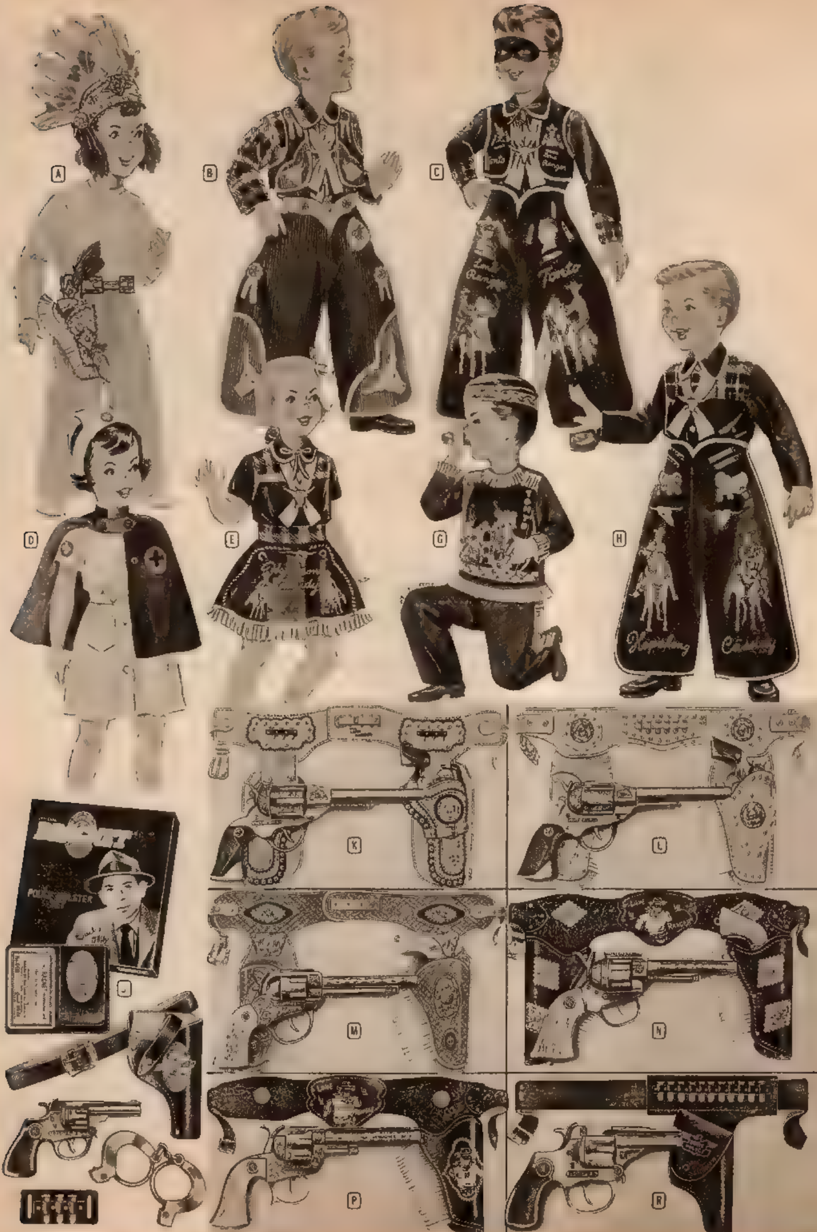
TRU-MATIC MACHINE GUN—RAT-TAT-TAT NOISE

Load it, aim it—and it's ready to shoot! Uses rubber-tipped bullets (supply of 12 included) Automatic rat-tat-tat noise Operates by turning crank handle Tripod base swivels for all-around shooting high or low. Removes from tripod for use as hand-gun Steel with rubber tipped legs—olive drab. 28 x 42 in.
85240A399—Shipping weight 7 lbs. . . .Retail $5.98



BUDDY-L SPITFIRE MACHINE GUN—CAP OR CLICKER FIRING

It's a tommy gun—or a machine gun! Shoots standard caps order (G) on opposite page Sends out smoke through barrel Automatic rat-tat-tat sound without caps Shoots as fast as handle is turned Enclosed safety chamber—swings open for easy loading Made of aluminum with plastic stock and grip—steel barrel and swivel-mounted tripod. 25 in long.
87448A332—Shipping weight 2½ lbs. . . ..Retail $4.98


A
B
C
Tonto
Lone Ranger
Lone Ranger
Tonto
D
E
G
H
Hopalong
Cassidy
POLICE HOLSTER SET
J
K
L
M
N
Lone Ranger
P
R

Model Play Guns—Designed in Realistic Detail

A KILGORE TOY "RANGER" REPEATER

A real Western-style gun! 50-shot repeater—uses perforated roll caps—order (G) below. Handy trigger, cowboy handle—barrel flips open for loading. Die-cast zinc alloy. 10 in. long.
81354A65—Shpg. wt. 1 lb. . . . . Retail 98c

B KILGORE BRONCO 6-SHOOTER GUN

Designed the way cowboys like them! Uses disc caps—order (E) below. Bucking bronco handle—double-action trigger and revolving swing-out cylinder. Die-cast zinc alloy. 10½ in. long.
81179A100—Shpg. wt. 1 lb. . . . . Retail $1.50

C HUBLEY TEXAN JR. CAP REPEATER

Western styled! Uses roll caps—order (G) below. Engraved stock and barrel—opens for easy loading. Action trigger. Metal with nickel finish, plastic handle. 9½ in. long.
87755A59—Shpg. wt. 2½ lbs. . . . . Retail 89c

D HUBLEY AUTOMATIC REPEATER

Looks like real pistol! Uses roll caps—order (G) below. Release catch, slide barrel back—magazine automatically ejects. Metal in nickel finish, brown stag-type handle. 7½ in. long.
87756A99—Shpg. wt. 8 lbs. . . . . Retail $1.49

E KILGORE DISC CAPS—LOUD, SAFE

For any revolving-type 6-shooter cap pistol. Packed 6 caps to disc, 18 discs to box, 60 boxes to carton—sold only by the carton.
81175A199—Carton. Wt. 1¼ lb. . . . . . . Retail $2.98

G KILGORE PERFORATED ROLL CAPS

Loud and safe! For use with any repeating cap pistol. 50 caps to roll, 5 rolls to box, 60 boxes to carton—sold only by the carton.
81174A199—Carton. Wt. 1⅛ lb. . . . . . Retail $2.98

H DING-A-LING GUN HOLSTER SET

For pre-school kiddies! Two top-grain leather holsters with shearling pockets, leather trim. Tinkling bell on each. 2 nickel-plated metal pistols. Leg straps and belt with slide buckle—fits waists up to 26 in.
87761A132—Shpg. wt. 1 lb. . . . . Retail $1.98

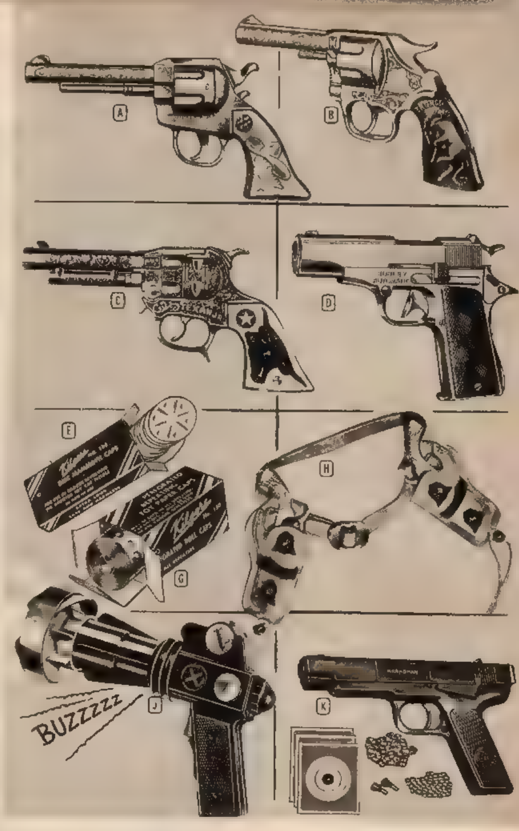
J BUCK ROGERS SUPER-SONIC RAY GUN

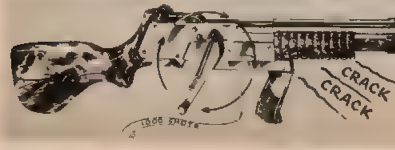
Shoots 3-color beam! Emits high-frequency sound. Just pull trigger—finger-control sends out red-white-green rays. Two action meters. Bright plastic. 8 in. long. Includes 2 batteries.
87754A132—Shpg. wt. 1 lb. . . . . Retail $1.98

K MARKSMAN AIR PISTOL—AMMUNITION

Like .45 service automatic. Metal with black finish, knurl trim. Uses BB's, pellets, darts—includes supply of all 3 and targets. 8 in.
40186A380—Set. Wt. 2 lbs. . . . . Retail $5.95

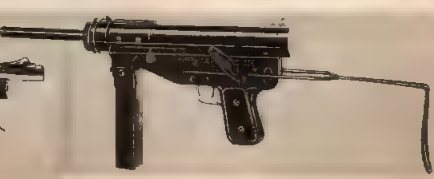
Marksman Air Pistol. As above but chrome plated. Includes supply of ammunition, target.
40248A435—Set. Wt. 2 lbs. . . . . Retail $6.95





BUDDY-L MUSTANG—A REPEATING, PAPER-SHOOTING HAND-GUN

The envy of all the gang—loud but harmless! Shoots as fast as the crank is turned—shoots any paper as ammunition. Easy to shoot, and fun! Snaps open for easy loading. Designed in careful detail like a real repeater machine gun—durable steel construction with bright nickel-plated finish—high-impact plastic handle and grip. 25 in. long.
87635A263—Shipping weight 2 lbs. . . . . Retail $3.98



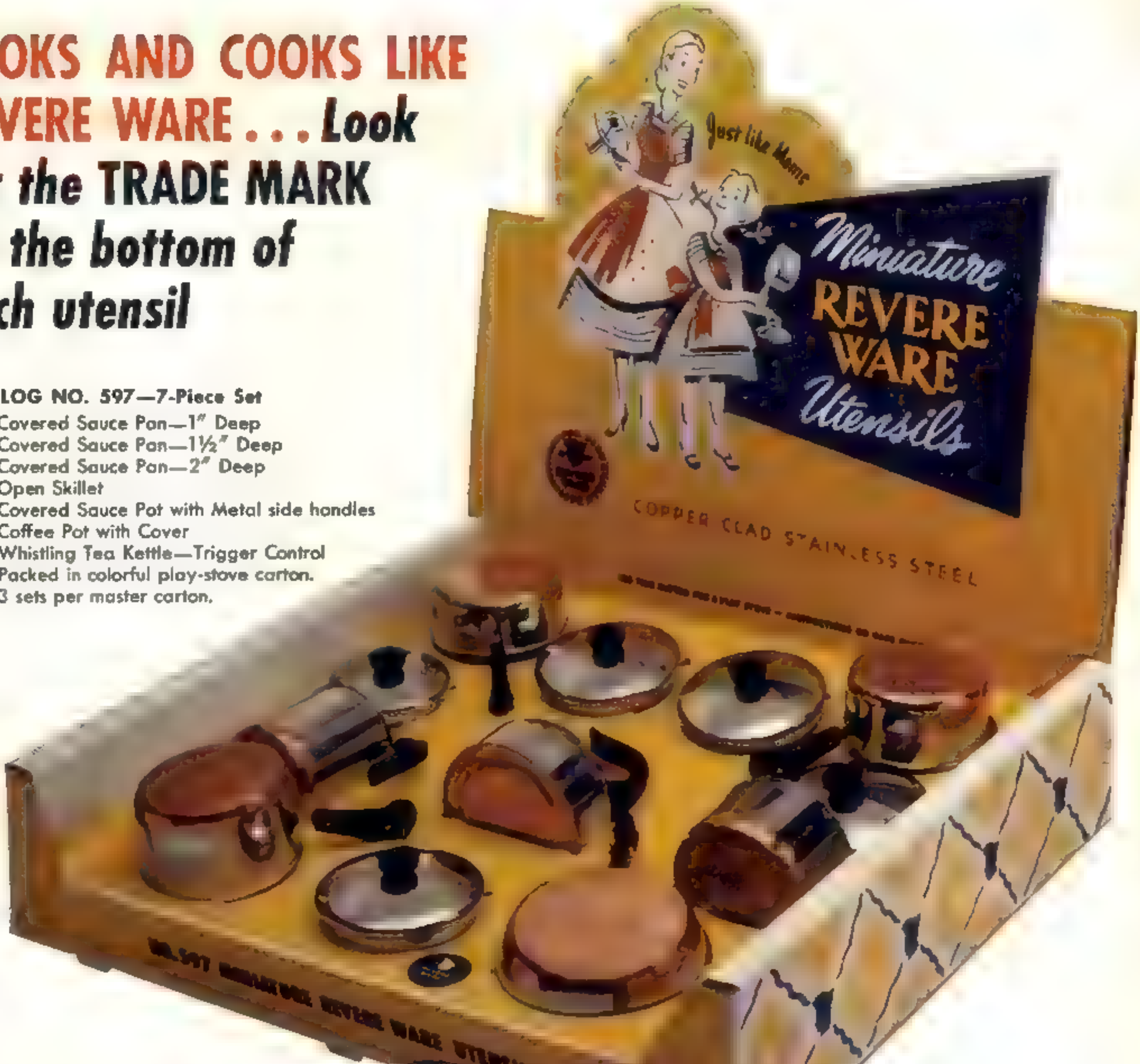
MATTEL BURP GUN—IT'S SAFE AND FUN

Fully automatic! Safe—commended by Parents' Magazine! Uses perforated roll caps—order (G) above. Noisy fire-bursts, smoking barrel. Safety firing mechanism, plastic cap storage magazine—movable wire stock for different firing positions. Heavy 24-gauge metal. Shoots up to 50 shots at trigger touch. 23½ in. long.
81439A267—Shipping weight 2½ lbs. Retail $4.00

LOOKS AND COOKS LIKE REVERE WARE . . . *Look for the* TRADE MARK *on the bottom of each utensil*

CATALOG NO. 597—7-Piece Set

Covered Sauce Pan—1″ Deep
Covered Sauce Pan—1½″ Deep
Covered Sauce Pan—2″ Deep
Open Skillet
Covered Sauce Pot with Metal side handles
Coffee Pot with Cover
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
3 sets per master carton.


Just like Mom's
Miniature
REVERE
WARE
Utensils
COPPER CLAD STAINLESS STEEL
NO. 597 MINIATURE REVERE WARE UTENSILS

Miniature Revere Ware Cartons can be used as a play-stove. Printed on the bottom of each carton is a replica of a stove along with a separate "control" panel that is packed in the carton. Simply by turning the carton bottom side up and inserting the "control" panel in slots provided, a complete play-stove is assembled.

PRICED AND PACKAGED TO SELL IN:

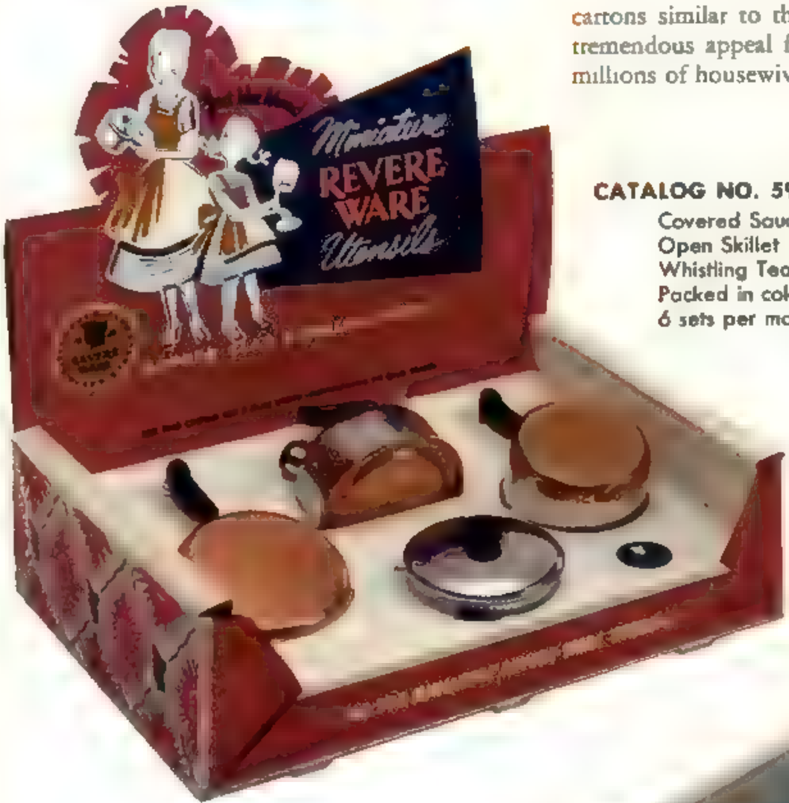
TOY STORES
TOY DEPARTMENTS
HOUSEWARES DEPARTMENTS
GOURMET SHOPS
NOVELTY SHOPS
HARDWARE STORES

"Miniature Kitchen Jewels!"

This beautiful new line of copper-clad stainless steel miniatures has tremendous eye and sales appeal. The exact and detailed reproductions of the design features of Revere Ware in miniature has produced a breathtaking line. There are seven utensils made of sturdy ever-bright stainless steel with copper-clad bottoms, hanging rings and cool bakelite handles and knobs. Covered Sauce Pan—1" Deep, Covered Sauce Pan—1½" Deep, Covered Sauce Pan—2" Deep, Open Skillet, Covered Sauce Pot with metal side handles, Coffee Pot with cover, Whistling Tea Kettle—Trigger Control.

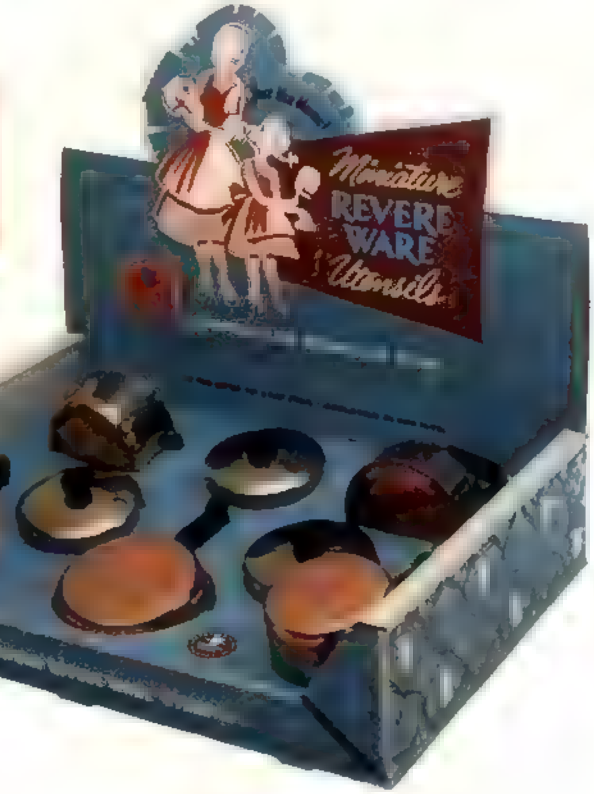
All parts are securely welded so that utensils can be used for actual cooking—truly Revere Ware in miniature. The large sauce pan will hold 2 small cans of baby food—the coffee pot one cup of chocolate—the skillet one egg and small slices of luncheon meat while the trigger control whistling tea kettle actually whistles when the water boils.

The Revere Ware miniatures will be packaged in colorful play-stove cartons similar to the large Revere utensil sets. They will have the same tremendous appeal for the juvenile market that Revere Ware has had for millions of housewives



CATALOG NO. 593—3-Piece Set

Covered Sauce Pan—1½" Deep
Open Skillet
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
6 sets per master carton.



CATALOG NO. 595—5-Piece Set

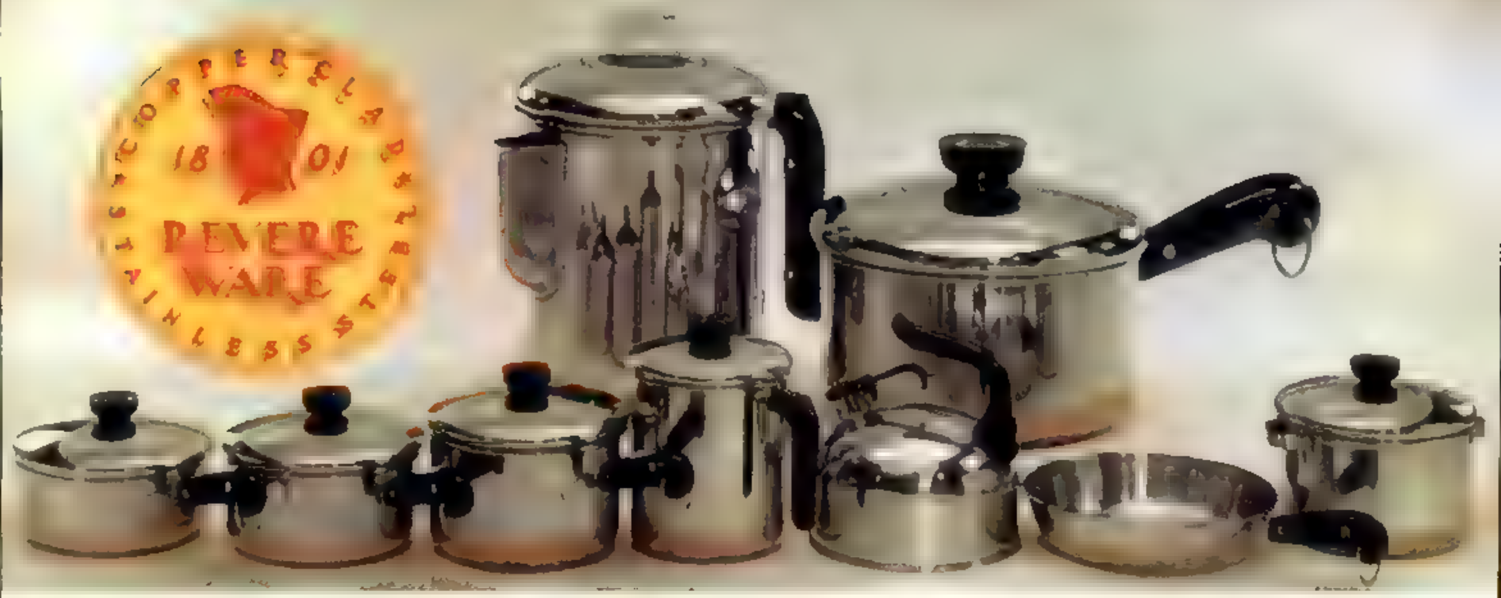
Covered Sauce Pan—1" Deep
Covered Sauce Pan—2" Deep
Open Skillet
Covered Sauce Pot—Metal side handles
Whistling Tea Kettle—Trigger Control
Packed in colorful play-stove carton.
4 sets per master carton.

Now! Miniature REVERE WARE

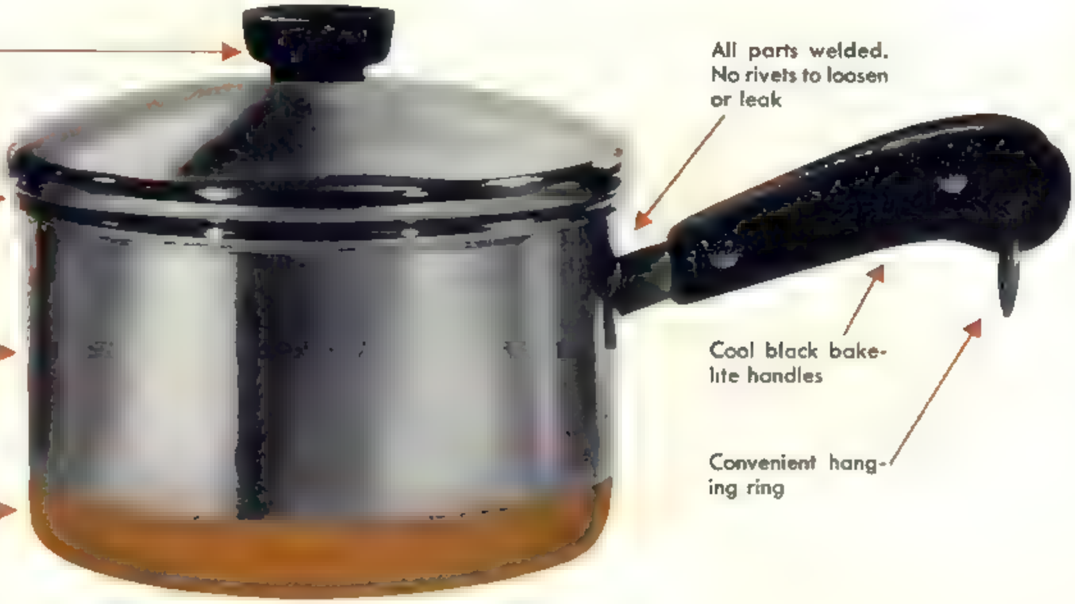
COPPER-CLAD STAINLESS STEEL UTENSILS DESIGNED FOR CHILDREN

"Just like Mom's Revere Ware!"

See these exciting miniatures at the American Toy Fair, Room Nos. 1079-1081, Hotel McAlpin, N. Y. C.



Covered Sauce Pan 1" Deep · Covered Sauce Pan 1½" Deep · Covered Sauce Pan 2" Deep · Coffee Pot with Cover · Whistling Tea Kettle Trigger Control · Open Skillet · Covered Sauce Pot with Metal side handles



Cool Bakelite Knob

Smart close fitting covers

Sturdy ever-bright stainless steel body

Copper-clad bottoms

All parts welded. No rivets to loosen or leak

Cool black bakelite handles

Convenient hanging ring

ACTUAL SIZE OF UTENSIL

Miniature Revere Ware will be featured in Revere Ware advertising both in consumer and trade publications.

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division

Rome, New York • Clinton, Illinois • Riverside, California

Only TINKERTOY In Its Class Gives You All This —

ADVERTISING SUPPORT

★ **COMPELLING, SELLING ADS IN COLLIER'S, PARENTS' AND BETTER FARMING**

THAT'S A GRAND TOTAL OF.................................... 16,721,697 READERS
INCLUDING MANY OF YOUR BEST CUSTOMERS!

★ ***PLUS* TOY GUIDANCE COUNCIL NATIONAL TV PROGRAMS!**

★ **PARTICIPATION IN MANY JOBBER-DEALER CATALOGS**

PROMOTIONAL HELPS

★ **ELECTROTYPES · NEWSPAPER MATS · GLOSSY PRINTS · CATALOG SHEETS**

Available for all items to help you promote "Tinker Toy" Products through better illustration in your catalog or advertising.

★ **COLORFUL, COMPACT, MOTION DISPLAY MODELS · DISPLAY SIGNS**

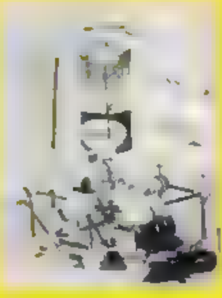
MODELS.....................One or the other of these displays is available to jobbers or dealers on orders of 8 doz. assorted "Tinkertoys." See price list for packing.

SIGNS—Red and blue on silver card. 14½" x 5½".

Tinker Toys

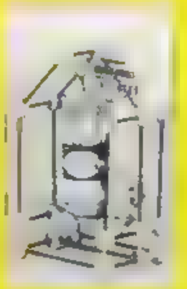
STREAMERS—New 4 color window poster. 19½" x 6½".

NEW
TINKERTOY
1000 toys in one



←
M-55—Motorized,
ready to plug in
110-115V A.C. motor.
Compact. Cost to you **$3.50**
Not returnable for credit.

T-55—Motorless, →
for display where
outlets are not available.
Eye-catching. No cost to you.

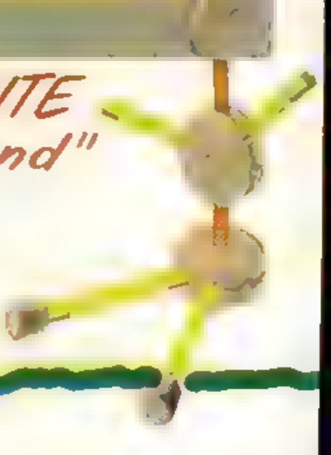


"SO FEATURE AMERICA'S FAVORITE
...all year 'round"

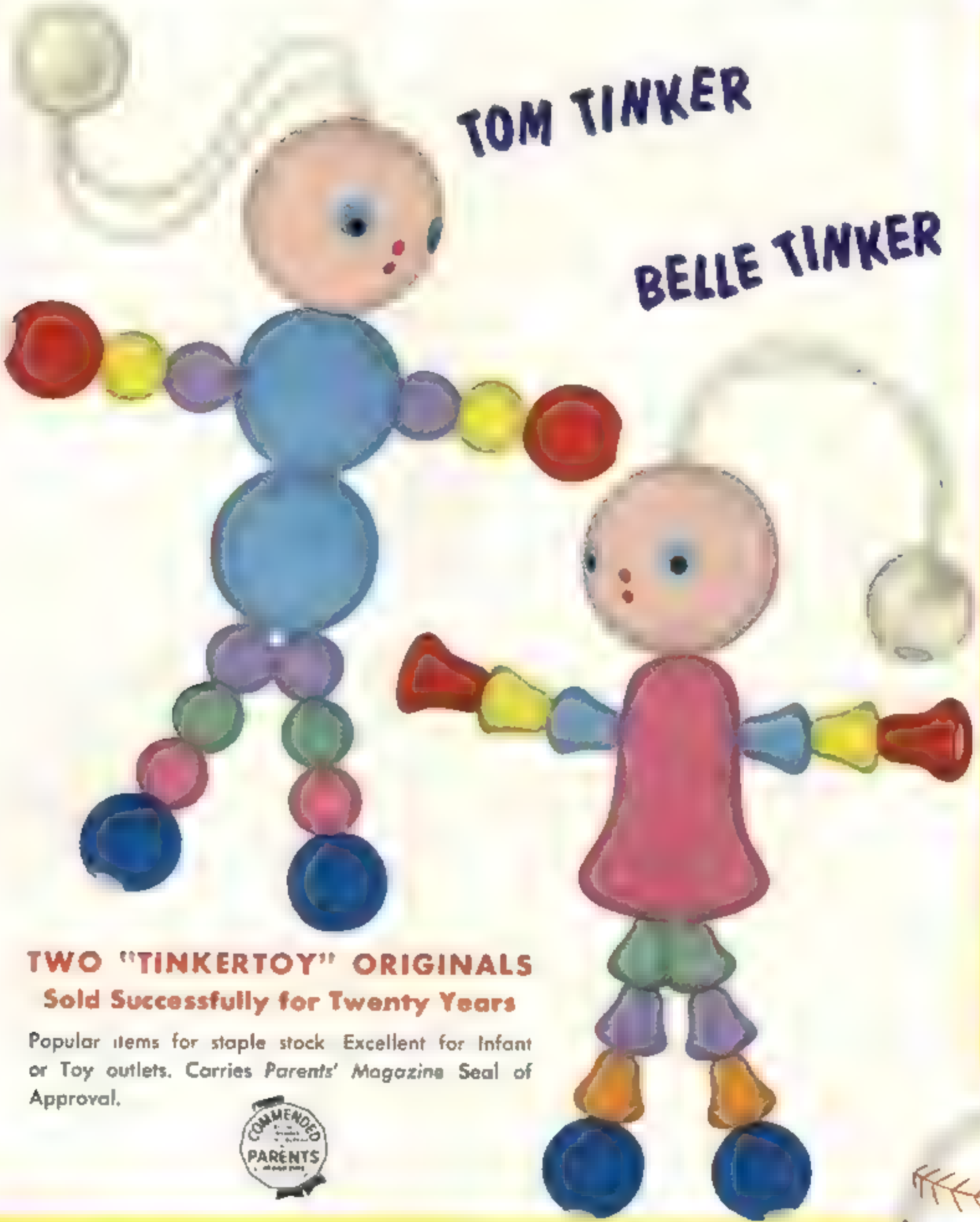
TINKERTOY TOM TINKER — BELLE TINKER AND TOY-O-BAL ARE REGISTERED TRADE MARKS OF

THE TOY TINKERS

DIVISION OF A. G. SPALDING & BROS., INC.
807 GREENWOOD ST., EVANSTON, ILLINOIS
New York Showroom: 200 Fifth Ave.



TODAY'S PARENTS WILL REMEMBER THESE AMONG THEIR CHERISHED INFANT POSSESSIONS.



FAVORITE TOY FOR CARRIAGE — CRIB — HIGH CHAIR — PLAY PEN

- **Waterproof, Safe, Permanent Finish**
- **Pastel Colors—Illustrated**
- **All Wood—Unbreakable Construction.**
- **Strong Cord — Securely Fastened**
- **7" from Head to Toe**

FOR WEIGHTS AND PACKING, SEE PRICE LIST

SUGGESTED RETAIL
$1.00 each

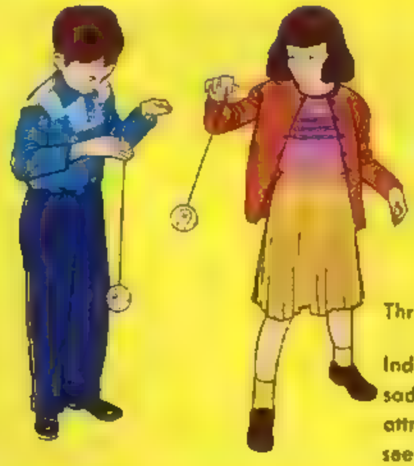
INDIVIDUALLY PACKAGED IN ATTRACTIVE WINDOW DISPLAY BOX 7½" x 4" x 1⅜"

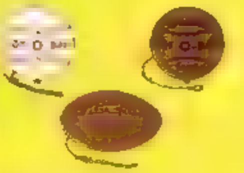
TWO "TINKERTOY" ORIGINALS
Sold Successfully for Twenty Years

Popular items for staple stock. Excellent for Infant or Toy outlets. Carries *Parents' Magazine* Seal of Approval.

TOY-O-BALL

FASCINATING NEW TOY USING AN OLD PHILIPPINE PRINCIPLE

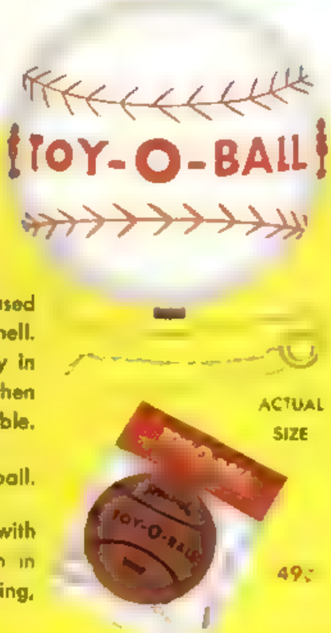




A balanced metal wheel housed in a positive-locking plastic shell. String rewinds—automatically in action, or by twisting knob when stopped. Extra strings available.

Three styles available — Baseball, Football or Basketball.

Individually packaged in transparent polyethylene bag with saddle label. Suitable for bulk or rack display—1 dozen in attractive two-color display box. For weights and packing, see price list.



ACTUAL SIZE

49¢

NOW— Tinkertoy has COLOR with a Purpose!*

For more creative fun for children and faster sales for you.

5 bright colors, acknowledged as the best for toys, are used on each different length rod. Model diagrams in instruction book are printed in colors to match—the child selects the part by color—learns both color and construction by color association.

Instruction book completely redesigned specifically for each set with the age of the child in mind. Easy to follow directions of new exciting models in all books and special pages of ideas—tricks—stunts and games in larger sizes.

Colors used on "TINKERTOY" parts are harmless.

"TINKERTOY"— still the original world-famous "wonderbuilder"—still made of smooth New England white birch turnings.

NEW NAMES
NEW PRICES

JUNIOR

Beginners' Set—Age 2 to 6. 4 pg. full color "Idea" book. 53 pieces in 8¼" x 3" tube. 2 doz. pack—7½ lbs. per doz.

Suggested Retail 69c*

PREP

Preparatory Set—Age 2 to 6. 4 pg full color direction book with new ideas. 78 pieces in 9½" x 3¼" tube. 1 doz. pack—11 lbs. per doz.

Suggested Retail $1.00*

TECK

For little Technicians — Age 5-9. 6 pg. full color direction book with new ideas and tricks. 113 pieces in 10½" x 3½" tube. 1 doz. pack—15¾ lbs. per doz.

Suggested Retail $1 50*

MAJOR

Age 8 to 12. More play value-motion provided by windlass drive. 12 pg. book with new ideas — tricks, stunts and games. 149 pieces in 13" x 3½" tube. 1 doz. pack — 20¼ lbs. per doz.

Suggested Retail $2 00*

GRAD

Age 8 to 12, 1,000 toys in one. Most complete windlass drive set 12 pg book with new ideas—tricks, stunts and games. 215 pieces in 15½" x 4" tube. ½ doz. pack—30 lbs. per doz

Suggested Retail $3 00*

**Prices slightly higher west of the Rockies.*

TINKERTOY
1000 toys

BRIGHT NEW PACKAGE

A colorful eye-stopper that stops your customer and starts a sale. Designed for self-service. Tells color story—suggests age group. Heavy fiber tube—metal bottom—metal screw top.

* T.M. PENDING

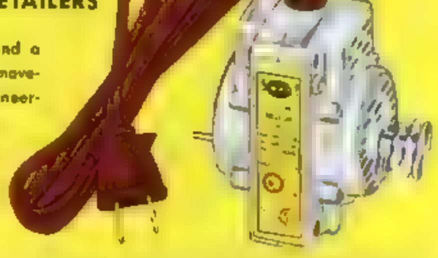
MASTER
INSTRUCTION BOOK
15 PAGES
OF EXCITING MOTION MODELS
ELECTRIC MOTOR

MASTER TINKERTOY

FOR MOTION-MINDED YOUNG ENGINEERS AND PROFIT-MINDED RETAILERS

Packed with all-red rods and a large variety of pulleys and moveable parts for building engineering and mechanical models

SUGGESTED RETAIL
$9.95*



a real 2-speed ELECTRIC MOTOR

Safe Construction — Underwriters' Laboratory Approved. No transformer needed — 6 ft. cord A.C. 110-120 volts.

Box 16¼" long, 9" wide, 2¾" deep. For weight and packing, see price list

Tinkertoy

the original wood construction toy

is now **new**

different

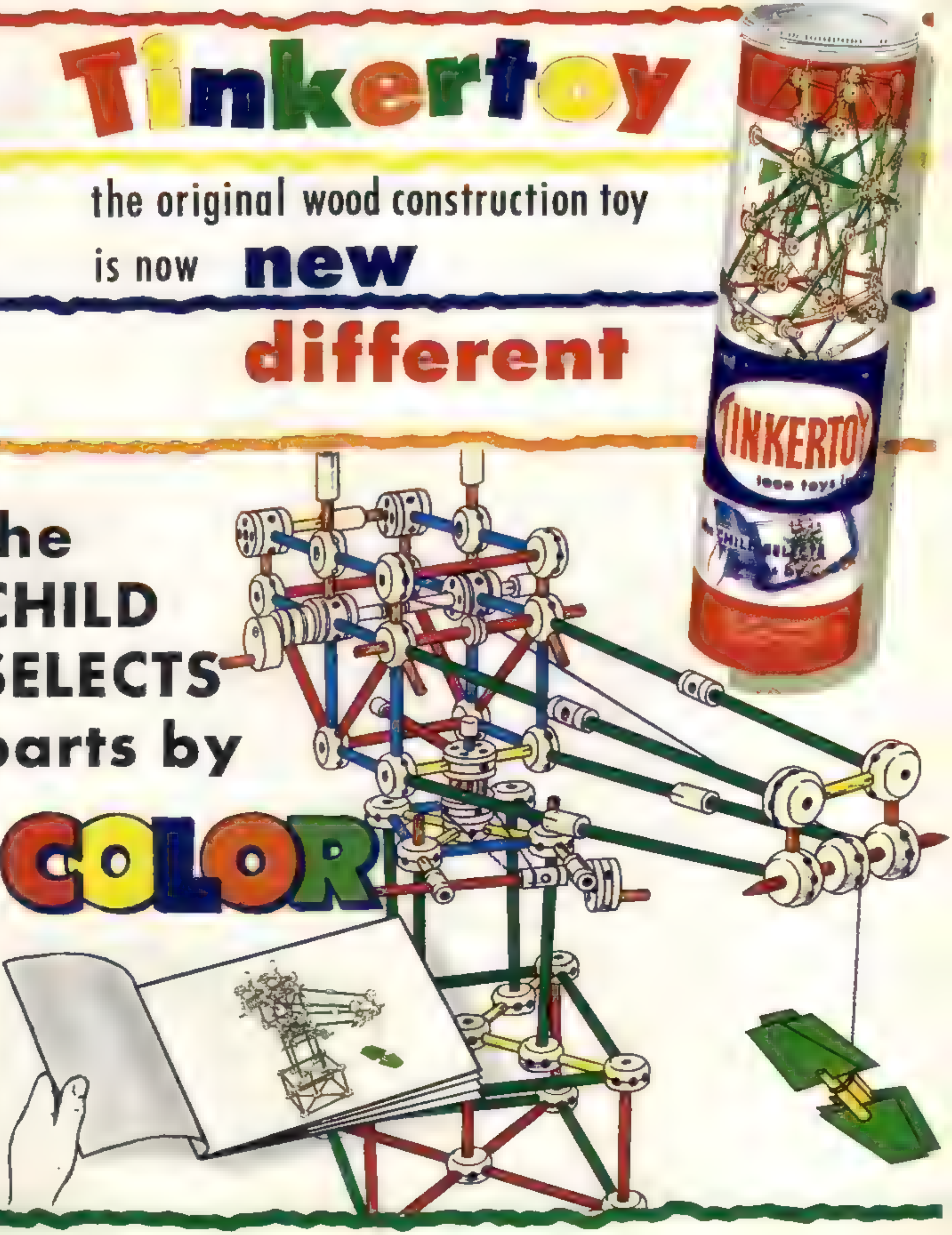
the

CHILD

SELECTS

parts by

COLOR

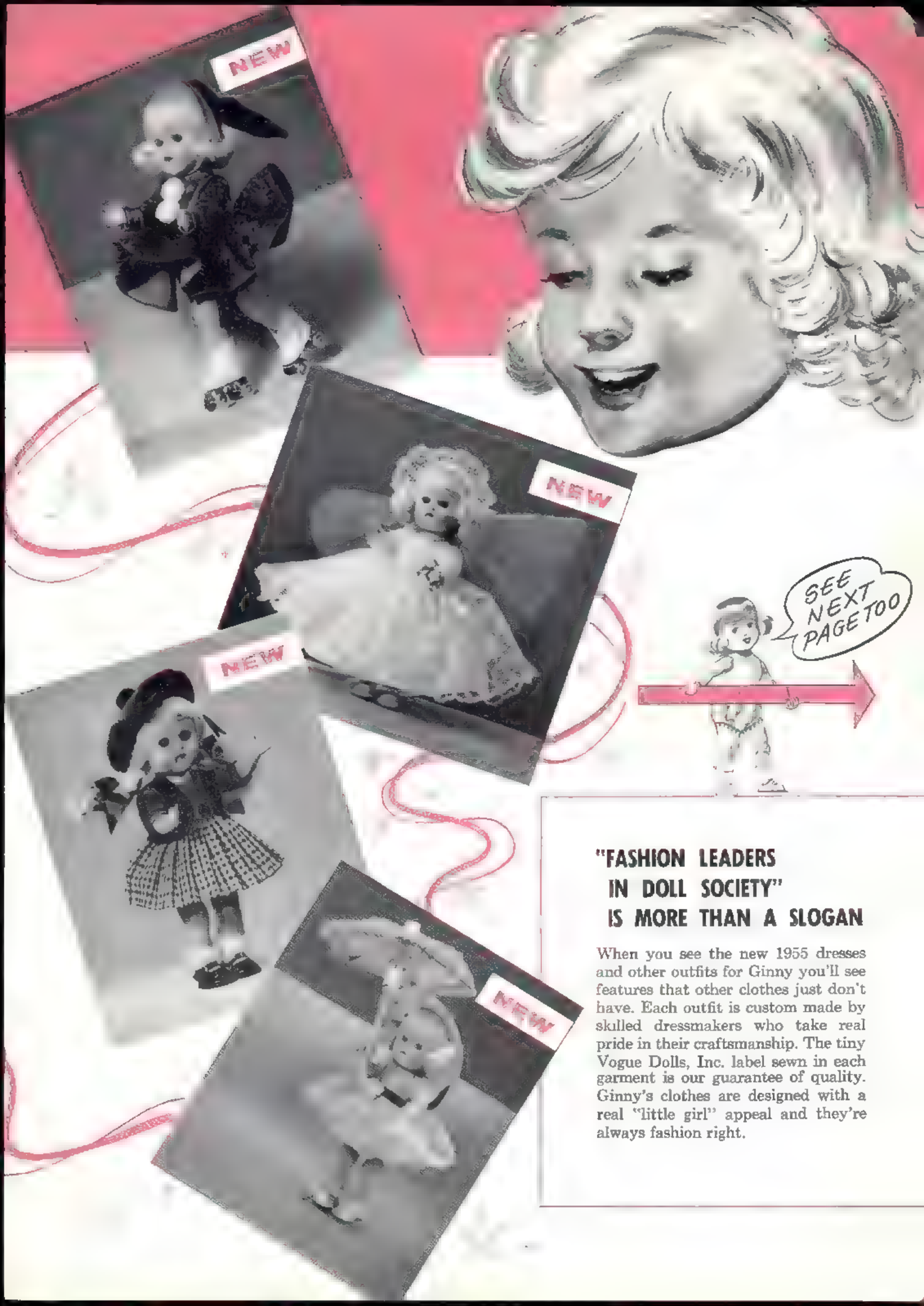

TINKERTOY
1000 toys in

Hi!... I'm Ginny... the doll with proven sales appeal! every month in the year

The sales of Ginny with her fabulous wardrobe of over 50 outfits have shown remarkable increases year after year all over the country. This sales record is the result of proved strong consumer acceptance. Every little girl who owns a Ginny doll is an enthusiastic salesperson for you because she loves Ginny for her beauty and her fine quality and she tells the world about it. This is proved by the thousands upon thousands of letters we receive each year from Ginny's little mothers telling us how much they love her. It's the kind of fan mail that any top Hollywood star would envy. This great army of Ginny's little mothers is a ready-made market for steady, repeat sales of Ginny's clothes, accessories and furniture every month in the year for you.

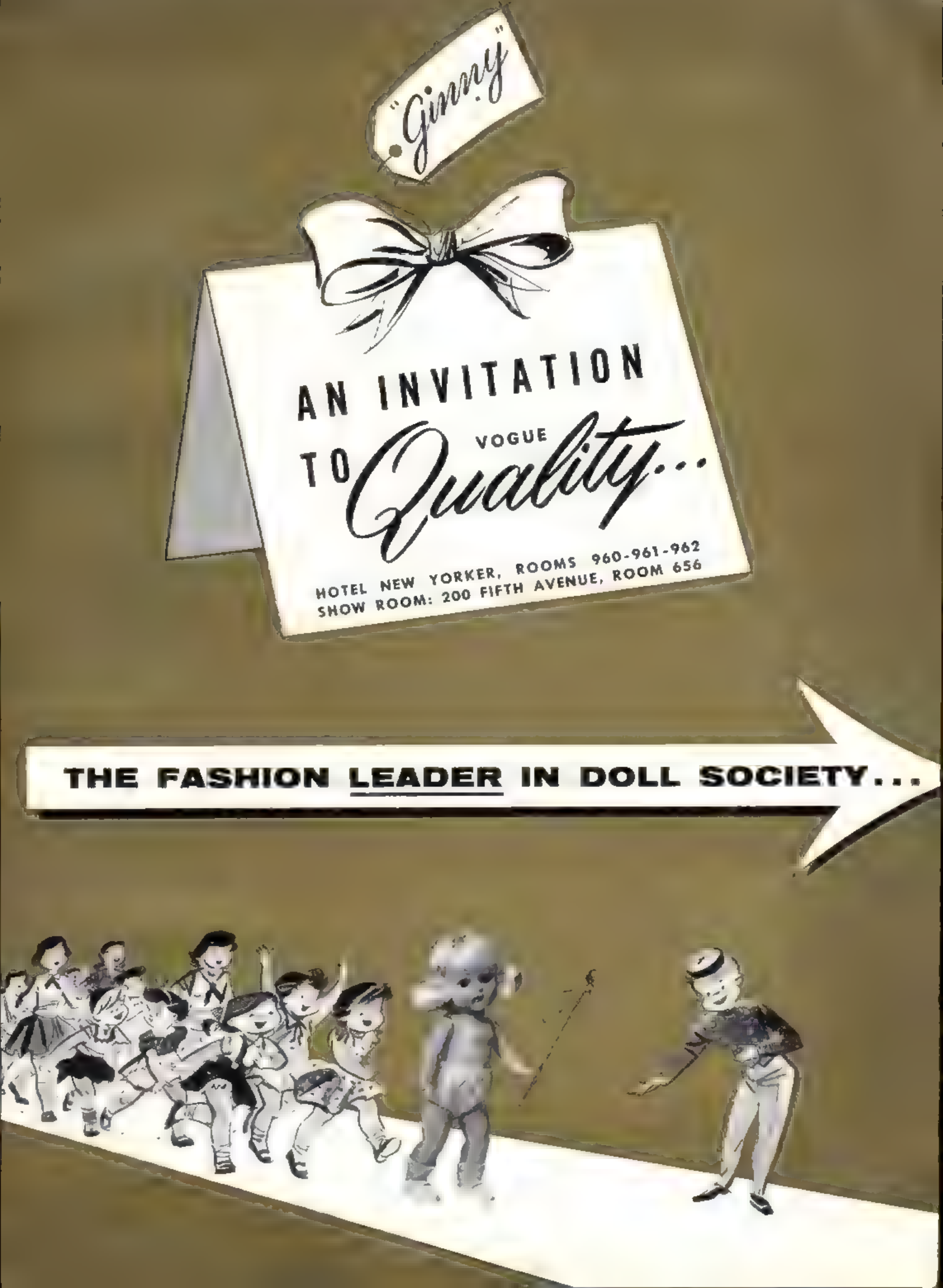
SURPRISES IN STORE FOR YOU

Now, Ginny has real eyelashes. The 1955 line has 55 outfits that will make every little girl's eyes dance with excitement. New accessories, new cases, new furniture items are packed with sales appeal.



"FASHION LEADERS IN DOLL SOCIETY" IS MORE THAN A SLOGAN

When you see the new 1955 dresses and other outfits for Ginny you'll see features that other clothes just don't have. Each outfit is custom made by skilled dressmakers who take real pride in their craftsmanship. The tiny Vogue Dolls, Inc. label sewn in each garment is our guarantee of quality. Ginny's clothes are designed with a real "little girl" appeal and they're always fashion right.



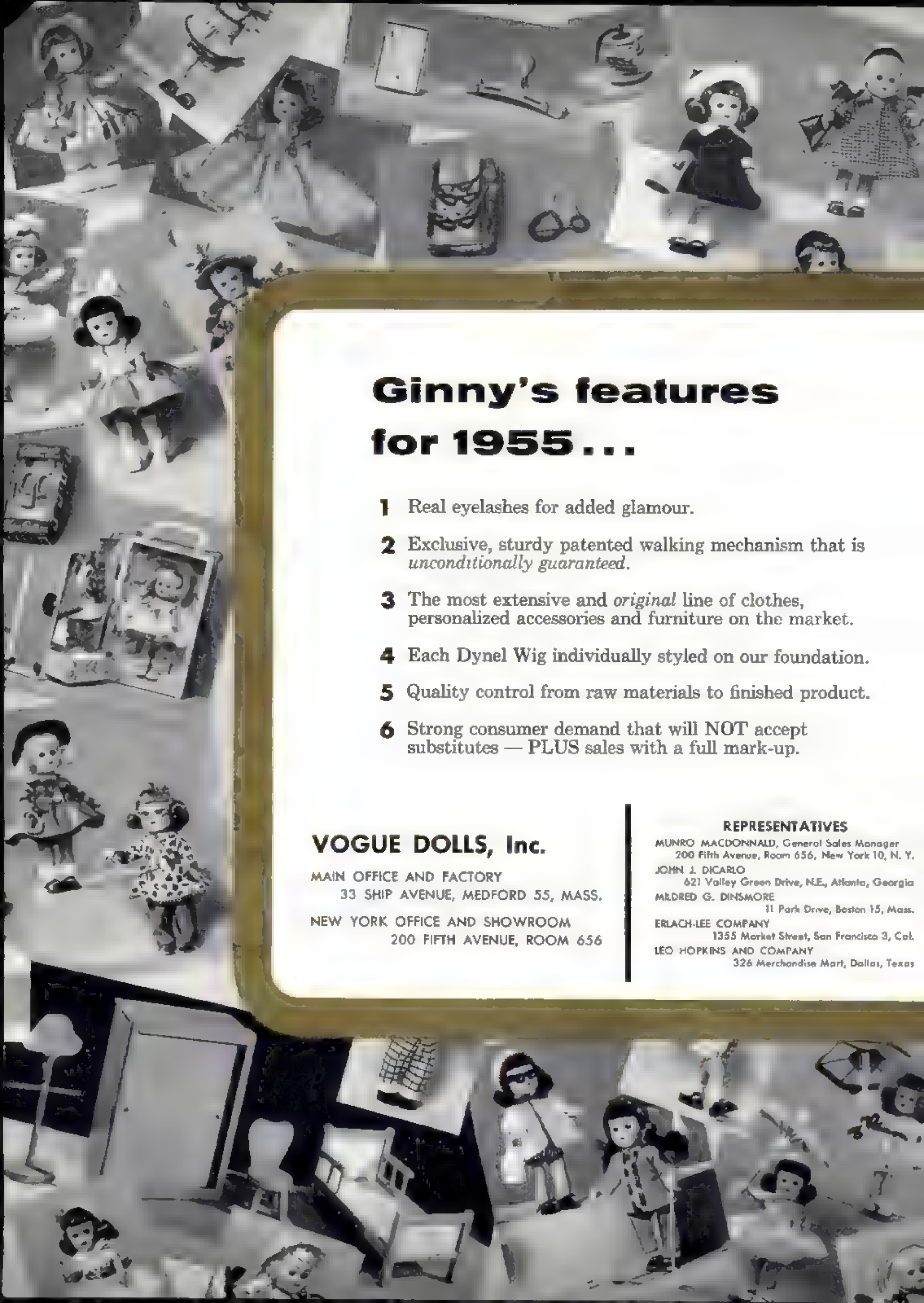
"Ginny"

AN INVITATION

TO VOGUE *Quality*...

HOTEL NEW YORKER, ROOMS 960-961-962
SHOW ROOM: 200 FIFTH AVENUE, ROOM 656

THE FASHION LEADER IN DOLL SOCIETY...



Ginny's features for 1955...

1 Real eyelashes for added glamour.

2 Exclusive, sturdy patented walking mechanism that is *unconditionally guaranteed.*

3 The most extensive and *original* line of clothes, personalized accessories and furniture on the market.

4 Each Dynel Wig individually styled on our foundation.

5 Quality control from raw materials to finished product.

6 Strong consumer demand that will NOT accept substitutes — PLUS sales with a full mark-up.

VOGUE DOLLS, Inc.

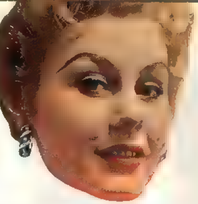
MAIN OFFICE AND FACTORY
33 SHIP AVENUE, MEDFORD 55, MASS.

NEW YORK OFFICE AND SHOWROOM
200 FIFTH AVENUE, ROOM 656

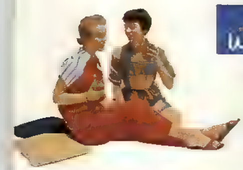
REPRESENTATIVES

MUNRO MACDONNALD, General Sales Manager
200 Fifth Avenue, Room 656, New York 10, N. Y.
JOHN J. DICARLO
621 Valley Green Drive, N.E., Atlanta, Georgia
MILDRED G. DINSMORE
11 Park Drive, Boston 15, Mass.
ERLACH-LEE COMPANY
1355 Market Street, San Francisco 3, Cal.
LEO HOPKINS AND COMPANY
326 Merchandise Mart, Dallas, Texas

Your most beautiful buys



1955 WESTINGHOUSE RADIOS, RADIO-PHONOGRAPHS

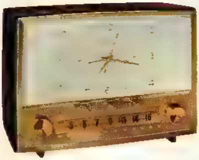


with FULL RANGE SOUND

NEW DESIGN! Now Westinghouse brings you today's most modern radios and radio-phonographs. New performance standards . . . new design concepts . . . new style importance . . . make a new 1955 Westinghouse radio *your most beautiful buy* for every room in your home.

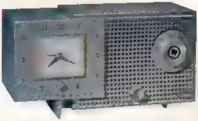
FULL RANGE SOUND! Westinghouse Full Range Sound brings you more richness, more realism than you've ever heard from radio before! Improved audio circuits, new extended-range speaker systems, new acoustic-design cabinets—all combine for your greater listening enjoyment.

AUTOMATIC CLOCK RADIOS



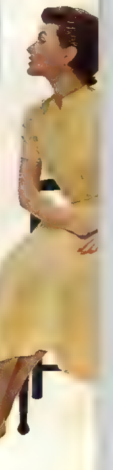
Snooze News—"The Suburbanite" The ultimate in clock radios! Custom de luxe "sleepy-time pal" sings you to sleep . . . turns itself off . . . wakes you to music . . . sounds safety alarm . . . turns appliances on and off, all *automatically!*

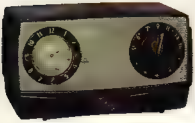
E6541R-3295 — Ivory and Gold
Retail $44.95
E6542R-3295 — Maroon and Gold
Retail $44.95



Dreamy Harmony . . . Economical clock radio in soft colors, new cabinet design. Music gently wakes you, buzzer prevents oversleeping. Dependable electric clock.

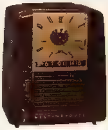
E6543R-2250 - Gray
Retail $29.95
E6544R-2250 — Ivory
Retail $29.95

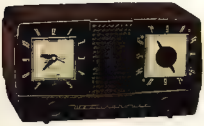




Singing Butler . . Sleek new clock radio for bedroom, kitchen, all through the house. Wakes you to music. Turns off automatically. Safety buzzer alarm. In "round-the-house" colors.

E6545R-2695 — White and Gold
Retail $36.95
E6546R-2695 — Ivory and Gold
Retail $36.95
E6547R-2695 — Maroon and Gold
Retail $36.95





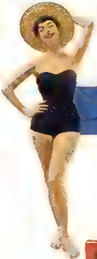
Low-Cost Wake-up . . . Now everyone can enjoy the luxury of waking up to music for a new low price! Compact radio, dependable Telechron clock.

E6548R-1995 — Cocoa Brown
Retail $24.95
E6549R-2150 — Ivory
Retail $26.95

Bedside Luxury . . . Completely automatic de luxe bedroom clock radio saves night table space. Turns music on and off, sounds business-like safety alarm for sleepyheads. Starts and stops appliances. Everything for your dream-time luxury!

E6500R-2995 — Maroon
Retail $39.95
E6499R-2995 — Ivory
Retail $39.95

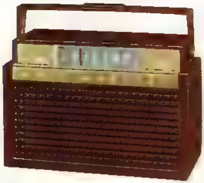
Buy your "SLEEPY TIME PAL" NOW !

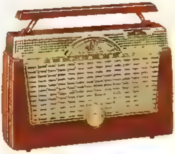


Take along a WESTINGHOUSE "playmate" wherever you go!

Personal Portable. America's most experienced traveler! Reversible battery bracket provides instant performance on long-life or flashlight "A" cells. Service-free chassis, super-power ferrocore antenna. *Porto-Pak* power supply—for operating on AC current—available at extra cost.

E6565R-2250 — Cherry Red
Less Batteries .... Retail $29.95
E6566R-2250 — Beige
Less Batteries .... Retail $29.95





De Luxe 3-Way Portable

Instant-play on AC, DC or low-cost batteries. Super-sensitive ferrocore antenna, full-tuned amplifier give clear, long-distance reception in or out-of-doors—performs where others fail. Safety switch protects batteries during AC-DC operation.

E6563R-3295 — Cherry Red
Less Batteries .... Retail $44.95
E6564R-3295 — Emerald Green
Less Batteries .... Retail $44.95

Low-Cost 3-Way Portable. Becomes a perfect table radio indoors—just turn back the carrying handle. Plays instantly on AC, DC or long-life batteries. New ferrocore antenna for doubly efficient reception. Safety switch conserves battery life during AC-DC operation.

E6519R-2650 — Maroon
Less Batteries .... Retail $34.95
E6520R-2650 — Beige
Less Batteries .... Retail $34.95

TOPS in Portable Radios!

Porto-Pak Power Supply. Exclusive Westinghouse Porto-Pak power supply converts Models 6565R and 6566R for AC current operation. This improved power supply unit plugs into any 115 volt AC electrical outlet and saves battery power. It's a sturdy, service-free unit utilizing selenium rectifiers plus a heavy-duty transformer.

E6567R-795 .... Retail $9.95

YOU CAN BE SURE...IF IT'S Westinghouse

Printed in U. S. A.

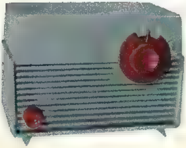
Your best buy in Radio-Phonographs WESTINGHOUSE RADAPHONIC with FULL RANGE SOUND

Radaphonic table radio-phonograph brings you the new thrill of Full Range Sound. Reproduces the high-fidelity realism found in finest recordings. Super-sensitive AM radio. 3-speed record changer—with dual sapphire styli—intermixes 10" and 12" records, shuts off automatically. Special 45 rpm spindle. Special Tone Control and Bass-Compensation Circuit. Extended-range 8" speaker in new Radaphonic cabinet.

E6556R-9200 – Mahogany Veneer .... Retail $119.95
E6557R-9495 – Blond Mahogany Veneer .... Retail $129.95

New Economy Radio! New low price means you can afford a radio for every room in the house! Trouble-free mechanized chassis, ferrocore antenna for superior reception, heavy speaker magnet, AC or DC.

E6558R-1395 — Cocoa Brown
Retail $16.95
E6559R-1450 — Gray
Retail $17.95



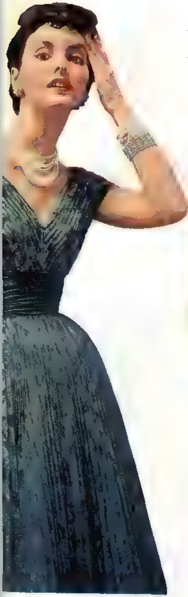
Extra Value! Attractive new cabinet contains service-free AC-DC mechanized chassis, high-gain ferrocore antenna, powerful speaker. Sensitive tuning, faithful tone.

E6494R-1595 – Cocoa Brown
Retail $19.95
E6560R-1795 — Blue
Retail $22.95

Bright New 'Jewel'! Shimmering gold-tinted grille and graceful legs. Heavy-duty speaker, high-gain ferrocore antenna for top performance on AC or DC.

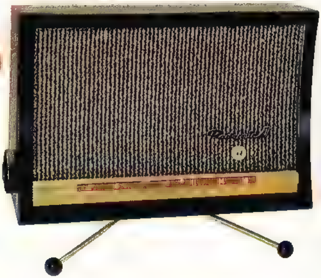
E6561R-1995 – Maroon
Retail $27.95
E6562R-2150 – Ivory
Retail $29.95

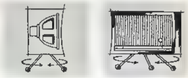
Westinghouse



New Westinghouse Design!

the FULL RANGE RADASONIC with directional sound



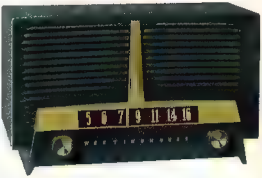


Modern acoustic-design cabinet on attractive swivel base beams Full Range Sound throughout the room, brings a new dimension to radio styling and performance! Extended-range audio system, oversize 8-inch speaker, plug-in for record player. Cabinet of contrasting imported woods.

E6550R-3995 — Mahogany with Black Retail	$54.95
E6551R-3995 — Blond Birch with Walnut Retail	$54.95
E6552R-3995 — Silver Walnut with Black Retail	$54.95

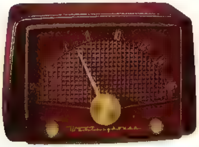
Introducing . . .

The extended-range SONORAMIC with Dual Speaker System



A new thrill in musical clarity! Advanced dual speaker system radiates Full Range Sound evenly over the entire room. De luxe audio circuit with two balanced speakers, acoustic-design cabinet in decorator colors.

E6553R-2250 — Antique Ivory	Retail $29.95
E6554R-2250 — Maroon	Retail $29.95
E6555R-2250 — Green	Retail $29.95



Long Ranger. Maximum sensitivity 6-tube radio with 3 gang condenser, pre-tuned RF amplifier, ferrocore antenna and extra-heavy speaker for clear, long-distance reception, full volume and tone

E6498R-2650 — Maroon	Retail $39.95

Introducing the New Toys

BRIGHT PACKAGING

Mr. Wiggle!

himself . . . the new and improved walking spring toy . . . in a box that adds both play value and sales appeal. Retails at $1.00!

Notice the pop-up tab! It's part of the box! It makes every box a sales display!

Cut-outs from the box add head and feet to Mr. Wiggle!

Mr. Wiggle!
Mr. Wiggle!
Mr. Wiggle!
HE WALKS DOWN STEPS
HE SQUIRMS AND WIGGLES

No. 100

Mr. Wiggle!
HE WALKS DOWN STEPS
HE SQUIRMS AND WIGGLES

Mr. Wiggle: #100/24; individually packaged in 3-color display box; 3⅛" x 3⅛" x 2½"; 2 doz. to carton, weight 15 lb. per carton.

Mr. Wiggle's CLOWN!

A great new idea in walking spring toys . . . tumbles down the steps *head over heels!* He's a playmate, not a plaything, because he has a three dimensional *head and feet*—made of high-impact plastic! Retails at $1.50.

No. 150

Packaged in a colorful gift box

Mr. Wiggle's Clown. #150/24, individually packaged, 3½" x 3½" x 2¾", 2 doz. to carton, weight about 16 lb. per carton.

Made by a company you can rely on . . .

Copyright 1953

WILKENING MANUFACTURING CO. . . . established 1919

...and now, meet

Mr. Wiggle!

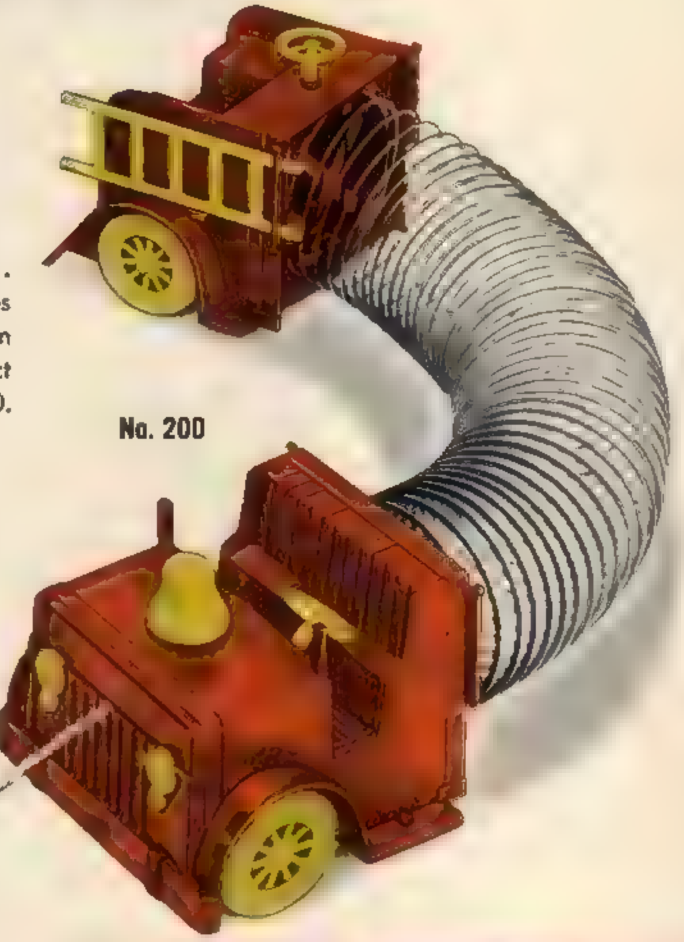
Volume leader of a sensational new toy line

with Sales Personalities!

RELIABLE DELIVERY

Mr. Wiggle's FIRE ENGINE

. . . the cleverest pull toy in decades! It's full of color . . . full of fun . . . wiggles along . . . stretches out . . . rushes together . . . curves around. The most fascinating action of any pull toy on the market! Made of high-impact plastic and finest quality coiled spring. Retails at $2.00.

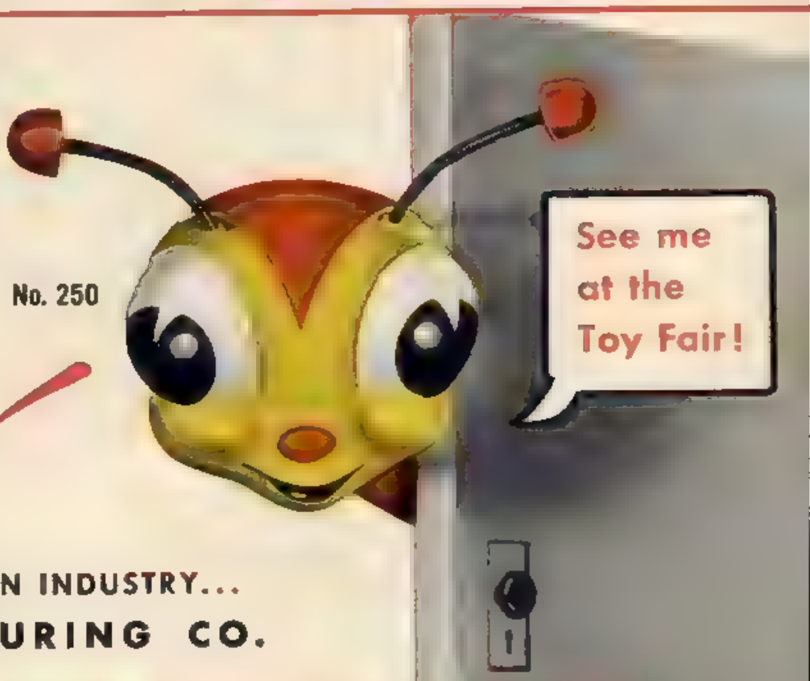

No. 200

Packaged in a colorful gift box.

Mr Wiggle's Fire Engine #200/12, individually packaged, 9¼" long, 4½" wide; 4⅝" high, 1 doz to carton, shipping weight about 14 lb. per doz

and watch for this fellow!

An even more sensational pull-toy . . . the newest member of Mr. Wiggle's family! He's fascinating . . . kids will love him, parents will buy him!



No. 250

Mr. Wiggle's *Cata-puller!*

GREAT NEW TOYS . . . MADE BY A LEADER IN AMERICAN INDUSTRY . . .

WILKENING MANUFACTURING CO.

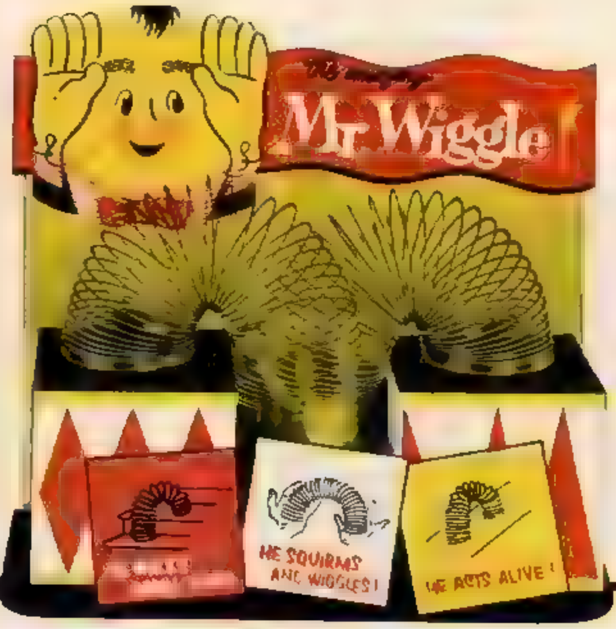
TOY FAIR LOCATION • ROOM 543 • HOTEL McALPIN

BUILD TRAFFIC AND SALES WITH THE MOTION DISPLAY THAT ACTUALLY SHOWS

Mr. Wiggle's

STAIR-WALKING ACTION!

Occupies a minimum of counter or window space
Only 13" wide x 12" high

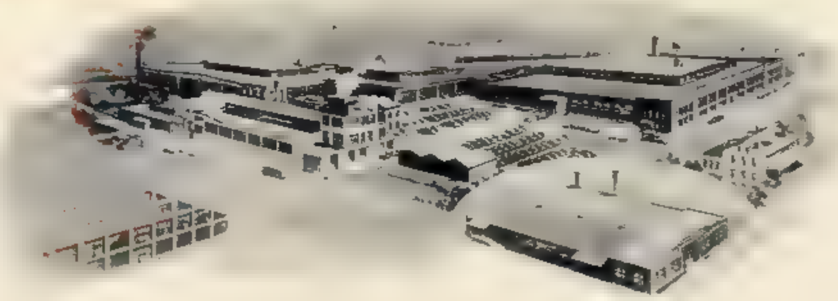


Design
Patent Pending

Mr. Wiggle! WILL BE ON TELEVISION!

Mr. Wiggle! NEWSMATS, COUNTER CARDS AND OTHER SALES AIDS AVAILABLE!

Mr. Wiggle! AND HIS FAMILY OF NEW SPRING TOYS



ARE MADE IN THIS HUGE, MODERN PLANT

COAST TO COAST REPRESENTATION AND WAREHOUSING FOR PROMPT SERVICE AND SURE DELIVERY

Representatives:

METROPOLITAN NEW YORK; NORTH JERSEY
Merwin Smith, Room 813
200 Fifth Avenue, New York City

NEW ENGLAND; NEW YORK STATE
Edward D. Smith
Copake Falls, New York

WEST COAST
Victor G. Petrone, Merchandise Mart
712 S. Olive St., Los Angeles

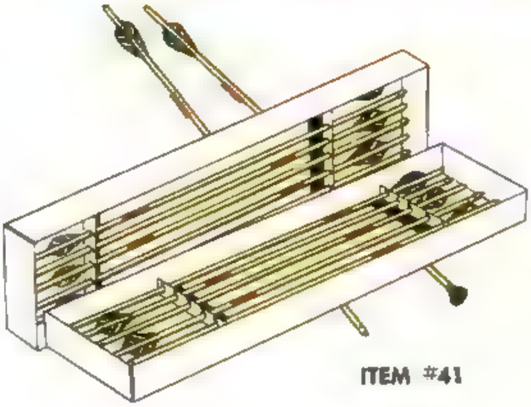
MIDDLE ATLANTIC STATES
Hobba Sales Company
P.O. Box 241, Oreland, Pa.

MIDDLE WEST
Hugh D. Kenney
14-108 Merchandise Mart, Chicago

WILKENING MANUFACTURING CO. • **Consumer Products Division**
Plant: Philadelphia 42, Pa.
Warehouses in key cities

WITHINGTON
ARCHERY SETS

Popular Accessories


ITEM #41

EXTRA ARROWS

3 feathered regulation arrows with steel or rubber suction safety cup tips. Available in 16-18-22-24-26-28 inches. Plastic nock on the 22-24-26-28 inch sizes. Item Nos. 41-46.

Pkd: 12 to box — 6 boxes to ctn.
Wt: 6 lbs. per ctn. for 16-18-22"
7 lbs. per ctn. for 24-26-28"

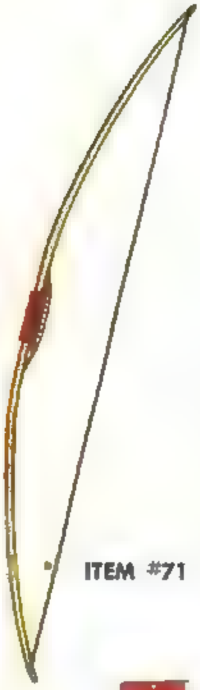
13 inch feathered arrows with rubber suction safety cup tips. Item No. 40.

Pkd: 4 to polyethylene bag — 24 bags to ctn.
Wt: 5 lbs. per ctn.

COVENTRY JAGUAR BOWS

Tested and balanced waxed bow — natural finish — laminated hand grip with plastic covering — jumbo bow string. Available in 4', 4½', 5' lengths. Nos. 70, 71, 72.

Pkd: 6 to ctn.
Wt: 3, 4½, 6 lbs. per ctn.


ITEM #71

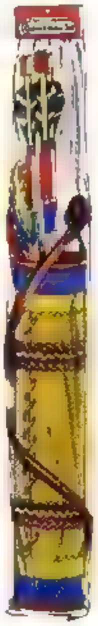
QUIVER & ARROW SETS

13 inch quiver with three 16" or 18" arrows — Item No. 57.
15 inch quiver with three 18", 22", 24", 26" or 28" arrows — Item No. 58

Pkd: Each set packed in a polyethylene bag. 12 sets to carton.
Wt: 13" combination 8 lbs.
15" combination 12 lbs.

QUIVERS

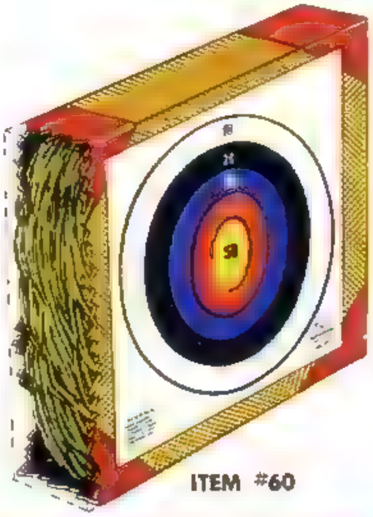
13 inch quiver — Item No. 55
15 inch quiver — Item No. 56
Pkd: 12 to ctn.
Wt: 6 lbs. per ctn. for 13"
7 lbs. per ctn. for 15"


ITEM #58

TARGETS

20x20x4 inches. Low cost, straw filled target, complete with one 4 color target face which gives archery scoring rules. Target faces can easily be replaced as needed. Item No. 60.

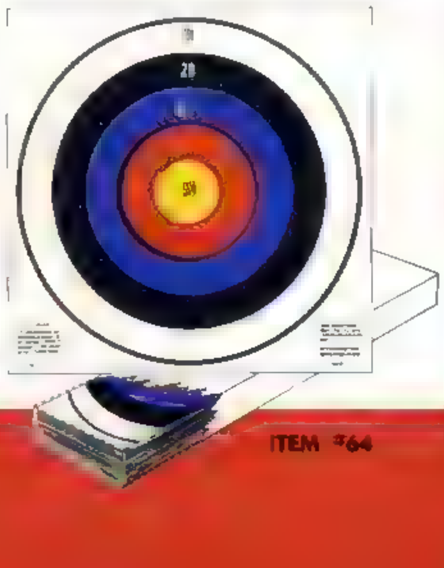
Pkd: 3 targets per ctn.
Wt: 10 lbs. per ctn.


ITEM #60

EXTRA TARGET FACES

17x17 inches. Four color printing — archery scoring rules printed on each target. Item No. 64.

Pkd: 72 faces per ctn.
Wt: 4 lbs. per ctn.


ITEM #64

Manufactured by WITHINGTON Buckfield, Maine

Printed in U.S.A.

WITHINGTON
ARCHERY SETS

FRED HARMAN

The LITTLE BEAVER *Line*

(NATIONALLY SYNDICATED: NEWSPAPERS, COMIC BOOKS AND TELEVISION)

CARDED
BOW and ARROW
SETS

Illustrated by **LITTLE BEAVER'S** creator artist Fred Harman. Strikingly colorful cards by Steven Slesinger of N. Y.

BOWS: Manufactured from white ash — smoothly varnished — decorated hand piece — tested for full draw.

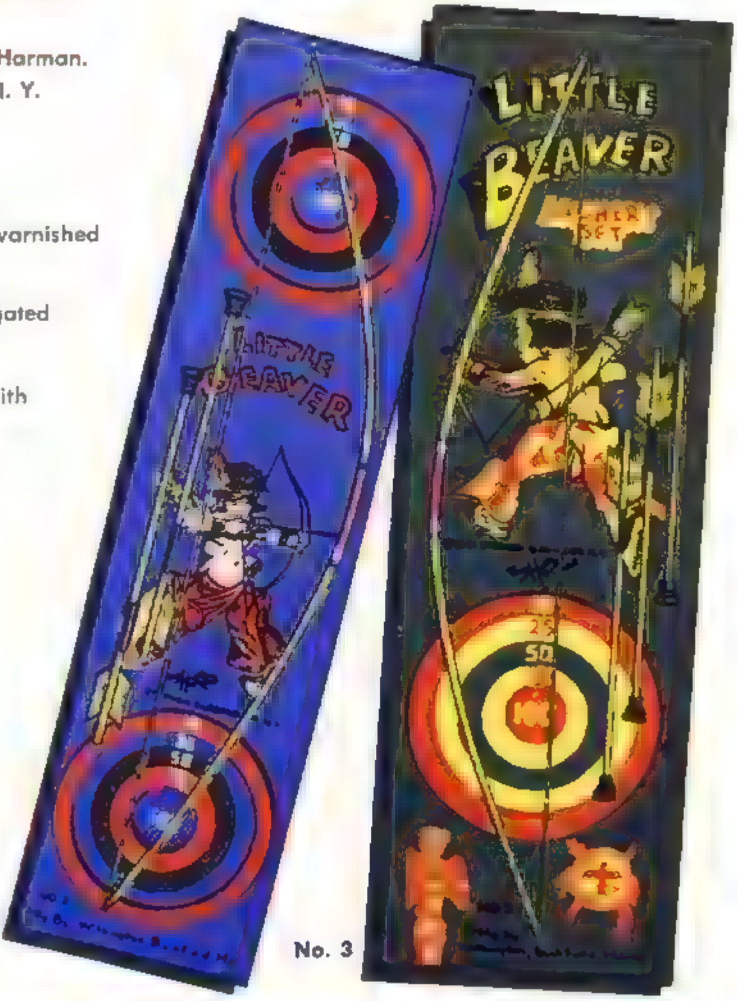
BOW STRINGS: Bow bent and strung with variegated red and white waxed cable cord.

ARROWS: Manufactured from smooth birch with string notches and rubber safety tips. Set No. 2 has two arrows without fletching and Nos. 3 and 4 have three arrows with fletching.

TARGETS: All are printed in three bright, solid colors.

ITEM NO.	SIZE	SETS TO CTN.	LBS. TO CTN.
2	30″	24	9
3	33″	24	13
4	42″	12	11

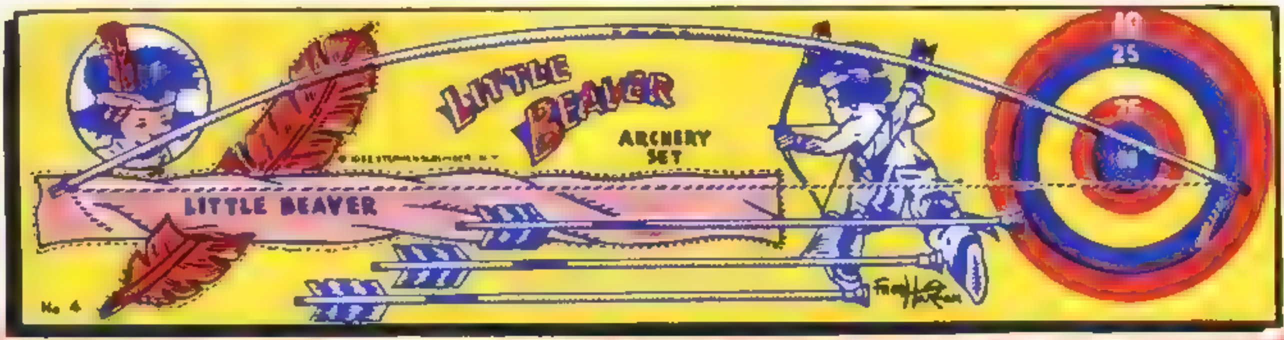
Always promptly available


LITTLE BEAVER
No 2
LITTLE BEAVER
ARCHERY SET
25
50
100

No. 2

No. 3

No. 4


LITTLE BEAVER
ARCHERY SET
LITTLE BEAVER
10
25
75
No 4
Fred Harman

Manufactured by WITHINGTON Buckfield, Maine

Printed in U.S.A.

WITHINGTON
ARCHERY SETS

Walt Disney's

FRONTIERLAND

BOW AND ARROW SETS

A set with tremendous sales appeal and a name that's known to millions of youngsters who watch Disneyland T.V.

BOW
White ash — tested and balanced — natural varnish finish — fancy covered hand grip — 2 piece, laminated hand grip on set 322.

BOW STRING
Jumbo waxed variegated cable cord.

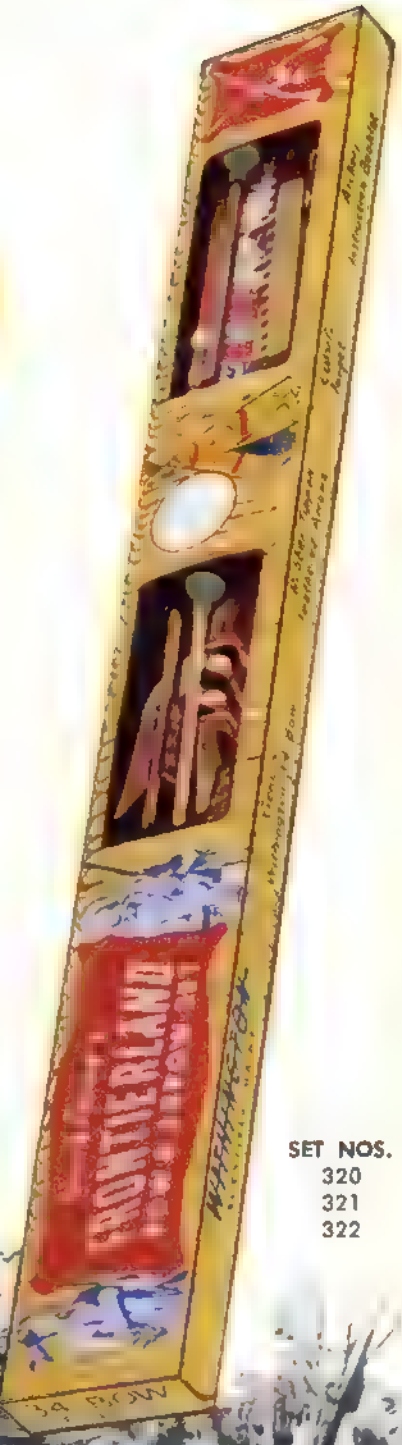
ARROWS
3 colorfully feathered arrows — extra straight — multi-crested — rubber suction safety cup tips.

TARGET
17"x17" — 4 colors — numbered — printed with archery scoring rules.

INSTRUCTION BOOKLET
Highly illustrated booklet giving complete details on archery shooting.

PACKAGE
Packaged in attention getting heavy duty box colorfully printed in 3 colors — 2 display — all windows.

Set No.	Bow Size	Pack.	Wt. Per Ctn.
#320	30 inches	12 to ctn.	9 lbs.
#321	34 inches	12 to ctn.	10 lbs.
#322	36 inches	12 to ctn.	12 lbs.



SET NOS.
320
321
322

FRONTIERLAND

COPYRIGHT
WALT DISNEY
PRODUCTIONS

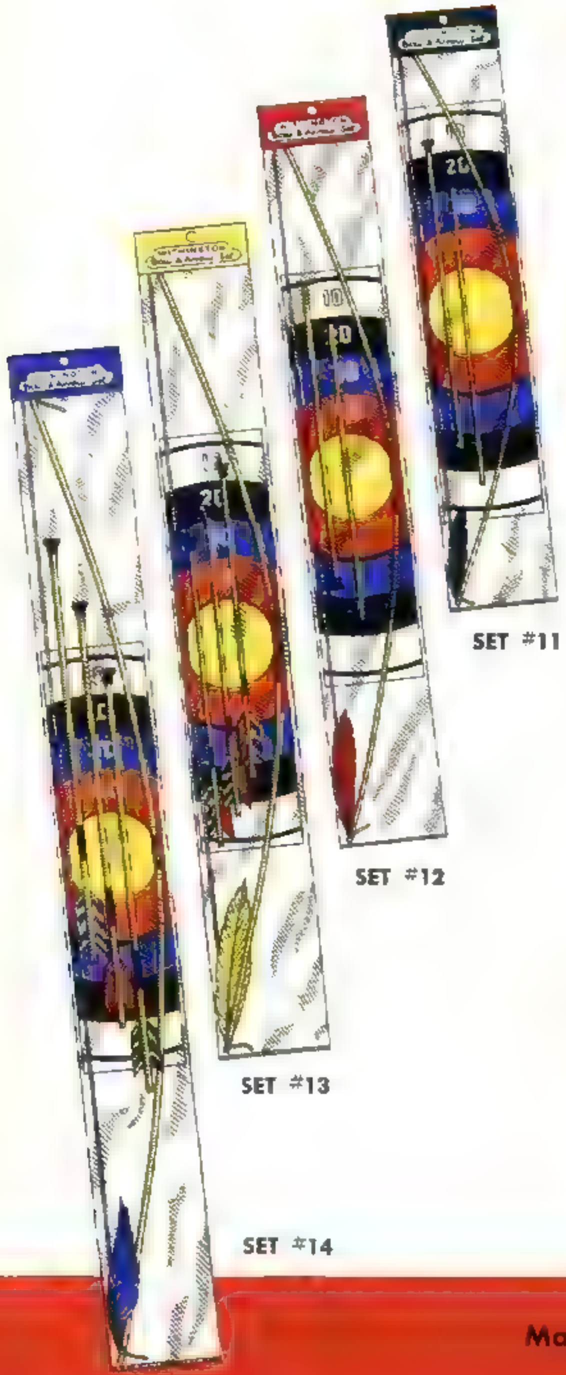
See The Complete Line At The TOY FAIR. WITHINGTON HOTEL NEW YORKER, ROOMS 1085 & 1086.

inted In U.S.A.

WITHINGTON
ARCHERY SETS

The WITHINGTON Line of *Bagged Archery Sets*

Specially designed and packaged for self service action selling and extra fast turn over — ideal for rack displaying.



SET #11

SET #12

SET #13

SET #14

BOWS:

Tested white ash — varnish finish — decorated hand grip.

BOW STRING:

Waxed red and white cable cord.

ARROWS:

Bow string notches — rubber suction safety cup tips. Sets 13 and 14 have feathered arrows.

TARGET:

17"x17" — 4 colors — numbered — printed with archery scoring rules.

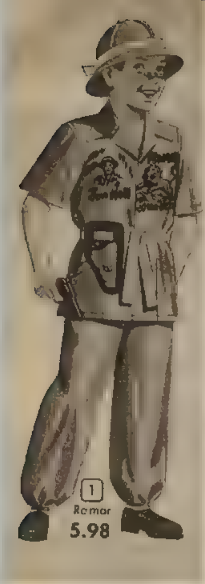
PACKAGE:

Heavy duty, transparent, polyethylene bag — sealed — colorfully decorated with identification tag and feather. ¼" hole in tag makes set easy to display by hanging from wire, rack, etc. Prepacked — no wrapping necessary.

Set No.	Bow Size	Packed	Wt. Per Ctn.
11	24"	2 doz. to ctn.	5 lbs.
12	30"	2 doz. to ctn.	6 lbs.
13	33"	1 doz. to ctn.	8 lbs.
14	42"	1 doz. to ctn.	11 lbs.

Manufactured by **WITHINGTON** Buckfield, Maine

Printed in U.S.A.

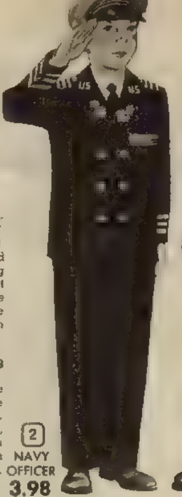

1
Ramar
5.98

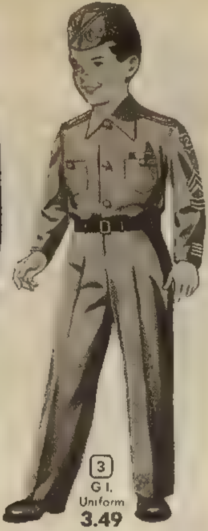
Ramar
OF THE JUNGLE

Authentic Ramar jungle suit
Straight from T.V. to you
Complete with sun helmet
Sanforized cotton twill

1. A real gift-hit! Share Ramar's adventures when you watch him on T.V Sun helmet with yellow plastic band Plastic Brown front band. Colored screen print of Ramar and lunging tiger. Cotton twill Sanforized shirt and pants Plain opening short sleeve shirt in Sun Tan. Jungle pants have elastic waist, leg opening. 1 patch pocket, sash tie belt, gun, holster Sizes. 4, 6, 8, 10, or 12. State size
60 Y 3465—Ship. wt. 1 lb. 6 oz. . **5.98**

2. NAVAL COMMANDER. Navy Blue cotton gab Sanforized—top shrinkage 1%! Dress coat of full commander. Collar lapel insignia, epaulets, bars, "Gold" buttons and rows of campaign ribbons Elastic back pants, button fly, 2 pockets, cuffs. Black peak cap. White top. Screen printed insignia bars on cap. Hand wash alone
Sizes: 4, 6, 8, 10, and 12. State size
60 Y 3494—Ship. wt. 1 lb. 11 oz **3.98**


2
NAVY OFFICER
3.98


3
G I.
Uniform
3.49

HOW TO MEASURE FOR BOYS. SIZE SCALE REFERENCES
Assure proper fit—measure before ordering. State size.
Chest: Measure over garment to be worn under item. Place tape high up under arms, over shoulder blades
Height: Stand child without shoes against wall. Measure from top of head to floor. Between sizes order larger.
Waist: Measure at narrowest point over underwear.
Inseam: Measure inside leg seam from crotch to heel top.
See size charts, p. 570 of Aldens Fall and Winter catalog

3. REALISTIC ARMY UNIFORM makes a swell Christmas gift for any active boy Sturdy Tan cotton twill is soil hiding—serviceable This G I has really traveled Sergeant's stripes, campaign ribbons, overseas chevrons are on the long sleeves Service stripes, company insignia, epaulets, military buttons, too Hemmed boxer pants, 1 hip pocket, leather-like belt, overseas cap
Sizes: 4, 6, 8, 10, and 12. Color: Tan Hand washable
60 Y 3478—Shipping weight 1 pound 6 ounces . **3.49**

AT RIGHT: Thrilling, authentic 4-12 play outfits, heart-warming gifts for any boy 1.69 up

4. "FRONTIERSMAN" HAT to top off his Christmas fun and frolic. Famous rugged western hat of 100% wool felt. Fancy laced edge Real cowboy band and adjustable cord chin strap. Laced ribbon band Real gift-news at Aldens low price! Please state color and size
Colors: Black, Red, or Buckskin
Sizes: S. (6⅜). M. (6⅝). L. (6⅞).
60 Y 3469—Shipping wt. 15 oz. **1.69**

7. FRONTIER PANTS for bronco busters. Smart Sanforized cavalry twill—sturdi-bilt for fun at school or play Western pockets with snap closure Reinforced crotch, zip fly. Far western embroidery down the legs. Bottoms are hemmed. Large belt loops
Colors. Black, or Brown. State size
Sizes: 4, 6, 8, 10, 12. Wash separately
60 Y 3472—Shipping wt. 15 oz. **4.79**

10. POLICEMAN'S 8-pc Navy Blue cotton twill suit by famed "YANKI-BOY." A Christmas tree top treat Shirt has police buttons, and badge Navy twill pants are Gold striped, zip fly. Gold braided police cap has metal police badge. Gun, holster, handcuffs, and belt complete the set.
Sizes: 4, 6, 8, 10, or 12. Hand wash
60 Y 3480—Shipping wt. 2 lb . **4.98**

5. TEXAS MADE frontier suit. Sturdy Sanforized cotton broadcloth shirt and cotton twill pants Embroidered piped yoke. 2 half moon pockets, snap front closing and 3 button cuff. Twill pants, piped front pockets with snap closure, 2 hip pockets, zip fly, and hemmed.
Colors: Black/Red, or Green
Sizes: 4, 6, 8, 10, or 12 Hand wash
60 Y 3471—Ship. wt. 1 lb. 3 oz . .**5.98**

8. ALDENS BEST Texas made western suit Rayon twill shirt. Piped half moon pockets, yoke Embroidered collar, front. Snap button front and cuff Smart rayon gabardine pants Separate waist, snap piped pockets. Zip fly, hip pocket, hemmed bottoms
Colors Gold with Navy, Tan/Brown.
Sizes: 4, 6, 8, 10, or 12 State size
60 Y 3484—Ship. wt. 1 lb. 8 oz **7.98**

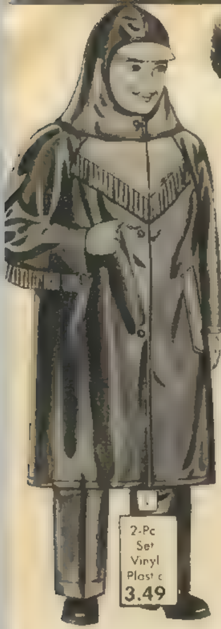
11. NORTHWEST MOUNTIE "Yanki boy" playsuit Brilliant Blue trimmed Red cotton twill coat with Sergeant's stripes and badge Metal and Gold striped epaulets Blue cotton twill pants have Gold stripe down legs Gun, holster, belt, Mountie badge Tan campaign hat completes the set.
Sizes: 4, 6, 8, 10, or 12. State size.
60 Y 3487—Ship. wt. 1 lb. 12 oz **4.98**

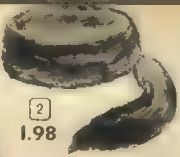
6. "WILD BILL HICKOK" rayon gabardine washable western shirts. Wonderful gift for your favorite "cowboy" Fine French front with round piped collar and embroidered yoke with piped edge. Piped half moon pockets and 3 button cuff. State color, size
Colors: Pink/Black, or Gold/Brown
Sizes: 4, 6, 8, 10, 12 Wash separately
60 Y 3467—Shipping wt 13 oz. . .**2.89**

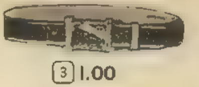
9. ARMY OFFICER playsuit 6 button Eisenhower jacket in Dark Brown gabardine U.S Army insignia on collar, Gold braid on the cuffs, pleated back Smart Tan elastic back military pants Button fly. Gold braided officers cap, too
Color: Brown/Tan Wash separately.
Sizes 4, 6, 8, 10, or 12. State size
60 Y 3497—Ship. wt. 1 lb. 8 oz . **4.98**

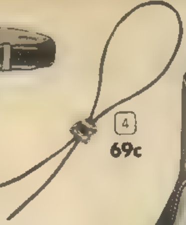
12. "IT'S SUPERMAN!" 3-pc. "Fun-time" playsuit of sturdy rayon acetate gabardine Flashing Red cape has Superman picture. Button back blouse with Superman insignia. Blue pants with elastic waist, plastic belt. Get FREE Superman member card, certificate, comic book. State size
Sizes 4, 6, 8, 10, or 12. Hand wash
60 Y 3495—Ship. wt. 1 lb. 3 oz . **6.98**

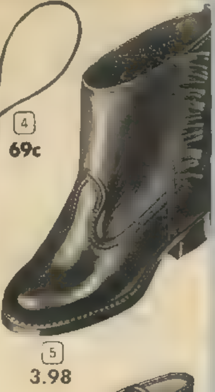
Use Aldens Easy Payment Plan, see page 242. See How to Measure boys' clothes, above

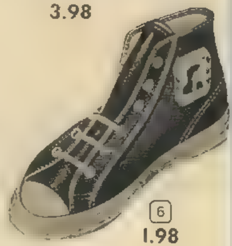












Davy Crockett

THRIFTY NEW ACCESSORY HITS

1. 2-PC. RAIN SET in Davy Crockett theme. Heavy gauge vinyl plastic coat, helmet. Snap closure. Picture on back Charcoal Gray/Tan trim. Sizes: 4, 6, 8, 10, or 12.
60 Y 3506—1 lb. 2 oz **3.49**

2. FUR HAT—can't hunt Injuns without famed real rabbit long tailed fur cap. Cotton suede lining. Elastic back head adjustment. Color Brown. 1 size fits 6½ to 7⅛
60 Y 3486—Wt. 5 oz **1.98**

3. "WILD FRONTIER" Davy Crockett belt. A 100% full grain Brown cowhide belt. Simulated pearl handle gun on the gold color buckle. Sizes: 22, 24, 26, 28, 30, 32.
60 Y 3433—Wt. 5 oz **1.00**

4. DAVY CROCKETT Bolo tie. Davy wore a tie like this when he went to school. Davy Crockett metal tie holder with gold colored metal tips. In assorted colors.
60 Y 3474—Wt. 4 oz. **69c**

5. LEATHER BOOTS in Davy Crockett frontier style Brown elk tanned upper Soft suede western fringe. Rubber soles Sizes: 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, or 3
54 Y 5656—1 lb. 14 oz **3.98**

6. CREEP UP on Injuns in Davy Crockett sneakers Brown canvas lace upper. Yellow sole, toe. Please state size. Sizes. 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, or 3 Wide.
56 Y 9555—1 lb 1 oz **1.98**

AT RIGHT: Davy Crockett Gift Hits for a Merry, Merry Christmas This Year! 69c ea. up

7. 3-PC. PLAYSUIT for your favorite Davy Crockett Sturdy cotton twill pullover; tie-string opening. Piped neck. Big Davy Crockett emblem on fringed front Elastic waist insert pants. Fringe sleeves, legs. Plastic belt Color Brown. State size Sizes: 4, 6, 8, 10, or 12
60 Y 3444—Wt 1 lb **2.98**

8. LONG TAILED fur cap. Davy Crockett Brown hunting cap. Real rabbit fur. Cotton suede lining. Sweatband. Elastic in back for size adjustment. Sure to thrill any young plainsman or scout-boy or girl. Order early for Christmas! One size fits 6½ to 7⅛
60 Y 3486—Wt 5 oz **1.98**

9. DAVY CROCKETT shirt jacket. Tan pullover of 100% cotton twill Sanforized. Real leather loop closure Davy Crockett insignia on breast pocket Fringed back yoke, sleeves and bottom. Regular collar. Hand wash State size. Sizes: 4, 6, 8, 10, or 12
60 Y 3426—Wt. 12 oz **2.98**

10. PIONEER PANTS 100% cotton twill. Sanforized—won't shrink over 1%. In soil hiding Tan. Plastic Davy Crockett patch on the hip. Fringed double stitched leg seams. Bartacked hip pockets. Zipper fly. Hand washable Please state size Sizes: 4, 6, 8, 10, or 12.
60 Y 3427—Wt 1 lb. 2 oz **2.98**

11. SAY MERRY XMAS with a 6-pc. frontiersman suit of Sanforized cotton twill. Woodsman jacket fringed front, back. Throng lace up front Fringed elastic back longies Scout style tailed cap Real leather belt, scabbard. Hunting knife of realistic rubber All Brown
60 Y 3485—Sizes: 4, 6, 8, 10, 12. Ship. wt. 1 lb. 11 oz **4.98**

12. 100% COTTON T-SHIRT. Big colorful print picture of Davy Crockett and his long rifle on the front. Popular short sleeve pullover style Crew neck and hemmed bottom. A wonderful Christmas gift Sizes: 4, 6, 8, 10, or 12. Color: White. Washable.
60 Y 3864—Shipping weight 5 ounces **69c**

13 DAVY CROCKETT RIDES AGAIN on the front of this smart sweat shirt Worth much more but only 1.00 to our Christmas customers. Durable flat knit cotton pullover—fleece back Rib knit crew neck, cuffs and bottom. Color: Maize or White Washable Sizes: 4, 6, 8, 10, or 12 State size
60 Y 3430—Shipping weight 9 oz **1.00**

14. DAVY CROCKETT STRIPERS! Long sleeved cotton knit shirts. Machine washable. Jacquard woven stripes won't fade, stay bright, colorful. Crew neck taped to prevent sag. Colors, Pink/Charcoal, Blue/Navy, or Maize/Brown Sizes: 4, 6, 8, 10, or 12. State size.
60 Y 3865—Shipping wt. 7 oz... **1.19**

15. DAVY THE SCOUT! Davy and Indian painted in natural colors Sturdy Brown jacket of vinyl plastic—looks and wears like leather. Fringed in true frontier fashion Quilted rayon lining. 100% reprocessed wool interlining Save today! Sizes: 4, 6, 8, 10, or 12 State size
60 Y 3483—Ship. wt. 1 lb. 6 oz ..**4.98**

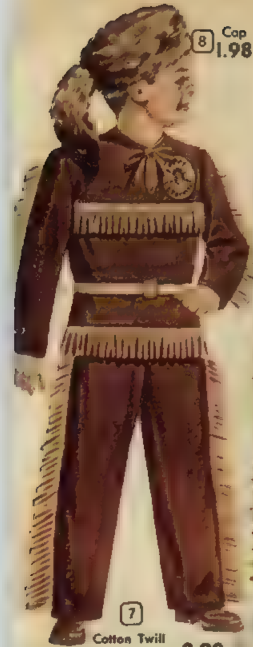
16. WOODSMAN'S SHIRT—100% cotton knit with Sanforized cotton suede front yoke, woodsman fringe Placket front, button closure. Long sleeves. Davy print. Wash. Pink/Navy, or Maize/Navy Sizes: 4, 6, 8, 10, or 12
60 Y 3425—Ship. wt. 9 oz **1.98**

17. FLANNEL shirt in allover action-color prints 100% cotton — Sanforized suede flannel In or out bottom. Long sleeves. 2-way collar Washable Colors: Tan, or Blue Sizes: 4, 6, 8, 10, and 12
60 Y 3490—Wt 8 oz. **1.98**

18. GIFT SET Sanforized cotton broadcloth shirt Davy C hunting print Contrasting tie. Includes tie holder. Gift boxed Hand wash State size Sizes: 4, 6, 8, 10, and 12. Pink/Black, Mint/Orange.
60 Y 3434—Wt. 13 oz . **1.98**

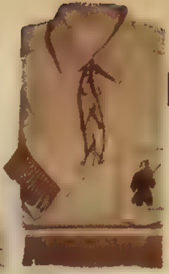
19. FINEST Davy Crockett jacket in true western style. Top quality soft Rust colored suede leather. Fringed yoke, bottom and pockets. Zipper front. Thong lace neck. Fine rayon lining. State size. Sizes: 4, 6, 8, 10, and 12
60Y3164—Wt. 1 lb. 9 oz **12.98**

Use Aldens Easy Payment Plan, see page 242. See How to Measure boys' clothes, page 132.



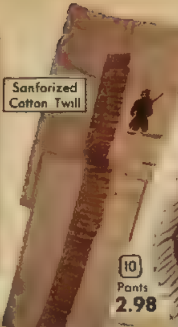
8 Cap 1.98

7 Cotton Twill Bargain Priced 2.98



Sanforized Cotton Twill

9 Jacket 2.98

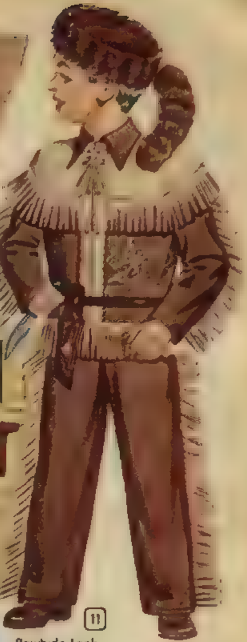


10 Pants 2.98

DAVY CROCKETT

SIZES 4 TO 12

Great-For-Giftin' Davy Duds
Right out of the Old West
Priced for "Family-Wide" Giving too!



11 Rawhide Look 6-Pc. Suit 4.98

DAVY CROCKETT

12 Cotton T-Shirt 3 for 1.98

DAVY CROCKETT

13 Fleece-backed sweatshirt 1.00

14 Washable knit cotton 1.19

15 Leather-look vinyl plastic 4.98

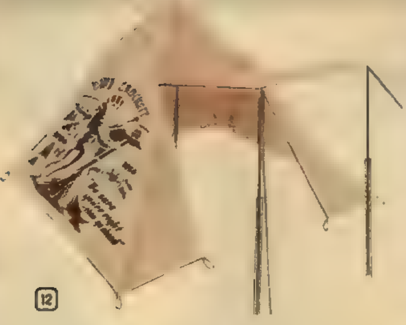
16 Machine washable cotton suede 1.98

17 Sanforized flannel 1.98

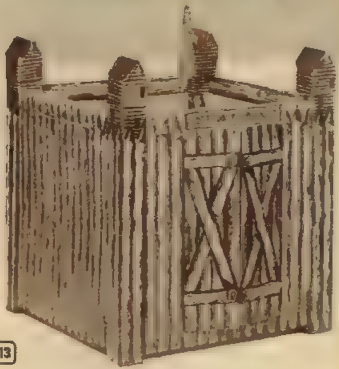
18 Sanforized broadcloth 1.98

19 Genuine suede leather 12.98

MOST-WANTED TOYS MADE TODAY!



12



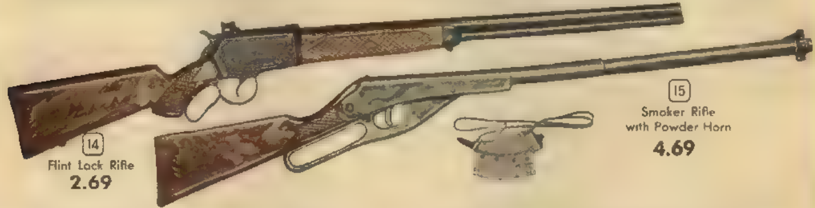
13

DAVY CROCKETT PLAY TENT **8.95**

12. Yipee! How the youngsters will love to play "Davy Crockett" in this official Walt Disney, sure 'nough Davy Crockett umbrella tent Constructed of sturdy 4-ounce, cotton tent material, Desert Tan color with a two-color stencil of Davy Crockett on the side Size 6x6x5-ft with 30x46-inch awning extension Poles included Mailable,
36 Y 6708E—Shipping weight 9 pounds **8.95**

FORT DAVY CROCKETT—PIONEER STOCKADE **4.69**

13. New! Exciting! An action-packed replica of a frontier fort with room enough inside for four young pioneers. The big swinging doors can be locked with a bar, and the entire fort is reinforced with steel hardware and wooden dowels. American flag waves proudly over the fort, and on each corner a 42-inch high log cabin lookout tower overlooks the approaches Overall size: 36x42-inches. Brown wood-printed fiberboard Mailable
35 Y 5415E—Shipping weight 13 pounds **4.69**



14

Flint Lock Rifle
2.69

15

Smoker Rifle
with Powder Horn
4.69

DAVY CROCKETT FLINTLOCK RIFLE **2.69**

14. A "real" rootin', tootin', cap shootin' rifle with Davy Crockett's name printed on the Walnut colored rifle butt Rifle is 35-inches long with twin steel barrels and peep sight for straight shooting Smoke comes out of the muzzle when it's fired.
35 Y 5741E—Mailable Shipping weight 3 pounds **2.69**

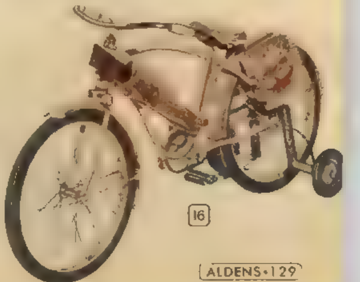
SMOKING RIFLE WITH POWDER HORN **4.69**

15. Just like Davy Crockett used—a flintlock rifle that smokes after it is fired—and a powder horn in a fringed suede leather carrier with shoulder cord Gun is 35-inches long, metal barrel, plastic stock and is carried in a genuine leather gun case.
35 Y 5727E—Mailable Shipping weight 4 pounds **4.69**

Davy Crockett Coaster Brake Bicycle — frontier trim

Saddle Bags! Rifle in Scabbard! Palomino Color!
Safety Frame converts for Boys or Girls Model! **34^{95}** 3.50 down

16. Just imagine flashing around the neighborhood on this frontier featured Davy Crockett bicycle! Cork shootin' rifle with metal barrel, wooden stock and 5 ammunition corks, hangs at your side in a fringed plastic scabbard, and large, twin, two-tone plastic saddle bags (to carry lunch, homework, or school books) slung across the rear fender. You'll really feel like "The King of the Wild Frontier." The 100% welded steel frame is Palomino enameled, with chrome plated handlebar and stem. 1¾-inch puncture proof rubber tires Large Troxel rubber saddle, ball bearing 1 piece crank, bicycle type pedals, and set of ball bearing, rubber tired, training wheels Sure-stop safety coaster brake and tangent spoke wheels. Double bar safety frame easily converts for boys or girls model Shipped freight or express from Chicago, Illinois. Only 3.50 down.
35 Y 7064R—20-INCH. Shipping weight 46 pounds............... **34.95**
35 Y 7063R—16-INCH As above but with direct drive, riveted spokes. Shipped freight or express. Ship. wt. 36 lb. Only 2.50 down ... **24.95**



16

Horsman

completely washable from "Fairy-Skin" to permanently "rooted" Saran Curls

6
"Judy"
3.79 up

7
18-in.
"Carol"
our coat baby
4.98

This is how Betty looks in her "Going away" Outfit

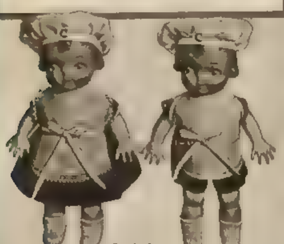
8
18-in.
Betty Bride
with
Trousseau
14.95

"Dancing Clementine"

42-in. or 49-in. tall **3.98** up

Clementine — danceable darling Elastic bands at hands and feet slip over her partner's hands and feet Children love to dance with Clementine—helps them gain grace and poise—a wonderful outlet for youthful energy Soft cotton-stuffed body, molded plastic face, Yellow yarn hair and clad in a colorful Hungarian design print dress with bell trim. Mail.

35 Y 5173E—42-in Wt. 6 lb. **3.98**
35 Y 5139E—49-in Wt. 7 lb . **5.98**



2.98 pr.

Here come the Campbell kids! Cute, washable dolls, vinyl heads, and latex bodies. Fully dressed from Chefs hat to toes, in colorful Red/White cotton outfits.
35 Y 5128—Ship. wt. 1 lb. 4 oz. . .**Pair 2.98**

Living Dolls shown at right:

MIRACLE DOLLS OF 1955 7.49 ea.

Made of 1-piece foam rubber latex over flexible wire. They stand, kneel, sit—they assume dancing, lounging, lying positions—any pose you can think up they can do—and keep till you re-pose them. Molded so realistically even their facial exressions seem to change with each different pose. Both have lively moving glassene eyes—they're washable and practically indestructible!

1. BILLY-BENDY—this year's newest, finest boy doll! In denim jeans with plaid cuffs, plaid shirt, plastic belt, shoes, socks
35 Y 5145—BILLY BENDY IN JEANS. Shipping weight 2 pounds..........7.49

2. WENDY-BENDY—miracle girl doll! Her braids can be redone differently too. Ready for fun-filled days, she wears denim pedal pushers with splash plaid cuffs, percale blouse of matching plaid, shoes and socks
35 Y 5142—WENDY-BENDY IN DENIM. Shipping weight 2 pounds... ....7.49
35 Y 5156—SET OF WENDY AND BILLY. Shipping wt. 4 lb... ... **Set 14.49**

3. BILLY-BENDY DRESSED FOR A DATE! Any little girl would be proud to own him. A little help, and he can dance or play ring-around-the-rosy. Billy wears handsome cotton trousers, contrasting felt sport jacket. White shirt, good-looking striped tie, felt shoes and rayon socks.
35 Y 5144—BILLY BENDY DRESSED FOR A DATE. Shipping wt. 2 lb.....7.49

4. WENDY-BENDY DATE DRESSED! What a pert and perky dream of a doll! Now she has put up her changeable braids in a very grown-up, party-going fashion. Date dressed in a felt flare skirt with matching felt bag, striped blouse, pantie combination, shoes, socks, and bows in her braids.
35 Y 5141—WENDY-BENDY IN DATE DRESS. Shipping weight 2 lb.......7.49
35 Y 5129—SET OF WENDY AND BILLY DATE DRESSED. Wt. 4 lb.. **Set 14.49**

5. BILLY-BENDY AS DAVY CROCKETT—looking just like "the king of the wild frontier"! Authentically dressed in rugged cotton flannel jacket and pants. Jacket has "Davy Crockett's" picture on it Plastic belt, felt moccasins and a sure 'nough coonskin hat—all frontier style.
35 Y 5155—BILLY-BENDY AS DAVY CROCKETT Shipping weight 2 lb... .7.49

6. HERE'S BALLERINA WENDY—so radiantly lovely! So ready to dance! Costumed as a prima ballerina in pastel satin bodice, matching lace-trimmed panties, skirt and cape of misty rayon net and ballet slippers on her feet. Rosebuds in her upswept changeable braids and clustered at her waist
35 Y 5143—WENDY AS A BALLERINA. Shipping weight 2 pounds...... 7.49

NOS. 7 AND 8. EXTRA OUTFITS FOR BILLY AND WENDY BENDY

7. 35 Y 5089—Billy's date outfit (shown) includes: cotton trousers, contrasting felt sport jacket, White shirt, striped tie, shoes and socks.
8. 35 Y 5080—Wendy's street outfit (shown) includes: rayon taffeta plaid dress, lace trimmed panties and slip, braid bows, shoes and socks
35 Y 5088—Billy's jean outfit (as shown on No. 1 doll).
35 Y 5086—Wendy's jean outfit (as shown on No. 2 doll).
35 Y 5081—Wendy's date outfit (as shown on No. 4 doll).
35 Y 5090—Billy's Davy Crockett outfit (as shown on No. 5 doll).
35 Y 5087—Wendy's ballerina outfit (as shown on No. 6 doll).
35 Y 5082—Wendy's play outfit, includes. solid color bamboo cloth dress and panties, White printed pinafore, satin braid bows, shoes and socks.
35 Y 5083—Wendy's party outfit, includes: rayon taffeta dress and panties, lace-trimmed lawn slip, rosebuds for her braids, shoes, socks.
35 Y 5084—Wendy's Sunday outfit, includes: Navy rayon taffeta skirt, vestee, White lace-trimmed blouse, slip, and panties, bows, shoes, socks.
35 Y 5085—Wendy's school outfit, includes: White polka dotted aqua pique dress, plastic belt, lace-trimmed slip and panties, two satin ribbon bows for her braids, vinyl shoes and White rayon socks.
Shipping weight on each set—8 ounces ....**Each Set 1.69**

Use Aldens Easy Monthly Payment Plan, see p. 242.

NEW!

Nasco

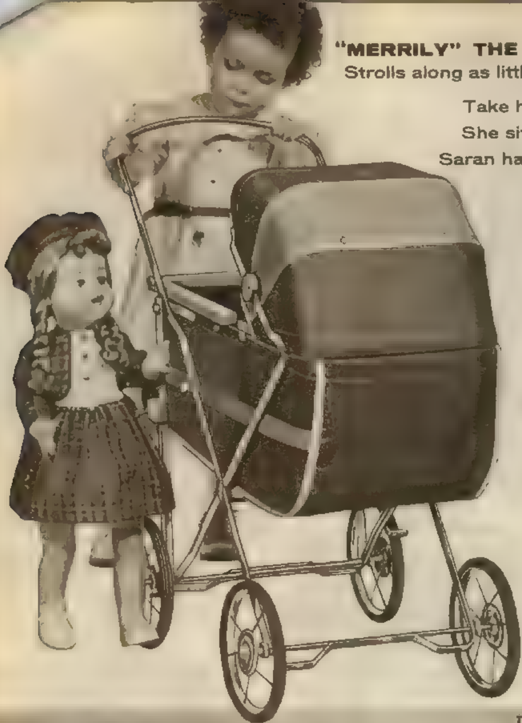
"WENDY-BENDY"
and "BILLY-BENDY"

Living Dolls

Pose them
in 1001
different
ways
7.49 each

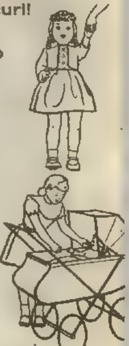
"MERRILY" THE WALK-A-BYE DOLL

Strolls along as little Mother pushes buggy



Take her hand, she walks!
She sits alone, sleeps, too!
Saran hair to wash, comb, curl!

21.95 value **18.95** up



Meet "Merrily," the wonder doll that walks with you, unaided, while you push her buggy! Her secret is a simple device that connects her with the buggy . . . as the wheels turn, "Merrily" walks, her head nods, her dimpled arms swing! Detach her, so she can walk with you as you take her hand! She can sit in her buggy when she's "tired" of walking! "Merrily" has neat Blonde Saran braids to wash, comb, curl! Sleeping glassene eyes, washable, jointed, no-break plastic body Foldaway carriage has steel frame, 2-tone sim leather cover, spoke wheels, chrome handle

24 INCH "MERRILY"—worth 24.95! Red-and-Green rayon taffeta plaid dress, Red tam. White undies, shoes. Blue/Gray buggy, 12x23½x20-in.
E35 Y 5193E—Ship. wt. 16 lb . **22.95**

20-INCH "MERRILY"—worth 21 95! Red cotton skirt, Beige cotton jacket, Red cotton tam. White undies and socks. Red vinyl shoes.
Green/Cream buggy, 10x22x19-in.
E35 Y 5195E—Ship. wt. 13 lb. **18.95**

ALDENS

Big Baby

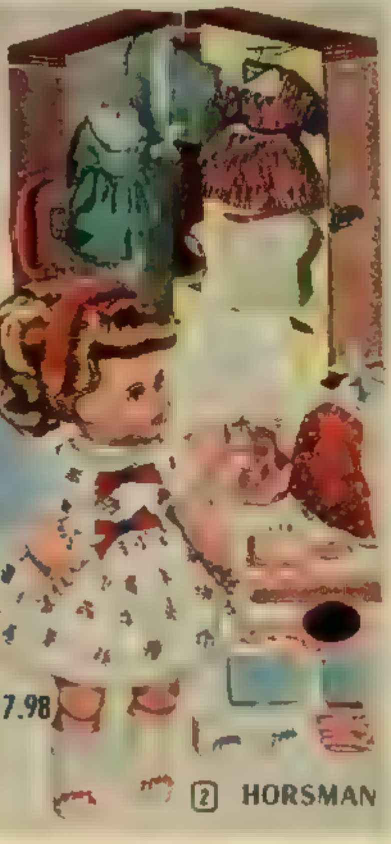
in 2 large sizes **4.98** up

"Cherub" now has rooted Saran hair!

She's big enough to wear size 1 dress! She cries, closes big lashed glassene eyes, has baby teeth! Wash, comb, curl her rooted, Brown Saran hair Batheable, with vinyl head, soft stuffed rubber body. Latex arms. Comes to loving "Mamas," wearing rayon pants, socks, shoes
35 Y 5100E—29-inches. Mailable Shipping weight 7 pounds...... **6.98**
35 Y 5101E—26-inches. Mailable Shipping weight 6 pounds...... **4.98**

Dolls She'll Enjoy From Morn' to Night—

Extra-Long Pony-tail - Lots of Hair-Styling Fun!
1
20-Inch Mimi
4.98



3
45-Inch Senorita
8.95
Stands 45 in. tall
Elastic bands attaches to feet
Elastic band attaches to hand

4
5.98
Sits Naturally
HORSMAN

1 20-INCH "MIMI"—BIG AND BEAUTIFUL. Mimi is just what your little girl wants to find under the Christmas tree—and she's so much doll for your money! Chubby Mimi has a thick, extra long pony tail rooted right into her scalp, can be shampooed, brushed and set as often as Mommy wants. Her plump latex rubber body is washable; delicately molded vinyl head has glassene eyes that close for naps, real lashes; coo voice. Prettily dressed in dainty ninon frock with cross-braid and lace trim; slip, panties, socks and shoes.
R35 P 3512. 20-inch Doll. Shpg. wt. 4 lbs. 4.98

2 "WIDGET" SITS NATURALLY, OWNS TRUNK, WARDROBE. Horsman's 14-in. "Widget" has flexible wire core in legs—sits as naturally as life! All washable vinyl, wears cute hat over rooted Saran pony tail—she's got 3 curlers, soap, sponge, comb, brush and mirror so Mommy can wash and set her hair. Go-to-sleep eyes have real lashes. Coo voice. Wears rayon taffeta print dress, cotton panties, socks, shoes. Wardrobe inc.: 2-pc. suit: taffeta coat, matching bonnet, rayon taffeta swim suit, 2-pc. flannel pajamas, extra panties, shoes. Fiberboard trunk has drawer, hanger rod. Plastic handle, sturdy clasp.
R35 P 3705. 12x6x16-in. high trunk. (7 lbs.)..........Complete 7.98

3 DANCE WITH 45-INCH "RITA". Dance to radio or phonograph with Rita—gay Senorita is feather-light, never gets tired! Soft, cotton-stuffed percale body, long limbs designed for dancing. Elastic bands on her feet and right hand slip over child's hand and feet as pictured—so Rita always follows perfectly! Gaily colored, authentic South American costume includes ruffled cotton print skirt, cotton and ninon blouse. Black yarn hair, plastic face with flirty painted features. Includes dance booklet by Arthur Murray, 2 certificates good for 4 introductory dance lessons at any Arthur Murray studio. A charming bed decoration for big sister, too!
R35 P 3548. 45-inch Doll. Shpg. wt. 9 lbs.. . 8.95

4 "DEBBY" HAS TWO EXTRA DRESSES! Horsman's chubby Debby is completely washable vinyl, wire core legs bend into life-like positions. Luxuriant rooted in Saran pony tail tied with saucy bow, can be shampooed, brushed and set (3 curlers included). Big, bright glassene eyes close for sleep, have long, thick lashes, coo voice. Wears rayon taffeta party dress. Owns ninon party dress, jumper style cotton school dress—hangers for both are included. Container doubles as wardrobe closet. She'll love dressing Debby for "tea parties"!
35 P 3703. 15-inch Doll. (2 lbs. 10 oz.). 5.98

BENDS HER KNEES! 19-in. walking plastic doll has jointed knees, sits naturally—kneels! Vinyl head, arms, rooted Saran hair—wash, set with 12 curlers, comb, brush, mirror (incl.). Moving eyes. Wears rayon taffeta formal, glitter net trim, panties, socks, shoes. Wardrobe incl cotton faille coat, 2-pc. "tweed" suit; organdy dress; embossed cotton dress; slip, panties; ninon nightie; rayon taffeta house coat; raincape, hood, boots, hat; knit stole; plastic zippered Val-Pak, hanger rack. Fiber case, 21x14x7 in. high Mailable
R35 P 3540. (10 lbs.)...18.95

HORSMAN'S "CINDY"

DRESS ME AN' WALK ME! 17½-in. "Cindy" walks when Mommy guides her detailed skin-like vinyl plastic Rooted Saran pony tail—wash, set with 3 curlers, brush, comb, mirror, 2 barrettes (incl.). Moving eyes; wears 2-pc. cotton suit, panties, socks, shoes. Wardrobe incl 1 rayon taffeta dress, 2 cotton print dresses, 2-pc. rayon satin pajamas net robe socks, shoes panties. Carries purse. 10x7x20-in. high fiberboard trunk has drawer. Mailable.
R35 P 3704. (9 lbs.). 14.95

"I Move My Lips As I Cry!"

New! "Magic Lips" Doll 13.95

"I'm 'Miss Magic Lips'—and I've got a big, appealing smile 'cause I'm so proud of my three front teeth. But when I'm unhappy I press my lips firmly together—then open up my mouth in a real baby cry."

YES—MY LIPS REALLY MOVE—almost like real! My head, arms and legs are all washable flesh-soft vinyl My plump, cuddly body is covered with vinyl coated fabric—and sponge cleans so easily

MY HAIR IS ROOTED-IN SARAN—so silky-soft it's a joy to wash, comb and curl. I wear a Pink posy-ribbon in it, and since it's so long and thick, Mommy can shampoo and curl it all she wants!

I GO TO SLEEP, TOO—my twinkling glasseene eyes have long lashes, open and close when I'm tired. I'm a full 24 inches tall!

I'M BEAUTIFULLY DRESSED in lacy, flower-trimmed flocked organdy full rayon taffeta slip, elasticized panties, socks, shoes
R35 P 3719 24-inch Doll. Shpg. wt. 9 lbs. Mailable .. 13.95

Cuddly Ones For Bedtime, Too!

14-Inch
"Bendee"
1.95
Assumes many life-like positions

HORSMAN'S "DRAFT DODGER"

15-in. Tall
4.69
Assumes countless positions
Sits naturally
Suit pulls down, snaps over feet

20-inch
"Patty"
4.98
Bends Knees—
Sits—Walks!

"BENDEE" . . . the lovable day-and-night play or crib companion for your tot! Bend her into any position . . hidden wire in soft latex body holds her that way. Soft vinyl plastic head, molded hair, glassene button eyes Wears zippered cotton flannel snow suit, attached hood. When suit needs laundering, just zip it off—it's washable! 14-in. body is fully washable—bathe her anytime!
35 P 3615. (1 lb. 6 oz.)........1.95

SNUGGLED IN A "DRAFT DODGER" Outfit. Horsman's dolly wears Red and White zippered cotton flannel suit, booties and stocking cap. Suit legs can be pulled over feet and snapped to keep her free from drafts. 15-in. vinyl plastic body has "Super-Flex" arms, legs that assume life-like positions. Rooted Saran hair can be washed, set, combed. Coos, closes glassene eyes for naps.
35 P 3706. (2 lbs. 9 oz.).... ..4.69

YOU'LL LOVE "PATTY"—AND ONLY $4.98

- She's 20-in. tall—with bent knee action!
- Brush, comb and set her long blond braids

Imagine—a doll that sits naturally, kneels, walks, cries—yet costs so little! Adorable Patty is practically unbreakable plastic from head to toes. Her pretty head is crowned with a Saran wig of golden braids, has 2 plastic curlers so Mommy can style it Long-lashed glassene eyes close for naps Wears pretty white cotton print dress with pink Picolay® trim, panties, socks, and shoes. Buy her the bent knee doll she wants—pay a fraction of the usual price!
R35 P 3729. 20-inch Doll. Mailable. (5 lbs.) 4.98

1
38-inch
"Pal"
3.98
2
24-inch
Musical Miss
2.79
3
16-Inch
"Suzy"
1.98
4
23-Inch
"Teen Ager"
2.79

Campbell Kid Twins
2.98

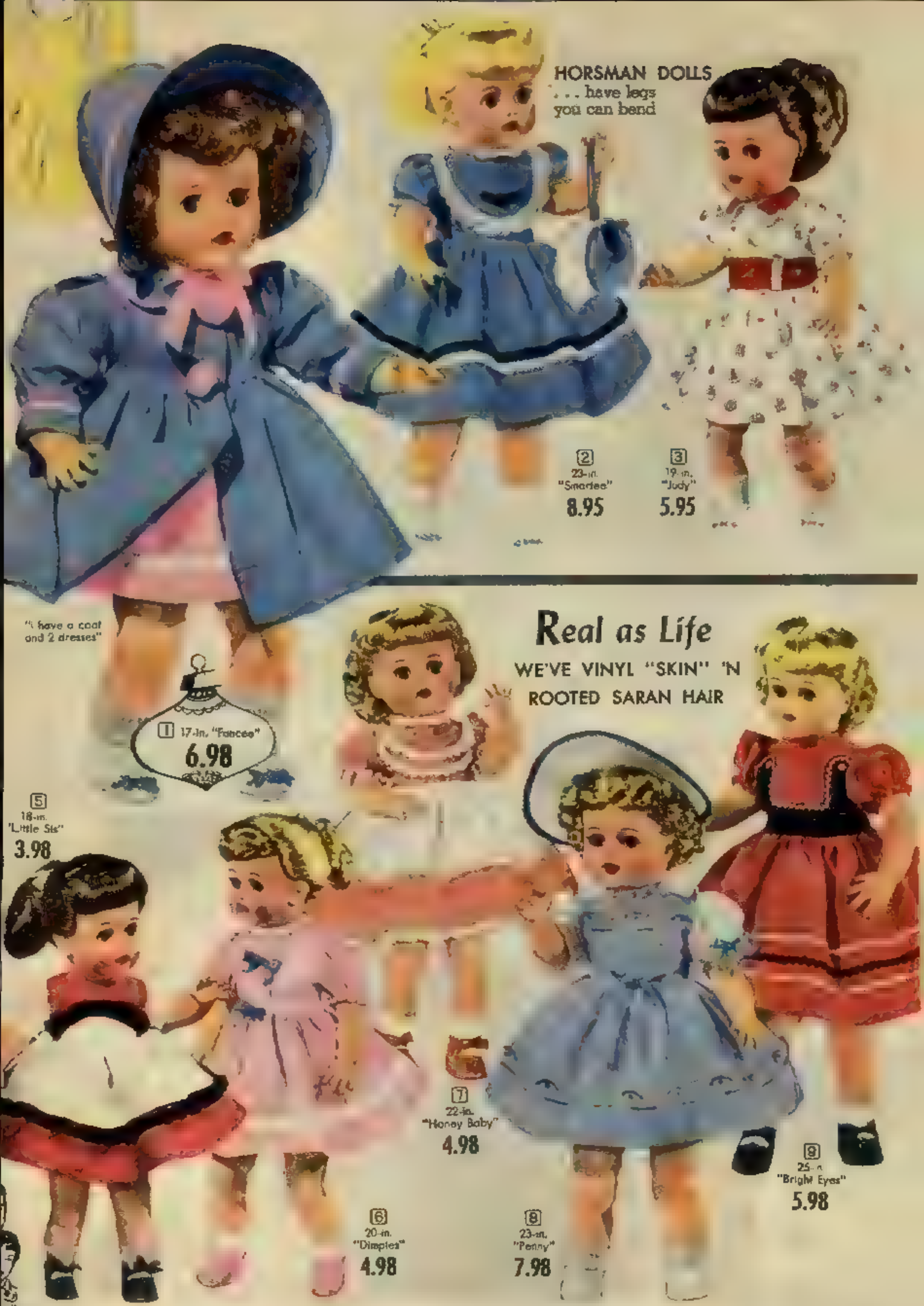
① 38-IN. "BIG BROTHER" DOLL. Good-natured pal of soft, cotton-stuffed percale, plastic face. Hands and feet of soft Dovetyn. Makes a lovable bed decoration, too.
R35 P 3696. Mailable. (6 lbs.)..3.98

③ SITTING SUZY loves to be hugged: Plastic face, sturdy cotton filled plaid taffeta body sewn into 16-in. tall sitting position. She's a cuddly crib companion too!
R35 P 3684. Mailable. (6 lbs.)..1.98

② 24-IN. MUSICAL DOLL. Nursery rhyme entertains for hours as your tot turns handle. Cotton braids. Washable plastic body, skirt. A sweet day and night playmate.
R35 P 3692. Mailable. (3 lbs.).. .2.79

④ 23-IN. "TEEN" DOLL. Perfect companion, bed decoration. Cotton Blue jeans, Red and White shirt. Blue babushka. Cotton-filled body. She'll win your youngster's heart.
R35 P 3544. Plastic face. (4 lbs.).2.79

CAMPBELL KIDS. Adorable 9-in. boy and girl twins authentically dressed in Red with White aprons and chef's hats. Washable latex "magic skin" bodies, softly realistic vinyl plastic heads have molded hair painted features Sweet coo voices Sh. wt. 1 lb. 8 oz.
35 P 3746.. Pr. 2.98



HORSMAN DOLLS

. . . have legs you can bend

"I have a coat and 2 dresses"

1 17-in. "Fancee"
6.98

2 23-in. "Smartee"
8.95

3 19-in. "Judy"
5.95

Real as Life

WE'VE VINYL "SKIN" 'N ROOTED SARAN HAIR

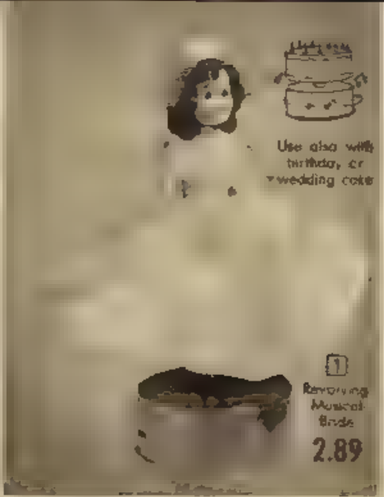
5 18-in. "Little Sis"
3.98

6 20-in. "Dimples"
4.98

7 22-in. "Honey Baby"
4.98

8 23-in. "Penny"
7.98

9 25-in. "Bright Eyes"
5.98



2
25-inch Walking Bride
9.95

Includes Extra 3-Pc. Costume and 2 Curlers

3
Both for
1.00
They really walk!

Bridal Charmers

AND ALL AS PRETTY AS PICTURES

[1] **BEWITCHING BRIDE** turns as the plastic Swiss music box plays Lohengrin's wedding march. Strong 7-in. plastic doll, moving arms, head, glassene eyes Mohair tresses. White rayon taffeta gown, net veil. Remove doll, use revolving music box as cake stand
35 P 3535. (1 lb.) 2.89

[2] **25-IN. WALKING BRIDE.** Hold her hand, she walks with you! Rooted Saran hair can be washed, reset Lace trimmed White rayon satin gown net veil Beautifully detailed vinyl head Glassene eyes close thick lashes Sturdy plastic body Panties socks, shoes.
R35 P 3713. (6 lbs.) 9.95

[3] **WALKING TWINS** delight the whole family as they toddle across the table, stop when near edge Moving arms, legs. Attached weight gives action.
35 P 3423 6-in. hard plastic dolls. (.5 oz.) .Set 1.00

WALKING BRIDE WITH EXTRA COSTUME

- For the 1st time—18-in. sturdy plastic walking bride extra 3-pc. "going away" costume **7.98**

She walks in beauty down the aisle in White rayon satin gown with lace trimmed net overskirt Crisp White net veil covers her lustrous Saran hair After the "wedding" she can put on her 3-pc. cotton print costume of ric rac trimmed skirt bolero and hall hat with ties. Practically unbreakable plastic body, moving glassene eyes. Rayon panties, cotton socks, plastic shoes, 2 curlers.
R35 P 3947. Mailable. (4 lbs.) 7.98

MINIATURES
for favored little
"collectors"

YOUR CHOICE
1.69
5
Red Riding Hood
7
Nun
4
Little Bo Peep
8
Snow White
6
Cinderella

[4] **LITTLE BO PEEP** Carries staff and felt lamb. Wears polka dot printed gown of Yellow rayon taffeta. slip. panties Sturdy plastic stands alone. Mohair wig, moving arms head, and eyes.
35 P 4223 7½-in. tall. (13 oz.) . 1.69

[5] **RED RIDING HOOD.** Wears Red hood, cape, printed rayon taffeta gown, crinoline. Stands alone. Carries felt basket. Sturdy plastic, mohair wig, moving arms, head, and glassene eyes.
35 P 4222. 7½-in. tall. (13 oz.) 1.69

[6] **CINDERELLA** Dressed in rayon taffeta, "gold" metallic jacket, carries her slipper "Gold" crown adorns her head. Sturdy plastic stands alone. Mohair wig, moving arms, head, and eyes
35 P 4274. 7½-in tall. (13 oz.) . . . 1.69

[7] **AUTHENTIC NUN DOLL** with imported rosary White rayon taffeta gown Black veil, White collar, chambray petticoat Sturdy plastic, stands alone. Moving arms head, and glassene eyes.
35 P 4285 7½-in tall (13 oz.). 1.69

[8] **SNOW WHITE**—so endearing in fur-trimmed coat and hat of Coral rayon taffeta. White crinoline trimmed with rustling rayon taffeta. Curly mohair tresses, moving arms, head and go-to-sleep glassene eyes. Practically unbreakable plastic, stands alone. 7½ in. tall. (13 oz.)
35 P 4281 . . . 1.69

See Page 103 for Spiegel Budget Power . . . a better way to better living

1
50 for 98¢
2
50 for 1.39
3
50 for 1.79

Season's Greetings
4
100 for 1.85

Cards of Distinction... Beautiful Messages From The Heart

1 50 RELIGIOUS CARDS. Richly illustrated appropriate scenes; with biblical verse or message. Die-cut, embossed designs 4½x5½ in. All with matching envelopes. Shpg wt 2 lbs.
35 P 6137 50 for 98¢

100 CARDS—50 traditional, 50 religious. Special offer! Many designs. 50 cards as above, 50 from group (4) at right. Envelopes. (3 lbs. 8 oz.)
35 P 6139 . . 100 for 1.85

2 NEW 50 Long Modern Cards. Smart simplicity that retains old fashioned Christmas spirit in a delightful modern way. All have beautiful designs, friendly verses, "Gold" or "Silver" glitter.

Engaging cards that prove you selected with real thought! 7½x2½ inches, match envelopes. Sh wt 1 lb. 13 oz.
35 P 6130. 50 for 1.39

3 50 CARDS. Our finest Christmas card set—with just the right cards for every name on your list! Some die-cut, some beautifully embossed, some with glitter and foil underlay, beautifully printed verses.

Incl. modern, traditional cards in 6x5 and 6½x5½-in. sizes, matching envelopes (3 lb.)
35 P 6136. 50 for 1.79

4 100 CHRISTMAS CARDS—50 DESIGNS! Usually retail for 5¢ to 15¢ each! More than half have special effects—embossed, die-cut edges, glitter, beautiful foil underlays. Fresh as paint colors, designs; verses are friendly and sincere. 4-fold styles. 4x5 to 4½x5¾ in. with matching envelopes.
35 P 6134 (3 lbs. 4 oz.) 100 for 1.85

50 CARDS—as above, each with a different design. Matching envelopes.
35 P 6138. (1 lb. 12 oz.) 50 for 95¢

CARD REMEMBRANCE LIST. Room for 110 names. Inc. with each card order

5
7 Lamp Set 1.79
Low Priced Light Sets
6
8 Lamp Set 79¢
7
7 Lamp Set 3.29
NOMA
with the exclusive SAFETY PLUG
8
7 Lamp Set 2.49

5 MULTIPLE-TYPE Economy set. If one C-7½ light goes out, rest stay lit. Clip-on brackets, add-on socket. UL appr. 110-120 V. AC-DC. For extra C-7½ lamps see Cat. No. 6211.

15-Lamp Set
35 P 6206 (1 lb. 12 oz.) 3.79

7-Lamp Set
35 P 6205 (1 lb.) . 1.79

25-Lamp Set
35 P 6214 (3 lbs. 8 oz.) 6.39

6 SERIES-TYPE Economy 8-light set, add-on plug. Priced for savings—buy several! Clips firmly to tree, ideal for indoor use. C-6 lamps made in Japan. 110-120 V. AC-DC. UL appr.

8-Lamp Set
35 P 6207 (1 lb.) 79¢

10 GE C-6 bulbs.
35 P 6210 (4 oz.) 69¢

7 OUTDOOR Multiple light sets. Weather-proof wire, add-on connector. C-9½ lamps spaced 18-in.

15-Lamp Set.
35 P 6121 (2 lbs. 6 oz.). . . 6.98

25-Lamp Set
35 P 6148 (4 lbs.) 10.98

7-Lamp set
35 P 6142 (1 lb. 3 oz.) 3.29

Extra GE C-9½ lamps for above
35 P 6218 (14 oz.) 10 for 1.59

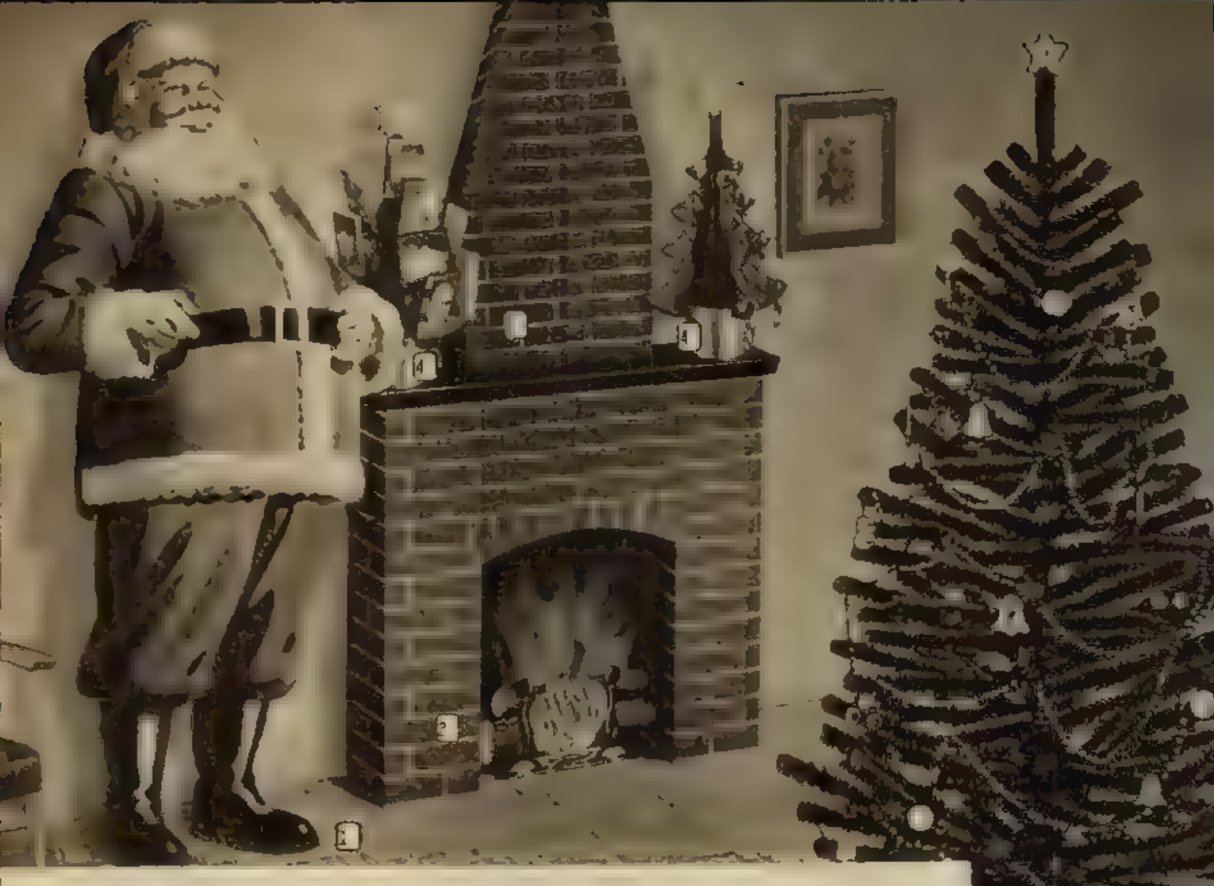
8 MULTIPLE INDOOR light set. Spring clips hold sockets firmly to tree. Add-on connector, 18-in. space between C-7½ GE lamps.

15-Lamp Set.
35 P 6141 (1 lb. 14 oz.) . 4.98

25-Lamp Set
35 P 6122. (3 lbs.) 8.49

35 P 6140 7-Lp Set. (14 oz.) 2.49

Extra C-7½ GE Lamps for above.
35 P 6211 (3 oz.) 10 for 1.53



① 7-PC SANTA SUIT Red cotton duvetine, plush trim. Extra large size, elastic waist, cuffs. Plastic boot tops, belt. Beard, hat with bell.
35 P 6255. (2 lbs. 8 oz.). 6.98

② ELECTRIC fireplace glows . . . fan attachment makes it flicker like flame. Mantel holds gifts. Corrugated fiberboard, cardboard logs, andirons. Easily assembled; light, cord included. Mailable. 43x10x39 inches wide.
R35 P 6176 (5 lbs.).....2.79

③ FIREPLACE CHIMNEY attaches to fireplace mantel (item 2) with metal fasteners. Red fiberboard, brick pattern. 26x5x58-in. Mailable.
R35 P 6186 (3 lbs.) 1.79

④ "TREE" CARD-HOLDERS decorate mantel—each hold up to 48 cards, candy too (not incl.). Fiberboard tree, laminated aluminum foil covers 5x6-in. diam. base. "Silver" star tops 28-in. high tree
35 P 6188. (2 lbs.) . Pr 98¢

⑤ LIKE REAL TREES! Store and use from year to year! Lovely Green trees of flame-resistant Visca plastic ribbon spun on wire branches—won't discolor. Mounted in White wood tub 12x7-in. high. 6-ft. tree shpd. frt. or exp., others mailable.
R35 P 6223. 6-ft. (11 lbs.).....9.95
R35 P 6224. 4½-ft. (10 lbs.).....6.95
R35 P 6225. 3½-ft. (6 lbs.).....4.95

TABLE TREES (not shown). As above but mounted on flat base. 36-in. high
R35 P 6150. Green. (4 lbs.).....2.49
R35 P 6151. Pink. (4 lbs.).......2.69
R35 P 6152. White. (4 lbs.).......2.69

Deck Your Halls with Christmas Cheer for Gay Holidays

Items (6) Through (15) Shown On Facing Page

⑥ 12 DELUXE Glass ornaments—includes sunburst reflectors, frosted trees, bells and round shapes. Some holiday scenes, screened designs and stripes. Assorted colors; 2⅝-inches in diameter to 3¼-inches high. Shipping weight 1 lb. 5 oz.
35 P 6275...12 for 1.79

⑪ 6-PC ANGEL Band. Hand painted, finely detailed. Gilt wings, gilt trim pastel dresses. Each figure about 4 inches high. Wire loops, hang on tree; stand on mantel table. Shpg. wt. 1 lb.
35 P 6232. 6 for 1.98

⑦ 24 PLASTIC reflector ornaments sparkle with the beauty and brilliance of glass! Almost unbreakable—use them year after year. Assorted colors; twelve 2-in. diam. twelve 3-in. diam. Attached hangers (1 lb.)
35 P6238. 24 for 1.69

⑫ BEAD CHAINS. 5 deluxe 9-ft. glass strands for windows doors, trees — reflectors, multicolors. Sh. wt. lb. 6 oz.
35 P 6287 . 1.59

5 solid colors. Five 9 ft. strands round beads.
35 P 6280 (1 lb.). 69¢

⑧ 12 GLASS ornaments radiate glittering splendor from your tree! Includes scenic screened designs, frosted stripes. lacquered bells. Abt 2¼ to 2¾ in. high. Assorted colors and pastel shades. Shpg. wt. , lb. 5 oz.
35 P 6276. 12 for 98¢

⑬ 36-PC SET Styrofoam covered with vari-colored light-reflecting glitter. Snowmen deer, snowflakes, balls bells make lovely decorations. Each with hanger 1 to 7 inches. Shpg. wt. 13 oz.
35 P 6265 1.89

⑨ 24 DELUXE glass ornaments reflect every gleam of light! Incl. balls with frosty hand-painted snowcaps, bells, fancy drop shapes, double reflectors, screened designs, stripes. Gay colors; 2 to 3-in. (1 lb. 13 oz.)
35P6274 24 for 1.98

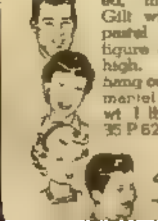
⑭ 46-PC. sturdy plastic ornaments for trees, mantel, window sill. Snowmen, deer, plated Santas, glitter bells, elves. 30 clear icicle ornaments 2 to 5 inches each. Loops for hanging. (14 oz.)
35 P 6283.....1.69

⑩ 19-PC. NATIVITY SET. Our Savior's birthplace. Illuminated 12x13x5-in. heavy fiberboard stable, straw covered roof. Sturdy plastic figures, beautifully designed, hand painted—average 5-in. high. Light and cord included. (5 lbs.)
R35 P 6220. Mailable. 19-Pcs. 4.98

16-PC SET 11x8x4-in. deep stable 4-in. tall figures, light and cord
R35 P 6221 Mailable (3 lbs.) 2.9

⑮ DELUXE SNOW VILLAGE Fiberboard; incl. 9-in. church, houses on snow bases (transparent windows doors) snowman, 2 trees. Can be lit with tree lights.
R35 P 6297 (3 lbs.) Mailable 3.7

11-PC SET Same as above bu with 2 churches 6½-inches tall, houses, each on base.
35 P 6285. (1 lb. 8 oz.) . 1 6



6

12 for 1.79

7

24 for 1.69

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12 for 98¢

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24 for 1.98

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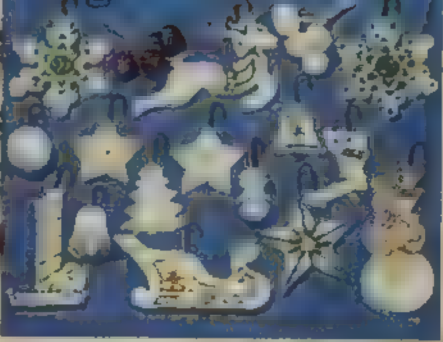
11

6 for 1.98

12



13

14

15

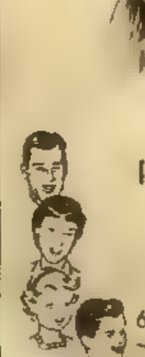
Snow Village 3.79

SNOW
SNOW
Stenc 20 different
Christmas cards
Frosty Trees

TWO CANS OF ARTIFICIAL SNOW PLUS 20 STENCILS. Add festive beauty to Christmas trees, packages, windows, home decorations. Fluffy White "snow" is easy to apply—press button and spray on—dries immediately. Crystals cling to any surface, won't fall off, yet easy to remove. Absolutely safe, non-toxic. Provides double the coverage of old type spray-on snow. Non flammable
35 P 6248. 10 oz. in each can. (3 lbs.) . . . . 2 cans 1.49

EIGHT LIGHT ELECTRIC CANDELABRA casts warm Christmas glow from window, mantel or table. Ivory plastic candles on molded base [illegible] Cord, add-on plug, eight C6 bulbs included. [illegible]
35 P 6231. Shipping weight 2 lbs. 2.79

Resists weather



1.98

CHRISTMAS Door Wreath with styrofoam angel in abstract design, aluminum foil, gold and silver mesh. Large poinsettia, fern, balsam needles, glass balls. "Silver" wicker back. 19 in. high
R35 P 6180. (2 lb.) 1.98

ILLUMINATED ANGEL casts soft light on your Christmas setting. Use as treetop decoration, standing ornament or year-round night-light. U.L. app. cord, lamp, 2-way socket. 8 inches high. All plastic
35 P 6222. (1 lb.) 1.49

Brighten Your Home

Make your home sparkle with the true Christmas spirit . . . at prices that are easy to afford. Choose from items 1 through 11 on facing page.

1 **WROUGHT-IRON CENTERPIECE WITH CANDLES.** For Christmas or year 'round use as table or mantel ornament. Removable bouquet of pine cones, holly, snow-flowers, berries, ferns tied with bell-tasseled satin ribbon. 11-inch red wax candles.
R35 P 6217. 6 in. wide, 17 in. long. (5 lbs.) 3.49

2 **NEW DOUBLE CANDLE AND BELL SPRAY** for table or mantel. Arched wrought-iron rods hold "silver" bells and leaves; two electric candles stand 12 and 16 inches tall. "Snow"-covered wooden base. Lights, cord included. Abt. 18 in. high overall
R35 P 6258. (4 lbs.) . . 3.69

3 **ARTIFICIAL POINSETTIA** never fades—use year after year. Leaves, flowers of soft velvet-like material. Stems of heavy wire wrapped with silk thread. Arrange flowers yourself in paper-covered floral pot decorated with a satin bow
R35 P 6246. (2 lbs.) . . 1.98

4 **MIROSTAR WREATH.** 8 colored lights have mirrored star reflectors—cast shimmering light in all directions. Graceful metallic stems set in wrought-iron base and decorated with holly leaves. With C6 bulbs, cord, add-on plug
R35 P 6226. 17 in. high, 16 in. wide. (3 lbs.) . 3.79

5 **ILLUMINATED MUSICAL NATIVITY SCENE** with figures on revolving platform. Swiss music box plays "Silent Night" as Moving Wise men and shepherds bear gifts to Christ Child. 7½-Watt bulb lights entire setting. Lithographed fiberboard stable. 10 plaster figures abt. 3 in. tall. With cord, add-on plug.
R35 P 6233. Stable 12x10 in. high. (5 lbs.) 3.98

6 **LANTERN WINDOW WREATH** casts holiday cheer. Plastic bronze-effect lantern. Red cellophane wreath. Holly, poinsettia trim. 12-in. diameter. Shipping weight 1 lb. 8 oz.
35 P 6241. C7½ bulb, cord, add-on plug 1.59

7 **MUSICAL SANTA SETTING**—Santa's just leaving chimney, reindeer are poised in flight. Genuine Swiss music box plays "Jingle Bells," light shines from log cabin. 4-in. Santa, 8 reindeer. Beautiful snow-covered background. C7½ bulb, cord.
R35 P 6227. 18x12x8 in. high. (7 lbs.) 7.95

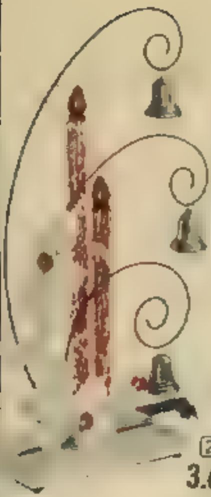
8 **HAND-PAINTED MINIATURE NATIVITY SCENE**—exquisitely colored, carefully detailed. Christ Child, Mary and Joseph, three kings, three sheep, donkey, cow and hovering angel. Permanently mounted figures about 1¼ inches high. All plastic, imported from West Germany.
35 P 6239. 5 in. long, 5 in. high. (8 oz.) 1.79

9 **"HEIRLOOM" MUSICAL STAND ROTATES TREE.** 3-switch panel on 10-ft. cord controls lights, rotation, built-in Swiss music box that plays "Silent Night", "Jingle Bells." 7-in. water well takes trees up to 5-in. diam. Gold baked-enamel finish on extra-heavy steel. ½ RPM. U.L. approved.
E35 P 6234. 19-in. diam., 7 in. tall. (18 lbs.) . . . 27.95

10 **26-IN. ILLUMINATED OUTDOOR SANTA**—the jolliest old fellow you ever saw—a bag of toys over his shoulder and a rocking-horse under his arm! Light shines thru colorful vinyl-plastic body. 15-watt standard-base bulb included. U.L. approved.
E35 P 6240. 26 in. high. (5 lbs.) 3.98

11 **GIANT 44-IN. CHRISTMAS CANDLES.** Use indoors or out. Weatherproof Red fiberboard with plastic tallow-drip cap. "Flame-type" 25-W bulbs; heavily weighted 12-in. diam. bases. Complete with cords, add-on plugs. U.L. approved.
E35 P 6261. Mailable. (11 lbs.) . . . . Pair 8.98

Use Budget Power . . . make this the richest Christmas ever at your house



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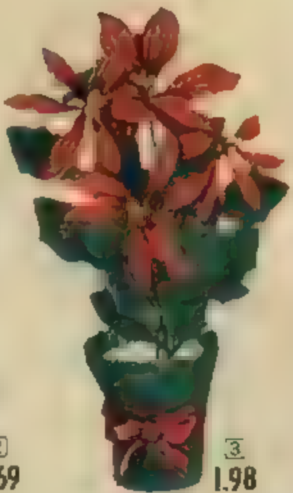

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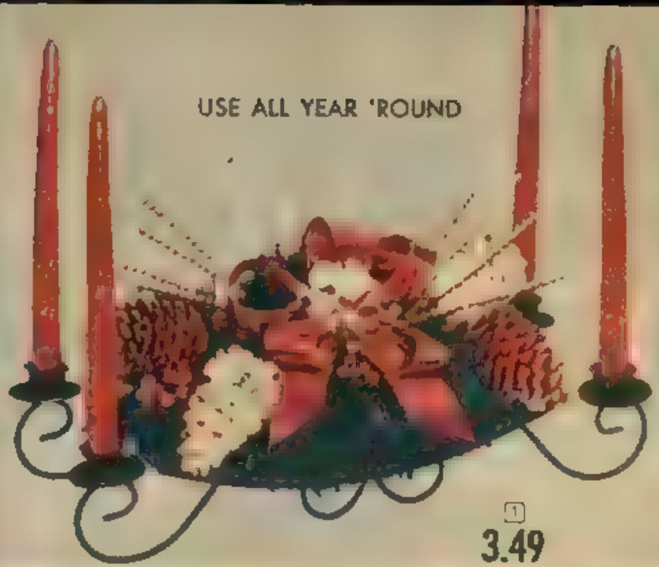
USE ALL YEAR 'ROUND



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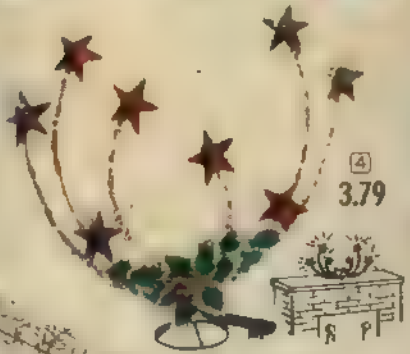

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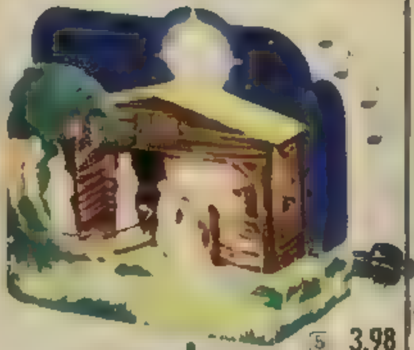

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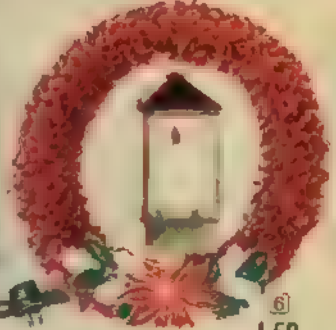

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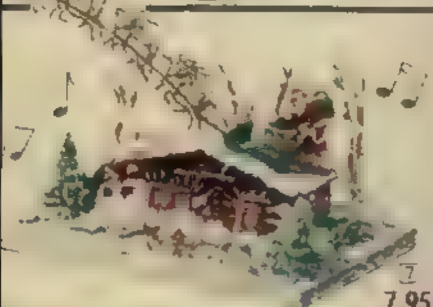

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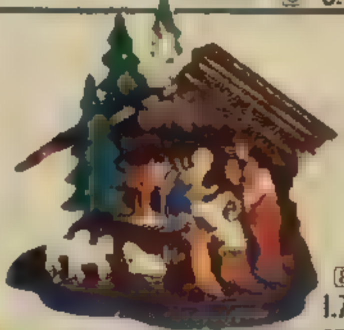

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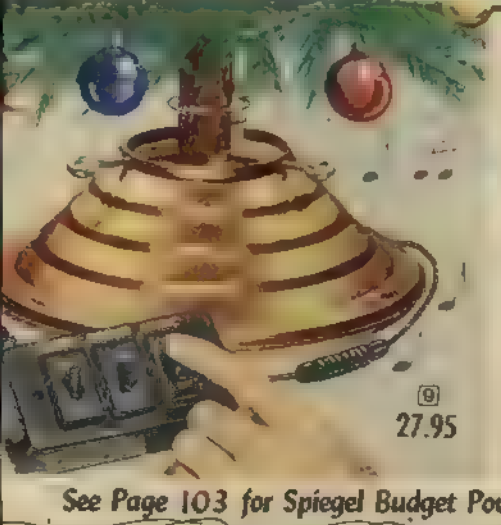

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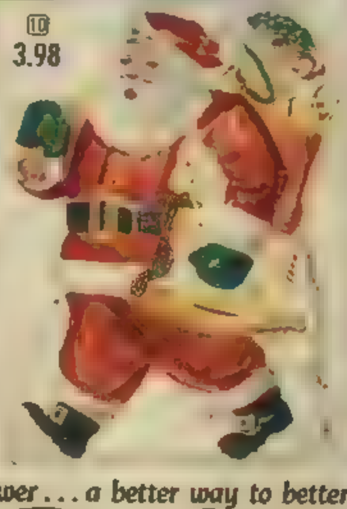
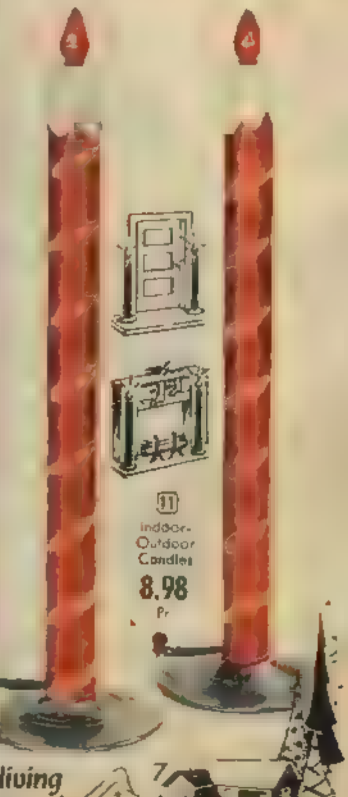




11
Indoor-Outdoor Candles
8.98
Pr

See Page 103 for Spiegel Budget Power... a better way to better living

Use also with birthday or wedding cake
1
Revolving Musical Bride
2.89

2
25-inch Walking Bride
9.95

Includes Extra 3 Pc Costume and 2 Curlers

3
Both for
1.00
They really walk!

Bridal Charmers

AND ALL AS PRETTY AS PICTURES

1 **BEWITCHING BRIDE** turns as the plastic Swiss music box plays Lohengrin's wedding march. Strong 7-in. plastic doll, moving arms, head, glassene eyes. Mohair tresses. White rayon taffeta gown, net veil. Remove doll, use revolving music box as cake stand.
35 J 3535 (1 lb.)............................2.89

2 **25-IN WALKING BRIDE.** Hold her hand, she walks with you! Rooted Saran hair can be washed, reset. Lace trimmed W[illegible] rayon satin gown, net veil. Beautifully detailed vinyl head. Glassene eyes close, thick lashes. Sturdy plastic body. Panties, socks, shoes.
R35 J 3713. (6 lbs.)............................9.95

3 **WALKING TWINS** delight the whole family as they toddle across the table, stop when near edge. Moving arms, legs. Attached weight gives action.
35 J 3423. 6-in. hard plastic dolls. (15 oz.)....Set 1.00

WALKING BRIDE WITH EXTRA COSTUME

- For the 1st time—18-in. sturdy plastic walking bride, extra 3-pc. "going away" costume **7.98**

She walks in beauty down the aisle in White rayon satin gown with lace trimmed net overskirt Crisp White net veil covers her lustrous Saran hair After the "wedding" she can put on her 3-pc. cotton print costume of ric rac trimmed skirt, bolero and half hat with ties Practically unbreakable plastic body, moving glassene eyes Rayon panties, cotton socks, plastic shoes, 2 curlers.
R35 J 3547. Mailable. (4 lbs.)............................7.98

MINIATURES
for favored little "collectors"
5
Red Riding Hood
7
Nun
YOUR CHOICE
1.69
4
Little Bo Peep
8
Snow White
6
Cinderella

4 **LITTLE BO PEEP.** Carries staff and felt lamb. Wears polka dot printed gown of Yellow rayon taffeta, slip, panties. Sturdy plastic, stands alone. Mohair wig, moving arms, head, and eyes.
35 J 4223. 7½-in. tall. (13 oz.). . . . 1.69

5 **RED RIDING HOOD.** Wears Red hood, cape, printed rayon taffeta gown, crinoline. Stands alone Carries felt basket Sturdy plastic, mohair wig, moving arms, head, and glassene eyes.
35 J 4222. 7½-in. tall. (13 oz.).. 1.69

6 **CINDERELLA.** Dressed in rayon taffeta, "gold" metallic jacket, carries her slipper. "Gold" crown adorns her head. Sturdy plastic, stands alone. Mohair wig, moving arms head, and eyes.
35 J 4274. 7½-in. tall. (13 oz.) 1.69

7 **AUTHENTIC NUN DOLL** with imported rosary White rayon taffeta gown, Black veil, White collar, chambray petticoat Sturdy plastic, stands alone. Moving arms, head, and glassene eyes.
35 J 4285. 7½-in. tall. (13 oz.).............1.69

8 **SNOW WHITE**—so endearing in fur-trimmed coat and hat of Coral rayon taffeta. White crinoline trimmed with rustling rayon taffeta. Curly mohair tresses, moving arms, head and go-to-sleep glassene eyes. Practically unbreakable plastic, stands alone. 7½ in. tall (13 oz.)
35 J 4281. 1.69

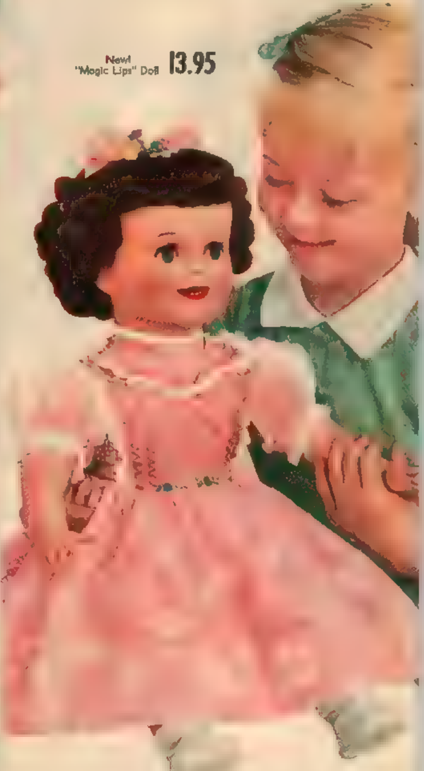
BENDS HER KNEES! 19-in. walking plastic doll has jointed knees, sits naturally—kneels! Vinyl head, arms, rooted Saran hair—wash, set with 12 curlers, comb, brush, mirror (incl.). Moving eyes. Wears rayon taffeta formal, glitter net trim, panties, socks, shoes. Wardrobe incl. cotton faille coat, 2-pc. "tweed" suit; organdy dress; embossed cotton dress; slip, panties; ninon nightie; rayon taffeta house coat, raincape, hood, boots, hat; knit stole; plastic zippered Val-Pak, hanger rack. Fiber case, 21x14x7 in. high. Mailable.
R35 J 3540 (10 lbs.)...18.95

HORSMAN'S "CINDY"

DRESS ME AN' WALK ME! 17½-in. "Cindy" walks when Mommy guides her; detailed skin-like vinyl plastic. Rooted Saran pony tail—wash, set with 3 curlers, brush, comb, mirror, 2 barrettes (incl.) Moving eyes, wears 2-pc cotton suit, panties, socks, shoes. Wardrobe incl. 1 rayon taffeta dress, 2 cotton print dresses, 2-pc. rayon satin pajamas, net robe, socks, shoes, panties. Carries purse. 10x7x20-in. high fiberboard trunk has drawer. Mailable.
R35 J 3704. (9 lbs.). 14.95

"I Move My Lips As I Cry!"

New! "Magic Lips" Doll 13.95



"I'm 'Miss Magic Lips'—and I've got a big, appealing smile 'cause I'm so proud of my three front teeth. But when I'm unhappy I press my lips firmly together—then open up my mouth in a real baby cry!"

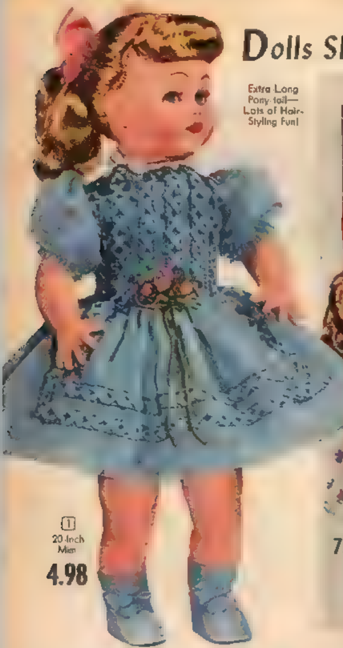
YES—MY LIPS REALLY MOVE—almost like real! My head, arms and legs are all washable, flesh-soft vinyl. My plump, cuddly body is covered with vinyl coated fabric—and sponge cleans so easily

MY HAIR IS ROOTED-IN SARAN—so silky-soft it's a joy to wash, comb and curl. I wear a Pink posy-ribbon in it, and since it's so long and thick, Mommy can shampoo and curl it all she wants!

I GO TO SLEEP, TOO—my twinkling glassene eyes have long lashes, open and close when I'm tired. I'm a full 24 inches tall.

I'M BEAUTIFULLY DRESSED in lacy, flower-trimmed flocked organdy, full rayon taffeta slip, elasticized panties, socks, shoes.
R35 J 3719. 24-inch Doll. Shpg. wt. 9 lbs. Mailable. 13.95

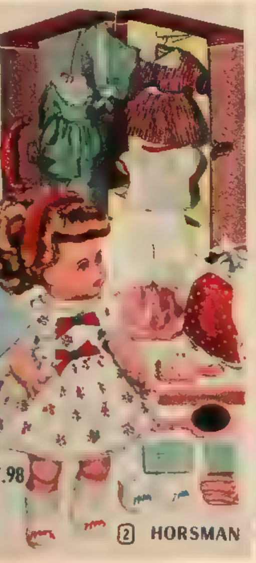
Dolls She'll Enjoy From Morn' to Night—



Extra Long Pony tail— Lots of Hair-Styling Fun!

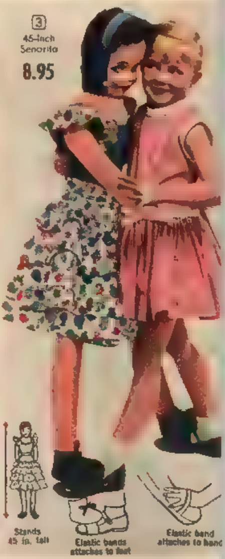
1 20-Inch Mimi

4.98



7.98

2 HORSMAN



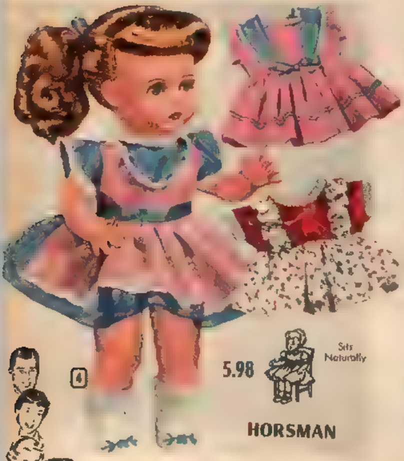
3 45-Inch Senorita

8.95

Stands 45 in. tall

Elastic bands attaches to feet

Elastic band attaches to hand



4

5.98

Sits Naturally

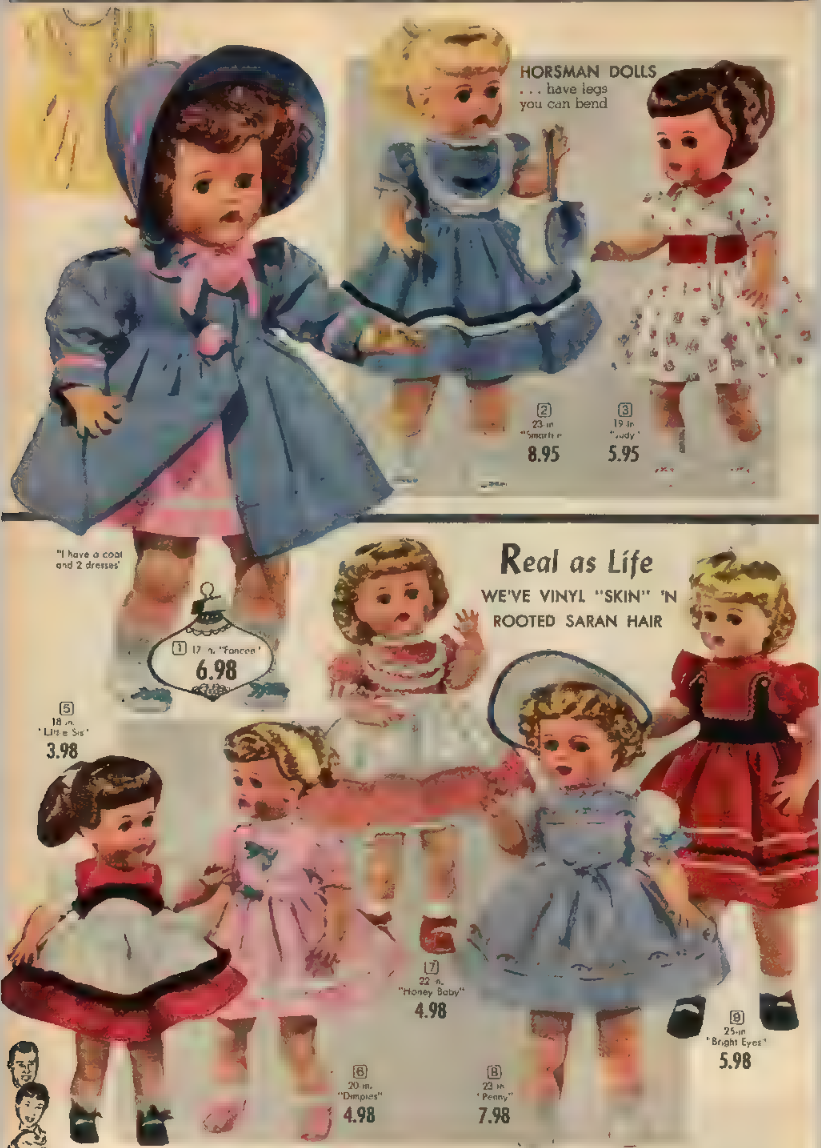
HORSMAN

1 20-INCH "MIMI"—BIG AND BEAUTIFUL! Mimi is just what your little girl wants to find under the Christmas tree—and she's so much doll for your money! Chubby Mimi has a thick, extra long pony tail rooted right into her scalp, can be shampooed, brushed and set as often as Mommy wants. Her plump latex rubber body is washable; delicately molded vinyl head has glassene eyes that close for naps, real lashes; coo voice. Pretitly dressed in dainty ninon frock with cross-braid and lace trim; slip, panties, socks and shoes.
R35 J 3512. 20-inch Doll. Shpg. wt. 4 lbs. 4.98

2 "WIDGET" SITS NATURALLY, OWNS TRUNK, WARDROBE. Horsman's 14-in. "Widget" has flexible wire core in legs—sits as naturally as life! All washable vinyl; wears cute hat over rooted Saran pony tail—she's got 3 curlers, soap, sponge, comb, brush and mirror so Mommy can wash and set her hair! Go-to-sleep eyes have real lashes. Coo voice. Wears rayon taffeta print dress, cotton panties, socks, shoes. Wardrobe incl. 2-pc. suit, taffeta coat, matching bonnet, rayon taffeta swim suit, 2-pc. flannel pajamas, extra panties, shoes. Fiberboard trunk has drawer, hanger rod. Plastic handle, sturdy clasp.
R35 J 3705. 12x6x16-in. high trunk. (7 lbs.). . . . . .Complete 7.98

3 DANCE WITH 45-INCH "RITA"! Dance to radio or phonograph with Rita—gay Senorita is feather-light, never gets tired! Soft, cotton-stuffed percale body, long limbs designed for dancing. Elastic bands on her feet and right hand slip over child's hand and feet as pictured—so Rita always "follows" perfectly! Gaily colored, authentic South American costume includes ruffled cotton print skirt, cotton and ninon blouse. Black yarn hair, plastic face with flirty painted features. Includes dance booklet by Arthur Murray, 2 certificates good for 4 introductory dance lessons at any Arthur Murray studio. A charming bed decoration for big sister, too!
R35 J 3548. 45-inch Doll. Shpg. wt. 9 lbs. 8.95

4 "DEBBY" HAS TWO EXTRA DRESSES! Horsman's chubby Debby is completely washable vinyl—wire core legs bend into life-like positions. Luxuriant rooted in Saran pony tail tied with saucy bow, can be shampooed, brushed and set (3 curlers included). Big, bright glassene eyes close for sleep, have long, thick lashes; coo voice. Wears rayon taffeta party dress. Owns ninon party dress, jumper style cotton school dress—hangers for both are included. Container doubles as wardrobe closet. She'll love dressing Debby for "tea parties"!
35 J 3703. 15-inch Doll. (2 lbs. 10 oz.) 5.98



HORSMAN DOLLS

. . . have legs you can bend

2 23-in "Smartie" **8.95**

3 19-in "Judy" **5.95**

"I have a coat and 2 dresses"

1 17-in. "Fancee" **6.98**

Real as Life

WE'VE VINYL "SKIN" 'N ROOTED SARAN HAIR

5 18-in. "Little Sis" **3.98**

7 22-in. "Honey Baby" **4.98**

9 25-in "Bright Eyes" **5.98**

6 20-in. "Dimples" **4.98**

8 23-in "Penny" **7.98**

Cuddly Ones För Bedtime, Too!

14-inch
"Bendee"
1.95
Assumes many life-like positions

HORSMAN'S "DRAFT DODGER"
15-in. Tall
4.69
Assumes countless positions
Sits naturally
Suit pulls down, snaps over feet

20-Inch
"Patty"
4.98
Bends Knees—
Sits—Walks!

"BENDEE" . . . the lovable day-and-night play or crib companion for your tot! Bend her into any position hidden wire in soft latex body holds her that way. Soft vinyl plastic head, molded hair, glassene button eyes. Wears zippered cotton flannel snow suit, attached hood. When suit needs laundering just zip it off—it's washable 14-in. body is fully washable—bathe her anytime!
35 J 3615. (1 lb. 6 oz.) . . . 1.95

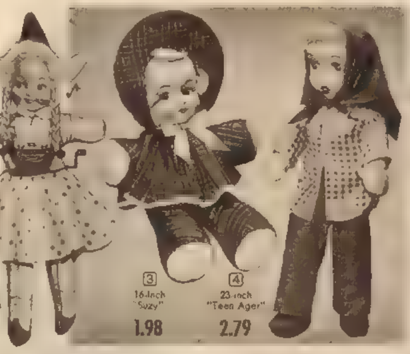
SNUGGLED IN A "DRAFT DODGER" Outfit. Horsman's dolly wears Red and White zippered cotton flannel suit, booties and stocking cap. Suit legs can be pulled over feet and snapped to keep her free from drafts. 15-in. vinyl plastic body has "Super Flex" arms, legs that assume life-like positions. Rooted Saran hair can be washed, set, combed. 'Coos, closes glassene eyes for naps.
35 J 3706. (2 lbs. 9 oz.) . 4.69

YOU'LL LOVE "PATTY"—AND ONLY $4.98

- She's 20-in. tall—with bent knee action!
- Brush, comb and set her long blond braids!

Imagine—a doll that sits naturally, kneels, walks, cries—yet costs so little! Adorable Patty is practically unbreakable plastic from head to toes. Her pretty head is crowned with a Saran wig of golden braids, has 2 plastic curlers so Mommy can style it. Long-lashed glassene eyes close for naps. Wears pretty white cotton print dress with pink Picolay® trim, panties, socks, and shoes. Buy her the bent knee doll she wants—pay a fraction of the usual price!
R35 J 3729. 20-inch Doll. Mailable. (5 lbs.) 4.98

①
38-inch
"Pal"
3.98


②
24-Inch
Musical Miss
2.79
③
16-Inch
"Suzy"
1.98
④
23-inch
"Teen Ager"
2.79

Campbell Kid Twins
2.98

① 38-IN. "BIG BROTHER" DOLL. Good-natured pal of soft, cotton-stuffed percale, plastic face. Hands and feet of soft Dovetyn. Makes a lovable bed decoration, too.
R35 J 3696. Mailable. (6 lbs.) 3.98

③ SITTING SUZY loves to be hugged. Plastic face, sturdy cotton filled plaid taffeta body sewn into 16-in. tall sitting position. She's a cuddly crib companion, too!
R35 J 3684. Mailable. (6 lbs.). 1.98

② 24-IN. MUSICAL DOLL. Nursery rhyme entertains for hours as your tot turns handle. Cotton braids. Washable plastic body, skirt. A sweet day and night playmate.
R35 J 3692. Mailable. (3 lbs.) . 2.79

④ 23-IN. "TEEN" DOLL. Perfect companion, bed decoration. Cotton Blue jeans, Red and White shirt, Blue babushka. Cotton filled body. She'll win your youngster's heart.
R35 J 3544. Plastic face. (4 lbs.) 2.79

CAMPBELL KIDS. Adorable 9-in. boy and girl twins authentically dressed in Red with White aprons and chef's hats. Washable latex "magic skin" bodies, softly realistic vinyl plastic heads have molded hair, painted features. Sweet coo voices. Sh. wt. 1 lb. 8 oz.
35 J 3746. Pr. 2.98

I WALK . . . I CRY . . . I KNEEL

. . . AN' MY NAME IS TEENA

I sit naturally
I love to walk
I kneel to pray

23-in. Tall **8.95**

- I assume almost any life-like pose
- I'm 23 inches tall—I go to sleep
- My long Saran pony tail is rooted in

I don't like to boast, but I'm really very talented! My sturdy plastic body is jointed at hips and knees so I can sit naturally in a chair, kneel on one or both knees, pose in almost any life-like position

One of my attractions is my lovely, long Saran pony tail. It's extra thick and soft—and so much fun to shampoo, brush and comb. I'm looking forward to all the different hair styles my new mommy will dream up for me

My head is realistically molded vinyl plastic—soft and firm as real baby's skin. I've got flirty lashes and lively glassene eyes that open and close. I can even cry when you want me to. I wear a beautiful 3-petal effect organdy dress trimmed with lace, corsages and bows. Full lace-trimmed slip, rayon panties, shoes and socks. Mailable.
R35 P 3725. 23 in. tall. (5 lbs.). . .8.95

I walk right along with "mother"

1 25½-inch "Cindy" 9.95

I sit naturally

I walk—and turn my head from side to side

23-inch "Posie" 2 13.95

See All The Things We Can Do!

1 I'M HORSMAN'S "CINDY"—I WALK WHEN GUIDED

- Guide me, I walk—non-mechanical construction can't break
- Wash, comb, brush, curl my long rooted Saran pony tail

I'm big as life and just as cute—all vinyl plastic with carefully sculptured head, finely detailed hands and feet, thickly lashed glassene eyes that sleep. My extra long, shining hair is rooted into my scalp like real hair and tied with a big Blue bow (I have 2 curlers to help Mommy style it). I'm a big girl but coo sometimes. I wear a faille dress with buttons, lace and a corsage, lace-trimmed slip, taffeta panties, socks and shoes.

R35 P 3701. 25½-inches Tall. Mailable. (6 lbs.) 9.95

2 I'M IDEAL'S "POSIE"—I WALK, BEND MY KNEES!

- I kneel, sit naturally, assume dozens of life-like positions!
- I turn my head when I walk, like to have my hair shampooed

I do so many things you have to own me to find out how much fun I am! My body is sturdy plastic and conceals Ideal's exclusive Magic Walking Action. My head is beautifully molded, baby-soft vinyl with silky, thick rooted Saran curls with bows and flowers. Mother can brush out my curls and reset them in different ways with my own curlers (included). My long-lashed glassene eyes close for naps; I cry. I wear a lovely organdy dress trimmed with bows, flowers and lace; half-slip, panties, socks, shoes.

R35 P 3718. 23-inches Tall. Mailable. (7 lbs.) . . . 13.95

3 I'M WALKING "PAM"—I HAVE AN EXTRA DRESS

- Now I have a skin-soft vinyl head with longer, rooted Saran hair
- I own 6 curlers, rat-tail comb and "Gold" heart-shaped locket

Mother will have so much fun washing and setting my hair—it's extra long for lots of styles. My long-lashed glassene eyes close for naps and my slim plastic body is practically unbreakable. Mother will be proud of my clothes, too. I wear a pretty lace-trimmed cotton dress, slip, panties, socks and shoes. My extra dress is checked cotton and velvet.

35 P 3503. Shpg. wt. 2 lbs. 9 oz. .. .. 19-inch Pam 8.98

35 P 3504. Shpg. wt. 1 lb. 14 oz. .... 15-inch Pam 6.98

Rat tail comb and 6 curlers included

3 19-inch "Pam" 8.98

New Arrivals from the School of Charm

4
5-in
"Cuddles"
3.98
Legs bend,

ITEMS 1 thru 4 . . . ALL FAMOUS HORSMAN VINYL DOLLS

"We kneel or sit any way you like 'cause our legs have flexible wire cores. Love to have our thick rooted Saran hair washed and set. We've soft vinyl skin and life-real features."

① **FASHION-PLATE "FANCEE"** wears a coat and dress, is ready for any occasion with an extra ninon party dress. She's finely detailed washable vinyl; her wire core legs bend in life-like positions. Thickly rooted Saran hair can be washed and set (3 curlers incl. Glassene go-to-sleep eyes, long lashes; coo voice. Wears feathered cotton coat, bonnet lace trimmed ninon dress with attached slip; socks, vinyl shoes.
R35 P 3707. 17 in. tall. (5 lbs.) 6.98

② **"SMARTEE"** is a real poser! Both arms and legs have wire cores that bend in life-like positions. Sits, stands, kneels, prays, holds out arms for "mommy." Coos when hugged, closes long lashed glassene eyes for naps. Thick blond Saran hair is rooted in—can be washed, set in many ways. A dimpled darling in washable vinyl, wears lace trimmed ninon dress, matching bonnet, slip, panties, socks, vinyl shoes. 3 curlers
R35 P 3708. 23 in. tall. (7 lbs.) 8.95

③ **LOVABLE "JUDY"** is a regular darling sits with "mommy" any time! Her sturdy little legs have bendable wire cores. Thickly rooted Saran hair can't come out . luxuriant pony tail is caught with a gay ribbon; can be washed, brushed and set with curlers included. Richly lashed glassene eyes that sleep. Washable skin-like vinyl minutely detailed even to dimples and nails. Coo voice. Nylon dress, half-slip, panties, socks, vinyl shoes.
R35 P 3702. 19 in. tall (5 lbs.) 5.95

④ **SWEET "CUDDLES"** is really "old enough" to sit in a chair. Her chubby legs have wire cores that bend in real-as-life positions! All washable vinyl, from the top of her head to the tip of her dimpled toes! Richly abundant Saran hair rooted firmly in scalp; can be washed, brushed, combed and set any way "mommy" wants. Thickly lashed glassene eyes close for naps; coos when you hug her. Green rayon taffeta dress, ninon pinafore, panties, socks, vinyl shoes.
35 P 3709. 15 in. tall (2 lbs.) . . 3.98

Dolls (5) thru (9) shown at left

⑤ 18-IN. "LITTLE SIS"—WASHABLE

• Long rooted Saran hair . . . . wash, brush and set it. Such a lovable doll for such a low price! Firmly set pony-tail can be washed, brushed, combed into many styles. Bright go-to-sleep glassene eyes with long lashes. Latex rubber body and molded vinyl head. Wears picolay® cotton and ninon dress, slip, panties, socks and shoes
R35 P 3508. Shpg. wt. 3 lbs. . . . 3.98

⑥ 20-IN. "DIMPLES" . . . ALL VINYL

• Minutely detailed right down to dimpled fingers. Cooing charm from head to toe . . . she's vinyl plastic and loves her bath! Saran pony-tail is rooted in . can be washed, combed, set in latest styles. Lustrous glassene eyes that sleep, thick lashes. Wears lace-trimmed rayon taffeta dress, panties, socks, shoes. So much for your money!
R35 P 3711. Mailable (6 lbs.) 4.98

⑦ "HONEY BABY"—22 INCH BEAUTY

• Firmly rooted Saran locks can be washed, combed, set. A cuddlesome armful with appealing coo voice and thick-lashed glassene eyes that close for naps. Washable latex body and finely detailed vinyl head. Wears lace-trimmed flocked ninon dress, slip with attached panties, socks, shoes. Real value . . priced for Holiday budgets!
R35 P 3516. Mailable. (6 lbs.) 4.98

⑧ 23-IN. "PENNY" SITS IN A CHAIR

• Chubby wire-cored legs bend to any position. Like a real baby—sits in a chair as natural as life. Completely washable . . . all skin-soft life-like vinyl minutely detailed. Soft gleaming rooted Saran hair can be washed, brushed and set. Coos softly when "mommy" hugs her, richly lashed glassene eyes close for naps. Wears a scalloped nylon party dress and net bonnet, slip, panties, socks, vinyl shoes. Your little girl will cherish her for years!
R35 P 3712. Mailable (6 lbs.) . 7.38

⑨ "BRIGHT EYES" 25-IN. TALL

▪ Baby-soft vinyl head, cuddly soft latex body. So soft and sweet, she coos when she's hugged. Big lustrous glassene eyes close for naps, have long fluttery lashes. Firmly rooted Saran hair can be washed and curled over and over. Completely washable. Wears a lovely picolay cotton dress, slip, panties, socks and shoes. Such a sweet little sister . . . such a remarkably low price
R35 P 3509. Mailable (6 lbs.) 5.98

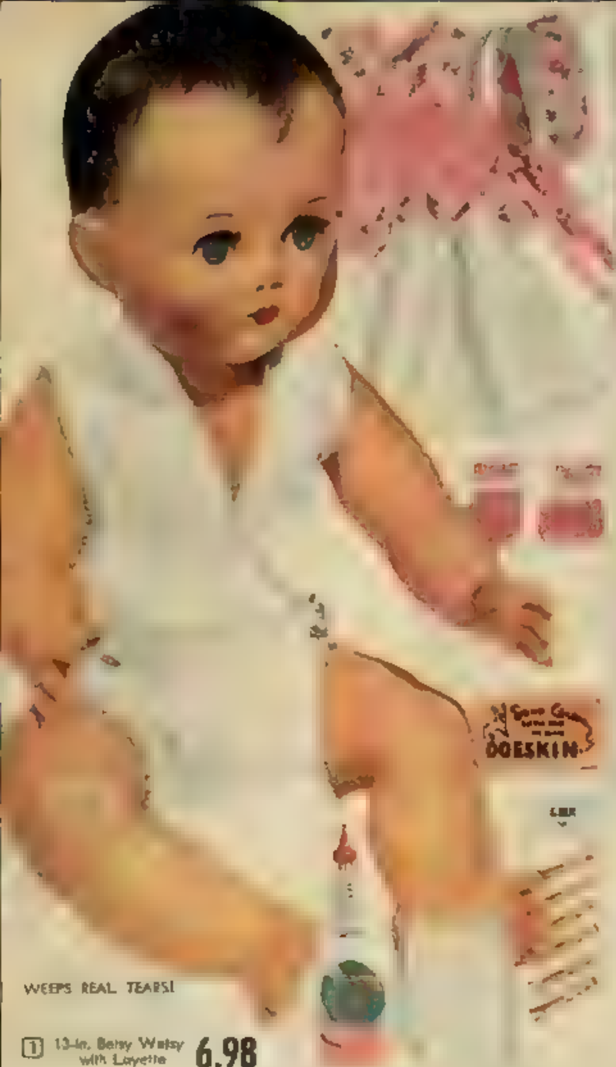
16-in
1.98
16 in.
2.98
20 in.
4.98

"POODLE TOP" So lovable! Cuddly latex body is practically indestructible; beautifully molded vinyl head. Wash and comb her soft, curly, rooted Saran hair. Glassene eyes close for naps. Pink and White cotton dress, panties, socks, shoes. 16-in. tall. (3 lbs.)
35 P 3507 . . . 2.98

BABY "BUTTONS" will be the favorite of tiny "mothers" everywhere! They can bathe her soft latex body all they please. Vinyl head has molded hair, glassene button eyes. Lace-trimmed cotton print dress, panties, socks, shoes. 16 in. tall. Shpg. wt. 2 lbs.
35 P 3505 . 1.98

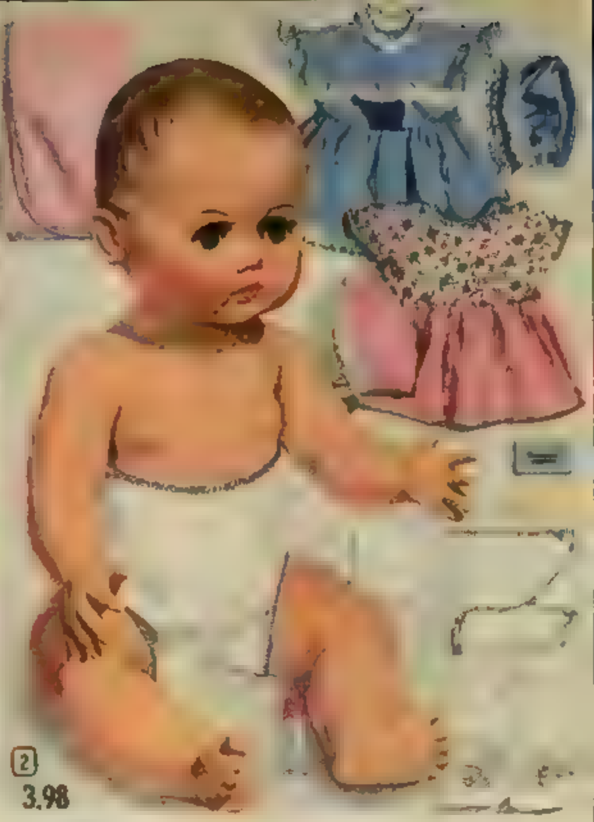
"BIG" SISTER, 20-in. tall, will coo her way into your tot's heart. Saran pony-tail rooted into finely molded vinyl head—brush, set in any style. Washable latex body, long lashed glassene eyes close. Ninon and bamboo cloth dress with attached panties, socks, shoes. Shpg. wt. 5 lbs.
R35 P 3514 4.98

See Page 103 for Spiegel Budget Power . . . a better way to better living



WEEPS REAL TEARS!

[1] 13-in. Betsy Wetsy with Layette **6.98**



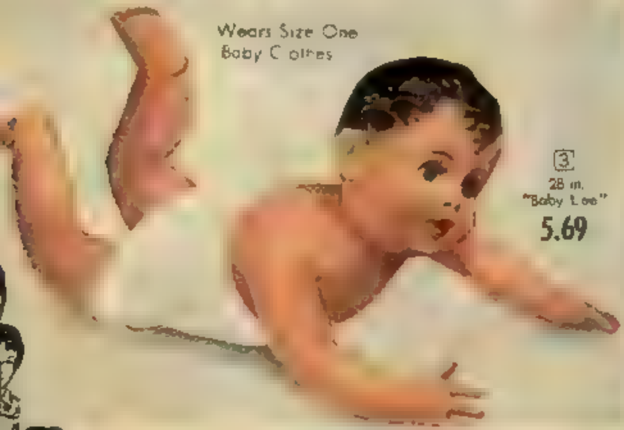
[2] **3.98**

"We Drink and Wet"

Squeeze her—she cries

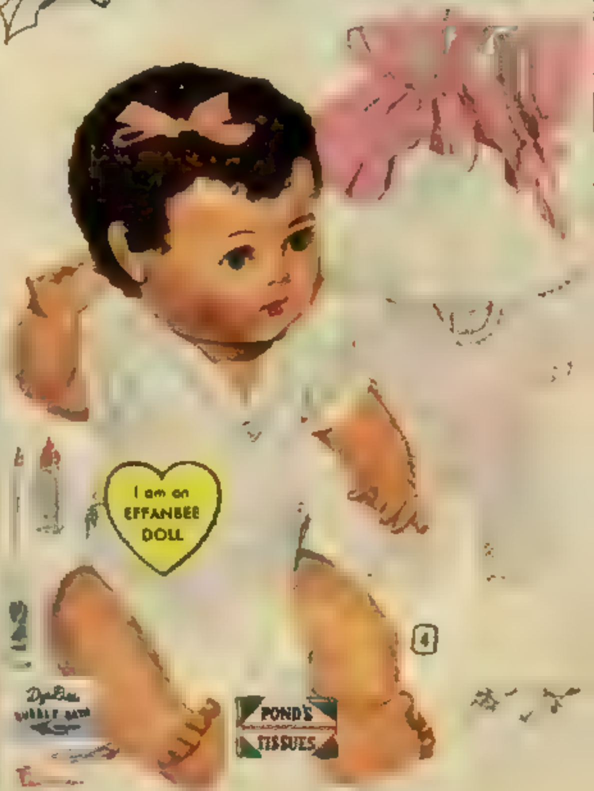
Feed her—she wets

Bathe her—she's washable



Wears Size One Baby Clothes

[3] 28 in. "Baby Lee" **5.69**


I am an EFFANBEE DOLL
POND'S TISSUES

[4]

5
20-In
Li'l Darlin'
9.95
I am an
EFFANBEE
DOLL

6
23-Inch
Cuddle Babe
12.95
I am an
EFFANBEE
DOLL

"...We're All Dressed for Winter!"

[1] **BETSY WETSY WEEPS REAL TEARS!** Just squeeze her cuddly body—tears roll down her cheeks. You even have to wipe her nose! Give her a drink from her own bottle—change her diapers. Washable, fully jointed vinyl plastic body; sturdy plastic head, go-to-sleep eyes. Wears cotton diaper shirt. Layette incl. organdy dress, bonnet, cotton slip, cotton knit bootees, bottle, nipple, extra diaper, washcloth, soap, safety pins, 6 clothes pins, tissues, 3 soft cotton daubers.
35 P 3716. 13-in. Doll, Layette. (2 lbs.) 6.98
35 P 3717. 16-in. Doll, Layette. (2 lbs. 10 oz.) .. 8.98
11½-IN. DOLL (without shirt) comes with flannel nightgown, bottle, 2 diapers, 3 daubers, soap, safety pins.
35 P 3715. Doll and Layette. (1 lb. 12 oz.)........5.39

[2] **DRINK 'N' WET DOLL, LAYETTE.** Cuddly latex baby drinks from her bottle—then wets her diaper. Practically unbreakable plastic head, go-to-sleep glassene eyes. Fully jointed latex body is fun to wash. Wears cotton flannel diaper. 12-pc. layette includes wrap-a-round blanket, bottle, nipple, extra diaper, [illegible] shoes, washcloth, sponge and soap, 2 pretty dresses with matching bonnets.
35 P 3661. 18-in. Doll, Layette. (3 lbs.) ..5.98
35 P 3660. 12-in. Doll, Layette. (1 lb. 15 oz.) ..3.98

[3] **28-INCH BABY WEARS REAL BABY CLOTHES!** Latex body, molded vinyl head; lashed eyes that sleep. Jointed arms; wears panties only—dress her in outgrown size 1 baby clothes! Coo voice will endear her to any little "mommy."
R35 P 3728. 28 inch Doll. (6 lbs.) 5.69

[4] **"DY-DEE" AND LAYETTE.** Cries real tears! Lay her down, eyes close—stay open when head is turned! Blows bubbles, sips—loves bath. Feed her, play with her awhile—then she wets! Molded rubber body, jointed arms, legs, plastic head, washable hair wig. Diaper, shirt. Organdy dress, bonnet, lawn slip, flannel pajamas, socks, shoes, bottle, straw, spoon, Q-tips, pacifier, bubble pipe, bubble bath powder, tissues, booklet on Dy-Dee Doll Care.
35 P 3558. 15-in. Doll, Layette. (4 lbs.)........14.95
35 P 3557. 11-in. Doll, Layette. (2 lbs. 10 oz.)......9.95
R35 P 3559. 20-in. Doll, Layette. (7 lbs.) 22.95

[5] **20-INCH "LI'L DARLIN'."** Every little girl's sweetheart, clutches rattle in pudgy hand. All skin-like vinyl, she's washable from molded hair to tiny feet—coos sweetly when hugged. Curly-lashed glassene eyes close for naps. Features are baby-true in detail.
Wears lacy, embroidered organdy christening gown with matching cap; lacy lawn slip, diaper, ribboned bootees. Tucked snugly in woolly, satin-bound blanket tied with a big ribbon. A doll your little girl will cherish for years.
R35 P 3561. 20-in. Doll. (6 lbs.)....9.95

[6] **23-IN. "CUDDLE UP BABE."** Who could resist this dimpled darling? Her soft, washable vinyl body was made for hugs, her big go-to-sleep eyes have long lashes. She's cut two front teeth, so usually sucks her finger. Carries cute plush toy; wears "chinchilla" cloth ribbon-bound bunting and hood over flannel robe, diaper, bootees.
R35 P 3560. 23-in. Doll. (7 lbs.)..12.95

[7] **CHUBBY SNOW SUIT BABY** has soft latex body, molded vinyl head with long-lashed glassene eyes-that-sleep. Coos, carries rattle in hand. Blue and White flannel snow suit, bonnet.
R35 P 3747. 18-inch Doll. (4 lbs.) 4.98

[8] **DOLLY DRESSED FOR WINTER** in a Pink "chinchilla" cloth coat, loop-stitched peter pan collar and cuffs, matching bonnet. Beneath she wears a delicate, lacy White organdy dress with cotton half slip, panties, socks and shoes. Washable latex body and flesh-soft vinyl head, molded hair. Long lashed glassene eyes close for sleep. Coo voice. The dolly she's always wanted—priced low for Holiday budgets.
R35 P 3748. 18-in. Tall. 4 (lbs.)....4.98

See Page 103 for Spiegel Budget Power . . . a better way to better living

D

E

F

Lovely Hair is Permanently Rooted

D PINAFORE TOT WITH "PONY TAIL" HAIR DO. A darling big doll with outstanding quality features: beautifully molded turning head of soft vinyl plastic, extra long, thick Saran hair, skin-soft vinyl body, nicely detailed "little girl" clothing. She's very demure and appealing with hair set in a fashionable "pony tail" and bangs but hair is permanently rooted, can be let down and arranged in other ways (see opposite page). Big glassene sleeping eyes with lashes. Flesh-like vinyl body stuffed with cotton; movable arms and legs. "Coos" when squeezed. Full-skirted gingham dress has big puff sleeves, Peter Pan collar, snap fastenings. Starched organdy pinafore with lace and flower trim. Cotton training panties, socks, shoes. Two largest sizes have jointed arms; other sizes have swing arms. Ship. weights 4 lbs. 8 oz., 3 lbs. 8 oz.; 3 lbs.; 2 lbs. 8 oz.

48 T 4203 L	—Abt. 26 inches tall	11.85
48 T 4202 L	Abt. 23 inches tall	9.35
48 T 4201 L	Abt. 19 inches tall	6.49
48 T 4200	—Abt. 15 inches tall	4.79

E ADORABLE ALL-VINYL TOT WITH JOINTED ARMS AND LEGS. Beautifully made, daintily dressed doll with petal-soft "skin" from head to toe. Soft, flesh-like head is delicately molded and tinted—has sweet baby features, big glassene sleeping eyes with lashes. Her lovely long Saran hair is extra thick and curly, firmly rooted for lots of combing and setting (see opposite page). Soft cotton-stuffed body is beautifully detailed, has chubby arms and legs, dimpled hands and feet. Fully jointed so that even very young "mothers" will find her easy to dress. Lightweight and cuddly; coos when "mommy" squeezes her. Wears fluffy frosted organdy dress with full puff sleeves, dainty lace edging. Frilly embroidered organdy pinafore has heart-shape bib that fastens to her dress with glitter buttons. Lace-trimmed pink organdy slip, pink rayon panties, socks, shoes. Ship. wts. 3 lbs. 8 oz.; 2 lbs. 4 oz.; 1 lb. 12 oz.

48 T 4061 L	Abt. 20 inches tall	9.98
48 T 4060	—Abt. 16½ inches tall	8.49
48 T 4059	—Abt. 14 inches tall	6.89

BIG-AS-LIFE "TODDLER" WITH BENDING KNEES—WALKS, SITS, KNEELS

F Toddles along like a small child when you take her hand and walk with her. Turns her head from side to side as she walks. Fully-jointed hard plastic body is practically unbreakable; well-made—does not have unsightly hip openings of cheaper toddler type dolls. Delicately molded vinyl head, big glassene sleeping eyes. Cry voice. Long, firmly-rooted Saran hair. (See opposite page). Pretty dress is sheer flocked ninon with scalloped ruffles, dainty embroidered trim. Matching half-bonnet with big bow. Lace-edged white lawn panty-slip, socks, shoes.

48 T 4099 L	Walking Toddler abt. 30 in. tall. Ship. wt. [illegible] lbs. 10 oz.	13.45
48 T 4098 L	—Walking Toddler abt. 23 in. tall. Ship. wt. 4 lbs. 4 oz.	9.45
48 T 4097 L	—Walking Toddler abt. 20 in. tall. Ship. wt. 2 lbs. 14 oz.	7.98

Kneel on one knee

Sit naturally

Kneel on both knees

New Pla-mates Walk, Stand, Sit, Kneel

SOFT VINYL HEADS. ROOTED SARAN HAIR. OTHER EXCITING NEW FEATURES

Wards "Pla-Mate" Dolls, (A)–(D) on opposite page and (C) on Page 148 are every little girl's "dream doll" come true. They are outstanding in beauty, workmanship and play value, but moderately priced for dolls of their size and quality. Made for Wards by Paris, nationally known maker of fine dolls.

Pla-mates can *Walk* when held by the hand and guided—turning their heads from side to side as they walk. They can *Kneel* on one or both knees, *Sit Naturally* in a chair and assume many other lifelike positions. They can *Stand* alone, too.

Pla-mates' patented walking device is the best to be found for efficiency and sturdiness; has durable, all-metal parts—not plastic parts which break readily. It permits graceful, naturalistic motions yet is lightweight, completely concealed. It is guaranteed by the manufacturer against mechanical defects.

Pla-mates' bodies, molded of hard plastic, are practically unbreakable. Well-proportioned and jointed naturally at shoulders, hips and knees with no awkward breaks in the body. Bending knees lock into place smoothly—legs do not dangle.

Pla-mates have flesh-like soft vinyl plastic heads, exquisitely molded and delicately tinted; big glassene sleeping eyes with real lashes. Heads are securely attached, cannot come off.

Pla-mates' lovely, long Saran hair is "rooted"—permanently lock-stitched into their heads so it won't come out. Saran has the fine, silky texture of real hair, can be washed, combed, set.

Pla-mates' clothing is unusually beautiful—made of finest fabrics with exquisite styling, detailing and finishing. Pla-mate Dolls on this page are tissue-packed in attractive white *Gift Boxes*.

A PLA-MATE IN SUNDAY DRESS. Demurely dressed, ready for a stroll in the park. Multicolor striped taffeta with full-gathered skirt has stylish "envelope" sleeves, button trim, velvet sash. Girlish silk-straw hat with velvet bows and tiny forget-me-nots conceals her pretty hair. Lace-edged slip and panties, socks, slippers. Ship. wts. 7 lbs. 8 oz., 6 lbs. 8 oz.

48 T 3849 L—Abt. 33 in. tall.... . 19.45

48 T 3848L—Abt. 25 in. tall. 13.98

48 T 3847 L—Walking Doll abt. 22 in. tall. Like Pla-mate above but knees are not jointed; cannot kneel.
Ship. wt. 4 lbs. 4 oz........ ..10.95

B PLA-MATE IN FORMAL GOWN. Her billowing formal has deep shirred flounces of filmy nylon tulle over satin underskirt. Dainty "pearl" trim accentuates shadow yoke Puffed sleeves, matching evening mitts; quaint nosegay. Full nylon petticoat, lace-edged panties, socks, white satin slippers. Wears a sprig of flowers in her hair. Ship. wts. 7 lbs. 12 oz., 6 lbs. 8 oz., 4 lbs.

48 T 3813 L—Abt. 30 in. tall........ .19.95

48 T 3812 L—Abt. 25 in. tall..........17.95

48 T 3811 L—Abt. 22 in. tall..........13.95

48 T 3810 L—Walking Doll abt. 19 in. tall. Like Pla-mate above but knees are not jointed; cannot kneel. Wt. 3 lbs. 4 oz. 9.95

C PLA-MATE IN "LITTLE GIRL" DRESS. Ready for a birthday party with perky bow on her long "pony tail". Her full-gathered skirt is corded cotton banded with lace and rick-rack. Crisp nylon blouse has lace-edged peter-pan collar. Lace-edged slip, panties, socks, shoes. Ship. wts. 7 lbs. 4 oz., 6 lbs. 8 oz., 4 lbs

48 T 3870 L—Abt. 30 in. tall......15.95

48 T 3869 L—Abt. 25 in. tall.......11.95

48 T 3868 L—Abt. 22 in. tall....... 9.45

48 T 3867 L—Walking Doll abt. 19 in. tall. Like Pla-mate above but knees are not jointed; cannot kneel.
Ship. wt. 3 lbs. 4 oz. 7.95

D PLA-MATE BRIDE. Her shimmering satin gown has luxurious overskirt and bodice of Chantilly type lace, daintily ruffled at yoke and throat. Filmy nylon tulle "modesty veil" with coronet of flowers. Bridal bouquet with long satin streamers. Lace-edged petticoat and panties; stockings, white shoes.

48 T 3826 L—Abt. 25 in. tall. Ship. wt. 6 lbs. 8 oz.........17.95

48 T 3825 L—Abt. 22 in. tall. Ship. wt. 4 lbs............ .13.95

48 T 3824 L—Walking Bride abt. 19 in. tall. Like Pla-mate above but knees not jointed, cannot kneel. Wt. 3 lbs. 4 oz...9.95

E "NAIDA", THE TOE-DANCING BALLERINA. Made by Paris, maker of "Pla-mates." You've seen her advertised in national magazines and on TV. The exquisite little dancer can actually walk on her toes, perform graceful "arabesques" and "pirouettes" if you take her hand to guide her. Her head turns from side to side as she "dances." Lovely flesh-like soft vinyl head with firmly "rooted" Saran hair, glassene sleeping eyes. Hard plastic body jointed at shoulders, hips, knees and ankles. Long silk "tights," nylon tulle "tutu," real Capezio ballet slippers.

48 T 3814 L—Abt. 20 in. tall. Ship. wt. 2 lbs. 4 oz.......... 9.95

SOME FACTS ABOUT DOLLS THAT WILL HELP YOU IN CHOOSING A DOLL

The cost of a doll depends on the quality of materials and workmanship in bodies, heads, eyes, wigs and clothing. Wards dolls were carefully selected to bring you the best possible values in every type of doll and in every price range.

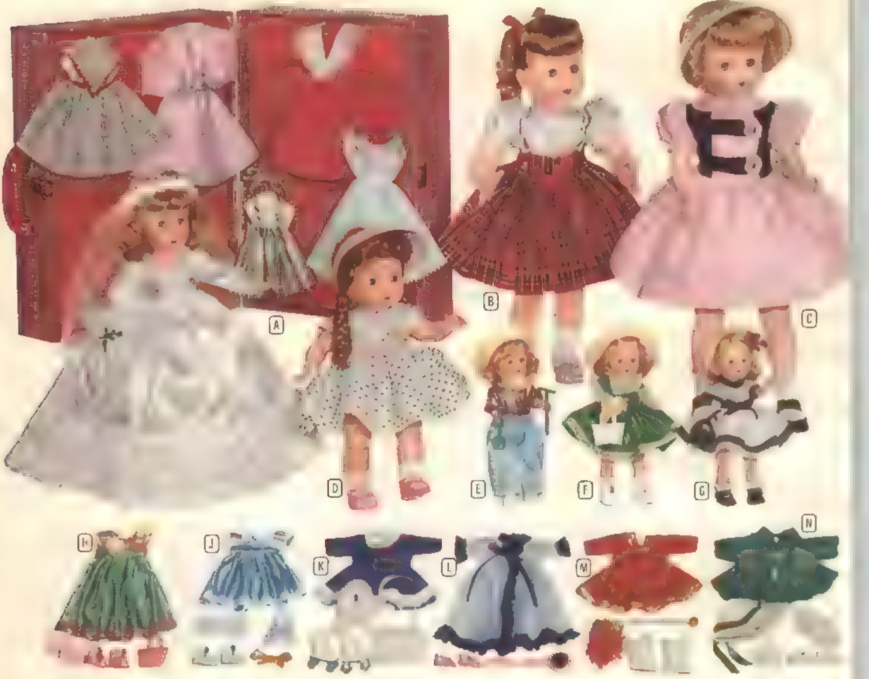
Doll Bodies. Plastic is used for many dolls today because it can be exquisitely modeled, is lightweight, practically unbreakable. Dolls that stand or walk are hard plastic. Soft Baby Dolls may be vinyl plastic or latex (soft rubber) stuffed with foam rubber or cotton. Drink-wet Dolls are vinyl or rubber that is durable and waterproof. This year most of Wards dolls have pliable soft vinyl heads—more lifelike, permit "rooted" hair.

Doll Eyes. Best are Glassene sleeping eyes (celluloid iris over a steel base) with real lashes. Some dolls have plastic inset or painted eyes. Lashes on inexpensive dolls are painted on.

Doll Wigs. Now most are made of synthetic fibers, like Saran, with sheen and texture of real hair; can be washed and combed without damage. On finest dolls hair strands are long, thick, prewaved. Fibers used for Wards doll wigs are tested for flame-resistance. Many dolls with soft vinyl heads have "rooted" hair; Wards "rooted hair" is permanently lockstitched in heads, can't come out. Hair on dolls with hard plastic heads is sewn to cloth foundation. Lambskin wigs on "drink-wet" dolls are "washable" with damp cloth. Mohair wigs on miniatures not washable.

Doll Clothing. Varies in fabric, fitting and finishing. Finest dolls have clothing of best quality fabrics with dainty trim. Finishing is detailed; dresses have snaps or button closings.

Special Feature Dolls: "Wendy-Bendy" Dolls, Pg. 151; "Terri Lee", Pg. 151; Life-size Babies, Pg. 154; Wardrobe Dolls, Pgs. 150, 154, 155; Walking Miniatures, Pg. 150; "Magic Lips" Doll, Pg. 152.



Bride with Trousseau, Big and Little Walking

A WALKING "BRIDE" WITH TROUSSEAU. Glamorous walking doll has flesh like soft vinyl head, lovely rooted Saran hair that can be combed, waved and set (see Pg. 146). Glassene sleeping eyes with lashes. Hard plastic body; jointed arms and legs. Wears gleaming satin bridal gown with ruffled tiers of lace on skirt front, lace trim at throat. Filmy nylon net veil with lace coronet, bouquet with satin streamers. White taffeta panties, shoes, socks. Trousseau includes taffeta dress, cotton coat with big collar, 2-piece cotton sunsuit, "quilted" robe, ninon nightie. Sturdy fiberboard carrying case has metal snap lock, plastic handle; size 16x12x6 in. Ship. wt. 4 lbs. 12 oz.

48 T 3877 L.—Bride Doll abt. 15 in tall, with Trousseau in Case. . .7.95

48 T 3876 Bride Doll only. Ship. wt. 1 lb. 8 oz. . . 4.98

B "ROBERTA ANN" WALKING TODDLER. Has lovely long Saran hair set in stylish "pony tail"; hair is rooted, won't come out when combed and set (see Pg. 146). Lifelike soft vinyl head; glassene sleeping eyes. Hard plastic body with jointed arms and legs. Cry voice. Wears p[illegible] velvet jumper dress with lace [illegible] and [illegible], puffed sleeves, attached panties. Socks, shoes. Ship. wt. 2 lbs. 2 oz.

48 T 3842 L Abt. 20 in. tall 6 75

C WALKING GIRL IN PINK. Her half hat with ribbon trim conceals her pretty Saran hair; it's actually rooted, can be combed and set without damage. Lovely flesh-like soft vinyl head, glassene sleeping eyes. Hard plastic body; jointed arms and legs. Full skirted dress is embossed cotton with jacket like velvet trim on bodice, puff sleeves. Taffeta panties, socks, shoes. Ship. wt. 2 lbs. 8 oz.

48 T 3829 L—Abt. 21½ in. tall 6.89

D "LILI", WALKING TODDLER. All hard plastic with jointed arms and legs, turning head. Long washable pigtails, plastic sleeping eyes. Wears cute printed cotton dress, panties, half-bonnet, shoes and socks. Wt. 1 lb. 4 oz.

48 T 3891 Abt. 12 in tall 2 98

NOTE: "Walking Dolls" on these pages take steps when guided and move their heads from side to side as they walk along.

Save this Catalog. You can order dolls, other toys till Oct. 1, 1956.

"NINETTE" WALKING MINIATURES. EXTRA OUTFITS SOLD SEPARATELY BELOW

E F G [illegible] toddlers walk when guided. Have sleeping eyes, long hair to comb and fix. [illegible] plastic [illegible] heads, jointed arms, legs. Choose [illegible], extra wardrobe from Ninette outfits [illegible]

(E) LITTLE GARDENER. Wears denim "jeans", plaid shirt, neckerchief, straw sun-hat, shoes. She has her own tiny rake and hoe. Wt. 5 oz.

48 T 3908—Abt. 8 in. tall. . 1.69

(F) "LITTLE MISS MUFFET". Frilly green taffeta dress, lace and flower trim. Straw hat, cotton panties, socks, shoes. Ship. wt. 5 oz.

48 T 3907—Abt. 8 in. tall 1 69

(G) PARTY GIRL. Pretty lace trimmed dress is sheer ninon over taffeta. Straw hat, panties, socks, shoes, felt "purse." Ship. wt. 5 oz.

48 T 3906—Abt. 8 in. tall. . . .1.69

H PROM DRESS. "Gold" trimmed taffeta formal, socks, shoes, purse.

48 T 4114—Ship. wt. 2 oz. . . . . . .87¢

J PARTY DRESS. Taffeta, lace-trim. Shoes, socks, "purse," hairbow.

48 T 4113—Ship. wt. 2 oz. . .87¢

K SKATING OUTFIT. Flannel with "fur" trim. Shoe-skates, muff.

48 T 4119 Ship. wt. 2 oz. . . .87¢

L LOUNGING SET. Lace-edged ninon "robe", shoes, comb, mirror.

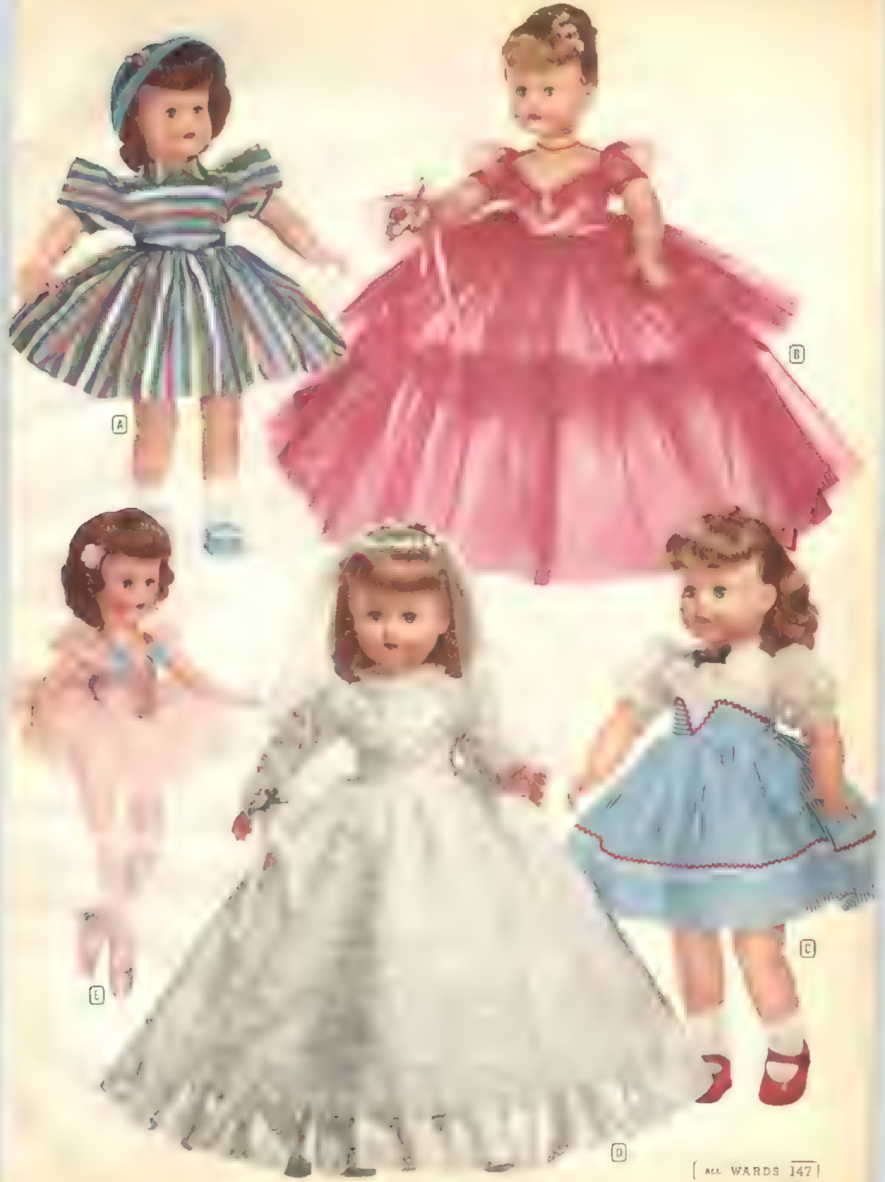
48 T 4117 Ship. wt. 2 oz. . 87¢

M MAJORETTE SET. Flannel, braid trim. "Cap", boots, baton.

48 T 4118 Ship. wt. 2 oz. . . . 87¢

N COAT SET. Flannel coat, felt hat, shoes, socks, "purse".

48 T 4112 Ship. wt. 2 oz. 87¢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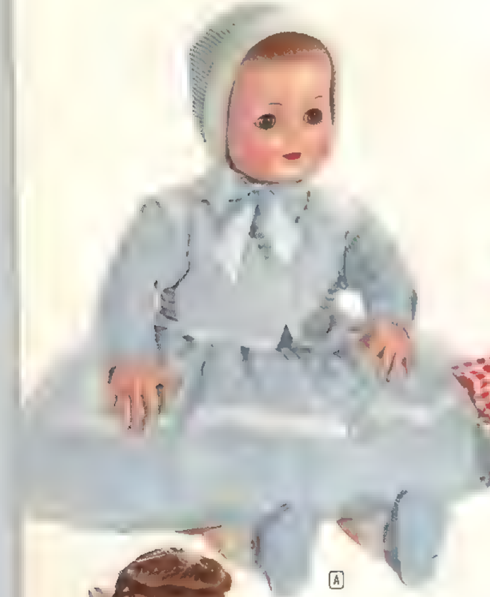
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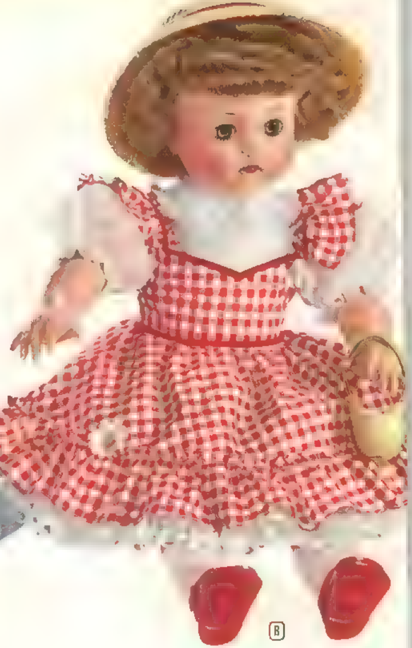
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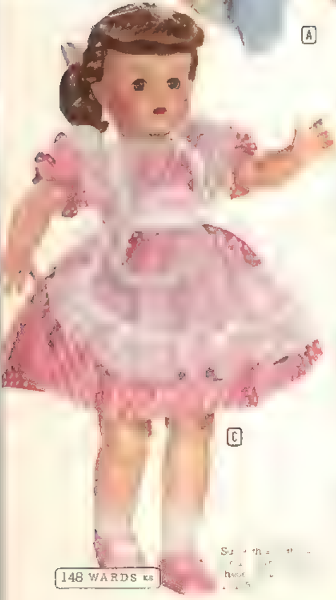
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[illegible]

Tots with Lifelike Vinyl Heads

ABOUT "ROOTED" HAIR. The unusually thick, luxuriant hair on all these dolls except "Sweater Baby" is firmly lock-stitched right into the doll's head so that it can't come out, no matter how much it is played with—makes them perfect for children who like to comb, wave and arrange their doll's hair. And, the hair is thick, glossy and pre waved, not straight as in cheaper wigs. Wards has selected only dolls with hair rooted by a special process that assures its permanency and will last and remain attractive as long as the doll itself. See *Page 146 for Facts About Dolls*. Terms, Page 105.

A **LOVABLE BABY IN KNITTED SWEATER OUTFIT.** Molded, tinted hair. Beautifully detailed turning head is soft, flexible vinyl that looks and feels like actual flesh. Sweet baby features, tiny ears, big glassene sleeping eyes with lashes. Washable skin-soft latex body is cotton-stuffed so she's lightweight, cuddly; movable arms and legs. "Coos" when squeezed. Fluffy, lace-trimmed organdy dress, full-length rayon slip, panties, socks, shoes. Sweater and hood knitted of soft cotton. Ship. wts. 4 lbs., 3 lbs., 2 lbs., 1 lb. 1 oz.

48 T 4007 L—Abt. 26 inches tall	6.65
48 T 4006 L—Abt. 21 inches tall	5.65
48 T 4005 L—Abt. 17 inches tall	4.65
48 T 4004—Abt. 12 inches tall	2.85

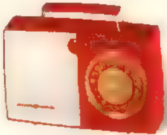
B **PETTICOAT TOT WITH STRAW HAT, BASKET.** A special value doll, so well-made and nicely dressed you'd think she cost much more. Thick, curly Saran hair is firmly rooted, can be combed and styled in many ways. Delicately molded soft vinyl turning head, big glassene sleeping eyes with lashes. Soft skin-like latex body with cotton stuffing, movable arms, legs. Coo voice. Ruffled gingham jumper has crisp organdy blouse, full taffeta petticoat with embroidered flounce. Cotton panties, socks, shoes. Wts. 4 lbs. 8 oz.; 3 lbs. 8 oz.; 2 lbs. 4 oz.; 2 lbs.

48 T 4088 L—Abt. 26 inches tall	9.35
48 T 4087 L—Abt. 21 inches tall	7.65
48 T 4086 L—Abt. 17 inches tall	5.79
48 T 4085—Abt. 14 inches tall	4.65

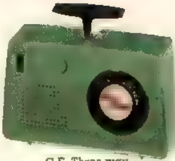
PLA-MATE WALKING DOLL WITH LOVELY SARAN "PONY TAIL" HAIR-DO

C Walks, stands, sits, kneels like Pla-mates shown on preceding page. Knees are jointed so that she assumes lifelike positions and [illegible] walks [illegible] naturally, turning her head from side to side, when you take her hand to guide her. Beautifully modeled vinyl plastic head with big glassene sleeping eyes. Lovely long Saran hair is permanently rooted, can be combed and set in many ways. Fully jointed hard plastic body. Dainty glazed cotton dress, frilly organdy pinafore with lace trim, real pockets. Lace-trimmed taffeta slip, panties, socks, vinyl shoes.

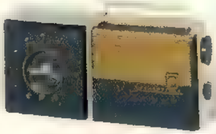
48 T 4062 L—25-in. Pla-mate Doll with Jointed Knees. Ship. wt. 4 lbs. 12 oz.	9.49
48 T 4063 L—25-in. Walking Doll like Pla-mate above but knees are not jointed, cannot kneel or bend her knees. Ship. wt. 4 lbs. 12 oz.	7.85



A G-E "Tripmate"
Retail $24.95 and up

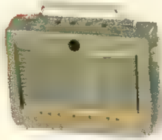


B G-E Three-way
Retail $29.95 and up

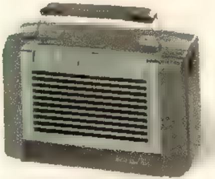


C G-E "Convertible"
Retail $44 95

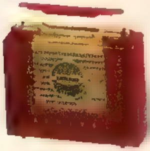
D RCA Victor "Personal"
Retail $27.95



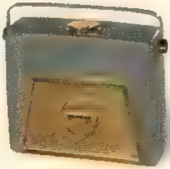
E RCA Victor "Skyway"
Retail $34 95



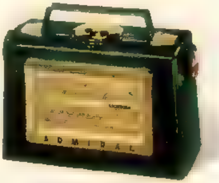
G RCA Victor "Globe Trotter"
Retail $49.95



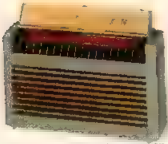
H Admiral "Personal"
Retail $29 95 and up



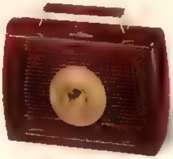
J Admiral "Deluxe"
Retail $37 95



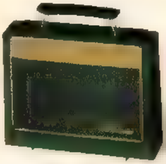
K Admiral "Super Deluxe"
Retail $49 95



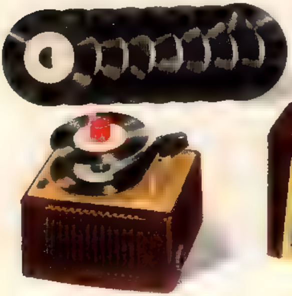
L RCA Victor 3-way "Personal"
Retail $49.95



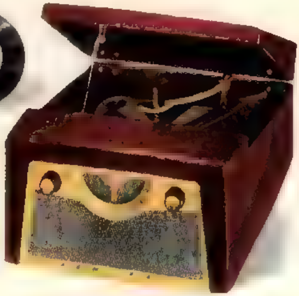
M Capehart 3-way
Retail $29.95



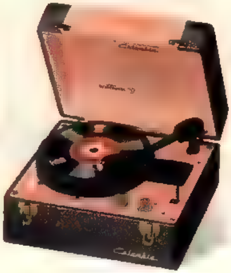
N CBS Columbia 3-way
Retail $29 95 and up



P RCA Victor "45"
Retail $39.95



R Admiral Radio-Phonograph
Retail $69.95 and up



S Columbia "Hers" - - or "His"
Retail $29 95

SHOWN AT LEFT: Furnished doll houses, Disneyland, and Hospital

LOWEST PRICED ALL-STEEL 36-PC. COLONIAL DOLL HOUSE 2.98

1. Imagine—a 2 story, 5-room house plus 35-pcs. of modern furniture—at Aldens low price! All-steel house constructed with protective rounded edges. Beautifully lithographed in contemporary colors—outside and inside. Just look at the two-tone Green "slate" roof, the "faced-brick" 1st floor, the huge stone fireplace chimney with ivy trellis. Notice the all-tile bath, the colorful nursery and the modern living room—dining room And, the furniture! All miniature scaled right down to the last detail! Just look at the fashionable bedroom suite, note the modern chest-on-chest, the panel bed and matching night stand! Did you see the cute little crib and high chair? The bath is complete with just everything! What fun "Little Miss Interior Decorator" will have!
35 Y 5905—19½x15½x9-inches. Shipping weight 5 pounds 9 ounces...**36-pc. Set 2.98**

42-PC. MARX STEEL RANCH HOME WITH PLASTIC FURNITURE 5.79

2. Completely furnished "T" shaped ranch home! Six rooms with patio, picture windows, TV antenna and a front door that actually opens! Beautifully done exterior finish in White, Blue and Red with Gray roof. Designed for roomy, spacious living with California style, step-saving floor plan It's so easy to arrange furniture to give the maximum comfort for a large family! Beautiful plastic furniture in all rooms—41 swank pieces, including sectional sofa, corner table, Hollywood bath, lamps, umbrella table. Nursery is all ready for the new arrivals—complete to darling little crib and rocking horse for the toddlers. On sunny days move everyone out of doors for a grand tea party! 4 vinyl children included! Home is of sturdy, safe, lithographed steel.
35 Y 5821E—32x16¼x13⅛-inches. Shipping weight 9 pounds **42-pc. Set 5.79**

NEW! DISNEY WONDERLAND WITH ALL THE FAMOUS CHARACTERS 3.79

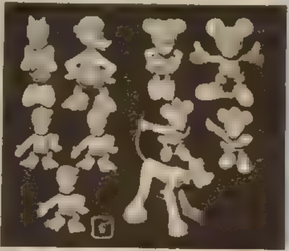
3. Every child—and grown-up, too—loves Walt Disney stories and characters. Here is an opportunity to act out, and relive, all the famous Walt Disney stories with 2-inch authentic reproductions of Mickey Mouse Donald Duck Dumbo, Alice in Wonderland and others Attractive lithographed metal stage with colorful Disney-designed backdrop provides a perfect setting for the figures and stage props There are 21 props that can be used in the scenes They include Tables, throne, straight chair, bed benches, lantern treasure chest, pick and shovel map, tree, house, net pedestal, lawn mower, rake wagon, water pail, hedge, set of paper scripts! Flexible plastic Figure Series include 1 Mickey Mouse, 2 Donald Duck, 3 Alice in Wonderland 4 Dumbo, 5 Peter Pan, 6 Pinocchio, 7 Snow White Each series includes all character groups, so each script can be enacted complete.
35 Y 5923E—20x29x12-in. stage. Shipping weight 7 pounds Mailable . . **3.79**

COMPLETE 29-PC. NURSERY-HOSPITAL WITH BABIES, NURSE 2.89

4. Beautifully lithographed steel hospital-nursery building. Safe round edges. Two large picture windows and doorway Interior is also beautifully lithographed in nursery colors and style. Adorable little figures include 6 babies and 1 nurse of soft, flexible, unbreakable plastic, realistic in appearance and in life like poses Complete furnishings include High chair 4 cribs screen, medication charts, bathtub wash stand, step-on can incubator cabinet style bottle sterilizer and cover, baby tender desk, chair oxygen tank, scale, tray for bottles, 6 nursing bottles, set of cotton balls gauze, and paper nurses caps Shipped flat to save you postage—easily assembled without tools.
35 Y 5800—15⅝x6½x9-inches. Shipping weight 2 pounds 12 ounces. **29-pc. Set 2.89**

5

5. FAMILY OF 14 doll house people—mother, father, 11 children, kitten! Lifelike soft vinyl plastic that washes, won't break! Figures are 3¼-inches high
35 Y 5903—Wt 9 oz.....**14 for 87c**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6. DISNEY characters—10 plastic, tan-color, flexible, unbreakable 2-inch figures! Here is the real Disney family so familiar to every child. These beloved, amusing little story people will provide hours of enjoyment. They include: Mickey and Minnie Mouse, Pluto, Monty, Morty, Donald and Daisy Duck, Huey, Dewey, Louie
35 Y 5924—Wt. 7 oz......**10 for 87c**

Interesting, educational multi-piece toys to delight and amuse your children 79c up

7. HIPPITY HOP BARBER Shop Kit—play "lather-and-shave" just like Daddy! Mug brush, razor, comb, hair clippers, scissors. Mug is 2⅝-in. "Razor" has "pretend" blade. Cutting pieces are harmless. Colorful Red and Yellow plastic.
35Y5810—Wt. 9 oz .7-pc. **89c**

8. TOY RAZOR that looks, acts like the real thing'! It hums, buzzes and vibrates! Just wind—and release Harmless pretend "blade," string cord Looks just like Daddy's electric razor Red and Ivory plastic. 4⅝-inches.
35 Y 5805—Wt. 6 oz . **79c**

9. KIDD-E-DOCTOR KIT—49 pcs plastic Dr instruments, scissors forceps, stethoscope hypo, thermometer, eye glasses, pills, tape, out, in signs, etc
35 Y 5819—1 lb. 8 oz **1.89**
ECONOMY DOCTOR KIT—10-pcs. similar to above
35 Y 5806—1 lb 4 oz **89c**

10. NURSES' KIT—8 instruments stethoscope, earscope, vuescope, tweezers, watch, thermometer, scissors, cap, etc.
24-pc. kit 9x14x2¾-inches.
35 Y 5815—2 lb. 2 oz **1.89**
10-PC. NURSES' KIT contains similar items
35 Y 5814—1 lb. 9 oz ... **89c**

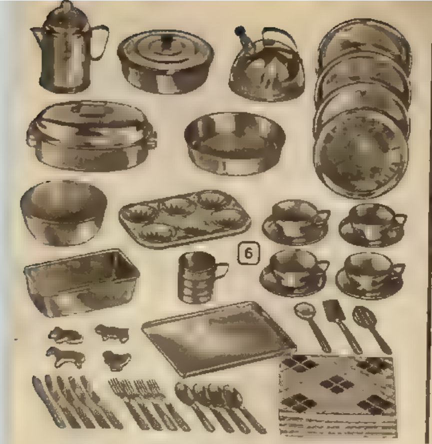
7 **89c** set up

8
79c

9 **89c** set up

10

89c set up
LITTLE PLAY NURSE



COMPLETE
"TEA FOR 2" SET
Tea Cart doubles
as TV Table

2.98 set

6. SANTA SPECIAL! 46-PC. serving, baking, cooking set of mirror-bright aluminum—shining as silver for good looks at the table, yet serviceable in dolly's kitchen! There's everything "Little Cooks" need to work with, then bring proudly to the table, serve to "company"! "Little Bo Peep" service for 4 dinnerware includes 4 each of: plates, cups, saucers, knives, forks, spoons and paper napkins. Also: covered baking dish, butter knife, sugar spoon. Cooking utensils include: whistling teakettle, percolator, 4 cookie cutters, cookie sheet, muffin, layer cake, and deep bread pans. Measuring cup, mixing bowl, long-handled cake turner, egg beater, oval roaster
35 Y 5842—Shipping weight 1 lb. 8 oz.. ..**46-pc. Set, 2.98**

7. FOLDING TEA TABLE, TEA SET "SERVES 2"—what a thrill for a happy little homemaker and hostess to be able to "set a table" for tea with this real looking table, complete with pretty dishes! Tea table has folding legs with easy-roll casters—just like Mother's! Detachable top of metal is painted a cheery Yellow with Blue wooden handles which match table's Blue metal legs. Tea set includes: 2 Green plastic cups, 2 Yellow saucers, 2 Red serving trays, 2 Yellow drinking cups. 2 each. Blue plastic spoons, knives, forks. Red plastic salt and pepper shaker — removable tops! 2 dainty Green-and-Brown paper napkins! Table: 10x19½x18¼-inches.
35 Y 5840E—Shipping weight 6 pounds .... **Set 2.98**

DISH SETS SHOWN AT LEFT: Unbreakable, safe! In modern or traditional patterns!

"BLUE WILLOW" ENAMEL STEEL 29-PC. SET 89c

1. Service for 6! World-famous "Willow Tree" pattern telling the sweet legend of eternal love, now is on unbreakable steel — a beautiful Blue color on White enamel. The lovely color under glaze will stay in — forever! These adorable dishes are scaled to miniature size for small hostesses — and are so dainty and cute that Mother is likely to want a set for her curio cabinet! This service consists of 6 each: 4¼-inch plates, butter plates, cups, saucers Tea pot with cover, sugar bowl, creamer, and an 8x9¾-inch tray. A most unusual value—and top choice at Aldens price!
35 Y 5807—Shipping weight 1 lb. 12 oz ....**29-pc. Set 89c**

PARTY-STYLED, 61-PC. DINNER SET 2.98

3. There's real glamor for the younger set in each exquisitely styled piece of "Coral Charm" dinnerware! Beautifully designed, bright and colorful, this 'super set" of plastic dinnerware is bound to be the reason behind all those gay dinner parties! Cups, dishes are Coral color with White centers. Goblets, sherbets and water pitcher of clear plastic with Red stems. Knives, forks and spoons of gleaming "Silver" color. There are 6 each of: 4¾-in. dinner plates, cups, saucers. 2⅞-in high goblets, sherbets, knives, forks, spoons, napkins Also: teapot, water pitcher, sugar, creamer.
35 Y 5822—Shipping weight 1 lb. 11 oz . .**61-pc. Set 2.98**

MULTICOLOR PLASTIC LUNCHEON SET 1.79

2. Here's one of Santa's wonderful surprises — service for 4 in "California Modern" — big, colorful, and it's specially designed to thrill girls from 3 to 9 years! Almost unbreakable plastic, in sparkling, fresh colors — this luncheon set is a treasure at Aldens low money-saving price! Set includes 4 each: plates, cups, saucers, serving platters, sherbets, goblets, knives, forks, spoons, straws! Goblets and sherbets are clear plastic with dainty etched design around border. Sugar bowl, creamer, teapot in lively colors, with matching covers, too! Complete with 4 doll-sized napkins!
35 Y 5851—Shipping weight 1 lb. 11 oz.. ..**51-pc. Set 1.79**

"CAMEO BLUE" 78-PC. PLASTIC SET 3.98

4. Service for 6, plus a sensational "Lazy Susan" centerpiece! An unbreakable set of lovely design, exquisite Blue color with enchanting "Cameo" motif on cups, teapot, sugar and creamer! — And all at Aldens money-saving low price! Goblets of clear plastic fill to the stem —just like Mother's "Company" crystal! Tea-set includes 6 each of: 6¼-inch plates, 4½-inch goblets, cups, saucers, butter dishes, knives, forks, butter knives, and napkins. 12 teaspoons, 2-pc., 7-inch diameter Lazy Susan, 2-pc. teapot, salt, pepper shakers, tongs, sugar, creamer 10½-inch tray, "Silver" knife, holder
35 Y 5823—Shipping weight 3 pounds.... .**78-pc. Set 3.98**

SHOWN AT LEFT: Scale model china cabinet with 44-pc. china set, utensils, too! 4.98

5. Happy young homemakers now can entertain friends, cook fancy dishes, serve, with the 44-pc. tea-service and utensils in this handsome lithographed steel china cabinet! Decorated in quaint "Pennsylvania Dutch" style, cabinet has 2 spacious open-and-close doors, roomy utensil drawer! Brightly colored plastic tea service includes 4 each: plates, cups, saucers, knives, forks and spoons. Covered teapot, sugar and creamer. Plastic pantry set mixing bowl, tea and sugar canisters, measuring cup, casserole, strainer, pancake turner, scoop, salad fork, spoon. Also cute 5-pc. spice rack! Mailable
35 Y 5892E—Cabinet: 21¼x5¼x16-in. Wt. 10 lb **4.98**

Dishes and Tea Services described on this page recommended for tots ages 3 to 9 years

① 36-pc. set **2.98**

ALL STEEL DOLL HOUSE

2-Story Colonial house
completely furnished with
bright plastic furniture.

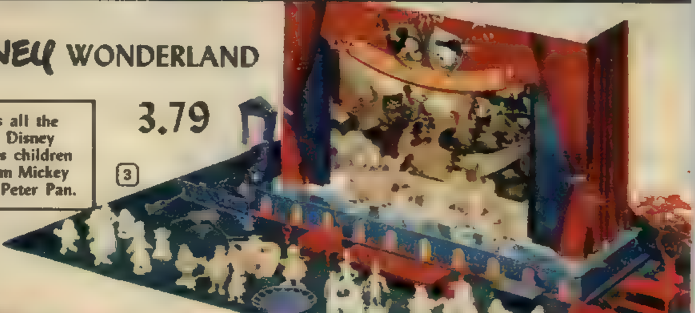
② Rambling Ranch . . . 42-pieces **5.79**

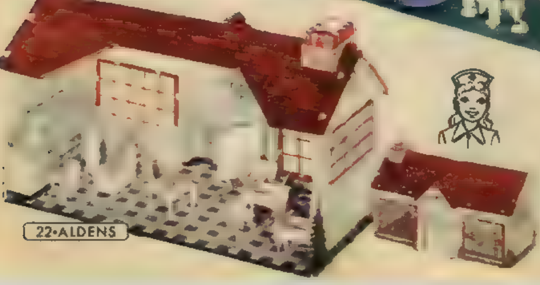
DISNEY WONDERLAND

Includes all the
famous Disney
Characters children
love—from Mickey
Mouse to Peter Pan.

3.79

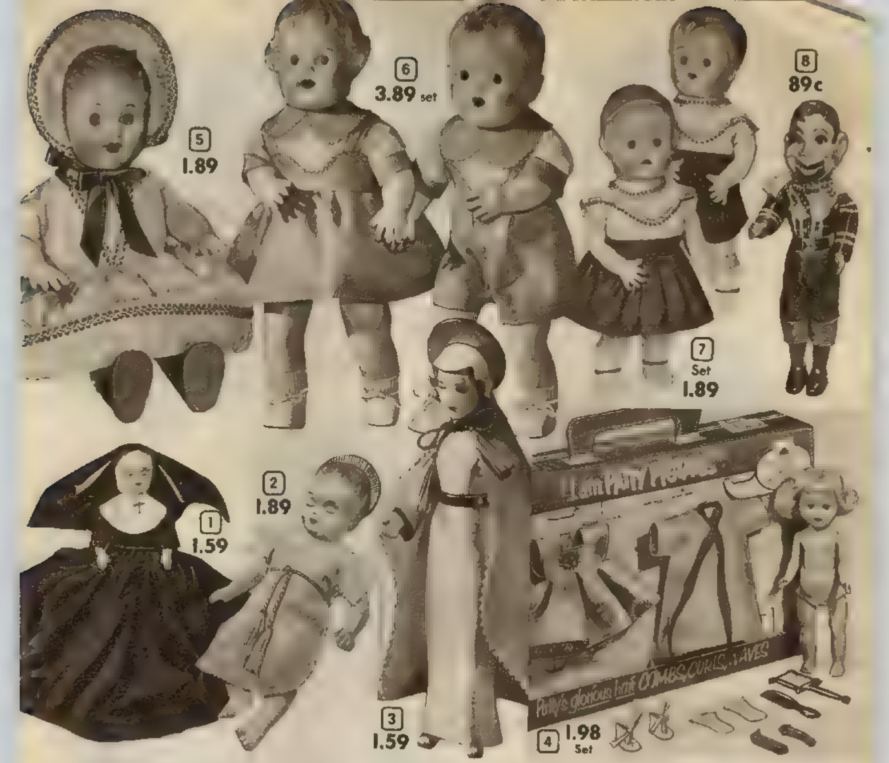
③





NURSERY HOSPITAL

④ for young "medics"!
29 piece set **2.89**



1. **NUN DOLL** in Black taffeta habit—authentic adaptation of those worn by a world-famous order. White cotton trim Gold colored cross Movable glassene eyes. A must for an older child's collection
35 Y 5078—8-inches tall. Shipping weight 15 oz. ... **1.59**

2. **"INFANT JESUS"** has always been known to be a friend to little children. This sleeping Jesus doll brings the nearness of the Infant Savior into your home. Gold colored halo. Cotton flannel robe, diaper.
35 Y 5063—11½-inches tall. Shipping weight 14 oz .**1.89**

3. **THE "BLESSED MOTHER"** doll gives a child an awareness and a closeness to the most beloved sacred mother the world has ever known. Biblical styled cotton flannel robe White vinyl Gold colored halo
35 Y 5064—11-inches tall. Shipping weight 14 oz . .. **1.59**

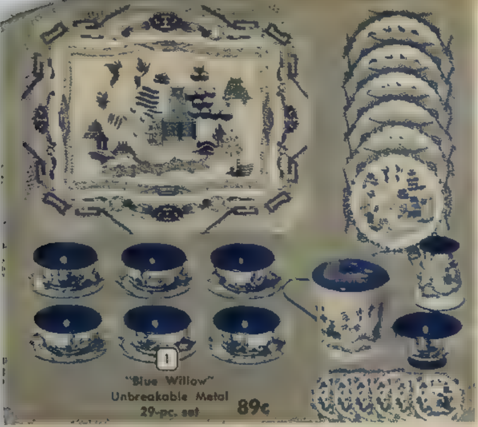
4. **PATTY PIGTAILS** says "I'm Patty Pigtails." You can comb, brush or curl her Blond nylon hair Washable hard plastic head 'n' body. Movable arms, legs. Wardrobe contains rayon taffeta dress, velvet flocked nightie, socks, pants. Shoes, 2 curlers, brush, comb, mirror, 2 hangers, doll bed. Talking device is hidden in case
35 Y 5182—8-inches tall Shipping wt. 1 lb. 4 oz ... **1.98**
EXTRA Patty Pigtail ensembles listed below
35 Y 5040—Satin Bride's dress, nylon veil. Wt 2 oz . **89c**
35 Y 5041—Rayon School dress, toy apple. Wt. 2 oz **89c**
35 Y 5042—Cotton Market dress, felt hat Wt. 2 oz **89c**
35 Y 5043—Ninon sheer date dress, hat Wt 2 oz **89c**

5. **KIMMY** the cutest doll a little girl ever owned. Cries when you squeeze her. Molded Brown hair Her vinyl face and latex body thrive on washing Embossed cotton dress, bonnet, rayon-knit socks, pants. Simulated leather shoes.
35 Y 5022—Abt. 15-inches tall. Ship. wt. 1 lb. 8 oz... **1.89**

6. **BROTHER AND SISTER TWINS** big lovable 16-inch tots in washable life-like vinyl. Voices coo, heads turn Dressed in gingham checked outfits with White trim White rayon-knit socks Simulated leather shoes
35 Y 5030—Abt 16-inch Boy Shipping wt. 1 lb. 12 oz **1.98**
35 Y 5031—Abt 16-inch Girl Shipping wt. 1 lb. 12 oz **1.98**
35 Y 5109—Shipping weight 2 pounds 10 ounces **Set 3.89**

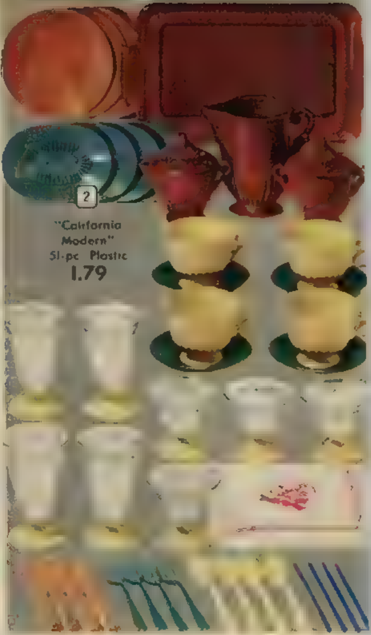
7. **TWINS.** Washable 10-inch darlings. Cuddly vinyl bodies, cotton stuffed, take lots of washing Molded hair stays in place, can't muss after hours of play Coo voices. Cotton outfits Rayon-knit socks
35 Y 5054—Abt. 10-inch Boy Shipping weight 9 oz.. **1.00**
35 Y 5055—Abt. 10-inch Girl Shipping weight 9 oz. **1.00**
35 Y 5105—Shipping weight 1 pound 3 ounces. .**Set 1.89**

8. **TV's "HOWDY DOODY"** doll. His famous ventriloquist's mouth moves freely Young would-be ventriloquists will have loads of fun play-acting with "Howdy Doody." Bright Red hair is painted on. His funny freckled face wins your heart and his comical grin makes you laugh. Dressed in Denim trousers with a bright plaid shirt. Plastic hankerchief. 7½-inches tall.
35 Y 5062—Shipping weight 9 ounces **89c**



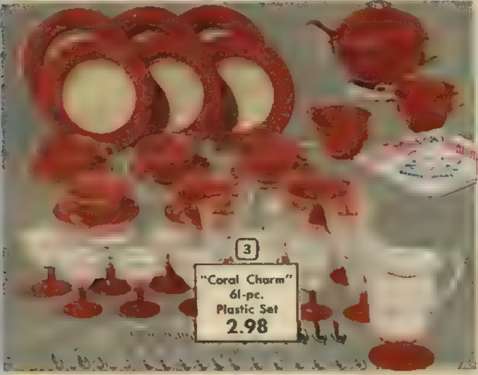
1

"Blue Willow"
Unbreakable Metal
29-pc. set 89c



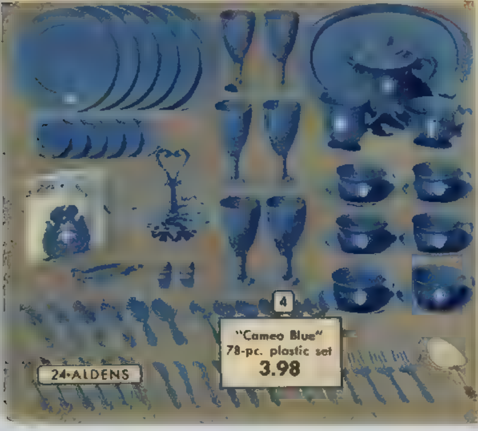
2

"California
Modern"
51-pc Plastic
1.79



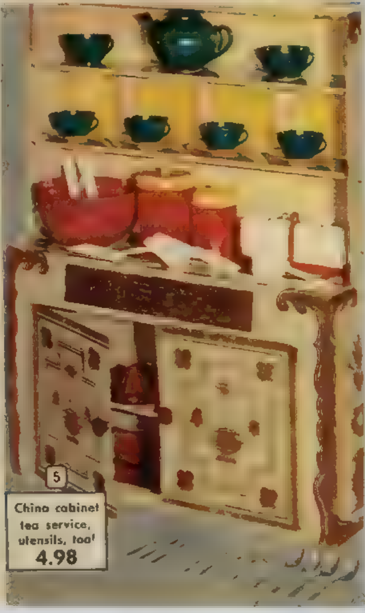
3

"Coral Charm"
61-pc.
Plastic Set
2.98



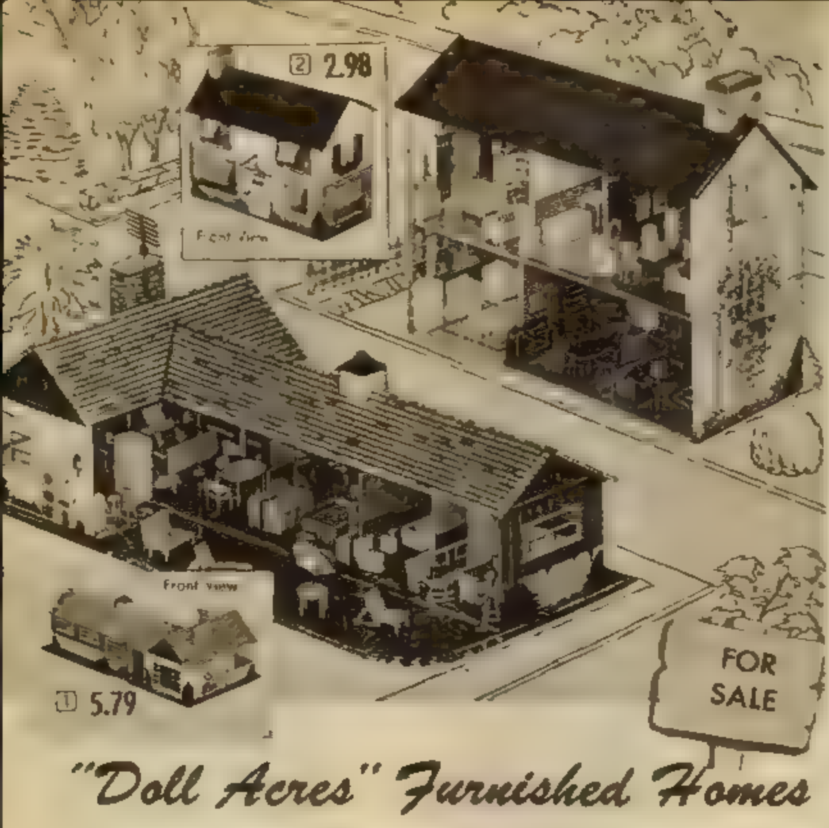
4

"Cameo Blue"
78-pc. plastic set
3.98



5

China cabinet
tea service,
utensils, too!
4.98



"All For Dolly!"

Items 3 thru 8 at right

"Doll Acres" Furnished Homes

① 6-ROOM RANCH HOUSE

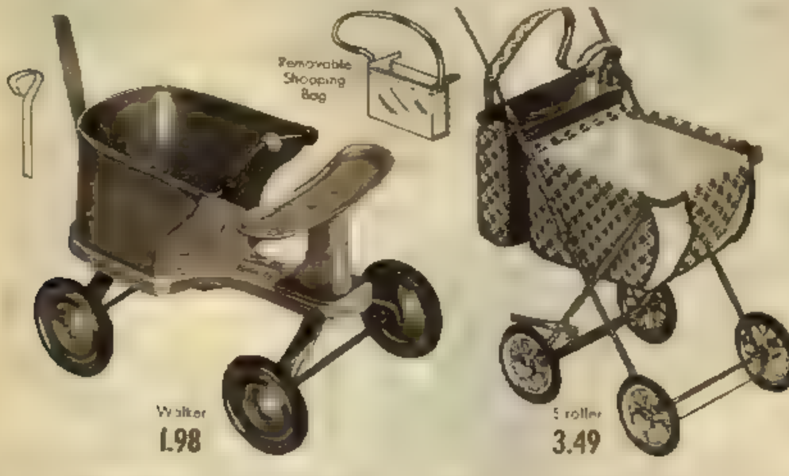
- 32x16x11 inches high; door opens
- 4 "people," 39-pcs. of furniture

Popular ranch style in the "luxury" class. Beautifully lithographed steel . . . completely detailed, even to cupola, TV antenna and weather-vane. 4 vinyl plastic figures. 7 plastic furniture sets: 9-pc. living room; 6-pc. dining room; 6-pc. kitchen; 4-pc. bedroom; 5-pc. bath; 5-pc. nursery; 4-pc. patio. Assembly instructions.
E35 P 5969 Mailable (10 lbs.)..... 5.79

② 5-ROOM TWO-STORY HOME

- Lithographed steel, 20x10x16 in. high
- 35-pcs. of detailed plastic furniture

Just "move in" . . . it's completely furnished, even to painted rugs and pictures! Realistically lithographed inside and out, looks like a real mansion, but it's the budget-wise way to set up "housekeeping." Furniture includes: 13-pc. dining-living room (with TV set); 8-pc. kitchen; 6-pc. bedroom; 4-pc. nursery; 4-pc. bathroom. Assembly instructions included.
35 P 5960. Mailable. (6 lbs.)............2.98



BIG METAL DOLL WALKER

- Beads on guard rail keep dolly amused

"Mommy" will enjoy taking dolly for fresh air outings in this Blue and Peach enameled walker. 7x4x12-in. seat holds even large dolls. Guard rail keeps dolly safe. Handle 24 in. high. 3½-in. double disc wheels, ½-in. rubber tires.
35 P 4020. Mailable. (5 lbs.).........1.98

STROLLER—REMOVABLE BAG

- Automatic Q-T-Lok snaps frame in place

Such fun to take dolly when you help mom shop! Printed vinyl plastic body 9x11x6-in. deep detachable shopping bag 9x3x8 in. deep. Sturdy metal frame folds for storage. Foot brake; 5-in. stamped metal wheels, ½-in. rubber tires. Handle 24-in. high.
R35 P 3904. Mailable (6 lbs.)...... .3.49

③ OUR BEST FOLDING COACH

- Extra large for her biggest dolls
- New Q-T-Guard, automatic Q-T-Lok
- "Floating-action" Duchess gear

All the newest comfort features! A carriage she'll wheel with pride. Built to last with gleaming chrome plated tubular steel pusher fenders and hub caps. On-off safety foot brake. "Floating-action" Duchess gear for smooth riding. Q-T Guard protects dolly from sun, drafts, bumps. Automatic Q-T-Lok locks frame into place; folds it for storage. Easy for child to set up and refold. Coral and Ivory vinyl plastic coated fabric over steel frame. Wooden-top rail. Non-pinch 4-bow hood, sun visor, storm shield. 8-in. spoke wheels, ⅞-in. flat tread White rubber tires. 28x14x11 in. deep. Pusher 31-inches high.
E35 P 3907 Mailable. (26 lbs.)....14.95

④ FOLDING DOLL COACH

- Duchess gear, Q-T-Guard, Q-T-Lok

So many luxury features . . . an outstanding value at this low price. Green and Chartreuse vinyl plastic coated fabric covers the steel frame, half rail. "Floating-action" Duchess gear gives dolly a smooth ride. 29-in. high chrome handle with Q-T-Lok—automatically locks frame into place, folds it for storage. Streamlined Q-T-Guard metal band below hood protects dolly from sun, drafts, bumps. Non-pinch spreaders on 4-bow hood, metal sun visor. Tubular undercarriage. Safety foot brake. Body 24 x 13 x 10-in. deep. 7-in. wheels, ¾-in. tires.
E35 P 3908. Mailable. (20 lbs.)......9.95

⑤ DOLL CARRIAGE SPECIAL

- Deluxe features . . . priced low!

Beautifully finished . . . constructed to give years of playtime use. Blue and Ivory vinyl plastic coated fabric over steel frame, tubular Duchess gear gives "floating" ride. Automatic Q-T-Lok locks handle and frame open, folds it for storage easily, quickly. Double-action foot brake. Non-pinch 4-bow hood with sun visor. 24x11x9-in. deep. Handle 28-in. high. 7-in. spoke wheels with ¾-in. rubber tires.
E35 P 3906. Mailable (16 lbs.)......7.95

⑥ CARRIAGE COVER OUTFIT

- Ninon coverlet and plump pillow

Your dolly will know she's really loved when you cover her with this exquisite set. Pastel pink flocked ninon "dresses up" dolly's buggy from head to foot. 21x18-in. coverlet fluffed with net ruffling, satin ribbon bow trim. Matching 8x6 in. pillow stuffed with soft cotton.
35 P 4446. (1 lb.). Set 1.89

⑦ ECONOMY FOLDING COACH

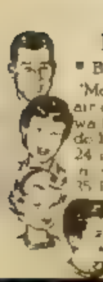
- Sized for tykes, handle 25-in. high

Automatic Q-T-Lok locks chromed steel handle in place; opens, folds frame easily. Coral and Ivory vinyl plastic coated fabric over folding steel frame. 3-bow hood, sun visor. Foot brake; 6-inch spoke wheels ½-in. tires. 21x9x8-inches deep.
R35 P 3905. Mailable (10 lbs.) 4.95

⑧ TOWN-COUNTRY STROLLER

- Folding "station-wagon" stroller

Dolly rides in style . . . and you can see why. Rich Brown and Beige masonite panels flashed with plated tubular trim. Ivory pad covers adjustable metal back rest, seat, foot rest . . dolly can sit up or sleep in comfort. 3-bow Red vinyl plastic-coated fabric hood. Automatic Q-T-Lok snaps 24-in. high chrome pusher into place; opens, closes frame easily. 7-in. wheels, ⅝-in. rubber tires. 4x10x7-in. deep.
R35 P 3909. Mailable (15 lbs.) 6.95



American Flyer Steam and Diesel Train Sets

No. 5535BH Blue Comet [illegible]

#5535TBH "The Silver Comet" 4-Unit Passenger Set 44.95
Consists Of, Alco Diesel "A" Unit with remote control Diesel Horn Sound effects-Baggage Car-Vista Dome Pullman Car-Observation Car-Billboard Horn-Remote Control Uncoupler-50 Watt Transformer-12 Sections Curved Track-4 Sec. Straight Track-16 Track Locks-Track Terminal-Illustrated Train Book.

No. 554[illegible]TBW K5 Freight

#5540TBW "The Trail-Blazer" 7-Unit Freight Set 49.95
Consists of 4-6-2 Penn K-5 Steam type loco that smokes with Choo-Choo sound effects--Box Car-Tank Car-Action Dump-Hopper Car Caboose Illuminated-Remote Control Uncoupler-50 watt Transformer-3 pc. Smoke Set---12 sections, curved Track-4 Sections Straight 16 Track Locks--Track Terminals--and Illustrated Train Book.

No. 5542H Sunshine Special Freight

#5542H "The Sunshine Special" 8-Unit Freight Train Set 49.95
Consists Of: Two-Gen. Motors G.P.-7 Diesel Switcher Loco. with remote control diesel horn sound effects-Stock Car-Box Car-3 Dome Tank Car-Coal Car - Gondola Car - Action Caboose-Diesel Horn Control-Remote Uncoupler - 12 sec. Curved Track-4 sec. Straight Track-12 Track Locks-Track Terminal & Illustrated Train book.

No. 5545W Switcher Work Train

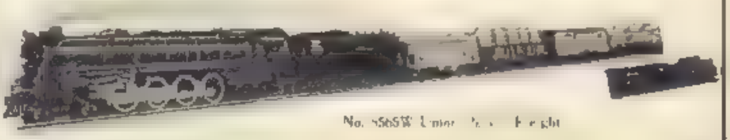
#5545W "The Yard King" 6-Unit Work Train Set 52.95
Consists of: 0-40 Switcher Loco. that smokes and with Choo-Choo sound effects-Baggage & Club Car-Boom & Work Car-Steam Whistle control-Searchlight Car-Wrecker Car-Uncoupler-12 sec. Curved Track-4 sec. Straight Track--16 Track Locks-3 pc. Smoke Set-Track Terminal and Illustrated Train Book.

No. 5550W H[illegible] Fr[illegible]

#5550W "The Pacemaker" 8-Unit Freight Train Set 54.95
Consists Of: NYC 4-6-4 Hudson Loco. that smokes and has Steam Whistle sound effects Box Car-Chemical Car-Coal Car- Log Unloading Car-Action Caboose-Steam Whistle Control-Remote Coupler-3 pc. Smoke Set-12 sections Curved Track- 6 sec. Straight Track -18 Track Locks-Track Terminal and Illustrated Book.

No. [illegible]55W Hudson Passenger

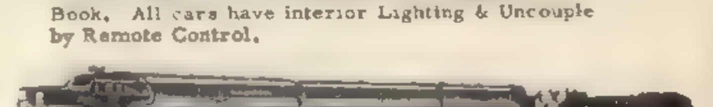
#5555W "The Pacemaker" 6-Unit Passenger Train Set 57.95
Consists Of: NYC 4-6-4 Hudson Loco, that smokes and has Steam Whistle sound effects. Mail Pick-up Car & Sacks of Mail- Mail Stanchion and Holder-Baggage & Club Car-Pullman Car-Observation Car-Remote Uncoupler-3 pc. Smoke Set-12 sec. Curved Track-6 sec. Straight Track-18 Track Locks- Track Terminal-Steam Whistle Control and Illustrated Train Book.


No. 5565W Union [illegible] Freight

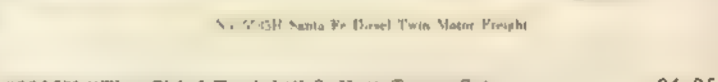
#5565W "The Flying Freighter" 8-Unit Train Set 59.95
Consists Of: 4-8-4 Union Pacific Steam Loco that smokes and with Steam Whistle, Cement Car—Container Goldola Car-Refrigerator Car-3-dome Tank Car-Stock Car-Action Caboose-3 pc. smoke set-Steam Whistle Control-Remote Uncoupler—12 Sec. Curved Track-6 Sec. Straight Track-18 Track Locks-Track Terminal-Illustrated Train Book.

No. [illegible] Green Rocket Twin Motor [illegible]

#5570H "The Silver Rocket" 6-Unit Passenger Train 59.95
Consists Of: Alco "A" Diesel with Dual Drive and Trailing "A" Unit with Diesel Horn mech. Baggage Car-Vista Dome Car-Pullman Car-Observation Car-Diesel Horn Control-Remote Uncoupler-12 sec. Curved Track-8 Sec. Straight Track-20 Track Locks-690 Track Terminal and illustrated Train Book. 2-Rail "T" Track.

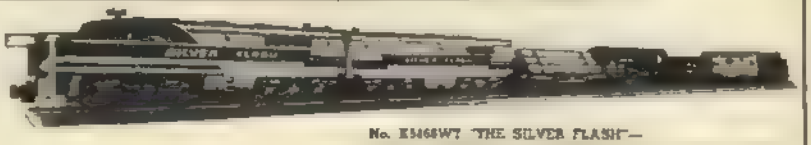

No. 5580H Santa Fe Diesel Twin Motor Pass.

#5580H "The Chief Passenger" 7-Unit Train Set. 74.95
Consists Of: Two Alco "A" Units Powered-One "B" Unit-Deep Toned Diesel Horn-Baggage Car-Two Vista Dome Cars-Observation Car-Horn Control 12 Sec. Curved Track-8 Sec. Straight Track-20 Track Locks-Track Terminal and illustrated train Book. All cars have interior Lighting & Uncouple by Remote Control.


No. 5585H Santa Fe Diesel Twin Motor Freight

#5585H "The Chief Freight" 9-Unit Train Set 84.95
Consists Of: Two Alco "A" Units Powered-One "B" Unit-Remote Log Car-Remote Dump Car-Hopper Car-Container Gondola Car-Operating Box Car-Action Caboose-Loading Platform-Diesel Horn Control-Remote Uncoupler-12 Sec. Curved Track 8-Sec. Straight Track-20 Track Locks-Track Terminal and Illustrated Train Book. Motor Roars when pulling with pulsating idle at the station.

A. C. Gilbert American Flyer Train Sets



No. K5468WT "THE SILVER FLASH"—
TWIN MOTORED "A-B" DIESEL 7 UNIT FREIGHT TRAIN

#K5407T "The Silverbullet" 22 Piece Train Set 22.95
3-Cars-Streamlined Steam Loco-50 Watt Transformer-12 pc. Track

#5468WT "The Silver Flash" 43-Piece Diesel Freight Set 67.50
5-Cars-Alco"A" Diesel-Alco"B" Diesel -50 Watt Transformer-16 pcs. Track.

#K5418T "The Black Diamond" 35 Piece Passenger Train 34.95
4-Cars-Atlantic Type Loco-50 Watt Transformer 12 pc. Track.

#5469WT "The Silver Flash" 43-Piece Passenger Diesel set 67.50
5-Cars-Alco Two Unit Diesel A&B-50 Watt Transformer-16 pcs. Track.

REAL Knuckle Couplers

No. K5345W "THE TRAIL BLAZER"—
8 UNIT STEAM TYPE PASSENGER AND MAIL TRAIN

No. K5419T "THE BLACK DIAMOND"—
6 UNIT STEAM TYPE FREIGHT TRAIN

K5419T "The Black Diamond" 25 Piece Freight Train 34.95
4-Cars-Atlantic Steam Type Loco-50 Watt Transformer-12 pc. Track.

#5345W "The Trail Blazer" 47-Piece Passenger Train 52.50
4-Cars-Penn. K-5 Steam Loco-50 Watt Transformer-16 pcs. Track.

Pull 40 Cars with Ease!
PULL-MOR Power

"THE MOUNTAINEER"—
8 UNIT STEAM TYPE PASSENGER TRAIN

No. K5346W "THE TRAIL BLAZER"—
8 UNIT STEAM TYPE FREIGHT TRAIN

#5422T "The Mountaineer" 42-Piece Passenger Train 37.50
4-Cars-Pacific 4-6-2- Steam Loco-50 Watt Transformer-14 pc. Track

#5346W "The Trail Blazer" 47-Piece Freight Train 52.50
5-Cars-Penn. K-5 Steam Loco-50 Watt Transformer-16 pcs. Track.

"The Pacemaker" 48-Piece Set – 6-Unit Steam Type Passenger Train

"The Silver Comet" (No. K5435T)

#5435T "The Silvercomet" 36-Piece Diesel Frt. 39.95
4-Cars-Alco Diesel "A" Unit-50 Watt Transformer 14 pc. Track

#5351W "The Pacemaker" 48-Piece Passenger Train 54.95
4-Cars-NYC 4-6-4 Hudson Steam Loco-50 Watt Transformer-18 pcs. Track.

"The Meteor" (No. K5436T) 43-Piece Set, 6-Unit Type Passenger Train

"The Pacemaker" 50-Piece Set – 8-Unit Steam Type Freight Train

#5436T "The Meteor" 43- Piece Passenger Train 44.95
4-Cars Pacific 4-6-2 Loco-50 Watt Transformer 16 pcs. Track.

#5352W "The Pacemaker" 50-Piece Freight Train 54.95
5-Cars-NYC 4-6-4 Hudson Steam Loco-50 Watt Transformer-18 pcs. Track.

TRAIN
ACCESSORY
Showcase

AMERICAN FLYER Scale Locomotives
With Pull-Mor Power

No. 293 Pacific Locomotive

No. 336 Union Pacific Locomotive

No. 3745 GP-7 Twin Unit Diesel Switcher

No. 466 Silver Comet Diesel Locomotive
[illegible] No. 480

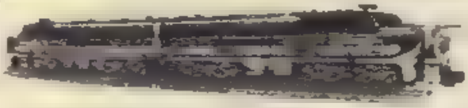
No. 313 Pennsylvania Locomotive

No. 346 Nickel Plate Switcher

No. 326 Hudson Locomotive

No. 372 GP-7 Diesel

No. 4713 The Santa Fe Diesel


No. 4745 Silver Rocket Diesel Locomotive

- EXACT 3/16" scale models
- REAL Knuckle-Couplers
- REAL Choo-Choo Smoke
- [illegible]
- REAL 2-Rail Track
- REAL Satisfaction

No. 467 American Flyer Silver Comet Diesel "B" Unit

Steam Locomotives

#293 Pacific 4-6-2 Locomotive & Tender With Smoke, Choo Choo Sound and "Pull Mor".	25.00
#313 Pennsylvania 4-6-2 Locomotive & Tender With Smoke, Choo Choo Sound and "Pull Mor".	30.00
#326 Hudson (NYC) 4-6-4 Locomotive & Tender With Smoke, Choo-Choo Sound and "Pull-Mor".	40.00
#336 Union Pacific 4-8-4 Locomotive & Tender With Smoke, Choo-Choo Sound, Whistle and "Pull Mor".	45.00
#346 Nickel Plate 0-8-0 Switcher & Tender With Smoke, Choo-Choo Sound, Whistle and "Pull Mor".	40.00
#372 GP-7 Union Pacific Diesel Switcher With built-in Horn and "Pull Mor" Power.	25.00
#3745 GP-7 Texas & Pacific Twin Unit Diesel Switcher With built-in Horn and "Pull Mor" Power.	37.50

Scale Model Diesel

#466 "Silver Comet" Diesel Locomotive "A" Unit With "Pull Mor" Power.	25.00
#4713 Santa Fe Diesel, 2-"A" Units & 1-"B" Unit With Diesel Roar-two worm drive motors- Horn and "Pull Mor" power.	55.00
#4745 Silver Rocket Diesel Loco, 2 "A" Units With two motors, "Pull Mor" Power and Horn	45.00
#405 Diesel "A" Unit Powered	29.95
#467 Silver Comet Diesel "B" Unit With Diesel Roar, Horn and Controller.	14.95
#476 Silver Rocket Diesel "B" Unit With Diesel Roar	14.95
#480 Silver Flash Diesel "B" Unit With Diesel Roar-Horn & Controller.	14.95

AMERICAN FLYER Transformers

No. 183 Train Power Controller

No. 308 DUAL TRAIN POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKERS 34.95
RATING: 300 WATTS, 115 VOLTS, 60 CYCLES, A. C.
The finest electric train power controller you can buy! Can run two trains at different speeds on separate loops of track — FOUR trains (two running at same speeds) on two separate loops. Has full directional control — when train stops, it will start up again without going into reverse first. Two panel meters indicate voltage — one for each control. Transformer has "Dead Man's Control." When throttle is let go, train halts. Operation is guarded by two circuit breakers — one for trains, one for accessories — which shut off power if overloads or short occurs.

No. 19B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER 29.95
RATING: 300 WATTS, 115 VOLTS, 60 CYCLES, A. C.
It's more than a transformer — it's a real model railroad power controller. It gives you full control of direction; when train stops it starts again in same direction without going into reverse first. Panel meters indicate voltage and amperage. Has exclusive "Dead Man's Control" — when the throttle is let go train halts. Built-in Circuit Breaker shuts off power if transformer is overloaded or if a short develops. Has [illegible] switch.

No. 16B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER 19.95
RATING: 175 WATTS, 115 VOLTS, 60 CYCLES, A. C.
Same as No. 19B Transformer described above except is without panel meters and has lower output.

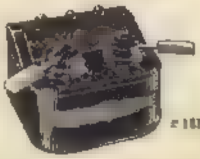
No. 15B Train Power Controller

Dual Train Power Controller with Double Circuit Breaker (No. 18B)

No. 16B Train Power Controller

No. 12 Circuit Breaker

No. 43 Transformer


#18B DUAL CONTROLLER w/Circuit Breaker

No. 18B DUAL TRAIN POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKER 26.50
RATING: 175 WATTS, 115 VOLTS, 60 CYCLES, A. C.
Two circuit breakers guard transformer against short circuit damage or overload. Has exclusive "Dead Man's Control" and permits full directional operation. Can run two trains on separate track loops at different speeds.

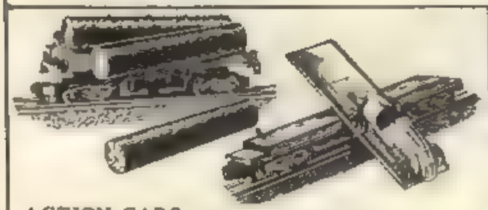
No. 15B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER 16.50
RATING: 150 WATTS, 115 VOLTS, 60 CYCLES, A. C.
New features provide full directional control; when train stops, it will restart without going into reverse first. Built-in Circuit Breaker prevents transformer burn-outs. Green light indicates power on; red light warns of a short circuit. Like real railroads it has exclusive "Dead Man's Control" — if throttle is released, train halts.

No. 4B TRANSFORMER, WITH CIRCUIT BREAKER 9.95
RATING: 100 WATTS, 115 VOLTS, 60 CYCLES, A. C.
Automatic Thermostatic Circuit Breaker built-in, protects Transformer from burn-outs. Has three binding posts for simplified wiring.

No. 12 CIRCUIT BREAKER 1.75
If your transformer does not now have a Circuit Breaker you can provide one quickly with this accessory. Prevents transformer burn-outs and overloading.

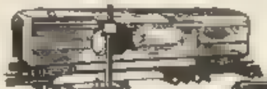
American Flyer Rolling Stock

NOTE: Knuckle coupler cars are for use only with engines that have knuckle coupler attachments.

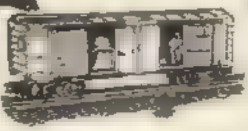


ACTION CARS

#914 AUTO. LOG UNLOADING CAR	6.50
#915 UNLOADING CAR	6.50



Pick-Up and Discharging Car

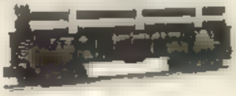


#918 MAIL PICK-UP CAR	7.50
#974 OPER. BOX CAR	8.50

#919 NEW AUTO. DUMP CAR	8.50

#977 ACTION CABOOSE	5.50

Chemical Car



FREIGHT CARS

#910 CHEMICAL CAR	5.00
#911 PIPE CAR	4.50

[illegible]

#912 CHEMICAL CAR	5.00
#913 GN BOX CAR	4.50

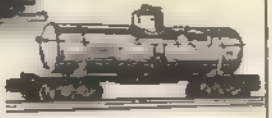
[illegible]

#921 Burlington Hopper 4.95

#922 GAEX Box Car

#916 CONTAINER GONDOLA	4.50
#920 SOUTHERN GONDOLA	4.00
#921 CB&O HOPPER & COAL	4.95
#922 GAEX BOX CAR	4.50

Cement Car



#924 CEMENT CAR	4.95
#925 TANK CAR	4.50

[illegible] Dome Tank Car

#926 3 DOME TANK CAR	4.95
#928 LOG CAR	4.50

#929 CATTLE CAR	4.75
#930 CABOOSE w/LIGHT	4.50

Gondola Car

#931 GONDOLA	4.00
#934 FLOODLIGHT CAR	5.95

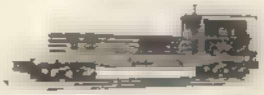
Depressed Center Flat Car

#936 DEPRESSED CENTER CAR	5.50
#937 MKT CAR	4.50

#940 WABASH HOOPER	4.50
#941 FRISCO GONDOLA	4.00

Wrecking Crane

#944 WRECKING CRANE CAR	7.95



#945 COMB. BOOM & WORK CAR	5.95

Refrigerator Car

#947 REFRIGERATOR CAR	4.50

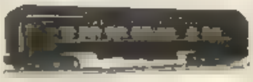
Power Floodlight Car

#946 POWER FLOODLIGHT CAR	7.50

Track Cleaning Car

#948 TRACK CLEANING CAR	6.50
1-CAR ASSORTMENT CONSISTS OF (NEW) 911, 912, 916, 926	14.95
2-CAR ASSORTMENT CONSISTS OF (NEW) 913, 922, 925, 931, 940, 947-	19.95
3-CAR ASSORTMENT CONSISTS OF (NEW) 921, 944, 945, 946	19.95

Baggage Car (No. 951G)



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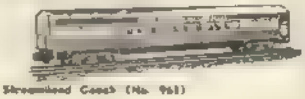
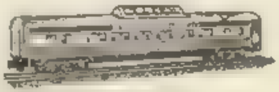
Baggage and Club Car (No. 953G)

Observation Car (No. 954G)

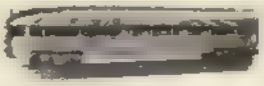
Baggage and Club Car (No. 960)



Streamlined Coach (No. 961)



Vista Dome Pullman Car (No. 962)



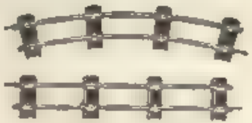
No. 963 Observation Car

PASSENGER CARS

#951R BAGGAGE (RED)	4.75
#951G BAGGAGE (GREEN)	4.75
#952R PULLMAN (RED)	7.95
#952G PULLMAN (GREEN)	7.95
#953R BAGGAGE & CLUB (RED)	7.95
#953G BAGGAGE & CLUB (GREEN)	7.95
#954R OBSERVATION (RED)	8.95
#954G OBSERVATION(GREEN)	8.95
#955R COACH (RED)	5.00
#960G BAGGAGE & CLUB (GREEN)	7.95
#961G COACH (GREEN)	7.95
#962G VISTA DOME PULLMAN (GREEN)	8.95
#963G OBSERVATION (GREEN)	8.95
4-CAR ASSORTMENT CONSISTS OF (NEW) 951G, 952G, 953G, 954G	19.95

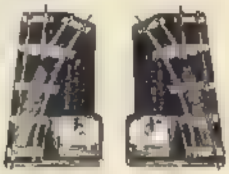
American Flyer Equipment

Tracks, Switches


Straight Track (No. 701)

Pair Switches (No. 720)

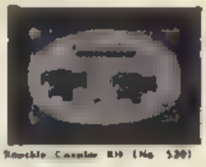
Track Terminal (No. 690). 39N511


Manual Pair Switches (No. 722)

Bumper (No. 730)

Remote Control Electric Uncoupler (No. 706)

90° Crossover (No. 725).


Knuckle Coupler Kit (No. 520)

American Flyer Rubber Roadbed. Sn

Remote Control Electric Uncoupler (No. 706).

No 709

No. 695

#520 KNUCKLE COUPLER KIT, Pr. .95
Converts American Flyer link coupler cars and tenders to new knuckle-type couplers. Complete directions included.

#525 TRUCK w/Knuckle Coupler, Pr. 1.50

#690 TRACK TERMINAL Doz. .20
Designed to provide an ideal power lead connection from Transformer or accessories to track section.

#691 TRACK PINS-Steel, Pkg of 12 .15

#692 TRACK PINS-Fiber, Pkg of 4 .15

#693 TRACK LOCKS, Pkg. of 14 .30
To prevent track separation.

#670 AUTOMATIC TRACK TRIP 1.50
Makes switches automatically non-derailing!

#695 REVERSE LOOP RELAY 2.95
Enables you to construct loops and other track schemes with American Flyer 2-rail track.

#700 STRAIGHT TRACK- 10" .25
Two "T"-type running rails, for true-to-life operation! Sections are made of heavy gauge steel and are fully insulated.

#701 STRAIGHT TRACK-½ Section .25
Ea. section measures 5".

#702 CURVED TRACK-10' .25
Two rail sections, fully insulated. "T" rail construction.

#703 CURVED TRACK-½ Section .25
Ea. section measures 5".

#706 REMOTE CONTROL ELECTRIC UNCOUPLER 3.00
For remote control uncoupling of American Flyer cars. Clamps to any 10" straight or curved track section. Includes remote control button.

#709 LOCK-OUT ELIMINATOR 1.50
Does away with the necessity of locking the remote control unit on the locomotive in the forward position when such automatic access. as the #761 Semaphore.

#720A SWITCHES, REMOTE CONTROL PAIR 15.95
Positive action electric switches with red and green lights. Remote control box has two switch control levers.

AMERICAN FLYER RUBBER ROADBED
An American Flyer exclusive! Makes track resemble real-life, two-rail right-of-way Deadens sound of running trains-wonderful for apartments, small homes, etc. Non-slip design. American Flyer 3/16" ("S-Gauge") Track slips into recessed slots.

#727 RUBBER ROADBED, Curved-10" .25

#726 RUBBER ROADBED, Straight 10" .25

#730 BUMPER 1.50
Every model pike needs several of these realistic bumpers for dead end sidings. Snaps on track quickly and easily. Has authentic recoil spring and warning light.

#731 PIKE PLANNING KIT 1.00
Lay out simple or complicated Amer. Flyer track systems in a matter of minutes, where formerly it took hours!

#678 SWITCH, LEFT HAND 8.95
Construction is similar to No. 720A. Used in layouts where just one switch is required.

#679 SWITCH, RIGHT HAND 8.95
Similar to No. 678 except is right hand switch.

#722A SWITCHES, MANUAL-Pair 8.95
Similar in construction to electric switches except that operation is by hand. Control lever alters position of swivel rail.

#668 SWITCH, LEFT HAND 5.50
Same construction as #722A Switches but is sold in single units only. Manual

#669 SWITCH, RIGHT HAND 5.50
Similar to #668 except is right hand manual switch only.

#725 RAILROAD CROSSING 2.50
No layout is complete without one of these. Enables you to have one train pass in front of another or to intersect two main lines, 10" long.

#780 RAILROAD TRESTLE SET 7.95
Add one of these to your pike. Your freight and passenger trainsclimb the grade, continue on the high elevated section and then descend. Elevated level may be extended by adding Hi-Trestle Sections. 5" high at highest point. Set consists of 24 trestles and 26 Track Locks.

#782 ABUTMENT SECTIONS 6.95
(36-Pieces)

#783 HI-TRESTLE SECTIONS 4.95
12 Trestles, each 5" high, for adding to and extending highest elevated part of #780 Trestle Set described above.

#784 RAILROAD HUMP SET 11.95
A fascinating accessory-adds new fun and excitement to any Amer. Flyer train set. Hump Set includes 3-#700 St. Track 2-#702 Curved Track, #730 Bumper, #678 Left Hand or # 679 right Hand remote control Switch, 6-#693 Track Locks, 6-Trestles.

AMERICAN FLYER LAMPS

American Flyer Lamps Complete assortment: #460 Lamps, may be purchased seperately, from your Amer. Flyer jobber. Lamps are used as follows; #440 all Locomotivies, #592A Gate; #441 and 443 Switches; #442-774 Tower; #444 Stations and Cars, #451-578 Light; #452-758 Semaphore; #453-720A Switches, #454 Transformers, #455-730 Bumper; & 760 Flasher, #461-769A Beacon; #458 - 15B, 16B, 18B, 19B, 30B Transformers.

#460	Lamp Assortment-(54 Asst.)	13.50
#440	Clear, 25¢ea. Ctn. of 3	.75
#441	Red, 25¢ ea. Ctn. of 3	.75
#442	Clear, 25¢ ea. Ctn. of 3	.75
#443	Green, 25¢ ea. Ctn. of 3	.75
#444	Clear, 25¢ ea. Ctn. of 3	.75
#451	Frosted, 1 pr. Ctn.	.35
#452	Clear, 1 pr. Ctn.	.65
#453	Clear, 29¢ ea. Ctn. of 3	.85
#454	Bayonet Clear, 1 per Ctn.	.25
#455	Red, 25¢ ea. Ctn. of 3	.75
#458	Bayonet Clear, 35¢ ea. Ctn.-3	1.00
#461	Clear, 25¢ ea. Ctn. of 3	.75

American Flyer Equipment

Station Houses, Trackside Accessories, Loading Devices

No. 161 Illuminated Bungalow

WHOO-WHOO
WHOO

Whistling Billboard No. 566

No. 590 Signal Tower

Signal Tower (No. 593)

Water Tank (No. 596).

No. 26 Service Kit

No 5 Truss Bridge

No. 750 Trestle Bridge

AMERICAN FLYER

No. 561 Billboard Horn

Tunnel (No. 249) 11¾"

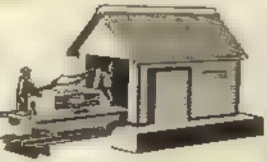
Crossing Gate (No. 600).

No. 25 Smoke Cartridges

No. 27 Track Cleaning Fluid

Passenger and Freight Station (No. 589).

No. 271 3-Piece "Whistle Stop" Set



Hand Car and Shed (No. 741)

No. 742 Hand Car

No. 21A Imitation Grass .50
For making Landscapes of great realism. Scatter loose over layout or sprinkle over tacky green paint. Approximately half pound.

No. 22 Scenery Gravel .30
Designed especially to create roads, driveways, city park bridle lanes, etc., on your model pike.

No. 23 Imitation Coal .40
If you have a hopper or gondola car you'll want at least one bag of this artificial coal-clean and dustless-

No. 24 Rainbow Wire 2.95
Different colors make it easy to trace wires to source. 4 wires each 25 ft.

No. 25 Smoke Cartridges dz .95
Produces thick, clean, white smoke in few seconds. Should not be taken internally although harmless if swallowed accidentally.

No. 26 Service Kit 1.75
Indispensable kit for every model railroader. Contains can of track cleaning fluid, bottle of train motor oil tube of gear and stud grease, cleaning brush sanding sticks, commutator stick, tube cleaners, cloth and 12 page instruction manual.

No. 27 Track Cleaning Fluid .50
Special solution that scientifically removes dirt and oil from rails, provides better locomotive performance.

No. 29A Immatation Snow-Dazzling White
Pkg. 50¢, Carton of 24 12.00

No. 34 R.R. Figure Set, 25-pieces 4.95

No. 50 Distric School-Illuminated 2.95

No. 160 Valley View Station 3.00
12" prototype.

No. 161 Bungalow-illuminated 4.00
No. 162 Factory-9¼"lg. illuminated 4.00
No. 163 Combination Station & Outside Waiting Room 5.00
No. 164 Red Barn w/Gambrel Roof 5.00
No. 165 Grain Elevator, Mide Midwestern Style 5.00
No. 167 Town Hall w/Inter. lighting 5.95

No. 249 Railroad Tunnel 3.50
Beautifully molded in many colors. Scene includes house winding road, etc.

No. 270 News & Frank Stand 3.00
No. 271 Whistle Stop Set 4.00
No. 272 Station & News Stand 4.00
No. 275 Diner w/Inter. lighting 5.50

No. 561 Billboard Horn 6.95
Realistic, deep-throated Diesel Horn sounds just like the kink in the real-life "growlers"

No. 566 Whistling Billboard 6.95
If your steam locomotive doesn't have a built-in whistle you'll want this ingenious accessory for your pike.

No. 571 Truss Bridge 1.00
A great value! Low cost, realistic railroad bridge with heavy steel base and molded girder sides.

No. 581 Girder Bridge 1.95
Heavy Die-cast bridge patterned after real railroad type. Slips under any straight track section. Can be used singly or in multiple Measures 10" x 1¼" x 4 5/8".

No. 586F Wayside Station 3.95
Just like the stations seen along suburban and commuter rail lines. Brightly finished in red, green and yellow.

No. 589 Passenger and Freight Station 6.95
Modeled after the combination stations seen in rural areas and way stops. Baggage door slides open and shut; waiting room door swings on hinges.

No. 590 Control Tower 2.50
Scale model copy of authentic signal towers which act as nerve center of busy train yards. Has interior lighting, doors that open and shut and outside stairway to second story.

No. 592A Automatic Crossing Gate 7.95
No. 593 Signal Tower w/ Inter. light 4.95

No. 596 Operating Water Tank 5.95
Set up this realistic accessory in your yards for colorful railroad action.

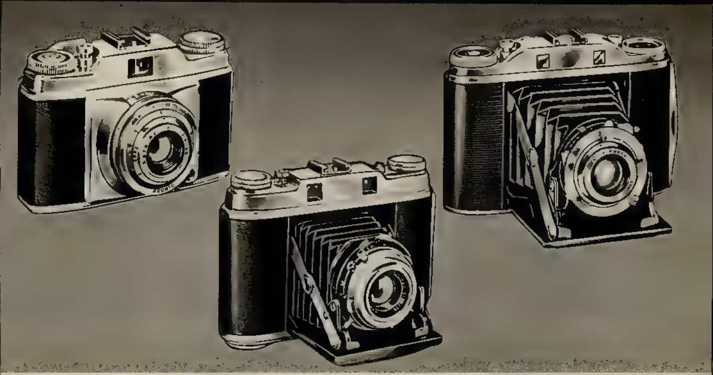
No. 598 Talking Station Record .85
Realistic railroad sounds: Diesel horns, exhausts, etc., on one side and steam locomotive whistles, piston sounds, etc.,

No. 600 Crossing Gate with Bell 7.95
Automatic sound and action make this fascinating railroad accessory indispensable for your model "pike". When train approaches grade crossing, gate lowers and red light goes on and warning bell sets up a continous clangor.

No. 740 Hand Car 7.95
No. 741 Hand Car and Shed 9.95

No. 750 Trestle Bridge 4.95
Heavy rolled-steel bridge designed to span rivers and gorges, on your model railroad Bridge Tender's house is illuminated inside. 17½" x 8¼" x 4½".

No. 742 American Flyer Hand Car 7.95
One of the most popular railroad accessories ever made-and newly designed with automatic reversing action. When hand car strikes object, it goes in reverse.



ANSCO Cameras . . . For Beginner, Amateur, Professional

ANSCO 35mm MEMAR

- **Rapid Film Advance**
- **Integral Self-Timer**

A new high standard of quality among low cost 35mm miniature cameras. Takes clear, precision-type pictures. Simple and easy to use . . . the perfect family camera. For both black and white negatives and color slides. Rapid film advance—thumb lever moves film, sets the shutter, counts exposures in a single motion! With twin sprockets that guard against film damage and slipping. Coated, corrected Agfa f3.5 Apotar lens giving razor-sharp color and black and white. 1/200-second shutter, synchronized for all flash. Double exposure eliminator guards against memory slips. With a self-timer which permits the photographer to get into the picture. Sturdy, precision made all-metal body with a handsome satin-finish trim. See flash attachment unit listed below for Ansco Memar.

33-0228-Z-3021 . . . . Retail **39.50**

Case for above camera.

33-0229-Z-491 . . . . Retail **6.95**

ANSCO SUPER SPEEDEX

- **Automatic Film Transport**
- **Automatic Flash Shutter**

For those who appreciate the convenience of automatic operation—those who want to use a truly superior instrument for making pictures of the highest technical quality. The Super Speedex offers these important features: automatic film transport—no red window to watch. Load camera and wind the knob—film automatically stops at exactly the right spot for the first, and every picture on the roll. With Agfa f3.5 Solinar, with four elements and carefully computed air spaces. Complete lens focuses as a unit, to guarantee the sharpest definition at all focusing distances. Flash shutter—Synchro-Compur, 9 speeds to 1/500 second. M-X flash synchronized for all flashlamps and strobe lights. Other fine features include: reliable rangefinder, film reminder index, depth-of-field scale. Makes 2¼"x2¼" pictures on 120 size film. Flash unit listed below.

33-0230-Z-9139 . . Retail **119.50**

33-0231-Z-688 Case .Retail **9.75**

ANSCO SPEEDEX SPECIAL "R"

- **Built-in Distance Meter**
- **Special Type Rangefinder**

Here is the camera made to give you clearer pictures with a minimum amount of effort. The wide-base coupled-coincidence type rangefinder of the Ansco Speedex Special "R" operates independently of the lens. No more unsharp negatives due to focusing errors . . . just focus the subject through the combined rangefinder-viewfinder window and set the lens accordingly. Has a coated, color corrected f 4.5 Aptor Anastigmat lens. Precision built shutter adjusts from one to 1 300 second and is synchronized for all flashlamps and strobe light. A lifetime metal body is covered with Robusite and trimmed in satin chrome. Built-in self-timer for self-portraits, etc. Double exposure preventer assures no waste of film. Swing-out film spool carrier for easier loading. Takes 12 pictures 2¼"x2¼" black and white or color pictures on 120 size film. Flash unit is listed below. Wt. 2 lbs.

33-0213-Z-4396 . . . . Retail **57.50**

33-0212-Z-490 Carrying Case. Retail **6.95**

ANSCO MOVIE FILM

- **Freshly packed and dated**
- **True-to-life colors in pictures**
- **Will be remembered a lifetime**

ANSCO FLASH UNIT

- **Fits American or European cameras**
- **Extension outlet**
- **Bulb-ejector socket**
- **Has two fittings**
- **Standard batteries**

ANSCO COLOR MOTION PICTURE FILM

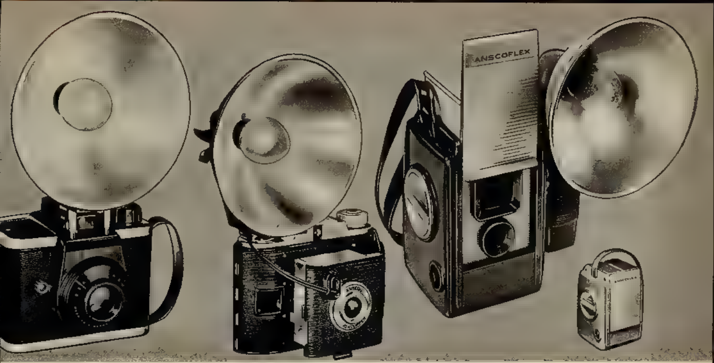
Ansco color film is noted for its true-to-life colors. Seeing your subjects in Ansco true-color is like having the actual scene in front of you once again.

33-0275-Z-841 16 mm. 100 ft. Daylite Color . Retail **10.40**
33-0276-Z-841 16 mm. 100 ft. Indoor Color . . . . Retail **10.40**
33-0277-Z-563 16 mm. 50 ft. Magazine Load. Daylite Color **6.95**
33-0278-Z-376 8 mm. Magazine Load. Daylite Color. . Retail **4.65**
All above prices include processing.

ANSCO UNIVERSAL FLASH UNIT

A flash unit that will fit any American or European camera with ASA or synchro-shutter connectors . . . has two fittings. Will fit all cameras illustrated on these pages that do not have flash attachment. Uses standard batteries or capacitor cartridges . . bayonet base bulbs. Complete with extension outlet and bulb ejector socket.

33-0224-Z-632 . . . . Retail **8.95**



Popular Ansco Cameras . . . Synchronized for Flash

ANSCO READYFLASH

- **Just Right for Your Youngster**
- **Use Day or Night—Indoors or Out**

Here's the simple, inexpensive way for the beginner to get started in the fascinating hobby of photography. Easy-to-use camera makes it possible for the youngsters to make good pictures of family or friends. Handy, compact flash synchronized camera with hand strap for easy carrying. Takes 8 pictures, 2¼x3¼ inches, using 620 black and white or Kodacolor roll film. Camera lens is fixed focus. Takes sharp pictures from 7 ft. to infinity. No adjustments to make; no guessing, no focusing. Eye-level viewfinder for rapid aiming. Ruggedly constructed all metal body with attractive plastic lens mount. Synchronized flash unit, shown above, fits right on camera. Put in a bulb . . aim and shoot . . . you've got the picture.
33-0220-Z-420 . . . . Retail **5.95**

Flash Attachment for Readyflash. Sturdily constructed for thorough service.
33-0201-Z-206 . . . . Retail **2.75**

ANSCO FLASH CLIPPER

- **Built-in Cloud Filter**
- **Double Element f/11 Lens**

The ideal family camera—accurate and easy to operate; nothing to set, nothing to focus. You get pictures indoors or out . . . day or night. Flash shots just as easy as "sunshine" pictures. Just attach flash unit . . . insert bulb . . . and shoot. Has a special double-element f/11 lens, corrected to prevent distortion. Built-in cloud filter helps you get better pictures by capturing cloud and sky tones. Camera lens focused 5 ft. to infinity . . . no adjustments to make. Eye-level viewfinder. All-metal bellows. Flash-synchronized shutter for taking indoor shots with the flash accessory shown above. Takes 16 pictures, size 2$\frac{1}{16}$x2½ in. on 616 roll film. Sturdy, lightweight metal body that withstands all types of abuse.
33-0202-Z-1041 . . . . Retail **14.75**
33-0204-Z-217 Carrying case. Retail **3.25**

Flash Attachment for Clipper.
33-0203-Z-259 . . . . Retail **3.45**

ANSCOFLEX REFLEX

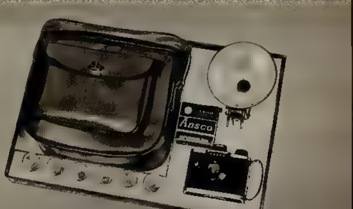
- **Sliding Metal Lens Cover**
- **Special f/11 Two-Element Lens**

Striking new two-tone gray and silver color styling. Sliding metal lens cover and self-erecting finder hood open and close with the touch of a finger, protecting the camera when it is not in use. Exclusive "watch wind" film knob transports film by quick, easy ratchet action. Special f/11 two-element lens gives sharp, clear distortion-free pictures even in poor light. Easy-to-use shutter release has inter-locking double exposure prevention. Built-in neck strap. Takes 8 pictures, 2¼x3¼ inches, using 620 black and white or color roll film.
33-0232-Z-1105 . Retail **15.95**

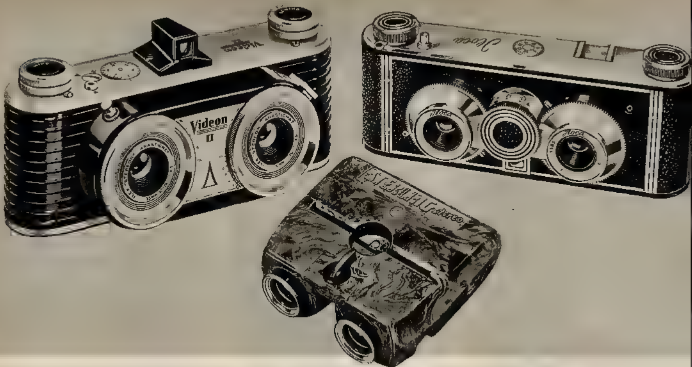
Flash Unit for Anscoflex. New-type, lock-on flash attachment for indoor shots.
33-0233-Z-349 . . . . Retail **4.95**

Case for Anscoflex. Leather eveready case attaches easily with tripod thumbscrew.
33-0234-Z-247 . . . Retail **3.50**

COMPACT ANSCO FLASH CHAMPION OUTFIT. Includes: Ansco Flash Clipper camera (see above); detachable flash attachment; six No. 25 bayonet base flash bulbs; one roll of 616 film—takes 16 pictures; and beautiful brown plastic shoulder gadget bag, zip top.
33-0221-Z-1831 In easy storing carton . . . . Retail **24.95**



COMPLETE ANSCO READYFLASH OUTFIT. Contains: Ansco Readyflash camera (see description above); detachable flash unit; six No. 25 bayonet base flashbulbs; three rolls of 620 film—enough for 24 pictures; and luggage-type zip-around carrying case with strap.
33-0222-Z-949 In handy storage carton . **13.45**



Full Color 3-Dimensional Stereo-Cameras and Equipment

VIDEON 35mm STEREO CAMERA

- **Self-Cocking Shutter**
- **Single Control Focusing**

Now you take your pictures in three dimensions! Capture those once-in-a-lifetime shots without losing a bit of detail, color or depth. Pictures, when viewed through stereo viewer, look real enough to walk into! Uses standard 35mm. color film in 20 or 36 exposure rolls, yielding true life-like color. Equipped with carefully paired, three-element Ilex "Stereon" anastigmatic f/3.5 lenses, coated on all surfaces to produce brilliant pictures. Coupled diaphragms for simultaneous operation. Self-cocking, synchro-stereo shutter, with automatic speeds of 1/10, 1/25. 1/50 and 1/100, plus time and bulb. Flash synchronized. Single control focusing. Ground and polished eye-level optical viewfinder. Positive, semi-automatic metering of film insures against overlapping or skipped frames. Modern designing of the case gives the camera an added air of luxury.

33-0300-Z-7115 . . .. Retail **94.75**

33-0301-Z-817 Carrying case for Videon. Retail **12.95**

STERLING STEREO VIEWER

- **Inter-Ocular Lever**
- **Binocular Focusing**

35mm. stereo slides come to life in breath-taking three dimension! Takes all sizes of 35mm. stereo slides. Enables you to view the larger size horizontal stereos as well as the smaller size vertical pictures. Inter-ocular lever adjusts two lenses to eyes of the viewer. Binocular focusing of each individual lens. Precision ground, highly polished optical glass. Recessed on-off switch. Stereo viewer is beautifully styled in a swirled plastic frame. The viewer uses standard flashlight batteries and a small flashlight bulb. Makes a wonderful gift for the amateur camera fan or the professional photographer.

33-0715-Z-777 ....Retail **12.95**

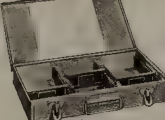
ILOCA II 35mm STEREO CAMERA

- **Delayed Action Self-Timer**
- **With Handsome Carrying Case**

Made by expert German craftsmen in Iloca's world-famous Hamburg factory! Precision made with advanced stereo features that give your pictures thrilling color, unbelievable depth, sharpness and life-like beauty. Loads with standard 35mm. color film, or with Eastman No. 335 stereo color film. Perfectly matched Iltar "violet-brown" hard coated f3.5 lenses. Prontor-S shutter with speeds from 1 to 1/300 seconds, and bulb. New rapid cocking mechanism. Delayed action self-timer—allows you to get in the picture. Fully synchronized for flash. Center wheel focusing—all controls are coupled. Permits use of sunshades, filters and other accessories. Body shutter release. Perfectly centered optical viewfinder—eliminates parallax. Hinged back for fast loading. Automatic film counter eliminates guess-work. Sturdily constructed and designed for thorough service and hard wear. With a handsome carrying case that is sturdy, rugged and durable, will protect camera at all times.

33-0310-Z-9300 .... .Retail **137.00**

Stereo Slide File Cases And Mounts



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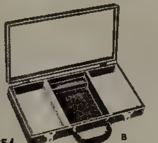


B

(A) STEREO SLIDE FILE. Stereo file holds 150 ready-mount stereo slides or 75 glass mounts. Separated dividers prevent scratching of slides. All steel welded construction for lifetime use. Beautiful silver gray hammertone finish. Complete with 2 catches, handle, index card, etc. Easy to carry. Size 2"x7½"x14". Weight 3 lbs.

33-0700-Z-195 Retail **3.25**

(B) STEREO SLIDE FILE CASE. Spacious, easy-to-carry slide file and viewer case for the Sterling stereo viewer. 60 compartments. Wood constructed box finished in handsome reptile design, leatherette fabric. Beautiful plastic handle. Slide apart hinges for easier indexing. With table of contents, tabulated numbers, plastic separators.

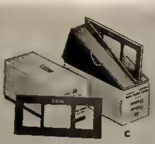
33-0716-Z-500 ..Retail [redacted]

(C) MOUNTS FOR STEREO PICTURES. Easy, simple to operate. No special talents needed to mount stereo frames for superb three dimensional viewing. Center section of frame is for titles, descriptions, etc. Frames are sturdily constructed, will give years of thorough and satisfactory service. 50 mounts to box.

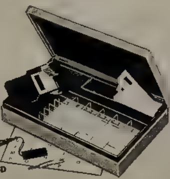
33-0302-Z-233...Retail **3.50**

(D) MOUNTING KIT. A "must" for the beginning 3-dimension fan, the professional or amateur who is going to mount his own frames. The real thrill of making your own mounts adds to the enjoyment of this work. Set includes cutting board, right and left segregation compartments, mounts and tweezers all in one unit.

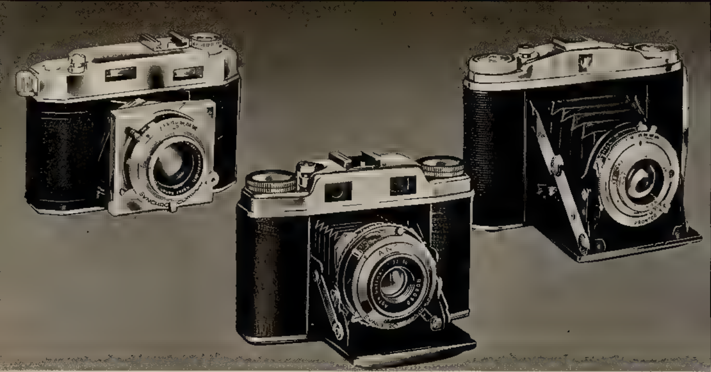
33-0303-Z-897. Retail **13.45**



C



D



For Clear, Sharp Pictures . . . ANSCO 35mm. Cameras

ANSCO 35 mm KAROMAT

- **Lens-Coupled Rangefinder**
- **Rapid Film Transport Lever**

A beautifully engineered, German precision instrument that will produce extra-sharp color transparencies or great detail and definition in black and white. The Karomat offers speed and flexibility in operation. Lens is the famous Schneider f/2.0 Xenon . . . handcoated fully corrected anastigmat. A lens-coupled split-image type rangefinder makes it easy to have great accuracy in focusing; rangefinder and viewfinder in single window for greatest operating convenience. Synchro Compur Rapid shutter, speeds from one to 1/500 second, plus time and bulb; synchronized for all types of flash bulbs at all shutter speeds. Range: 3′ to infinity. Automatic film counter, self-erecting lens panel, metal body, leather cover. Takes 20 or 35 black-and-white or color pictures with 35 mm. magazines. Flash unit listed on page 251. Wt. 3 lbs.

33-0216-Z-9559 . . . . .Retail **125.00**
33-0225-Z-8604 F/2.8 lens. . . . .Retail **112.50**
33-0217-Z-882 Eveready case . .Retail **12.50**

ANSCO 35 mm SUPER REGENT

- **Automatic Film Transport**
- **All Metal Construction**

Expertly designed 35mm camera that will produce results that any professional photographer would be proud of. The Super Regent looks better, and offers greater value in its price range. With four-element f/3.5 Solinar lens—1/500 second fully synchronized M-X- Synchro-Compur shutter. Lens coupled rangefinder makes it easier for focusing just sight and focus. Other features include: automatic film transport, double exposure eliminator for clearer, sharper pictures, depth-of-field calculator and a film reminder index showing how many pictures have already been taken. Takes standard exposures with 35 mm magazines. Metal construction that will withstand all types of abuse and hard wear. Flash unit for above Super Regent is listed on page 251.

33-0226-Z-6692 . . . . .Retail **87.50**
Case for above camera. Will give long and thorough service.
33-0227-Z-688 . . . . .Retail **9.75**

ANSCO 35 mm REGENT

- **Double-Exposure Preventer**
- **Shutter Speed to 1/300 Second**

This serviceable camera is the answer to all your camera needs. Fast, highly corrected f/3.5 Agfa Apotar Anastigmat lens, is hard coated to give sharper negatives and brighter color transparencies. The accurate dependable shutter, with speeds to 1/300 second and built-in synchronization for all flashlamps and strobe lights. Automatic film measuring device, film counter and double-exposure preventer helps to assure quality pictures. Built-in self-timer and depth-of-field scale allows you to maintain steadiness of pictures which you take of yourself. The "Regent" has an all-metal body covered in genuine leather with satin finish chrome trimwork. Other features—self-erecting front; optical subject finder; built-in accessory clip. Takes standard 20 and 36 exposures with 35 mm. magazines—black and white or color. Flash unit listed on page 251. Wt. 3 lbs.

33-0218-Z-4168 . . . . .Retail **54.50**
33-0219-Z-490 Carrying case. . Retail **6.95**

HIGHEST QUALITY ANSCO BLACK & WHITE FILM

Plenachrome—all weather black and white film for outdoor or indoor use. Processes into sharp negatives.
Super Pan Press—high speed black and white film for indoor use. Especially suited to flash pictures and fast-action shot at high shutter speeds.

Stock No.	Roll Size	Type	Retail Ea.
33-0250-Z-329 (Per Doz.)	127	Plenachrome	.40
33-0251-Z-372 (Per Doz.)	120	Plenachrome	.45
33-0252-Z-372 (Per Doz.)	620	Plenachrome	.45
33-0253-Z-450 (Per Doz.)	116	Plenachrome	.55
33-0254-Z-450 (Per Doz.)	616	Plenachrome	.55
33-0255-Z-372 (Per Doz.)	127	Super Pan Press	.45
33-0256-Z-406 (Per Doz.)	120	Super Pan Press	.50
33-0257-Z-406 (Per Doz.)	620	Super Pan Press	.50
33-0258-Z-493 (Per Doz.)	116	Super Pan Press	.60
33-0259-Z-493 (Per Doz.)	616	Super Pan Press	.60

3-ROLL ECONOMY PACK

Black and white Plenachrome all-weather film, in Ansco's cost-saving package.

Size 127
33-0262-Z-76 Per pkg. of 3 rolls.
33-0262-Z-216 3 pkgs. (9 rolls)
Retail per pkg. of 3 rolls. 1.05

Size 120
33-0263-Z-87 Per pkg. of 3 rolls.
33-0263-Z-249 3 pkgs. (9 rolls).
Retail per pkg. of 3 rolls. 1.20

Size 620
33-0264-Z-87 Per pkg. of 3 rolls.
33-0264-Z-249 3 pkgs. (9 rolls).
Retail per pkg. of 3 rolls 1.20

ANSCO QUALITY COLOR FILM

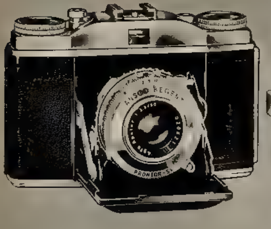
Outdoor Color Film Size 120*
33-0266-Z-81 (Each)
33-0266-Z-231 (3 or more) Retail Each. 95

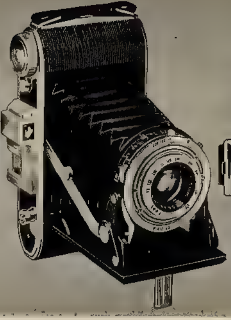
Outdoor Color Film Size 620*
33-0267-Z-81 (Each)
33-0267-Z-231 (3 or more) Retail Each. 95

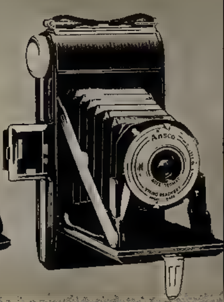
Daylite Color Film 35mm*. 20 exp.
33-0270-Z-171 Retail Each. 2.10

Indoor Color Film 35mm*. 20 exp.
33-0271-Z-171 Retail Each. 2.10

*These prices do not include processing.







Ansco Cameras for Beginner, Amateur or Professional

ANSCO SPEEDEX SPECIAL 4.5

- **Shutter Speeds From One to 1/300**
- **Agfa f/4.5 Apotar Lens**

This versatile folding camera does professional work at a price the amateur can pay—"shoots" everything from action shots to fine character studies, in black and white or color. Agfa f/4.5 Apotar hard-coated, fully-corrected anastigmat lens. Prontor shutter adjusts from one to 1/300 second, has time and bulb. Flash synchronized for all flashlamps and electronic flash tubes—delayed action shutter release for self-snaps. Shutter release on camera body. Range: 3′ to infinity. This camera will give life-time satisfaction to even the most discriminating photographer All-metal construction. Takes 12 pictures 2¼"x2¼" on 120 size black and white or color. Uses flash unit shown on page 251. Wt. 2 lbs.

33-0211-Z-3632 ....Retail **47.50**

Economy Speedex. Agfa f/4.5 Agnar anastigmat lens. Vario shutter; 1/25 to 1/200 sec.

33-0210-Z-2029 Wt. 2 lbs... ..Retail **[illegible]**

33-0212-Z-490 Case. Fits both..Retail **[illegible]**

ANSCO FOLDING VIKING 4.5

- **Range: 3′ to Infinity**
- **Shutter Speeds From 1/25 to 1/200**

For fine picture-making by flood, flash or outdoor lighting in black and white or color. Lens is the sharp, hard-coated Agfa f/4 5 Agnar Anastigmat. Pronto shutter is flash-synchronized, settings from 1/25 to 1/200 second plus bulb. Timer for self-snaps. All-metal body with satin chrome trim. Easy to use eye-level subject finder Swing-out spool for easy film loading Has all the necessary room needed for attachments: flash-gun accessory clip; body shutter release; tripod socket. Handy carrying handle enables you have this camera with you at all times. Takes 8 pictures, 2¼"x3¼" on 120 size black and white or color. Wt. 2 lbs.

33-0206-Z-2618 ....Retail **44.50**

VIKING 6.3. Same as above except this has Agfa f/6.3 Agnar Anastigmat lens and Vario shutter; 1/25 to 1/200 plus "B". Wt. 2 lbs.

33-0205-Z-2505 .... Retail **32.75**

33-0207-Z-490 Case for 4.5 or 6.3 .Retail **6.95**

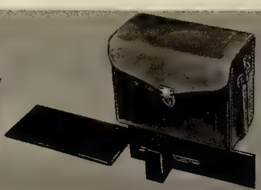
ANSCO VIKING "READYSET"

- **Agfa Isomar Lens**
- **Fingertip Body Shutter Release**

This soundly-built, smartly-designed camera is recommended to all who are looking for economy without sacrificing basic performance . . easy, effortless operation. Two-position diaphragm control assures better exposures. Two-position focus control makes sharper pictures possible at all distances from 5 ft. to infinity. Complete with the famous Agfa Isomar Lens which helps maintain a good quality of photographs. Synchroflash shutter with Instantaneous and Bulb Setting for flash pictures. Finger tip body shutter release for fast action. Spring-loaded film pressure plate makes film-loading a snap . . . keeps film tight and always ready to use. The "Readyset" folds compactly and has a convenient carrying handle. Takes 8 album size pictures, 2¼"x3½" on a 120 size roll, black and white or color. Flash attachment is shown on page 251. Wt. 2 lbs.

33-0208-Z-1338 .... Retail **18.95**

33-0209-Z-346 Eveready Case . .Retail **4.95**



X-PANDO GADGET BAG. There's always room for that added equipment with the X-Pando . . . just open the special zipper on the main section or on the outside pocket. Opens to twice its size . . . gives you plenty of room for all your photographic accessories. Made of scuff-proof, waterproof and stainproof Texhyde. All-around top zipper with lock; brass hardware; adjustable carrying strap. 12"x10½"x3½". Fits all cameras.

33-0601-Z-896 Retail **14.95**

TEXHYDE GADGET BAG. Durability of leather at half the price! Scuffproof-waterproof-stainproof. Large outside pocket, roomy inside pockets. Hard bottom. Adjustable carrying straps. Full ziplock. For 35mm., reflex, 8mm. movie.

33-0602-Z-635 Size: 9"x10"x3" Retail **10.50**

For 2¼"x3¼" Press Type Cameras.

33-0603-Z-800 Size: 12x10½x3½" Retail **13.75**

For 3¼"x4¼" or 4"x5" Press Type Cameras.

33-0604-Z-896 Size: 14x10½x5" Retail **13.45**

ADJUSTO MOVIE CAMERA CASE. Perfectly fits almost any 8 or 16mm. movie camera. Adjusts in 10 seconds by simple movement of specially designed "Adjusto Block." Finest top grain cowhide in handsome, light "California Tan" shade. Luxurious corduroy inner lining; brass hardware; double stitching. Size: 8¼"x6"x4".

33-0600-Z-1050 .... .Retail **17.95**

As above; of economical, long-wearing Texon.

33-0605-Z-650 .... .Retail **11.00**

FAST
SPEED CONTROL
START
LAMP
REVERSE
STOP
OFF
FORWARD

photographic equipment

Investing in quality camera equipment is always a sensible idea. Aside from its permanent value in dollars and cents, quality camera equipment yields generous dividends in the thrills and pleasures of picture-taking. With this in mind, Continental is proud to present many of the outstanding names in photography . . . distinguished for quality, performance and value. Still, stereo and movie cameras; movie and slide projectors; and other photographic accessories—all represented in this 24-page section. We are sure that this complete line will take care of every photographic requirement for the beginner, the advanced amateur or the professional.

Fabulous Skyfoam

Modern

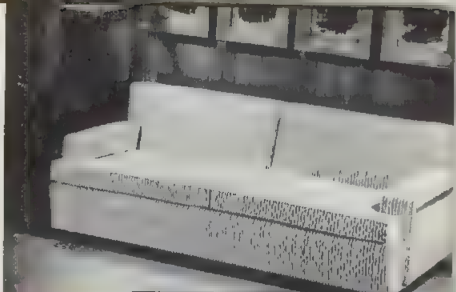
A sleek lined ensemble with Skyline's unmistakable custom look. This is truly furniture for today's living. Fabric shown is tight nubby textured Fibre E—the new miracle yarn.

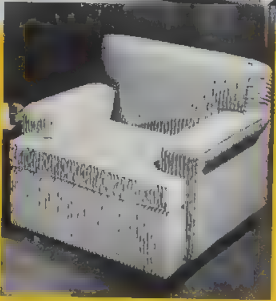
Colors available are citron, pearl, kelly-green, brown, red, charcoal, ice-pink or turquoise

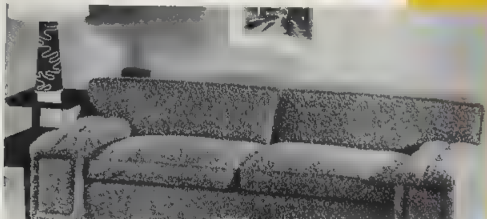
Goodyear airfoam cushions. Exposed wood leg finishes are available in either ebony or blond

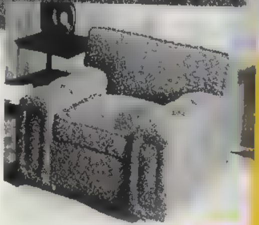
Sofa is 82" long, 33" deep and height to seat is 28". Shipping weight 185 lbs Chair is 34" wide, 33" deep and height to seat is 28". Shipping weight: 95 lbs

476013B15935 Sofa **$227.50**
476014B7535 Chair **$102.95**
476015B21220 Set **$329.50**





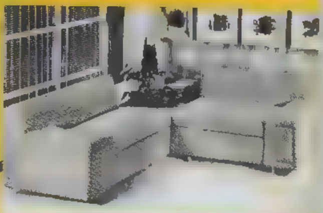




Fabric shown is metallic nubby boucle with black predominate background Colors available are ice-pink, citron, black-white, coral or gold

99" Long 35" Deep—30" Seat Height. Shipping weight 275 lbs

476004B14700 Sofa **$222.50**
476005B7500 Chair **$112.50**
476006B20900 2 pc Suite **$299.95**



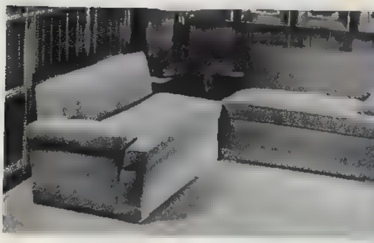
Fabric shown is modern high pile frieze

Colors available are white-black, citron-green, brown, red, ice-pink, or kelly-green.

51" Long Each—35" Deep—30" Seat Height

Shipping weight for both sections 375 lbs.

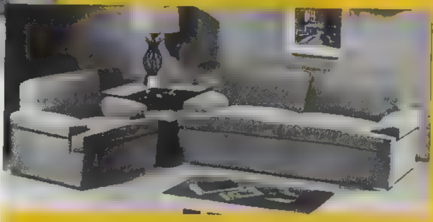
476007B15540 2 pc. Sectional **$224.50**



Fabric shown is high pile modern frieze, available in kelly-green, cocoa, red, white-black, gray or coral

Chair—38" Wide—33" Deep—29" High
Shipping weight 150 lbs.
Sofa—86" Long—33" Deep—29" High
Shipping weight: 375 lbs
Two Piece Sectional Sofa 50" Long—33" Deep—29" High.
Shipping weight for both pieces 375 lbs.

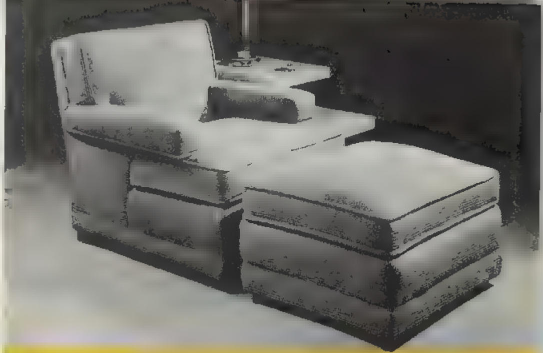
476008B12300 Sofa **$184.50**
476009B6250 Chair **$94.50**
476010B17975 2 Pc Suite **$269.95**
476011B16750 2 Pc Sectional **$249.95**



The World's Most Comfortable* Chairs . . .
There's only one

There's only one
*Pullmanaire
made exclusively by Pullman

LOUNGE CHAIRS

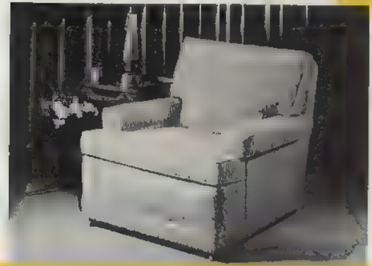


English Charles of London type Pullman-aire lounge chair. The heavy rope welt treatment adds to its elegant tailored look. The heavy square arms built soft to touch add to its comfort.
The ottoman with its pillow effect top blends with any Pullman lounge chair shown. Its height is perfect to fit our chairs and give them almost a chaise lounge appearance
Fabric shown is Metallic Allover Pattern, but may be ordered in any fabric shown on the Pullman pages
Colors available Rose, Red, Beige, Brown, Light Green Dark Green, Grey or Black and White.
STATE COLOR WANTED
(Chair) Width 35 Depth 38 Height 32
Weight: 100 lbs.
(Ottoman) Width 28½ Depth 23 Height 16
Weight: 40 lbs.

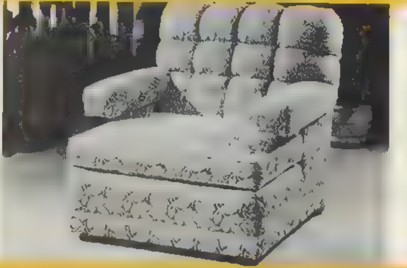
Exposed Wood Finish is available in Mahogany, Wheat, Ebony
STATE FINISH WANTED
47701589325 Chair Retail **$139 95**
47701684455 Ottoman Retail **$67 50**

made exclusively by Pullman

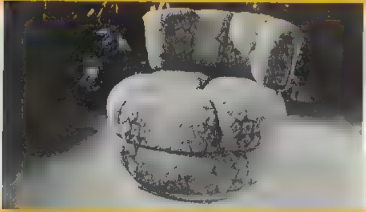
Please note that any of the chairs shown may be purchased in any of the covers shown on the Pullman Furniture pages. All chairs on this page are FOB Chicago. Delivery approximately 30 days



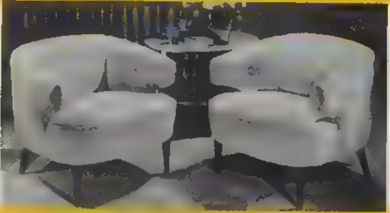
Large roomy English Charles of London Pullman-aire Chair The heavy soft square arms and thick lush biscuit tufted back add much to its comfort and beauty. The fastened Marshall Unit cushion enables the patented Pullman-aire construction to give much more comfort Fabric shown is figured Matelasse, or choose any of the fabrics shown on the Pullman pages
Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White.
STATE COLOR WANTED
Size Width 33—Depth 38—Height 32.
Weight 105 lbs
47701989995 Each **$149 95**



The nationally famous "Pullmanaire Chair" takes on new importance with the addition of reversible full foam cushion as well as an attached pillow full foam back. The Charles design places this patented chair in complete harmony with 18th Century or modern interiors. PULLMAN'S spring float construction in base Nationally advertised
Fabric shown is Cotton Tweed.
Colors available Red, Beige, Brown, Light Green, Dark Green Grey, or Black and White.
Size Width 32 Depth 36 Height 33
Weight: 100 lbs
47701381137 Each **$171.50**



The ever popular "poof" chair employs generous use of foam filling. In today's Tempo of TV viewing, this chair with its turnstyle fixture is very popular for casual room arrangement. An exceptional chair on which to use colorful fabrics in adding a dash of excitement to your room. Types of fabric shown is nubby figured Matelasse, but may be ordered in any fabric shown on the Pullman pages.
Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White. State Fabric and Color Wanted
Size: Width 30"—Depth 33"—Height 28" Weight 50 lbs
Exposed wood Finish is available in Mahogany, Wheat or Ebony
47702188250 STATE FINISH WANTED Each **$125.00**



Modern spot chair whose overall size and ample seating comfort fits in with any arrangement where extra seating comfort is needed. Its hub contour creates a softness of lines that helps balance well proportioned seating. A PULLMAN exclusive original
Fabric shown is Modern Nubby Tweed. Is also available in any of the other fabrics shown on the Pullman Pages
Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White STATE COLOR WANTED.
Size: Width 31—Depth 30—Height 28.
Weight 75 lbs
Leg Finish Available in Mahogany Wheat or Ebony
47702387205 STATE FINISH WANTED. Each **$109.50**

Styled to the minute

PULLMAN

Built for a Lifetime

*T.M. Reg.

America's most luxurious custom-crafted sofas. It's topped off with full-depth seat cushions. Pullman sofas are styled for every living room decor, in a wide range of new fabrics and colorings. Compare the beauty, compare the comfort, compare the value! You'll choose Pullman! All Nationally Advertised in House and Garden.

World Famous, Genuine Pullman

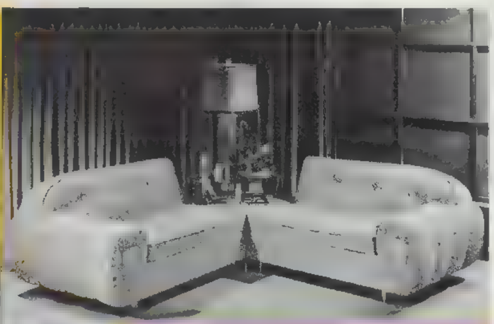
SOFAS

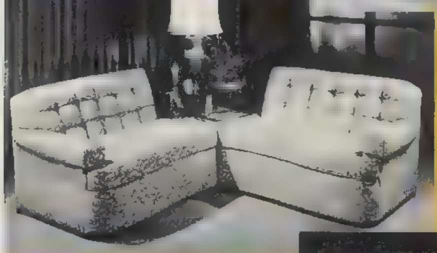
NOW! WITH FULL-DEPTH CUSHIONING!

Select any of the fabrics shown on the Pullman pages for any of the pieces shown on this page

F.O.B. Chicago. Delivery approximately 30 Days

Modern English two-piece contour sectional. Generous in the use of full foam seat cushions and sculptured biscuit back tufting. Arrangement in today's home decor is well defined with the use of this popular sectional. PULLMAN luxury comfort
Fabric shown is figured Metallic Matelasse
Colors available: Rose, Beige, Red, Brown, Light Green, Dark Green, Grey or Black and White
Sectional.
(Right Facing) Length 48"—Depth 36"—Height 29"
(Left Facing) Length 48"—Depth 36"—Height 29"
Shipping weight 2 pc. Sectional 450 lbs
477001B30995 Two-Piece Sectional **$459.50**

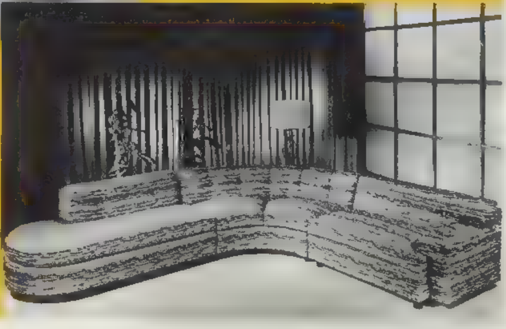




The broad combination of today's sectional styling with PULLMAN luxury seating comfort of full foam cushioning is generously used in this creation. Channel treatment of arms and brass legs are in accord with the decoration of modern interiors
Fabric shown is Nubby Textured Frieze
Colors available. Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White
Sectional
(Right Facing) Length 55"—Depth 36"—Height 31".
(Left Facing) Length 55"—Depth 36"—Height 31"
Shipping Weight: 2 pc. Sectional 475 lbs.
477009B28895 Two-Piece Sectional **$439.50**

The arm section has a clever T-cushion type of tufted modern arm with a lush button back. The arc section to make the group more unusually modern has a two cushion seat with a soft plush piped back. The bumper section adds to this stunning group of chaise affect which makes the group a modern section group. The cushions on all pieces are reversible. Be sure to specify Right or Left Facing on end pieces
Fabric shown is modern metallic tweed
Colors available. Rose, Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White.
Bumper Section.
(Right Facing) Length 61"—Depth 37"—Height 27".
(Left Facing) Length 61"—Depth 37"—Height 27"
Shipping weight: 170 lbs
Arc Section.
Length 82"—Depth 36"—Height 27".
Shipping weight 200 lbs.
Sectional Sofa
(Right Facing) Length 52"—Depth 36"—Height 27"
(Left Facing) Length 52"—Depth 36"—Height 27".
Shipping weight 160 lbs.

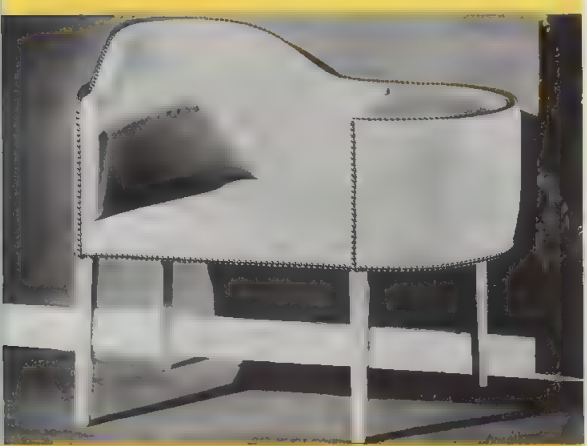
477003B15950	Sofa Section	**$239.50**
477004B17950	Arc Section	**269.50**
477005B15500	Bumper Section	**233.50**



Telephone Benches

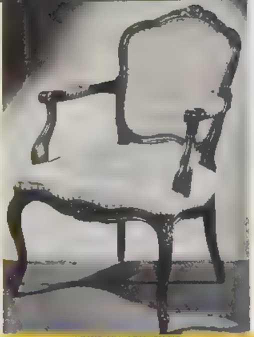
. . . and Chairs

These pieces are both beautiful in their simple contemporary design and may be placed at your discretion in almost any style setting. Specify fabric, colors and finish desired, when ordering



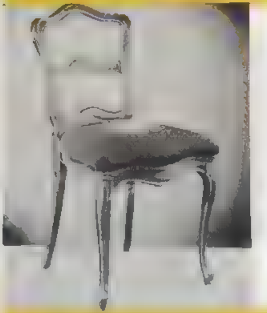
CONTEMPORARY DESIGN TELEPHONE BENCH

The graceful lines of this handsome bench will blend with any style furnishing
The nationally advertised Velon covering is easy to clean and available in today's modern decorator colors.
Functional designed for everyday use.
Hand trimmed with exciting brass head nails to set off an exquisite beauty in decor its essential utility to even the most discriminating home
Beautifully fashioned and upholstered in modern Velon cover that is so easy to keep clean. [illegible] colors are available in [illegible] yellow, red, chartreuse or egg shell. Trimmed with close set brass head nails.
Exposed wood legs are furnished in walnut, mahogany or bleached champagne
36" wide, 31" high. Shipping weight 65 lbs.
F.O.B. Chicago. Delivery approximately 21 days.
19100184750 Each **$79.95**



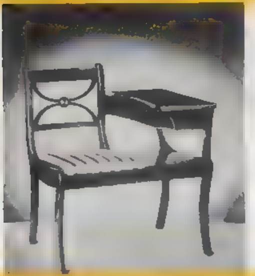
LOUIS XV ARM CHAIR

Selected [illegible] wood. Ornamental carving. Hand rubbed walnut or mahogany finish. Upholstery webbed bottom. Hand tied springs, moss and cotton filling. Seat 24½" wide 21½" deep. Height 36". [illegible] type cover, floral design Beige color only. Shipping weight 40 lbs. F.O.B. Chicago factory. Delivery approximately 21 days.
19100385250 Walnut **$75.00**
19100485250 Mahogany **75.00**



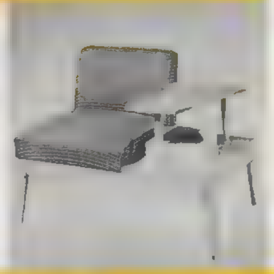
FRENCH PROVINCIAL DESK CHAIR

Genuine walnut or cherry wood. Finish in rich hand rubbed walnut, mahogany or cherry wood. Padded panel seat construction. Seat measures 13½" wide by 15" deep. Over all height 35". Shipping weight 20 lbs. Available in black needlepoint type cover or an attractive rose beige or green fabric. State frame finish and covering desired. F.O.B. Chicago, Illinois. Delivery approximately 21 days.
19100282500 Each **$37.50**



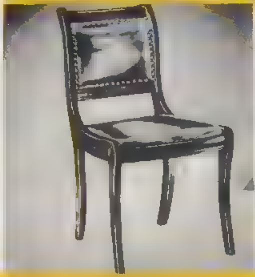
GOSSIP BENCH 28" long—18" deep—32" high

5 Ply Table Top beautifully finished in Mahogany, Walnut or Maple. Approved Bolted Construction. Legs, Rails and Posts 5/4" Birch.
Shipped in a carton. Weight 35 lbs.
F.O.B. Wisconsin. Delivery 10 days.
47900282120 Each **$31.95**



CHAT CHAIR

Solid Northern Hard Rock Maple. Spring filled seat and back. Sunnymode Mahogany or Black Finish. Upholstery colors: Gold, Green, Charcoal or Gray.
Width 44". Length [illegible]. Height 29".
Shipping weight 55 lbs. F.O.B. Wis. Delivery 15 days.
13705083075 Each **$45.95**



APPLETON BOLTED GENUINE LEATHER CHAIR

Seat 17¼" wide 15¾" deep. Height 33". Legs, Rails and Posts 5/4 Birch. Finished in Mahogany, Walnut, Maple. Shaded Genuine Leather Seat and Backs. Antique Nails. Curved Front Rail. Total weight 20 lbs. F.O.B. Wisconsin. Delivery 15 days.
47900182120 Each **$31.95**

WORLD FAMOUS FOR QUALITY

PULLMAN

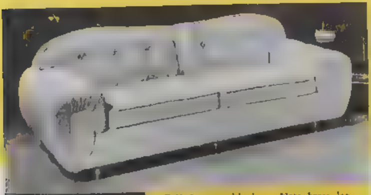
Magnificent 2 piece suites

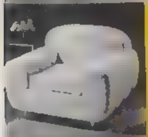
All of the fabulous seating comfort that has made Pullman famous is yours in these custom-styled 2-piece suites that decorates — or redecorates — your entire living room. Custom covered in your choice of expensive fabrics in colors that enhance any home

Note the unusual quality features . . . hand-webbed base, hand-tied coil springs. Then you'll know why this is America's greatest quality furniture. Nationally advertised in American Home

The furniture shown on this page may be ordered in any fabric shown on any of the Pullman pages.

F.O.B. Chicago. Delivery approximately 30 Days.





Full foam cushioning **Note brass leg** suspension

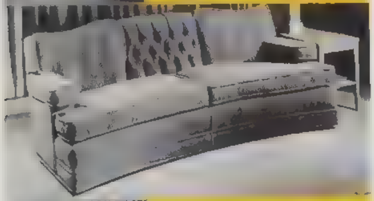
Fabric shown nubby metallic, or choose any of the other covers shown on the Pullman pages

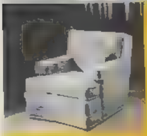
Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White

(Sofa) Length 90" Depth 30"—Height 31". Shipping weight 305 lbs

(Chair) Width 41"—Depth 36" Height 3[illegible]. Shipping weight 30 lbs

477033B20995 Sofa **$315.00**
477034B10750 Chair **159.95**





Three section divided back of the sofa with unique tufted center section. Also the neatly piped arm treatment, which sets off the lighter motif of this suite Note the brass leg treatment. Full foam rubber reversible cushioning also adds to its comfort.

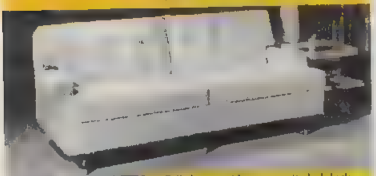
Fabric shown is Zimmerman Frieze.

Colors available Rose Red, Beige Brown, Light Green Dark Green, Grey or Black and White

(Sofa) Length 85"—Depth 43"—Height 42". Shipping weight 270 lbs

(Chair) Width 33"—Depth 33"—Height 3[illegible]" Shipping weight 120 lbs.

477041B22050 Sofa **$331.50**
477042B11050 Chair **166.50**



Full foam cushioning in attached back pillows and loose seat cushions Brass ferruled tapered legs. Fabric shown Modern Metallic nubby tweed.

Colors available: Rose, Red, Beige Brown, Light Green, Dark Green, Grey or Black and White

Leg Finish available in dark mahogany, wheat or ebony

(Sofa) Length [illegible]" Depth 36"—Height 31" Shipping weight 270 lbs

(Chairs) Width 30" Depth 36"—Height 32" Shipping weight 120 lbs

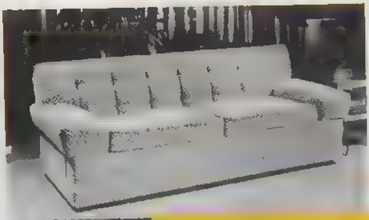
477045B22995 Sofa **$343.50**
477046B11750 Chair **174.50**

Modern English concave suite, with two-section button box back on sofa Marshall unit loose cushioning, smartly tailored welted arms. In all a suite that will add comfort and luxury to one's home. On casters for easy moving Fabric shown in figured frieze. Colors available Rose Red, Beige, Brown, Light Green, Dark Green, Grey, or Black and White

(Sofa) Length 85"—Depth 43"—Height 31½". Weight 270 lbs

(Chair) Width 33" — Depth 35" — Height 31½" Weight, 120 lbs.

477025B19350 Sofa Retail **$289.50**
477026B9750 Chair. Retail **146.60**



The spacious size in this smartly Pullman designed English modern suite is its keynote to beauty The tufted backs plus the spacious soft rubber filled arms add to its comfort. The loose reversible cushions are filled with cool foam rubber, adding also to its luxury. On casters for easy moving. Fabric shown is figured frieze

Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White

(Sofa) Length 84"—Depth 36"—Height 29". Shipping weight 250 lbs.

(Chair) Width 40" Depth 36"—Height 30" Shipping weight [illegible] lbs

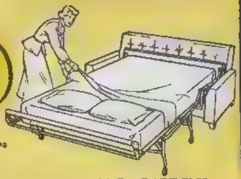
477029B21895 Sofa **$329.50**
477030B10625 Chair **159.95**

Styled to the minute

PULLMAN

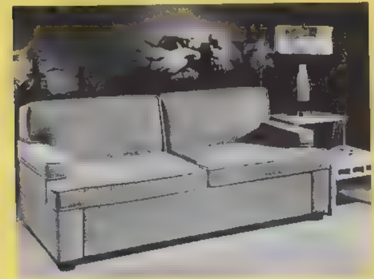
Built for a Lifetime

*T.M. Reg.

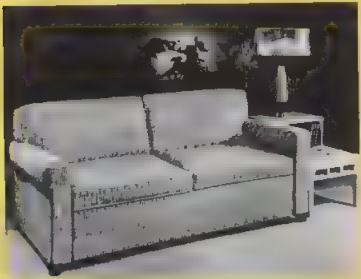


Nationally Advertised in BETTER HOMES AND GARDENS

You can now enjoy the SITTING comfort of the finest, most spacious sofa, yet transform it in an instant to the SLEEPING comfort of the finest bed! You can get every bit of Pullman's unsurpassed construction with a full depth innerspring mattress in a full-sized bed of standard height. F.O.B. Chicago. Delivery approximately 30 Days.

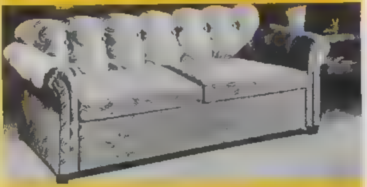


A smartly designed T-cushion English Charles of London Sleeper. Heavy rope welt edging adds to its handsome lines. The two cushion back and seat make it a real comfortable sofa. The loose reversible cushions are filled with 5½ inch Kool-Foam rubber. Fabric shown is metallic tweed
Colors available: Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White.
Legs are Finished in Mahogany, Wheat or Ebony
STATE COLOR OF FABRIC AND LEG FINISH WANTED
Sleeper — Foam Rubber Cushions
Length 75"—Depth 34" Height 32"
Shipping weight: 320 lbs
477057B25200 Each **$379.50**
As Above with 5½" Dayton Kool-Foam Rubber Mattress
477058B28750 Each **$429.50**

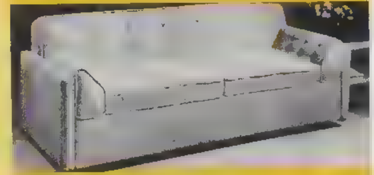


An authentic English Lawson Sleeper by Pullman Couch Company with a two section box type back and a two cushion seat to match. The well tailored cushions are filled with 5½ inches of kool foam rubber and are reversible
Fabric shown is figured tweed, or choose from any fabric shown on the Pullman pages.
Colors available Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White
Legs are Finished in Mahogany, Wheat or Ebony.
STATE COLOR OF FABRIC AND LEG FINISH WANTED
Sleeper—Foam Rubber Cushions.
Length 76"—Depth 37" Height 31".
Shipping weight 320 lbs.
477055B23950 Each **$359.95**
As Above with 5½" Dayton Kool Foam Rubber Mattress
477056B27300 Each **$409.50**

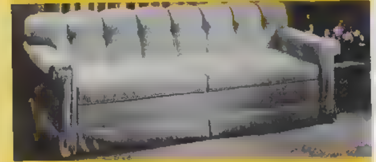
This contemporary sleeper is Pullman's latest in presenting a smartly styled unit to fit in with the plans of the budget minded younger generation. A smart button back and loose reversible 5½ inch Kool Foam cushions add to its value
Material illustrated is Metallic Nubby modern
Colors available: Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White
Legs are finished in Mahogany, Wheat or Ebony
STATE COLOR AND FINISHES WANTED Length 72" Depth 34"—Height 32"
477059B24495 Shipping weight: 320 lbs. Each **$341.50**
477060B27995 5½" Dayton Kool Foam Rubber Mattress. Each **$391.50**



English Regency Sleeper with a two cushion seat and clever scalloped back. Reversible cushions filled with 5½ inches of Kool-Foam rubber. Fabric shown is figured matelasse. Colors available: Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White
Legs are Finished in Mahogany, Wheat or Ebony. STATE FABRIC COLOR AND LEG FINISH WANTED Lgth 78"—Dep. 34"—Ht. 32".
477053B23950 Shipping weight 320 lbs Each **$359.95**
477054B27300 5½" Dayton Kool-Foam Rubber Mattress. Each **$409.50**



Removable bolsters. Foam rubber loose reversible cushions. PULLMAN Comfo-Pedic exclusive patented unit guarantees regardless of the difference in weight of the individuals sleeping on the Pullman sleeper they cannot roll to the middle. Fabric shown is Nubby Metallic Weave. Colors: Rose, Beige, Red, Brown, Light Green, Dark Green, Grey or Black and White. Length 83" Depth 34" Height 30" Shipping weight 320 lbs.
477051B25550 Each **$379.95**
477052B28900 5½" Dayton Kool-Foam Rubber Mattress. Each **$429.95**



Lawson Sleeper. Kick pleat skirt. Foam rubber cushions
PULLMAN Comfo-Pedic exclusive patented unit guarantees regardless of the difference in weight of the individuals sleeping in the unit, they cannot roll to the middle.
Fabric shown is Nubby Metallic. Colors available: Rose, Red, Beige, Brown, Light Green, Dark Green, Grey or Black and White
Length 83" Depth 34"—Height 30".
477049B27750 Shipping weight: 320 lbs Each **$419.50**
477050B31000 5½" Dayton Kool-Foam Rubber Mattress. Each **$469.50**

PALMER

Two new engines built by Palmer Engine Co., Cos Cob, Conn., will take advantage of the engineering advances, production and service facilities of the International Harvester Company. The ruggedness of International Harvester products and economy has been well-known for a long time among farmers and truckers. This will be the first time International engines have taken to the water.

The first engine is a small, powerful, four cylinder, to be known as the Palmer 60. It will be built in two types: the Palmer Huskie 60—16 h.p. at 2400 r.p.m. and a high compression, high r.p.m. Palmer Whippet 60—22 h.p. at 3000 r.p.m. Both have sturdy counterbalanced crankshaft, precision bearings, lifetime Palmer manifold and oil filter-cooler cast into the block. Both weigh approximately 350 pounds and measure only 28¾ inches in length. This small four will replace the two cylinder HH which has been built for many years by Palmer.

The second new engine will be known as the Palmer 240, and will be built in a Huskie 240 (90 h.p. at 2400 r.p.m.) and in the Whippet 240 (115 h.p. at 3200 r.p.m.). The 240 is a light, fast, six cylinder, overhead valve engine. The Huskie 240 will be of great interest to commercial boatmen since its overhead valve design will allow an inexpensive valve job.

The Palmer 60 (above) is built in two types, the Palmer Huskie 16 h.p. at 2400 r.p.m., and Palmer Whippet 22 h.p. at 3000 r.p.m. They weigh approximately 350 pounds

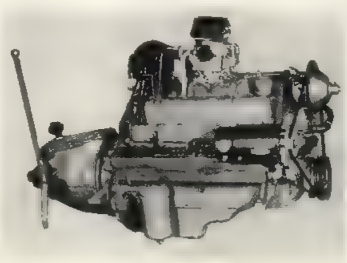
BARR MARINE

Barr Marine Products Company of Philadelphia, Pa., in following the trend to the V8 type engine, has added eleven new models to their line this year. Among the new models are the following: Buick V8, 143 h.p. at 4200 r.p.m. and 177 h.p. to 200 h.p. at 4100 r.pm.; Chevrolet V8, 162 h.p. at 4400 r.p.m. (Also 180 h.p.); Chrysler V8, 235 h.p. at 4400 r.p.m.; Cadillac V8, 230 h.p. at 4400 r.p.m.; Dodge V8, 150 h.p. at 4400 r.p.m.; DeSoto V8, 170 h.p. at 4400 r.p.m.; Ford V8, 130 h.p. at 4200 r.p.m.; Lincoln V8, 170 h.p. to 205 h.p. at 3800 to 4200 r.p.m.; Mercury V8, 161 h.p. at 4400 r.p.m.; and Oldsmobile Rocket V8, 185 h.p. at 4000 r.p.m.

With the addition of these new engines, they are now in a position to offer complete engines and kits for over 44 different model engines, ranging in horsepower from the 60 h.p. Willys to the 230 h.p. Chrysler and Cadillac.

The company is now manufacturing a complete and diversified line of marine conversions and parts, including such items as water-cooled exhaust manifolds (cast iron), water pumps (rubber impeller type), marine type reverse and reduction gears with the necessary adapters and flywheel housings for various model engines, transmission conversions, oil seals, thrust bearings, bronze and monel propeller shafting and underwater hardware.

Right: Another V-8, the Barr Buick conversion, 4-inch bore by 3.2-inch stroke, 322 cubic inch piston displacement, 200 h.p. at 4100 r.p.m. Equipped with Barr marine reverse gear and available also with reduction gears. Barr has added eleven new models to its line this year



VIMALERT

The Vimalert Company, Inc., 807 Garfield Avenue, Jersey City, N. J., announces the latest model of its U. S. Government approved marine conversion of the Allison V-1710 aircraft engine.

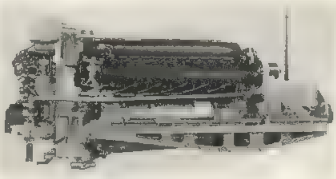
The V-1710-5 is rated 1000h.p. at 2600 r.p.m., conservatively lower than the aviation ratings of the same engine. Reverse power rating is 300 h.p. at 1650 r.p.m. The engine can be adapted to a range of ratings from 400 h.p. up.

The conversion is extremely light and compact, weighing 2250 pounds dry, ready to run, or 2¼ pounds per horsepower, including oil cooler, heat exchangers, electrical equipment and all accessories. Overall length is 96 inches, while width is 46 inches, including exhaust manifolds.

Right-or left-hand rotation is available. For high speed craft, such as racing boats, express cruisers, runabouts, or patrol, rescue, or crash boats, the drive is direct. Reduction gears can be added for low propeller r.p.m., making the conversion suitable for slow-speed craft, and work boats.

Vimalert will supply the complete conversion, the conversion kits, or will modify the customer's engines either in the Vimalert plant or on the customer's premises. Because of the size and flexibility of the unit, Vimalert is prepared to undertake practically any type of special installation.

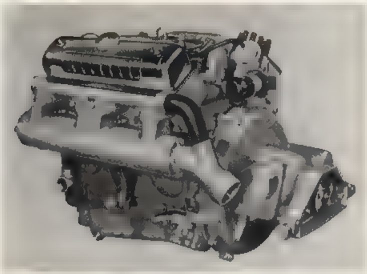
Below: The Vimalert conversion of the Allison aircraft engine. This motor puts out 1000 h.p. at 2600 r.p.m., conservatively less than aviation ratings for the engine



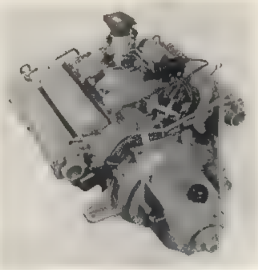
STOKES MARINE SUPPLY

The Stokes Marine Supply Company, Coldwater, Mich., have prepared a new catalog for 1955. This booklet illustrates and describes their full line of converted marine engines. They are in a position to supply conversion kits for practically any automotive engines and are also able to engineer conversions for any engines the customer wishes.

Their catalog further illustrates the full line of marine hardware and equipment which they are prepared to supply. Catalog is available to readers on request.



The Interceptor "140" V-8 engine with new Dearborn hydraulic clutch and reverse unit. Length is less than 40 inches



Lehman's JG V-8 develops 130 h.p., the JH, 140 h.p. Reduction gears up to 3-to-1 can be had

404 cubic inch six is available not only for larger cruisers, but also for commercial craft where a power-takeoff clutch is required.

The Sea-Farer Special delivers 225 h.p. This large six has made an impressive record in powering larger cruisers and heavy work boats.

The Sea-Raider six with its 779 cubic inch piston displacement is designed to provide 280 h.p. at 2,450 r.p.m. Its sustained high power output makes it particularly suited for large runabouts, large cruisers and fast commercial craft. The Sea-Raider Special 12-cylinder V-type 580 h.p. engine holds top spot in the horsepower range. The Kermath two-cylinder Diesel 2-127, developing 27 h.p. at 1,800 r.p.m., has proven a very satisfactory power plant for large auxiliaries as well as husky commercial craft. The Model 4-226 four-cylinder Diesel produces excellent power with economical fuel consumption. The Kermath Model 6-298 4-cycle, solid injection Diesel is a conservative six that will give continuous service with a minimum of maintenance. It is rated 75 h.p. at 2,200 r.p.m. Model 6-259 Diesel is built to deliver 130 h.p. at 1,800 r.p.m. for continuous service. It is well-suited to small tugs or large pleasure craft. The Kermath Model 6-935 Diesel develops 190 h.p. at 1,600 r.p.m. for continuous service. with a maximum of 250 h.p. available for intermediate usage.

LEHMAN ECON-O-POWER

The Lehman Manufacturing Company of Newark, N. J., offers a complete line of overhead valve marine engines—4, 6 and V8 cylinders. This design gives great engine efficiency, more power with less displacement and improved fuel economy. The cam shaft and valves are on top for easy servicing and adjustment.

The largest engine in the Econ-O-Power line is model EAD rated 205 h.p. at 4200 r.p.m. This is the 317 cubic inch Lincoln engine. Complete dry weight is only 1008 pounds, length under 46 inches. Snow-Nabstedt reverse gear is used, with water-jacketed reduction gears obtainable up to 3-to-1. Reverse rotation, for twin-screw installations, may be had in reduction models. Model JB is a heavy-duty version of the EAD rated 170 h.p. at 3800 r.p.m.

Two additional V8 engines are offered Model JH is 256 cubic inch displacement and develops 140 h.p. at 4000 r.p.m. Model JG is 239 cubic inch and is rated 130 h.p. at 4000 r.p.m. Water-jacketed reduction gears are available up to 3-to-1 ratio.

Model JF is a 6 cylinder, overhead valve type, 3.62 inch bore by 3.60 stroke, with 223 cubic inches displacement, developing 115 h.p. at 3900 r.p.m. This model has all the features of the V8's listed above—free turning valves, full-flow oil filter, full-length water jackets, etc. It has down-draft carburetion.

Lehman offers a 6 cylinder, "L" head engine for those primarily interested in lowest initial cost. This economy model is known as Model 8M and is built from the Ford 6 cylinder L-head engines. Rated 110 h.p. at 3600 r.p.m. this engine is 254 cubic inches with 3.5 inch bore by 4.4 inch stroke. A full line of reduction ratios is available.

Four cylinder overhead valve engines are produced in two models—134 cubic inch, which develops 48 h.p. at 2700 r.p.m. and a 172 cubic inch model of 60 h.p. at 2600 r.p.m.

A special low cost model is the 4 cylinder Jeep conversion built from the military type engine with modern improvements. This is an "L" head engine of 3⅛ inch bore by 4⅜ inch stroke—134 cubic inches. It develops 60 h.p. at 3600 r.p.m. and is ideal for kit boats.

For those who wish to assemble their own engine. Lehman can have a basic engine shipped direct from the Detroit factory. Conversion parts are shipped from the Lehman plant at Newark, N. J. They can supply the proper conversion for all Ford, Mercury or Lincoln engines back to 1928. A copy of Lehman's new catalog is forwarded free upon request to Lehman Manufacturing Company, 972 Broad Street, Newark 2, N. J.

DEARBORN INTERCEPTOR

A new development in marine power units is announced by Dearborn Marine Engines, Inc., Detroit, Mich. Their interceptor series consists of four V-8 valve-in-head marine engines of 125, 140, 155 and 175 h.p.

Safety, lighter weight and compactness with improved all-around performance were prime objectives. Principal safety features are incorporated in the carburetion, crankcase breathing and intake manifolding.

The air intake to the carburetors and the crankcase ventilating system are integral and located under the carburetors within the V formed by the cylinder block. Vapors or raw fuel are confined within the intake system. Design also provides a means of immediately drawing off external leakage. These features give complete protection from accumulation of vapors or raw fuel in the engine compartment or bilge. In addition, the system provides protection against introduction of any foreign elements.

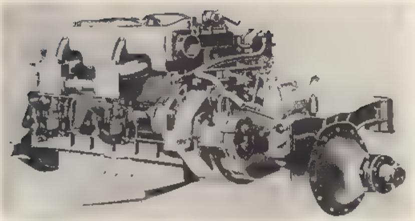
The plant is confined to a length of 39½ inches, width of 26¾ inches, a height above crankshaft line of only 16¼ inches and a depth of 10 inches.

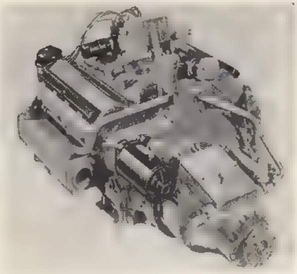
The reverse gear has a 1.48 to 1 ratio and is a self-contained hydraulic unit. When reverse is used it is not necessary to accelerate the motor. Interceptor control permits shifting from full forward to full reverse in 4/5 second.

Reduction gears are available from 1.5:1 to 3.5:1 ratios. The output shaft of the reduction gear is at a 10 degree angle which in most instances makes water-level mounting possible. The reduction gear provides opposite rotation for twin screws and will permit a V drive as an integral part of the engine.

The 12 volt electrical system is automatically regulated and includes fully enclosed starter and generator and a moisture-proof ignition system.

Interceptor engines weigh from 635 pounds to 675 pounds—as low as 3.61 pounds per horsepower—and maximum output is 4,000 r.p.m. engine speed.





Above: Chrysler's 6-cylinder Majestic M-49. A wide choice of reduction gears and Vee-drives is available. Right: Newest Chrysler model is the Royal V Special M-44S rated at 150 h.p.

CHRYSLER

The Chrysler marine engine line for 1955 will be augmented by an additional engine—a V-8. This follows only a year after the 200 h.p. Chrysler Imperial V Special made its appearance and will employ the same hemispherical combustion chamber, short-stroke, low-friction design. The new engine is designated the Royal V Special (M 44S) and is rated 150 h.p. at 3,800 r.p.m. Like the Imperial Special, the new V-8 mounts on standard 22½-inch centers.

The Royal V Special will fit virtually any boat capable of taking an inboard 6- or 8-cylinder marine engine. Dimensions for the Royal V Special (straight drive) are 44 11/16 inches long, 32½ inches wide and 21¼ inches high.

Feature advantages include overhead laterial valving with larger and wider spaced valves; completely water-jacketed cylinders; free-flow intake and exhaust porting; fully enclosed oil lines; and centered spark plugs.

Chrysler Marine Engine Division also announced other changes including a step-up in horsepower of the Chrysler Ace from 92 to 95 h.p. at 3,200 r.p.m., the Ace Special going from 105 to 110 h.p. at 3,600 r.p.m. Stroke dimension for both engines is now 4⅝ inches.

Other engines in the line are the Crown (115 h.p. at 3,200 r.p.m.), the Crown Special (125 h.p. at 3,600 r.p.m.), and the Majestic (160 h.p. at 3,000 r.p.m.).

Reduction gears for the entire line are internal gear and pinion type with helical teeth. All gears are mounted on large ball bearings with centers adjustable to insure proper adjustment and quiet operation; available in 1.43, 2.04, 2.56, 3.17 or 3.95 to 1 reduction. Vee-drives are available in 1.13, 1.42 or 2.05 to 1 reduction.

Additional features have been added this year including three water-jacketed exhaust assemblies; a single outlet assembly for in-line 6-cylinder engines, and optional single or dual outlet for V-8's.

OSCO MOTORS

Going into 1955 season Osco Motors Corporation of Philadelphia has come up with four new series of Osco Marined Ford engines . . . all overhead valve types.

Of the four series one is the 115 h.p. OHV-6 of 223 cubic inches. The remaining three series are V-8 engines of 140, 170 and 205 h.p. with 239, 256 and 317 cubic inches displacement respectively.

For those who elect to convert the new Ford engines to marine form at their own shops, Osco's line of Convo kits, reversing gears, reduction gears and accessories has been expanded to cover the new and higher powered Ford engine.

Osco continues to manufacture its diesel engine line as well as Convo equipments for their Ford and Jeep line.

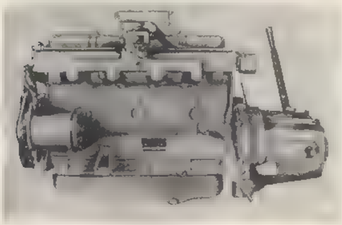
MICHIGAN MARINE

The Michigan Marine Motor Company of Coldwater, Michigan, produce a number of small engines. Their Junior Four is a four cylinder 2⅝ by 3 bore and stroke engine, which is rated at 25 h.p. and weighs only 300 pounds. In the two-cylinder models, their Senior Twin develops 15 h.p. with two cylinders 3¼ by 4 inches in bore and stroke. Its weight is 290 pounds.

A larger and more powerful engine, the Senior Four has the same cylinder sizes as the Senior Twin, that is, 3¼ by 4. It develops 60 h.p. at top revolutions on a weight of 425 pounds and is regularly fitted with a Paragon reverse gear. The largest of Michigan's engines is the Senior Six, designed for higher speeds in runabouts and cruisers. It is small in size so that it will fit where space is limited. Its cylinder dimensions are 3-7/16 by 4⅛ and it is rated at 92 h.p. at 3,200 revolutions. It weighs only 625 pounds and is supplied with a Paragon reverse gear. It is well adapted to runabouts and light cruisers.

Michigan also supplies a 6 h.p. single cylinder air-cooled engine suitable for small, light fishing and utility boats. This engine can also be applied to various auxiliary purposes, such as lighting plants, pumps, etc.

Conversion kits for most of the popular automotive engines are also listed.

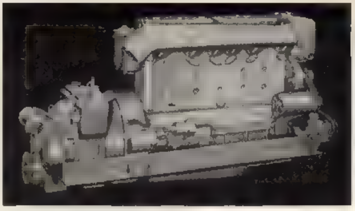


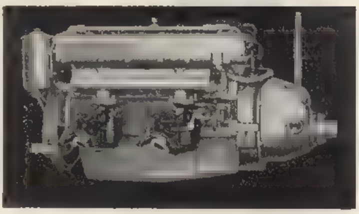
Osco Motors Corporation's overhead valve Osco Marined Ford 6-cylinder 115 h.p. engine has 223 c.i. displacement

The Michigan Junior 4, 25 h.p., 300 pounds, designed for small runabouts, light cruisers and auxiliaries up to 40 feet system with constant voltage generator. A companion engine with single carburetor is Model 185, rated 185 h.p. at 3400 r.p.m.

Other gasoline engines in the Gray line include the smaller 4 and 6 cylinder engines which are widely used in stock boats, with ratings amply spaced over the 25, 45, 60, 75, 100, 115 and 135 h.p. range, built both in 3200 r.p.m. styles for heavier boats, and 3600 r.p.m. styles for runabouts. The heavy-duty distributor and waterproof ignition cables which were adopted last year are continued as standard on all models. Gray's patented Thermogard temperature control valve is standard on additional models. Fresh water cooling system with centrifugal circulating pump is available on all models. Available equipment includes Gray's water-cooled exhaust elbow, hydraulic reverse gear, a new power shaft attachment for standard manual-type reverse gear, improved radio shielding, and other accessories.

Gray's 200 h.p. Diesel Six — D802 — goes into production this spring. Designed for cruisers and work-boats, it develops 200 h.p. at 2200 r.p.m. on a piston displacement of 802 cubic inches. Gray diesels are now available in a range from 30 to 200 h.p.





Gray's model 165 and model 175 (shown at the left) are two completely new gasoline engines. Single carbureter 165 develops 165 h.p. at 3400 r.p.m., dual carbureter 175 develops 175 h.p. at 3400 r.p.m. Both have a piston displacement of 363 cubic inches

Newest addition to Gray's expanding Diesel series is a big 802 cubic inch Six, rated 200 h.p. at 2200 r.p.m. This has design and general appearance identical with that of the lightweight 100 h.p. developed originally for the U. S. Navy, and this design is also repeated in the streamlined 135 h.p. 572 cubic inch model. Smaller models include 30 h.p. and 50 h. p. sizes, both 4-cylinder.

The Gray Engineering Department has been expanded in size, as has the Experimental Test Laboratory.

KERMATH

Kermath Manufacturing Company of Detroit, Mich., a subsidiary of Barium Steel Corporation, presents a line of gasoline engines ranging from 5 to 580 h.p., including the Model 60 Hydrojet, and a broad line of diesel engines in a range from 27 to 250 h.p. Major changes have been announced in three models and two new gasoline models designated as the Sea-Prince Special 105 h.p. and the Sea-Rover Special 145 h.p. have been added. Refined and improved by redesign are the Sea-Pup, Sea-Twin and Sea-Prince. A new price schedule indicates substantial price reductions. Most models offer a wide choice of reduction gear ratios.

The 5 h.p. single cylinder Sea-Pup and the 10 h.p. two-cylinder Sea-Twin have gained wide acceptance. The 1955 Sea-Pup models have been improved by use of standard S.A.E. flange-mounted magnetos. The water pump has been redesigned and relocated so that it is accessible for easier adjustment. The Sea-Twin has proved popular in small auxiliaries. Improved in a manner similar to that employed with the Sea-Pup and with further refinements in balancing integral parts assures smoother operation. An improved carburetor will be incorporated in the new engine.

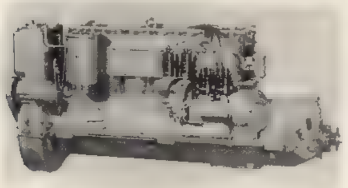
The 1954 four-cylinder Sea-Cub, weighing less than 300 pounds and measuring less than 30 inches long, is available both in direct drive and with reduction gears. The 134 cubic inch Sea-Jeep is designed to provide up to 61 h.p. at 3.600 r.p.m. A power-takeoff clutch is available. Magneto ignition can also be had.

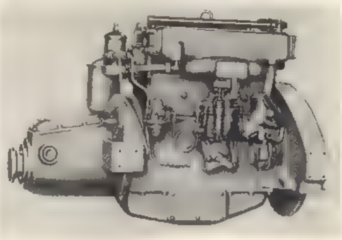
The 230 cubic inch Sea-Prince is new from flywheel to coupling. Overall length is 40 inches, making it one of the shortest small 6-cylinder engines built. The new high-lift camshaft, larger capacity oil pump, improved main and connecting rod bearings reflect the many improvements in this model. Dual distributor ignition or combination magneto and distributor ignition are available. This small six provides 95 h.p. at 3,600 r.p.m.

The Sea-Prince Special is a new addition. This engine has a bore of 3 7/16 inches and a stroke of 4¼ inches, rated 105 h.p. at 3,600 r.p.m.

The Sea-Rover for 1955 supplies qualities which appeal to the commercial fisherman, tug boat and barge operators and other work boat owners, while the smooth efficiency of this 320 cubic inch six gives it particular appeal for pleasure cruiser owners. The new Sea-Rover Special is a 339 cubic inch piston displacement power plant which has the same external dimensions as the standard Sea-Rover. This engine is rated 145 h.p. at 3,000 r.p.m.

The Sea-Mate Special features a slow-speed water pump arrangement and improved coolant circulation system. This





Above: Kermaths' 678 cubic inch, 225 h.p. Sea-Farer Special. The 134 cubic inch Sea-Jeep (right) is rated at 61 h.p.

UNIVERSAL

In presenting its selective offering of six cylinder marine engines, Universal Motor Company, Oshkosh, Wisconsin, emphasizes its many new, fully modern models. All are in the medium-high speed range and feature exceptional output for their size and weight.

The Super-Six Commodore delivers 145 horsepower turning at 3200 r.p.m. It measures only 45 inches overall and weighs just 890 pounds. It's a 340 cubic inch engine with 7-bearing crankshaft and standard 12-volt ignition. Large, deep water jackets and chrome-nickel alloy iron corrosion-resistant castings are features.

The Super-Six Stevedore is the next Universal big-power six. This model produces 130 horsepower at 2800 r p.m. and combines the same design compactness and light weight. This is the model for extra-heavy boats.

The Master Six, a 105 horsepower, 237 cubic inch marine engine, combines low weight with small size. It tips the scales at less than 700 pounds fully equipped Over-all size is under 41 inches. Its 7-bearing crankshaft is dymetrically balanced for vibration-free, wear-reducing performance. Timing gears are shaved and helical cut for silent operation. Rubber mountings, built-in sump pump are standard features.

The Explorer Six was engineered especially for the popular kit boats and other light-hull craft in the cruiser and runabout classes. It develops 95 horsepower with great fuel economy. The Explorer Six is a 230 cubic inch model with an operating speed of 3200 r.p.m. Reduced size and poundage suit it well for its job. It uses standard gasoline in spite of its high-compression and high-torque characteristics.

Well-known standard favorites also having new features for 1955 are Universal's Sea Lion Six, Cruiser Six and Blue Jacket Six. These are of 110, 90 and 60 horsepower respectively and are proved performers in all pleasure boat and fishing services. Fully enclosed, these engines have exclusive features such as water jacket clean-out plates, sump pump for sure, easy oil changes, special chrome-nickel alloy iron castings.

The newest example of Universal's 4-cylinder specialized experience is the Unimite Four. It develops 65 horsepower at 3400 r.p.m., has 141 cubic inch piston displacement. It's an ideal model for outboarders wanting to convert to inboard power because of its short 31 inch length and low 450-pound weight. Quiet operation is a result of its modern design.

Next in the power range comes the Super-Four, long known for its work-horse ability and lasting dependability This 149-cubic inch engine develops 50 horsepower at 3000 r.p.m. For 45 horsepower, there is the Blue Jacket Flexifour. Speed is 3800 r.p.m. and piston displacement totals 99 cubic inches.

The Atomic Four, one of the smallest marine fours, has an output of 25 horsepower in a size less than 26 inches, a real space saver in cruisers and auxiliaries. Displacement is 65 cubic inches.

Utility Four, the other 25 horsepower model, turns at 2500 r.p.m. and is in the 95 cubic inch displacement class. This engine is available in fuel oil and kerosene models.

The popular 12 horsepower Blue Jacket Twin and 8 horsepower single-cylinder Fisherman are preferred models for auxiliary service.

Choice of reduction drives, and both manual and hydraulic reversing are available. A variety of front-end equipment for fishing service is offered.

GRAYMARINE

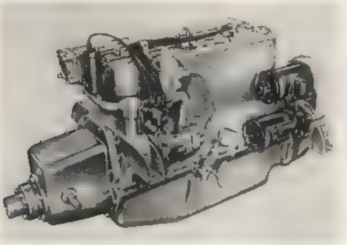
The Gray Marine Motor Company reports that 1954 was the biggest peacetime year in company history, with volume up nearly 50 percent over any previous year.

An interesting new 175 h.p. gasoline engine and a new 200 h.p. Diesel are headliners in Gray's 1955 models. Exclusive of reduction gear variations, there are 31 gasoline engines and 5 Diesels, which are individually described in a new edition of Gray's 64-page catalog, including detailed specifications, installation drawings with dimensions and weights, equipment lists, and photographs of American and foreign stock boats using these engines.

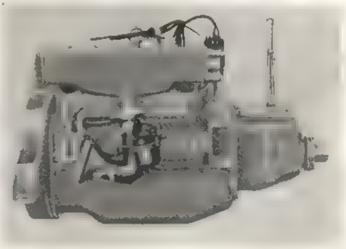
Examination of the Graymarine engines for 1955 shows a basic control of design, as all have a uniformity of arrangement and a similarity of appearance, except for size. Internally, all have individual intake ports in the cylinder block, and individual intake passages through the manifold to each cylinder. Externally, all have a uniform pattern of accessories arrangement, which does not change when the engine is equipped with fresh water cooling system. Thus all Graymarine engines are available with simple sea water pump for direct cooling, or with centrifugal pump substituted for sea water pump, circulating fresh water in a closed circuit, either with "keel cooling" by means of outboard heat exchanger, or with inboard heat exchanger. All styles have thermostatic control of engine operating temperature, either as standard or available equipment.

The model names of Graymarine engines are generally based either on horsepower rating or on piston displacement. The new 175 h.p. Model 175, which has a piston displacement of 363 cubic inches, is related to Gray's well known Model 150, which has piston displacement of 330 cubic inches. Both are based upon the industrial M-series of Continental Motors Corporation, of which Gray Marine is a subsidiary. Model 175, which has dual updraft carburetors for high output, is rated 175 h.p. at 3,400 r.p.m. It fills a unique power spot because it has a weight of only 1,050 pounds. Companion engine with single carburetor is Model 165, corresponding to a rating of 165 h.p. at 3,400 r.p.m. Both have sodium-cooled exhaust valves, seven main bearings, individual intake porting, 12-volt electrical systems as standard, and water-heated intake manifold for exceptionally low idling.

For heavy boats Gray offers Model 200, a gasoline engine with 427 cubic inch piston displacement, developing 200 h.p. on standard fuel at 3400 r.p.m. This supersedes the Super Six-427. It has dual updraft carburetors and 12-volt electrical



Universal Master Six, 6-cylinder, 105 h.p., 237 cubic inch displacement, 3200 r.p.m., direct drive model



Another Universal, the Unimite Four, 4-cylinder, 65 h.p., 141 cubic inch displacement, 3400 r.p.m., direct drive model

Featuring power, smoothness and quietness without high compression ratios, the Nordberg Knight One-Fifty-Five is rated at 155 h.p. It develops its rated horsepower with standard accessories, and single carburetion. Economical to run, the One-Fifty-Five is rated at a relatively low, conservative r.p.m. Other models, 95 to 155 h.p.

NORDBERG

Of the complete line of gasoline marine engines featured by Nordberg, the center of attraction will be the Nordberg Knight One-Fifty-Five. The other models include: the 130 h.p. Tarpon, 110 h.p. Marlin, 110 h.p. Bullet, 95 h.p. Arrow, and 95 h.p Bluefin.

The Knight—leader of the Nordberg gasoline marine engines—delivers its rated horsepower at a conservative, economical engine r.p.m. Important, too, the Knight One-Fifty-Five develops its rated horsepower with standard accessories, single carburetion and on regular automotive grades of gasoline. These latter three features alone point up the economy of the Knight One-Fifty-Five. But in addition, the very desirable horsepower r.p.m. ratio and improved "breathing capacity" give added features of power, smoothness and quietness without high compression ratios. Lower maintenance costs, greater fuel economy and longer engine life are assured with the engine developing its rated horsepower at a relatively low, conservative r.p.m.

The powerful Knight engine has had such universal appeal among the boating fraternity that, in order to meet the continuing demand for this engine, the manufacturer has devoted nearly half of its facilities to the production of it.

RED WING

The largest and most complete line in its half-century in the marine industry will be made available in 1955 by Red Wing Marine of Red Wing, Minn. The company is observing its golden anniversary this year.

The new line will consist of three categories. These are the Meteor Series, which has four lightweight high-speed gasoline engines ranging from 20 to 150 h.p.; the Arrowhead Series, with gasoline engines from 10 to 100 h.p.; and the Diesel Series with five engines ranging from 45 to 200 h.p. All are built for easy installation of Vee-Drive and have been designed to deliver maximum power, dependability and economical operation.

The Meteor "60" is believed to be the engine which will be in heavy demand this year. One of its most important features, established by thorough field testing, is its low fuel consumption for boats ranging from very small to large. The 20 h.p. Meteor "20" has been radically redesigned as a power plant for kit boats, runabouts and dories. The Meteor "20" will be available with Vee-Drive and all accessories. An extremely high-speed 6 cylinder engine is the Meteor "110" which will find special favor with owners of express cruisers or high speed runabouts.

Engines in the Red Wing Diesel Series have been redesigned to include features resulting from war-time experimentation and testing. They are particularly suited for heavy duty service. They are simple to operate and maintain. The diesel line includes four 6 cylinder engines, the 100 h.p. D6-100, the 140 h.p. D6-140, the 160 h.p. D6-160, and the 200 h.p. D6-200. Light-weight work horse of the diesel series is the 4 cylinder 45 h.p. D4-45.

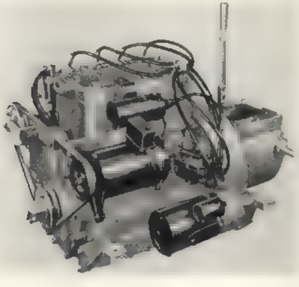
MARINE CADILLAC

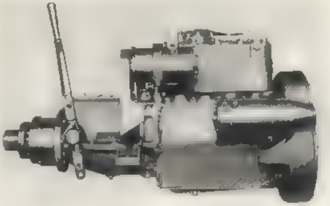
Among the leaders in engineering advances in the overhead valve field, Cadillac Motor Car Company has made history with its V-8. The Cal Connell Cadillac Company, authorized sales and service dealer for Cadillac motor cars and parts, produce this engine for marine use—Cadillac Crusader. Direct drive model weighs 800 pounds and the reduction gear model 890 pounds.

The Cadillac Crusader has been thoroughly engineered and tested under actual running conditions in salt water and fresh water and produces results in speed, economy and endurance typical of the name Cadillac. For marine purposes the Cadillac Crusader is rated 230 h.p. at 4000 r.p.m. Engine service parts are purchased through local Cadillac dealers. Marine replacement parts can be purchased from local representatives or direct from the factory.

They build many special engines for particular installations from 230 h.p. to 285 h.p. with all types of reductions or V-drives and a new tandem unit, two engines, of 250 h.p. each, driven through a common V-drive with reduction ratios from 2 to 1 to 3 to 1, having a total weight of 1800 pounds, for a total weight-per-horsepower ratio of 3.6 pounds per horsepower. These engines can be run intermittently or all together. This unit was produced for the marine enthusiast who desires the finest in marine power with the least weight and demands speed at full throttle and fuel economy at part throttle.

Right: Red Wing Meteor 20 has been radically redesigned as a power unit for kit boats, runabouts and dories. Red Wing also makes diesels from 45 to 200 h.p.





Left: The Arnolt Sea Mite, made by the Arnolt Corporation of Warsaw, Indiana, weighs only 281 pounds, yet delivers 20 h.p. at 2800 r.p.m. A complete compact engine, it has a two-unit 6-volt electric system, built-in reverse gear, latest type carburetion with approved flame arrester, electric fuel pump, bronze gear water pump, etc.

GM DETROIT DIESEL

New power rating reflecting increases of from 7 to 24 h.p. feature General Motors marine Diesels. The increases are due to design changes in the cylinder assemblies of both Series "71" and "110" models announced by GM's Detroit Diesel Engine Division in 1954.

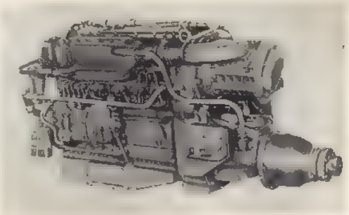
Prominent in Detroit Diesel's display is a matched pair of the comparatively new four-cylinder inclined Diesels of the "71" series. Equipped with new pistons and cylinder liners affording higher compression and freer engine breathing, these engines now have a rating of 151 h.p. each at 2300 r.p.m. in place of the former 138 h.p. rating at 2100 r.p.m. With head and block tilted 70° off vertical and a generous use of aluminum alloys these inclined Diesels are lower and lighter than the corresponding Series "71" vertical models and have been installed in craft as small as 28 feet.

Other engines featured this year are a Series "71" six-cylinder Diesel for yachts and workboats, a six-cylinder "6-110" model with front power take-off, the "4-51" small-boat Diesel and a 20 KW auxiliary generator. The latter is driven by a two-cylinder Series "71" Diesel

Contributing to better cooling and longer engine life on this year's models is a new engine water filter of the "by-pass" type. This provides mechanical filtration and also softens the water, controls alkalinity and inhibits rust and electro-chemical action.

Detroit Diesel Engine Division of General Motors has announced the availability of a new engine water filter as an optional accessory on Series "51", "71" and 6-110 Diesel engines.

Through the use of mechanical filtration, inhibitors and resistor plates the filter removes impurities from the cooling system, softens the cooling water and controls alkalinity, rust formation and electro-chemical action.



Special feature of the Hercules Model DIX-6ES marine diesel is the low weight to horsepower ratio—150 h.p. on a weight of only 1490 pounds. This is a 6-cylinder model, 3 7/8-inch bore by 4-inch stroke, with a piston displacement of 283 cubic inches. Hercules motors range from 12 to 500 horsepower

The unit contains a replaceable filter element which is to be renewed at regular intervals depending upon the chemical composition of the cooling water. In the event the element becomes clogged, water by-passes the filter and no filtering action takes place until the element is replaced.

The filters are easily installed and range from 3½ inches to 5 inches in diameter and from 6 inches to 7½ inches in height depending upon the engine.

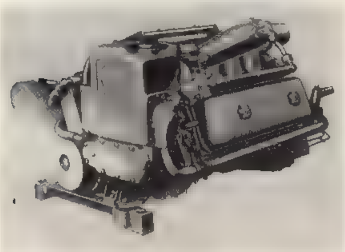
HERCULES

Hercules Motors Corporation, Canton, Ohio, is now marketing a line of marine diesel engines with horsepower ranging from 12-500. The new Hercules Marine Diesel Engines feature compact size, lightweight design and are produced for high-speed, heavy-duty service. These marine diesel engines are available for powering both pleasure craft and working vessels.

To meet the varying requirements of the marine industry the new Hercules Marine Diesel Engines are offered in many different models and specifications. For instance, Hercules Marine Diesels are available with direct drive or reduction gear, dual water pumps, keel-cooling or heat exchanger, supercharged or natural aspiration and hydraulic or manual reverse gears. Standard features include rubber mountings, hydraulic reverse gear, direct drive, propeller coupling, cold starting aid, sheave-type power takeoff as well as the many special features of Hercules engines. Various marine engine accessories are also available.

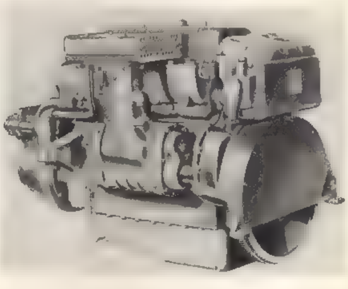
Hercules Engines produce many operating economies. Initial savings in fuel oil combined with more power per gallon of fuel used, provides double economy. They operate satisfactorily on either No. 2 or No. 1 fuel oil.

The following models are featured: Model DIX4E—4 cylinder 3⅞" bore by 4" stroke; 180 cu. in. piston displacement; 75 h.p. at 3000 r.p.m.; Weight . . . 890 lbs. Model DIX4ES—4 clyinder 3⅞" bore by 4" stroke; 180 cu. in. piston displacement; 95 h.p. at 3000 r.p.m ; Weight . . . 990 lbs. Model DIX6E—6 cylinder 3⅞" bore by 4" stroke; 283 cu. in. piston displacement; 105 h.p. at 3000 r.p.m.; Weight . . .1380 lbs. Model DIX6ECS—6 cylinder 3⅞" bore by 4" stroke; 283 cu. in. piston displacement; 150 h.p. at 3000 r.p.m.; Weight . . . 1490 lbs. Model DFXH 6 cylinder 5¾" bore by 6" stroke; 935 cu. in. piston displacement; 250 h.p. at 2100 r.p.m ; Weight . . . 4500 lbs. Model DNX-V8TS—8 cylinder VEE 6¼" bore by 6" stroke; 1468 cu. in piston displacement. 500 h.p. at 1800 r.p.m.; Weight . . . 7600 lbs.



Above. The GM 4-71 Inclined Diesel. Detroit Diesel makes these available in matched pairs. Horsepower rating has been increased to 151 h.p. at 2300 r.p.m. Head and block have been tilted 70 degrees off the vertical

Below: The amazing GM 4-51 is in fact a "small-boat" diesel. Though it develops up to 87 h.p., its weight and dimensions permit it to be installed even in 24-footers



Every FEADSHIP 30′ to 200′ is a Yacht of Distinction

HERE ARE JUST A FEW OF MANY CUSTOM AND STANDARD MODELS

90′ FEADSHIP designed for extended cruises, has double planked teak hull, teak deck, teak superstructure and interior. Three double staterooms with private baths, large deck salon and dining saloon. GM 600 H.P. Diesels. Speed 15-16 M.P.H. Spring delivery.

82′ FEADSHIP, double planked teak hull, mahogany superstructure. Two double staterooms, 2 private baths, spacious deck salon and dining saloon. Luxuriously furnished. Twin GM Diesels, 800 H.P. Cruises at over 15 M.P.H.

65′ FEADSHIP SHANGRILA, steel hull, teak superstructure and interior. Available with 2 or 3 double staterooms. Powered with twin 6-71 GM Diesels. Several of this popular model are now under construction for American yachtsmen.

60′ FEADSHIP CORONET, steel hull, teak superstructure and interior. Available with 2 or 3 double staterooms. Powered with twin GM 6-71 Diesels. Several deliveries of this popular model will soon be made to American customers.

45′ FEADSHIP FLY BRIDGE steel cruiser with mahogany superstructure, two double staterooms, sleeping accommodations for six. Optional power gasoline or Diesel. This model is popular with sport fishermen.

40′ FEADSHIP DOUBLE CABIN steel cruiser with mahogany superstructure and teak decks. Sleeps six. Optional power gasoline or Diesel. This model also available as single cabin express cruiser. Speeds up to 28 M.P.H.

35′ FEADSHIP EXPRESS, steel hull, mahogany superstructure, teak deck. Sleeps six. Two staterooms. Twin 150 H.P. Grays. Speeds up to 28 M.P.H. Available as Sport Fisherman. **See her at N. Y. Show.**

30′ FEADSHIP EXPRESS cruiser, steel hull, mahogany superstructure, teak deck, sleeps four, enclosed head, stainless steel galley. Twin 115 H.P. Grays. Speeds up to 28 M.P.H. Also available as Sport Fisherman.

Write for advance information on these and other FEADSHIP Yachts — WOOD or STEEL *up to 200 feet.*

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At Port Clinton, Ohio, The Matthews Company is turning out four different models of 42-footers for 1955. Illustrated is the flying-bridge, double-cabin cruiser

large cockpit for fishing, sunning and water sports. The Deckhouse model also sleeps six and features a twin-cabin arrangement. A dual control station can be mounted atop the main cabin of the Deckhouse model making it into a De Luxe Fisherman.

The 36-foot models are duplications of the 32-foot Flying Bridge and Deckhouse models. The extra four feet is in the cockpit in the Flying Bridge model and in the main cabin in the Deckhouse model. Both 32s and the 36s are powered with single gasoline engines from 150 to 200 h.p. and in twin installations ranging from twin 95s to twin 200s for speeds from 20 to 26 m.p.h. Single and twin diesel installations are also listed.

All Steel-Clipper cruisers have formed steel hulls that are rust-proofed with a heavy coating of resin Vinyl plastic and are salt water equipped. They are thoroughly sound-proofed. Philippine mahogany is used throughout the superstructure and the workmanship is in accordance with highest yacht standards

LE COMTE COMPANY

In addition to a 65-foot motor yacht, A Le Comte Co., Inc., of New Rochelle, N. Y., are building four 53-foot yachts at their yards in Holland. The first of the 53-footers was delivered recently. The basic hull design for these boats was prepared by Frederick K. Lord, while the interior layouts were worked out by Le Comte Company. Three different interior arrangements are available while special arrangements can also be provided. A typical arrangement provides three double staterooms and two bathrooms with showers, lavatories, electric heads in owner's quarters, large salon, galley and dinette. Stainless steel is used extensively in the galley.

There is an additional double stateroom forward with its own lavatory, shower and head. Fuel and water tanks are amidship so that the trim will not be affected regardless of whether they are full or empty. American equipment is of the best makes. Two 6-71 G.M. diesels, of 216 h.p. each give speeds to 17 m.p.h.

A new 45-foot flush deck cruiser is also under construction. It will follow the same general style as the 53-footer. The hull for this was also designed by Frederick K. Lord, and the interior arranged by Le Comte. On this 45-footer are provided three double staterooms, two showers, heads, and lavatories. A roomy salon provides comfortable quarters with a dinette arranged to seat four.

Construction of all these boats calls for choice Burma teak decks and deckhouses. The salon is finished in bleached teak.

A choice of power plants is offered from 145 h.p. gasoline to 216 h.p. diesels. Speeds up to 21 miles are possible.

MATTHEWS

The 1955 series of four different models of 42-footers continues Matthews policy of concentrating on one size hull and building four separate models into this hull. These models are the "42" Deluxe Sedan, the "42" Convertible Sedan, the "42" Flying Bridge Double Cabin, and the "42" Sport Fisherman. All models have an overall length of 42 feet, a beam of 11 feet 10 inches, and a draft of 3 feet 4 inches.

The "42" Deluxe Sedan is one of the most popular models ever produced by the company. It has sleeping accommodations for six, with a large comfortable deckhouse and an aft cockpit of ample size for fishing. The forward cabin can be used for guests or crew's quarters, and the accommodations include two toilets and complete accommodations.

The "42" Convertible Sedan is the newest and currently the most popular model produced by the company. The Convertible Sedan sleeps six and incorporates the best features of the enclosed deckhouse Sedan with the flexibility of opening up the deckhouse, to provide a single large open cockpit, twenty feet long. The change-over can be done in two minutes' time, and involves folding back the dividing partition between the deckhouse and the aft cockpit. The large davenport lounge in the deckhouse, which sleeps two, is equipped with casters allowing it to be moved easily.

The flying bridge, with dual controls, is available on this model, and also on the Deluxe Sedan and the "42" Sport Fisherman.

The "42" Sport Fisherman is specifically designed for off-shore fishing with accommodations for a party of five. This model has been built by Matthews for a great many years and is considered, by American sport fishermen and charter fishermen, to be one of the most popular fishing cruisers built today.

The fourth model in the 65th anniversary line, is the "42" Double Cabin Flying Bridge cruiser. This is the most luxurious model built by Matthews and features the flying bridge with complete controls. Dual controls in the deckhouse are also available.

The owner's stateroom aft, in this model, is arranged with twin beds with a large adjoining toilet room and separate shower room. This cabin layout is as large as the cabins on much larger yachts. The forward cabin sleeps two, and two more persons are accommodated on the deckhouse's davenport.

All four of the 42-footers are available with several different choices of power, with single and twin screws, both in gasoline and Diesel. Speeds are available up to 26 m.p.h.

This 53-footer, presented by A. Le Comte Co., Inc., New Rochelle, was built in Holland. Three different standard interior arrangements are available on one hull

Newcomer in the Lyman fleet is this 20-foot inboard runabout (left), with beam of 7 feet 4 inches. Optional power plants produce speeds up to 35 m.p.h. Right: The 20-foot Dutch-built Celebrity, by Wester & Evanson

13-foot outboard runabout is a smaller edition of the 15-footer, handling motors up to 25 h.p. Both the 13-and 15-foot runabouts have lockers under the forward decks for stowage. Steering wheels can be mounted amidship. Other features are a built-in tool box under the stern side seat and a shelf under the amidship deck for small items.

Variations of the runabout models are called Fishermen and Anglers. Both are built in 13- and 15-foot sizes.

The Leader is a 13-footer, light and easy to transport, and is designed for motors in the 10 h.p. range. The Ideal is a double-purpose boat; it rows easily and takes a motor up to 5 h.p.

FRANK L. SAMPLE

The Down East 42, built by Frank L. Sample & Son, Inc., of Boothbay Harbor, Maine, is a high performing hull developed over the years in the rough waters off the coast of Maine. It is designed to be able in any type of sea and maintain its speed and maneuverability in rough water. The latest methods of hull construction and use of the newest materials have been embodied in their production.

This boat is built from designs by Dwight S. Simpson and Richard O. Davis in cooperation with the builders. Many model tests were conducted by the engineers of Massachusetts Institute of Technology, and actual tests of the completed hulls have far exceeded all expectations.

These boats are level riding, afford good visibility and do not pound. They do not go in for fancy fittings and unnecessary gadgets but do provide all of the comforts for modern living, such as a shower, hot and cold water, Monel or stainless steel in the galley. The hull is exceptionally strong and well built with a trunk cabin and semi enclosed deckhouse.

The interior is arranged so as to provide a double stateroom forward, with the main cabin following. This features a dinette convertible into a double bed and also an upper and lower berth. A galley with ample capacity and also a separate lavatory are included in the cabin space.

The standard power plant consists of two 200 h.p. V-8 Chrysler marine engines operating through 2 to 1 reduction gears for speeds up to 22 knots. Structural members are of selected oak with double mahogany planking, all Everdur-fastened. The complete list of equipment supplied with the boat is most impressive and, except for provisions and personal gear, the boat is ready to go when delivered.

WESTER AND EVANSON

Built in Holland, the Celerity class sloop is just a few inches under 20 feet and imported by Wester and Evanson, Philadelphia 18, Pa. These sloops are round-bottomed hulls built of narrow mahogany strip planks about ⅝ inch thick. Hulls are finished in clear varnish, and the strip plank method of planking makes it unnecessary ever to bother with caulking. Decks and cockpits are wide and beamy for sailing in comfort and safety. As many as eight persons could occupy the cockpit space without overcrowding. A canvas spray shield serves to cover a part of the cockpit space as a protection against sun and weather. In fact, a pair of sleeping bags or air mattresses will serve to convert the cockpit to sleeping quarters for two. These boats are built one at a time by skilled craftsmen who take pride in their work, and the finished product commands the admiration of the yachtsman.

BURGER

Burger Boat Co., Manitowoc, Wis., recently resumed production of its line of standardized steel cruisers for the first time since the Korean War. Since 1950, the Burger plant has been in all-out production on U. S. Navy non-magnetic minesweepers. Because the Navy work will continue to demand much of Burger's yard space for nearly another year, pleasure craft production will be on a somewhat limited basis for some time at least, according to Henry C. Burger, president and manager.

First of the post-Korea Burger boats is Hal-Pan III, a new 54-footer that was being completed for delivery in early December to Harold Richter of Chicago.

The new Burger "54" which supersedes the former "53" seems destined to remain the popularity leader of the Burger fleet. The new boat is considerably changed from the pre-Korea "53," it was pointed out. In addition to the foot added to overall length, the beam has been increased from 14 feet 6 inches to 15 feet.

The entirely new hull lines were done with the assistance of Dair N. Long, naval architect of Newport Beach, Calif. Long has designed many of the Navy's high speed craft. With a sharper entry, the new hull has been engineered for better performance, including higher speed,

A real man's boat big, husky and able. for offshore fishing. She's the Down East 42, built by Frank Sample at Boothbay Harbor. Standard power is a pair of Chrysler V-8's giving speeds to 22 knots

New for 1955—the Chris-Craft 21-foot Capri, a smart runabout with engine options from 130 to 200 h.p., for speeds up to 49 m.p.h. Right: Chris-Craft now builds a line of sea skiffs. This 26 footer will make 29 m.p.h. depending upon power

CHRIS-CRAFT

Chris-Craft's completely new 1955 "Freedom Fleet" is a result of the biggest and most important model changeover in the history of the corporation. Sweeping changes in both style and hull design have affected boats of every length.

Cruiser bows are raked farther ahead to improve both appearance and performance, and the white bow-cap, long associated with Chris-Craft, has been replaced by heavy contoured, mahogany rails that sweep back cleanly from the stem head. New exterior colors selected to blend with rich red Philippine Mahogany and chrome in sparkling combinations, accent lower, racier appearance. Improved style is in evidence inside new cruisers and motor yachts, as well, for drapes, linoleum, carpets, upholstery and interior finishes have been carefully integrated in a fashion similar to modern homes.

A new sport boat series offers many new models in various lengths and price ranges, but all offer greater speed, improved performance, more attractive mahogany hulls and more lush cockpit trimmings.

The Capri, a fast runabout, is offered in 19 and 21 feet. Both have two-tone mahogany hulls, swept-back, curved windshield, twin cockpits and plenty of speed—38 and 49 m.p.h. respectively.

Four different lengths are included in a new Holiday series that features roomy open cockpits and plenty of beam. The Holidays have severely raked stems and outward flaring hullsides, all the way to the transom. Different Holiday models are the 18, 20, 22 and the 25. Wide power options bring speeds to 47 m.p.h.

Biggest news in fast runabouts is the new Cobra, a marine counterpart of the sports cars that have attracted national attention. A 39 m.p.h. 18 and a 50 m.p.h. 21-foot Cobra are offered. Both are distinguished by bows that lean ahead, sheer lines that taper close to the water at the transom, curved- swept-back windshields, lavishly appointed cockpits, raised engine cowls, graceful tail-fins and an abundance of speed.

Eighteen through 25-foot Continentals are offered in a new series that combines the utility of open fishing boats with the speed and style of runabouts. All have outward flaring hull sides that increase the beam and promote a drier ride. The ultra-modern trend apparent in the flowing lines of these boats is carried out in interior trim as well.

Price leader of the Freedom Fleet is a new 17-foot Sportsman offered with 60 to 131 h.p. for speeds to 39 m.p.h.

Three two-sleeper Express models lead off the cruiser fleet and include a 22, 25 and a twin-screw 27. All present a low, racy profile and have twin berths and space for installation of a galley and toilet. The 27-foot Express features a cockpit over 12 feet long.

New twenty-sixes include a Semi Enclosed Cruiser, a Sedan and a Sedan with fly-bridge. The Semi has driver's and companion seats plus twin, plastic-covered berths under the streamlined top, and a head in the bow. Both the Sedan and the Fly-Bridge have sleeping accommodations for four, with a dinette, galley, lounge, wardrobe and separate toilet compartment.

Five Twenty-Nines are available and all can be powered with single or twin engines. Both a Sportsman and a Semi-Enclosed 29 can handle twin 145's for speeds to 38 m.p.h. Both have roomy cockpits and a toilet compartment, forward. The Semi has twin berths, behind the driver's and companion seats, and a streamlined hard-top with side and aft curtains gives all-weather protection. Four-sleeper Sedans and Expresses are available in the 29 Series and a new Capitan completes the group.

Dual controls can be installed in the 34-foot Capitan and when this is done a special compartment inside the helmsman seat can be used to store a fold-away bed. This increases the sleeping capacity from four to five. Cabin facilities include dinette, galley, twin berths, forward, and a full-height toilet room.

A twin-powered 33-foot Commander has sheltered fly-bridge and a partially enclosed after deck arrangement similar to the Capitans. Vee-berths are forward and the main cabin has a dinette that converts into a bed, a complete galley, a wardrobe and a full-height toilet room.

Four and six-sleeper Commanders and a new Corvette make up a 37-foot series. Exteriors are similar, with streamlined tops over the bridge, cabin-sides extended to form low enclosures around the cockpit, raised sheer lines and lean, clipper bow. Both have vee-berths in a forward cabin and a full-height toilet room. The 4-sleeper has a davenport-bed combination, drop-leaf table and an extra large galley, in the main cabin. The 6-sleeper has a lounge that forms upper and lower berths, a dinette that converts into a double bed and a complete galley. Forward cabins on the Corvette are similar to the four-sleeper Commander, but in addition, there's a completely private cabin in the after deck. This separate stateroom even has a private toilet-room and a compact wardrobe and dresser.

An Express and four- and six-sleeper Commanders are included in Chris-Craft's 42 Series, a selection of deluxe craft that express a "new look" in cruiser interiors. This new look is created by uniting the main salon, galley and dinette into a single spacious living area. Separating the galley from the Korina paneled deckhouse is a low buffet arrangement that cleaner running and dryness, Burger pointed out.

The electric-welded steel hull which was pioneered by Burger over 30 years ago is now being given a special smoothing coat topsides and on the bottom to prevent corrosion and electrolysis. This process is exclusive with Burger.

Even though Burger hulls are strictly stock, owners may specify changes from the standard in the interior arrangements and appointments. Hal-Pan III has an enclosed bridge, while the open bridge with standing canopy top is standard.

Standard power in the new Burger "54" is a pair of 200 h.p. six-cylinder G.M. 6-71 diesel engines of the latest type. Propeller shaft assembly, etc. is of non-magnetic materials to prevent corrosion and electrolysis.

The new year marks the 90th year for Burger. Originally founded in 1865 to build Great Lakes sailing vessels, the firm has served the U. S. Navy, Army and Maritime Commission in three wars.

Burger yachts (above) are designed for comfort on extended cruises. They feature an electrically welded steel hull

LUDERS

The big news of Luders Marine Construction Company is a new 27-foot waterline molded plywood auxiliary sloop. Along with her will be the perennially popular L-16 and, it is hoped, a new 16-foot utility boat.

This year Luders presents as flagship a new concept of a 40-foot overall cruising auxiliary known as the L-27. With mast towering nearly 60 feet above the Armory floor she is the largest boat yet of molded plywood construction as pioneered by Luders.

The L-16 needs no introduction to old hands at the show. One of the most popular boats of her type ever produced, there are fleets in yachting centers throughout the world.

The 16-foot utility boat introduces a versatile addition to the Luders line. She is so designed that either inboard or outboard power may be used. Her flared bow makes her exceedingly dry. She is rugged and may be powered to achieve speeds up to 30 m.p.h.

All of these hulls are of molded mahogany plywood construction, which over the years has proved to have many advantages. First, they are stronger and more resistant to damage. Second, if damage should befall, repairs are simpler and become an integral part of the boat. Third, it makes for economy of upkeep because caulking and puttying are eliminated. Fourth, you no longer have to wait for a boat to swell up after a lay-up, because with molded plywood construction there are no seams to shrink or swell and the hull is dry from the moment of launching. Last, but important, few frames are required, and those mostly to support bulkheads so a clean, smooth cabin interior is achieved.

Left: The internationally known L-16 of molded plywood by Luders offers keen competition and exceptional sailing ability. They also build a 27-foot auxiliary

INLAND SEAS

The Inland Seas Boat Company of Cleveland, Ohio, are building six models of their Steel-Clipper cruisers on three different hull lengths for 1955.

The 22-footer is a Sport Cruiser with two berths, toilet and galley under the raised deck cabin forward. Optional power is offered from 95 h.p. to 200 h.p. single screw and twin 95s for a speed range from 22 to 35 m.p.h. The 22 is used by offshore fishermen, fishing guides and the Conservation Departments of several states.

There are two models on the 26-foot hull. The Day Cruiser has two berths and a separate toilet compartment. There is a permanent canopy over the pilot that extends back over half the cockpit. Besides extensive use by sportsmen, they are used by fish propagation departments and in hydrographic survey use.

The 26-foot Flying Bridge Sedan sleeps four and features a dinette and a divan that converts into upper and lower berths. With separate toilet room, and complete galley with ice box, sink and fresh water tank, this is a roomy, comfortable family cruiser. Engine options for the twenty-six range from single 95 to 200 h.p. power plants to twin 95s and 110s for speeds from 20 to 32 m.p.h.

The 32-foot hull is made in three models. The Enclosed Sedan sleeps four. The Flying Bridge cruiser with permanent canopy sleeps six and provides a

Inland Seas Boat Company builds the 26-foot Steel-Clipper Flying Bridge Sedan. Cruising accommodations include berths for 4. Speeds from 20 to 32 m.p.h.

MOTOR BOATING PRESENTS

on the following pages

A PREVIEW OF 1955

CRUISERS ★ RUNABOUTS
UTILITIES ★ SAILBOATS
AUXILIARIES ★ OUTBOARD BOATS
KIT BOATS ★ GASOLINE ENGINES
DIESEL ENGINES
OUTBOARD MOTORS
ACCESSORIES AND EQUIPMENT

Drawing by Joe Richards, based on Hubert Johnson's Mad Marlin II

CORRECT CRAFT

With a most complete assortment of boats in production for 1955, the Correct Craft Company with plants in Pinecastle and Titusville, Florida, is prepared to supply anything between a 12 foot rowboat and a 50-foot motor yacht. Rowboats are available in 12-, 14- and 16-foot sizes, either with or without bait wells. Outboard runabouts come in 14- and 16-foot lengths, while two sizes of outboard cruisers 19 and 21 feet are also provided. These can be arranged to serve as either outboard or inboard craft.

In the inboard runabout styles there are eight different models to choose from Smallest is the 14⅓-foot Atom Skier which can be fitted with a choice of 60 h.p. engines. Next larger is the 15½ foot Junior Deluxe with a double-planked bottom. Choice of engines for this ranges from 45 h.p. to 75 h.p. Gray, or the 65 h.p. Universal.

There are two models, both 17 feet 2 inches. These are the Aqua Skier with either a Gray or Nordberg of 110 h.p and the Dart Deluxe with a wide range of power choices from the 60 h.p. Gray to the 112 h.p., also the Nordberg or Universal in the same general range.

In 18 feet we find the Commuter and the Hurricane models. This last has a dual cockpit forward. The choice of power plant here takes in almost the entire field—Chryslers to 200 h p., Grays to 175 h.p., Nordbergs to 155 h.p. and the Universal 145 h.p. The 21-foot Clear Water and Boca Raton, a deluxe utility, can also be supplied with the same range of power plant as the 18-footers, thus providing almost any desired range of speeds.

The cruiser models start with the 21-foot double-planked inboard cruiser which will function with engines up to 100 h.p. These cruisers are all double-planked throughout. The 24-foot Vacationer is listed as an express with somewhat higher speeds and can handle up to 115 h.p. The larger 26-foot Northport sedan cruiser can take up to the 135 h.p. Gray. As the cruisers get larger the choice of engines increases. The 28-foot Marathon express model can be powered with any of the Gray engines or the Chryslers or Nordbergs. Twin engines can also be fitted so that a maximum of 270 h.p. is available.

Left: The 24-foot Vacationer by Correct Craft sleeps two. It's a popular sportsman's express cruiser. Below: Their 34-foot Key Wester with enclosed bridge, dinette, galley, toilet; single or twin screw

The 34-foot Gulfstream Fisherman is a twin-screw boat of faster lines and carries a pair of Chryslers, Grays, Nordberg Knights or Universals. Up to 400 h.p. can be installed, giving a truly spectacular performance. The Key Wester is an express cruiser of closely similar proportions which will also function with pairs of engines up to a pair of Chrysler 200's. The Chesapeake sedan has a roomy sedan cabin for greater accommodation and will also operate with pairs of engines up to the 200 h.p. Grays

Correct Craft's Flying Bridge Miamian is a 44-foot cruiser usually fitted with twin engines totaling 300-400 h.p. and their largest is the 50-foot flush deck yacht Southwind which can be driven by two 200 h.p. gasoline or diesel engines.

SUMNERCRAFT

Sumner Boat Company, Inc. of Brightwaters, Long Island—now in its second year of production on Sumnercraft cruisers with the Compoglas (wood-Fiberglas) hull -presents three 1955 models: a new 23 foot skiff, a 23 foot cruiser and a 26 foot cruiser.

Sumnercraft are distinguished by the fact that their Compoglas hull is strip-planked in orthodox fashion and then covered with Fiberglas. The 26-footer illustrated sleeps four in a full-headroom cabin, Standard power is a 95 h.p. Nordberg with other engine options

The 1955 Sumnercraft 26 reveals slight design modifications over 1954—greater sheer and less freeboard—the 1955 cruiser has longer, lower lines, more speed, no spray. Another new feature is a mahogany cockpit deck. This model sleeps four in a full-headroom cabin including dinette (seats four), galley, sink, insulated icebox, enclosed toilet forward, and foam rubber cushions. She is powered by a 95 h.p. Nordberg, other engines optional. Outside windshield drive and spacious cockpit with stern seat are also featured.

With a "sell-out" of all boats built last year and with many commitments for the Spring through its two principal dealers, Watts & DeGarmo of Babylon, L. I., and Chapman's of Manasquan, N. J., Sumner Boat Company is now expanding production with a second plant at Amityville, L. I. The Compoglas hull—a patented construction of orthodox strip planking sealed in Fiberglas—has now withstood a reasonable test of time. Twelve boats, in the water from four to fourteen months, have passed all surveys to date. The hull's special features have proved themselves — it is leakproof, rot-and worm-resistant. The exterior finish (color-impregnated Fiberglas) will last the lifetime of the boat.

The new sportfishing skiff, a 23-footer, will feature a hard-top shelter cabin, two berths and toilet forward, fish wells and mahogany cockpit. Like the 23 foot and 26 foot cruisers, she's powered by a 95 h.p. Nordberg.

contains the ice-box and has plenty of storage space. The Commander six-sleeper has a lounge on the port side of the carpeted deckhouse, and a dinette, opposite, that convert into double beds.

Also included in the 42 Series is a new Commodore, a double-cabin cruiser with fly-bridge. Chris-Craft's introduction of the Sun-deck feature, several years ago, attracted so much interest that the specially built topside grouping point is now being offered as standard equipment on the Commodore and the larger double-cabin models. Forward cabins offer essentially the same facilities as others in the series except that the dinette is opposite the galley and deckhouse has cabin entrances port and starboard in addition to companionways leading to the forward section, bridge and aft stateroom.

A full-fledged yacht at a cruiser price is Chris-Craft's claim for their new 45-foot Corsair with protected walk-around decks, Sun-Deck, and cruising accommodations for eight. As you walk through the cabins on the Corsair it's much like being shown through a modern home. The master stateroom, with its private adjoining toilet compartment, is done in pastel tones, Philippine Mahogany, dressers, wardrobe and bedsteads. The main salon, ahead, is paneled in blonde Korina with harmonizing colors in carpeting, drapes and upholstery. Gay colors in practical vinyl upholstery, linoleum floor covering, and heat-resistant countertops, greet you in the galley and dinette.

A larger sister-ship to the Corsair is offered in a new 53-foot Conqueror which has sleeping accommodations for ten. Here too, the Sun-Deck is standard. In addition to a master stateroom, aft, there's a guest stateroom, just ahead, with comfortable upper and lower berths. A toilet compartment that adjoins both staterooms has plenty of space for a tiled shower.

Above: Chris-Craft's 45-foot Corsair, with twin engines of 320 to 400 total horsepower, has speeds of up to 27 m.p.h., and accommodations for eight persons

Most regal of Chris-Craft's 1955 fleet is the new 53-foot Constellation, a flush deck motor yacht that sleeps ten in solid sea-going comfort.

The rise in popularity of Chris-Craft's new round-bilge lapstrake seaskiff line has seen it grow from a single 22-footer, just a year ago, to an entire fleet including low-cost open seaskiffs and husky, twin-screw, full-fledged cruisers.

From a compact 18-foot Seaskiff to a big 35-foot semi-enclosed cruiser that sleeps four, all have round-bilge hulls that provide a smooth soft cushioned ride and embody a new technique in lapstrake construction. Chris-Craft uses a special synthetic rubber sealer that is applied to the planks and joints, in a glutinous state. Once the sealer is applied, the planks of marine-grade fir plywood are drawn tight and secured with brass screws into the frames, and rivets or copper clout nails in between. The compound penetrates into the pores of the wood, and as it cures, sets up a long lasting, non-hardening bond.

LYMAN

The Lyman Boat Works, of Sandusky, Ohio, specialists in clinker construction since 1875, announce two new inboards for '55.

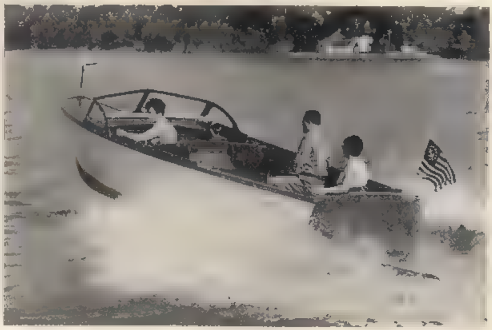
An 18-foot runabout, with a beam of 6 feet 10 inches is now in production. The interior arrangement is of the utility type with all controls, including the steering wheel, located in the forward cockpit. The motor is housed in a separate amidship compartment and a seat is built in the stern. The hull, of the true planing type, is clinker-built as are all Lyman models. It is planked with ⅜-inch waterproof plywood White oak frames are spaced on 6-inch centers. The boat is powered with optional motors from 60 to 100 h.p. for speeds of 28 to 33 m.p.h.

Another new model is a 20-footer with a beam of 7 feet 4 inches. The interior arrangement of this boat is similar to the 18-foot runabout. Optional powers, ranging from 100 to 135 h.p., for maximum speeds to 35 m.p.h., are available. Extensive tests have proved the seaworthiness of the new 18- and 20-foot runabouts.

The Islander rounds out the Lyman inboard line. This model, which features side steering, is ideal for the fisherman, particularly one who trolls, as all controls are located approximately amidships within easy reach of the operator. Optional powers range from 25 to 60 h.p. for boat speeds of from 15 to 23 m.p.h. Optional equipment for the Islander includes such items as a live bait well, toilet, ice box and folding top.

The Lyman outboard line includes eight models, most popular of which is a 15-foot runabout. This hull is perfectly suited to motors from 25 to 50 h.p. A

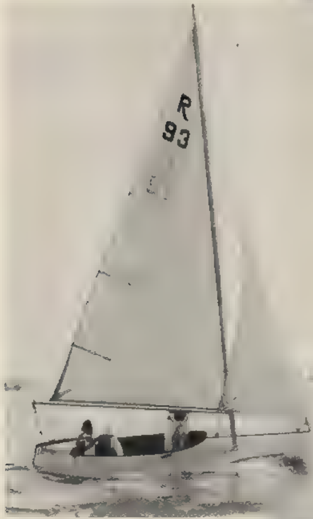
Below: Lyman has a long-established reputation for clinker-built skiffs. Illustrated is the Islander inboard, an 18-footer with 6-foot 8-inch beam. These are able boats in rough water offshore



PLASTIC BOATS

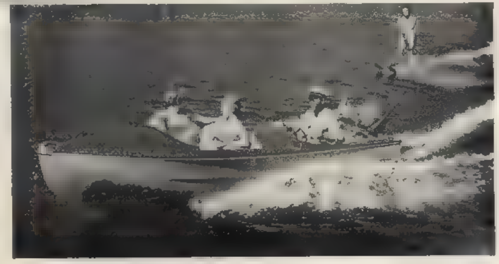
light, tight, durable, rot-proof— emphasize the trend toward new mediums of construction minimizing maintenance problems

Above: Carleton Mitchell's 16-foot Dyersin Utility Gigi. Built by The Anchorage, Inc., Warren, R. I., she is powered by a Gray Model 620 60 h.p. motor for speeds in the top 30's

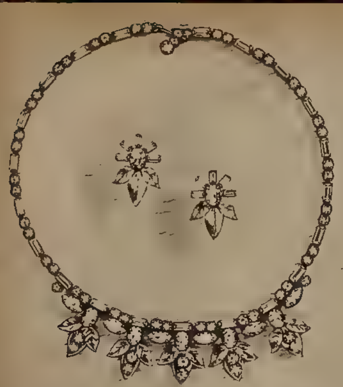


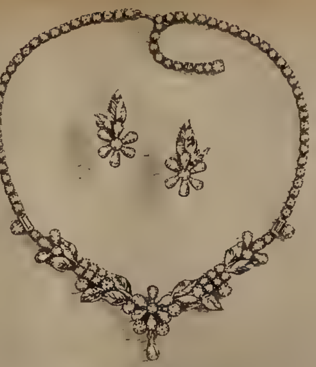
There are seven models in the 14- to 16-foot line of fishing boats and runabouts built by Shell Lake Boat Company, Shell Lake, Wisconsin. Illustrated above is the Shelglas Model DG-43, 14 feet in length

The 16-foot fiberglass Rebel (above) built by Ray Greene & Co., Toledo, Ohio, features aluminum spars and roller reefing. She's a comfortable racing and family boat with good speed and heavy weather qualities. One man can step the 25-pound mast



The Lone Star Challenger (right) is an all-new deluxe fiberglass sport model, with double cockpit, peaked deck, windshield, and remote control. She's built at Grand Prairie, Texas, by Lone Star Boat Mfg. Co.





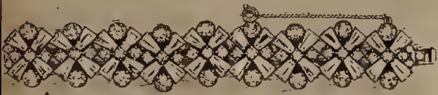
All items are subject to Federal Excise Tax.

COURTLY NECKLACE AND EARRING ENSEMBLE. White sterling silver leaf necklace combines smart oval-faceted stones with baguettes and round stones. A halo of baguettes surrounds the round stone center of this handsome leaf drop earring . . . screw-type back. This charming sterling silver ensemble is rhodium finished to prevent necklace and earrings from tarnishing. All rhinestones are hand-set by expert craftsmen for lasting beauty. Ensemble is gift packaged.

30-8302-Z-1274	Necklace	Retail 25.95
30-8303-Z-367	Earrings	Retail 7.50

COURTLY NECKLACE AND EARRING ENSEMBLE. Shining sterling silver with a dress-up floral cluster necklace of round, pear-shaped and baguette stones. Matching leaf earrings with lovely drop of pear-shaped and round stones . . . screw-type back. The gleaming rhinestones are handset for permanent loveliness. Sterling silver necklace and earrings are rhodium finished . . . keeps your sterling bright and sparkling Ensemble is gift packaged . . . ready for giving.

30-8300-Z-1141	Necklace	Retail 22.95
30-8301-Z-343	Earrings	Retail 6.95



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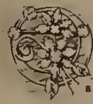
Pins and bracelet are ¾ actual size



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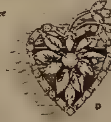

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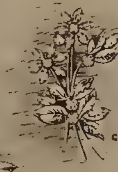

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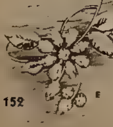

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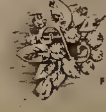

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(A) COURTLY "STARDUST" BRACELET. Luster-lovely keystones grouped as starry-mists and encircled with fire-lit round stones mounted on sterling silver. Rhodium finished to prevent discoloration. Safety clasp chain. Attractively gift packaged.
30-8314-Z-1764 . . . Retail 35.95

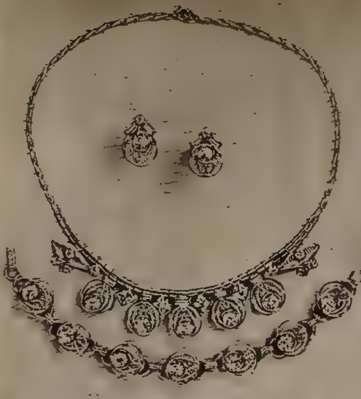
(B) COURTLY CIRCLE PIN. A swirl of a round pin . . . combining navette and round stones. Rhinestones are hand-set for lasting beauty. Rhodium finish on the sterling silver base prevents tarnishing. Safety clasp holds pin in given position. Gift boxed.
30-8309-Z-661 . . . Retail 13.50

(C) COURTLY FLOWER PIN. Fancy floral spray pin of engraved leaves, round and oval-faceted stones, mounted on rhodium finished sterling silver. Safety clasp lock helps to keep pin in place. Scatter pin is beautifully gift packaged.
30-8311-Z-784 . Retail 15.95

(D) COURTLY HEART PIN. Sterling silver sweetheart pin with round stones, baguettes and exquisitely engraved leaves. Sterling silver is completely rhodium finished, preventing it from discoloring. Safety clasp lock. Attractively gift boxed.
[illegible] . . . Retail 16.50

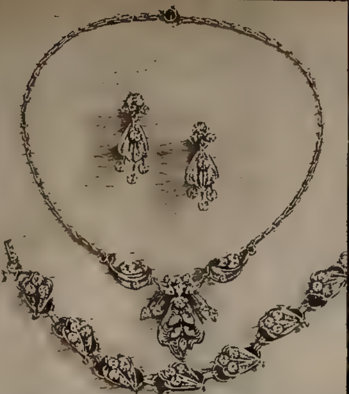
(E) COURTLY BOW KNOT PIN. The sterling silver enhances the beauty of the lovely looping of engraved leaves. Round and pear-shaped stones complete this magnificent pin. Rhodium finished to help keep the sterling sparkling. Gift boxed.
30-8310-Z-699 . . . Retail 14.75

(F) COURTLY FLORAL PIN. This sterling silver, luster-lovely leaf pin will add charm to your attire. The round and pear-shaped rhinestones shine with glimmers of light. Sterling silver is rhodium finished to keep high tone Pin is attractively gift boxed.
30-8308-Z-490 . . Retail 9.95



COURTLY SILVER AND RHINESTONE ENSEMBLE. A very old Florentine art has been revived to create a startling new jewelry fashion. Sterling silver Florentine filigree, spun into a delicate, lace-like design, compliments rhinestones . . makes their brilliance seem more intense. Rhodium-finished for tarnish prevention. Gift boxed.

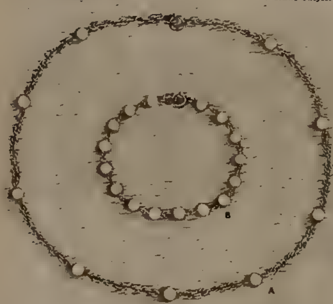
30-8322-Z-1225	Necklace.	Retail	24.95
30-8323-Z-392	Button-style Earrings with screw backs.	Retail	7.95
30-8324-Z-833	7-Link Bracelet.	Retail	16.95



COURTLY SILVER AND RHINESTONE ENSEMBLE. Exquisite rhinestones glisten like Spring morn dew drops on sterling silver leaves. Leaf design, hand fashioned in lacy Florentine filigree, is new, fresh, and appealing Pendant with rhinestone spray Rhodium-plated to prevent tarnishing. Gift boxed

30-8319-Z-1045	Pendant Necklace	Retail	21.95
30-8320-Z-441	Drop-style Earrings with Screw Backs	Retail	8.95
30-8321-Z-1176	7-Leaf Bracelet.	Retail	23.95

All Items Subject to Federal Excise Tax



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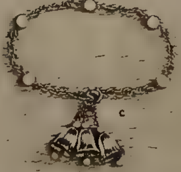

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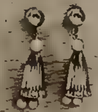

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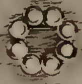

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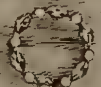

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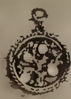

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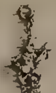

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HALLMARK CULTURED PEARL JEWELRY

Enchanting jewelry that blends the lustrous beauty of Hallmark cultured pearls with the rich radiant gleam of gold They'll be worn with pride . treasured as heirlooms. All necklaces, bracelets, pins and earrings are 1/20th 12K gold filled. With gift boxes

(A) CULTURED PEARL NECKLACE. Classic styling, will be her most often-worn and best-loved accessory. Dainty necklace has 9 perfectly matched cultured pearls, each one a lovely, lustrous beauty. 1/20th 12K gold-filled chain, 14½" long In gift box

30-9205-Z-975 Retail 19.50

(B) CULTURED PEARL BRACELET. Beautiful pearl luster and golden gleams will draw admiring glances to your wrist A very elegant, very feminine bracelet of perfectly matched, oyster-formed pearls . 16 of them . . joined by 14K gold links Gift boxed.

30-9201-Z-3500 . . . . . . Retail 70.00

(C) BELL CHARM BRACELET. 9-bell charm embellished with 6 cultured pearls. 5 cultured pearls on gold-filled link bracelet Gift boxed

30-9206-Z-1500 . Retail 30.00

(D) BELL EARRINGS. Drop-style with gold-filled screw backs. 3 cultured pearls on bells.

30-9207-Z-1050 . . . Retail 21.00

CIRCLE BROOCH. 14K yellow gold-filled frame accented by 8 lovely pearls. Safety lock.

30-9204-Z-3225 Retail 65.00

CIRCLE PIN. Popular leaf design of gleaming gold with 6 roseate cultured pearls.

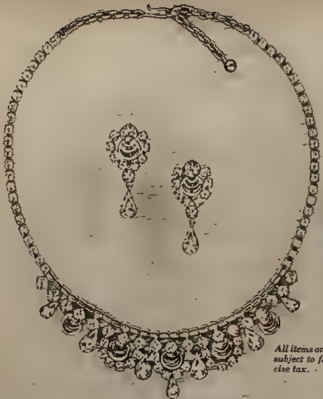
30-9210-Z-1125 . . . . . . Retail 22.50

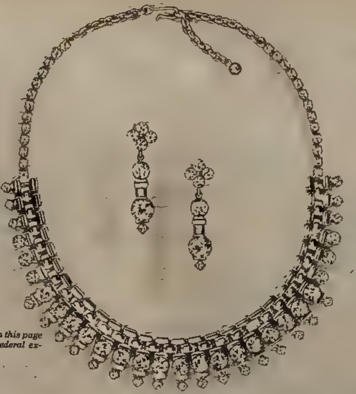
"TREE OF LIFE" CHARM. 14K yellow gold frame and tree design with 4 cultured pearls

30-9202-Z-2750 . . Retail 55.00

"CLOWN" CHARM. Gay addition to a charm bracelet. 2 pearls set in 14K yellow gold

30-9203-Z-1875 . . . Retail 37.50

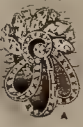




All items on this page subject to federal excise tax.

COURTLY RHINESTONE NECKLACE AND EARRING SET. Beautifully fashioned to focus all eyes on you . . . to surround you with an aura of charm and loveliness. A treasure for the woman who likes the delicacy of small scaled jewelry. A glamorous collection of pear-shaped and round stones with matching earrings. Each glittering rhinestone is hand-set in rhodium finished metal for lasting retention. Stunning with the smartest suit, enchanting with the simplest dress. Screw-back earrings.
30-8333-Z-833 . . . . .Retail **16.95**

COURTLY RHINESTONE NECKLACE AND EARRING SET. Smart, sophisticated . . . with an air of elegance. An exquisite costume piece . . . for glittering evening glamour, for brilliance with daytime wear. Beautiful matching ensemble of necklace and earrings—emblazoned with the fiery gleam of round and square cut rhinestones, each hand-set in silvery rhodium finished metal . . no hint of tarnish can ever dim the sparkling stones. Necklace fastens with a safety clasp. Earrings have screw backs.
30-8332-Z-882 Retail **17.95**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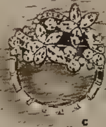
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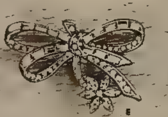
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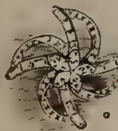
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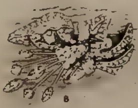
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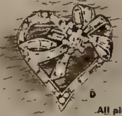
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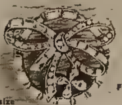
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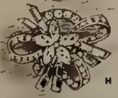
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All pins ⅔ actual size

(A) RHINESTONE PIN. Glittering elegance by Courtly. Spray-type pin with a galaxy of various shaped stones. Rhodium finished for that platinum look—will never tarnish or lose its brilliance. Protected by safety clasp.
30-8340-Z-245 . . . . . .Retail **4.95**

(B) COURTLY FLORAL SPRAY PIN. A shower of marquis shaped rhinestones glistens with shimmering beauty on the silvery rhodium finished metal. Safety clasp.
30-8436-Z-515 . . . .Retail **10.50**

(C) COURTLY RHINESTONE PIN. Brilliantly adorned with the finest quality rhinestones available. Floral spray of marquise and round-shaped stones rests lightly on a circle of baguettes. Safety clasp for added protection.
30-8341-Z-331 . . . . . .Retail **6.75**

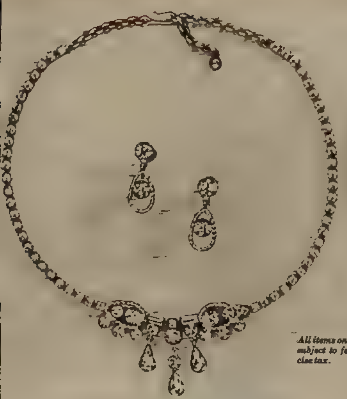
(D) "HEARTS AND FLOWERS" RHINESTONE PIN. Courtly floral spray of navette stones and chased silver bowknot is entwined through a heart of baguette and square-cut stones. Rhodium finished—will never tarnish. Safety clasp.
30-8344-Z-477 . . . . .Retail **9.75**

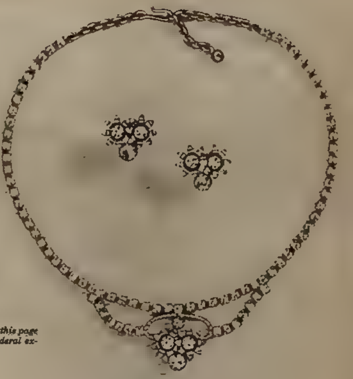
(E) COURTLY FLORAL BOWKNOT PIN. A pert little nosegay of sparkling rhinestones that has great charm and appeal. Baguettes and round stones give the pin a classic design. Rhinestones are set in rhodium plated mounting. Safety catch.
30-8345-Z-490 . . . . . Retail **9.95**

(F) COURTLY CIRCULAR BOWKNOT PIN. Circular motif with shimmering baguettes surrounding the bowknot of round and baguette rhinestones. Expertly designed by master craftsmen. Perfect accessory for your finest clothes. Safety clasp
30-8347-Z-539. .Retail **10.95**

(G) COURTLY PARISIAN RHINESTONE PIN. Gay romantic swirling pin with handset round, baguette and pear shaped stones. The perfect answer to your gift-giving problems. Will go with all types of informal or formal clothing. Safety clasp.
30-8342-Z-441 . . . . . .Retail **8.[illegible]**

(H) COURTLY "SPRING FLOWER" BOWKNOT PIN. A bouquet of glittering rhinestones that have sparkle and beauty combined. Marquise petals caught up in ribbons of baguette and round stones. Rhodium plated setting. Safety catch.
30-8343-Z-367 . . . . . .Retail **7.50**

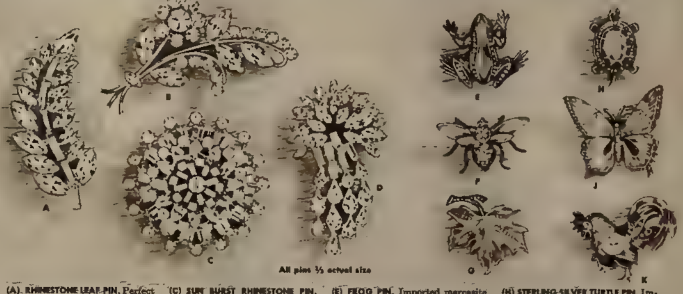




All items on this page subject to federal excise tax.

COURTLY RHINESTONE NECKLACE AND EARRING SET. The ultimate in classic simplicity. Cluster of pear shaped, round rhinestones and baguettes gleam and sparkle like diamonds. Wear it day or evening . . see what it will do for your wardrobe. All stones are hand-set in rhodium finished metal that will not tarnish, keep its lovely glittering charm at all times. The necklace fastens with a safety clasp. Drop earrings are the screw-back type.
30-8334-Z-637..................Retail **12.95**

COURTLY RHINESTONE NECKLACE AND EARRING SET. Delicately designed for the discerning woman of fashion A stunning costume piece . . excellent for the smartest suit, exciting with the simplest dress. Beautifully made with round and square cut rhinestones that are hand-set in rhodium finished metal that will never lose its enchanting beauty The glamorous necklace fastens with a sturdy safety clasp. The button earrings have the screw-type back for secure fastening.
30-8335-Z-490 . Retail **9.95**



All pins ⅓ actual size

(A) RHINESTONE LEAF PIN. Perfect for suits, coats and dresses. Finest quality rhinestones created by expert craftsmen. Beautiful 9-baguette stem curves to a giant-size pear shape stone, 3 sizes of marquises. Rhodium plate
30-8213-Z-447. Retail **8.95**

(B) RHINESTONE COSTUME PIN. 3 stem floral piece in finest quality sparkling white rhinestones. Flower created with 7 medium-size round stones. 13 varied size stones enhance the leaves. Arrangement set in white rhodium plate.
30-8210-Z-350..... Retail **6.95**

(C) SUN BURST RHINESTONE PIN. Around a large, round center stone travel 3 orbits set with 8 baguettes, 12 marquises, 16 emerald cuts, 86 round stones in graduated size. Mounted on rhodium plate. Safety clasp. Diameter 2¼".
30-8211-Z-697.......Retail **13.95**

(D) CLOUD BURST RHINESTONE PIN. Teardrop shaped rhinestones Large marquise is an added bolt of brightness set in a semi-circle of 18 smaller marquises. 12 pear-shaped and 6 baguette-shaped stones. Rhodium plate 2⅓" long
30-8212-Z-600 Retail **9.95**

(E) FROG PIN. Imported marcasite enamel jewelry. Stones are hand-set in sterling silver. Beautiful blue-green color with ruby eyes.
30-8268-Z-598.......Retail **11.95**

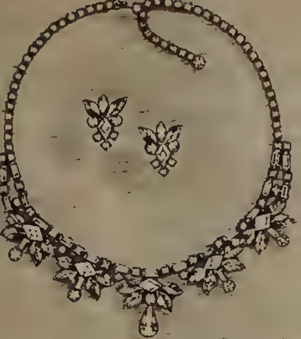
(F) FLY PIN. Beautifully colored. Shimmering stones are set in sterling silver, hand-set mountings. Imported marcasite pin. Safety catch.
30-8266-Z-450.... Retail **8.95**

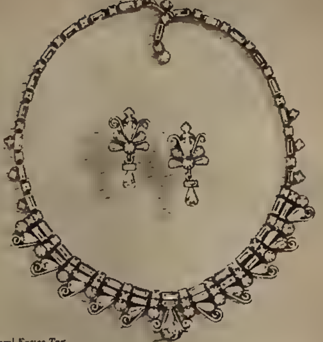
(G) LEAF PIN. As colorful as a spring day Stones are hand-set in sterling silver Imported marcasite pin of high quality Safety catch
30-8270-Z-598 Retail **11.95**

(H) STERLING SILVER TURTLE PIN. Imported marcasite enamel pin. Hand-set stones in sterling silver mounting. Natural brown-green color.
30-8265-Z-413 Retail **8.25**

(J) BUTTERFLY PIN. Rainbow colored Hand-set stones in sterling silver Imported marcasite pin non-tarnishing Safety catch
30-8269-Z-675 Retail **17.50**

(K) ROOSTER PIN. Imported pin, stones hand-set in sterling silver.
30-8267-Z-575 Retail **11.50**





All items are subject to Federal Excise Tax

COURTLY NECKLACE AND EARRING ENSEMBLE. Sterling silver garland necklace of baguettes, diamond and-pear-shaped rhinestones Matching earrings of engraved leaves with clusters of round and diamond-shaped rhinestones The sterling silver is rhodium finished to preserve its high lustre screw-type back Unique adjustable clasp permits necklace to be worn as a choker All stones are expertly hand-set to assure lasting beauty Beautifully gift boxed

30-8304-Z-1409 Necklace Retail 28.95
30-8305-Z-441 Earrings Retail 8.95

COURTLY NECKLACE AND EARRING ENSEMBLE. Sterling silver necklace exquisitely fashioned of baguettes and pear-shaped stones enriched with dainty swirls. Matching sterling silver, drop, screw-type back earrings predominant with fashionable pear-shaped stones. Necklace and earrings are rhodium finished to preserve their brilliance Clasp permits necklace to be worn as choker if so desired. All stones are hand-set Ensemble is attractively gift boxed.

30-8306-Z-1764 Necklace Retail 35.95
30-8307-Z-490 Earrings Retail 9.95

(A) COURTLY "FANTASY" BRACELET. Dream of a rhinestone bracelet elegant with square, round and baguette rhinestones. Fine thin safety helps to keep bracelet safely on the wrist. The sterling silver is rhodium finished to keep the lustrous finish shining Gift boxed.

30-8316-Z-1299 Retail 26.50

(B) COURTLY "HERITAGE" BRACELET. A wealth of jeweler's beauty in this luxurious sterling silver bracelet. The elegant grouping of marquise and round rhinestones makes this bracelet well worth having Silver is rhodium finished for lasting beauty In attractive gift box

30-8318-Z-955 Retail 19.50

(C) COURTLY "EXTRAVAGANZA" BRACELET. An exotic fury of blazing brilliance highnotes this sterling silver bracelet Keystones are combined with round stones to give an outstanding effect Rhodium finish protects the sterling silver Thin safety chain. Gift boxed ready for giving

30-8313-Z-1837 Retail 37.50

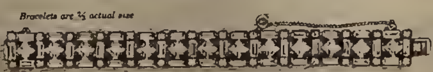
(D) COURTLY "LUXURIA" BRACELET. An incredibly lovely sterling silver creation for that certain woman. The round stones are encased in baguettes for a luxury-look Sterling is rhodium finished . . . keeps shiny longer Thin safety chain protects against loss. Beautifully gift boxed

30-8317-Z-1078 Retail 21.95

(E) COURTLY "GARLAND" BRACELET. Incredibly lovely clusters of diamond and round stones for wrist wonder mounted on brilliant sterling silver Rhodium finish helps the sterling to keep its high finish longer Fine, thin safety chain adds a note of charm. Bracelet is attractively gift boxed

30-8315-Z-1585 Retail 32.95

Bracelets are ⅔ actual size



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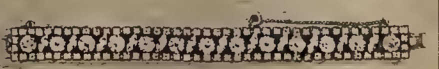

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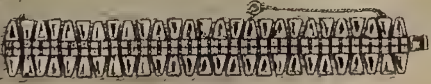

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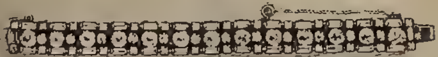

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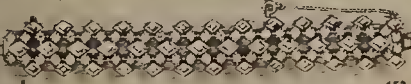

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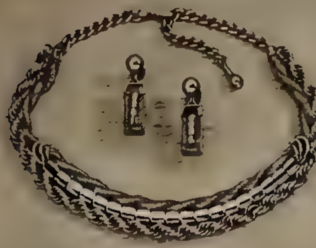
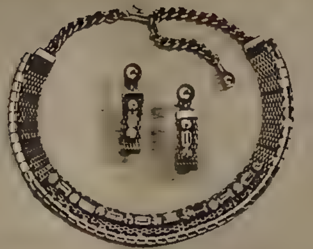
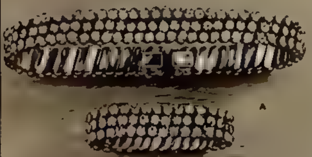




COURTLY "de MEDICI" NECKLACE AND EARRING SET. A regal necklace supreme that will bring sheer delight to its owner. The gorgeous blend of spiraled mesh, hammered plate and interwoven links will go well with either afternoon or evening dress. The matching drop earrings create an elegance all their own in styling and workmanship. Smooth golden finish is guaranteed for a lifetime. All stones are hand set to help make this set a prized possession. This elegant necklace and earring set is ready for giving packaged in a gift box
30-0352-Z-882 Retail 17.95

COURTLY "CIRCLE" NECKLACE AND EARRING SET. This necklace and earring set is a jeweler's masterpiece. In woven mesh sparked with glittering octagon and sparkling round stones. Stones are hand set by master craftsmen to help make this set a real treasure. Smooth golden colored finish is fully guaranteed against tarnishing for a lifetime. Matching earrings of shimmery beauty pick-up the smart design of the necklace. A gift to be cherished forever. Set is beautifully gift packaged ready to be given
30-0353-Z-1100 Retail 22.50



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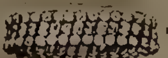

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(A) EXPANSION CHOKER AND BRACELET SET. Blistering white fire shoots out from the hand set round stones which surround this beautiful choker-bracelet set. Will put the finishing touch to your evening attire. Safety clasp prevents choker from slipping off. Both choker and bracelet expand to three times their diameter. Set is attractively gift boxed
30-0206-Z-625 Retail 12.50

(B) RHINESTONE EXPANSION BRACELET. Ablaze with light, fiery with color. Center-row stones are emerald-cut with a round rhinestone above and below. Truly a beautiful flexible bracelet. Expands over three times its diameter. Snug, comfortable to wear. Beautifully finished stainless steel back feels cool next to the skin will not tarnish or stain.
30-0204-Z-239 Retail 4.75

(C) RHINESTONE EXPANSION BRACELET. All the magic of rhinestones twinkles in this lovely, flexible, jeweler's cut bracelet. Massively designed, yet feather-light and comfortable on the wrist. This lovely bracelet expands to three times its diameter. Makes a striking outfit when a pair of these bracelets are worn as cuffs to dress-up your outfit for the day.
30-0209-Z-200 Retail 5.75

(D) ANTIQUE EXPANSION BRACELET. Antique floral pattern alternates with shining golden or white finish bars to produce an effect which will beautify your wrist and add that certain something to your dress. Expansion bracelet expands to three times its diameter. Packaged in attractive gift box.
30-0222-Z-330 Yellow Retail 6.75
30-0223-Z-338 White Retail 6.75

(E) RHODIUM EXPANSION BRACELET. Shining bright as silver, this flexible cuff bracelet with an emerald cut center rhinestone slips easily on and off your wrist. Complements your shorter sleeve and sleeveless dress will gain many compliments. Rhodium plated, backed with stainless steel. Attractive bracelet expands to three times its natural diameter.
30-0218-Z-650 Retail 12.75

All items are subject to Federal Excise Tax

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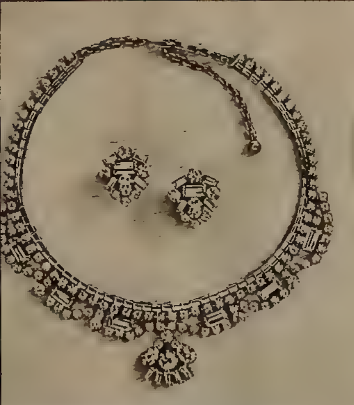
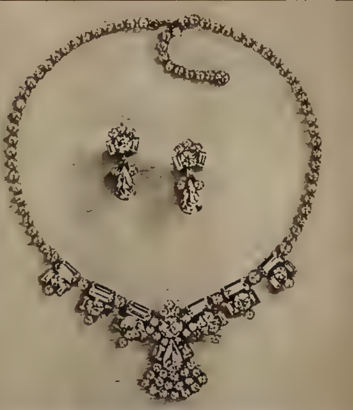
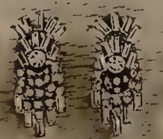


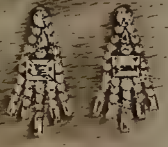


COURTLY RHINESTONE NECKLACE SET. A rhinestone contour collar for "dressy" occasions It follows the neck line with an unusual massing of brilliant hand-set stones. Delicate design combines octagon and solitaire stones with a pendant drop of round-cut stones and baguettes. Hook and chain clasp adjusts necklace to choker length or length desired for personal comfort. Matching screw-type earring Non-tarnishing, Rhodium-plated setting. Gift boxed.
30-8330-Z-1470 Set. . . . . Retail 29.95

COURTLY RHINESTONE ENSEMBLE A gift set to turn a girl's head—and it will certainly turn all heads toward her Brilliant 1½" pendant cannot escape notice . it has 33 eye-dazzling rhinestones, among them a huge pear-shaped and a round-shaped stone. Multi-stone design on either side of the pendant . . . matching earrings with pear-shaped drops. Adjustable hook and rhinestone-studded chain. Non-tarnishing, rhodium-plated setting.
30-8331-Z-1323 Set . . . . . . Retail 26.95

All Items Subject to Federal Excise Tax





RHINESTONE DROP EARRINGS. Star bright, star-shaped, 6-stone drops . . . a dainty design that points-up a dress with simple lines. Rhodium-plated setting. Screw-type backs. Gift boxed.
30-8233-Z-166.. Retail 3.25

RHINESTONE BUTTON EARRINGS. Tasteful glamour for women of every age from grandmothers to granddaughters. Floral design of kite-shaped stones and large center stone. Screw-type backs.
30-8234-Z-250. . Retail 5.00

TWO-IN-ONE RHINESTONE EARRINGS. 2 pairs of earrings worn 4 ways Clip-back type and larger screw-backs interjoin Each pair may also be worn separately Use smaller pair as dress clips.
30-8259-Z-625 Retail 12.50

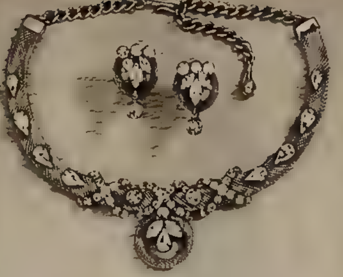
RHINESTONE LOOP EARRINGS. Classic loop design rolls on to a new height in glamour with this lovely pair Drop-style earrings end in wheel-spokes of fiery baguettes. Screw-backs. Gift boxed.
30-8256-Z-398. . Retail 7.95

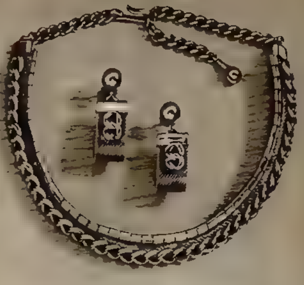
DOUBLE LOOPED RHINESTONE EARRINGS. Fashion magazines decree that loops are the thing for the coming season. A fashion-conscious woman will love a pair Screw-backs. Rhodium setting.
30-8255-Z-287. . . .Retail 5.75

COMBINATION RHINESTONE EARRINGS. Two pairs of earrings—screw type and clip-type—are cleverly interjoined to look like one earring May be worn as separate pairs. Rhodium setting Gift boxed.
30-8258-Z-348. Retail 10.95

FRONT AND BACK RHINESTONE EARRINGS. Unique and glamorous. One part of the earring clips to the ear lobe The other part curves out from behind the ear . . gives illusion of piercing the ear.
30-8257-Z-398. Retail 7.95

RHINESTONE DROP EARRINGS. Looks very sophisticated and flirty dangling beneath Italian hair styles. Drop-style, 1¾" long
30-8235-Z-275. . . . . Retail 3.50





COURTLY "VENUS" NECKLACE AND EARRING SET. A necklace of sheer beauty . . . will give you a golden opportunity for new fashion. You will delight in seeing the interlaced pear-shaped, round and marquis stones blazing on golden mesh. Adjustable clasp permits necklace to be worn as choker. The matching drop-earrings bring out beauty of design in this set. All stones are hand-set for permanency. Golden finish is guaranteed for a lifetime. Beautifully gift packaged . . . ready for giving.
30-8354-Z-1274 .... Retail 25.95

COURTLY "APHRODITE" NECKLACE AND EARRING SET. The elegantly swirling necklace of golden mesh will enhance the beauty of your formal or informal dress. Necklace and earrings are fashionably trimmed with hammered plate and interwoven links to make a unique design that will be admired by all. The adjustable clasp on the necklace permits shortening of necklace so that it may be worn as a choker. Matching earrings complete this lovely set. Necklace and earrings are handsomely gift packaged . . ready for giving.
30-8351-Z-735 .... Retail 14.95

(A) COURTLY "MARIE ANTOINETTE" NECKLACE AND EARRING SET. There is lavish luxury in this golden mesh rope necklace draped with glimmering rhinestone garlands. The unique design of the matching earrings will make this set a cherished possession for years to come. Adjustable clasp permits you to wear the necklace as an attractive choker. Stones are hand-set for beauty. Golden finish is guaranteed for a lifetime against tarnishing. Both earrings and necklace are gift wrapped in one beautiful gift box . . . ready for giving.
30-8350-Z-588 .... Retail 11.95

(B) TAILORED GOLD EXPANSION BRACELET. A yellow colored bracelet with the richness of true gold. Heavy massive styling has received great acceptance. Yet bracelet is feather-light in weight for comfortable wearing. Bracelet expands to three times its diameter . . . slips on and off with ease. Beautiful stainless steel back will not tarnish.
30-8215-Z-338 .... Retail 6.75

As above, except in white rhodium plate
30-8216-Z-338 Retail 6.75

(C) YELLOW AND TURQUOISE EXPANSION BRACELET. A stimulating expansion bracelet that expands to three times its actual diameter. Lively bars of simulated turquoise coral contrasts beautifully with the rich golden links. The heavy styling of this bracelet gives a look of elegance and good taste. Slips on or off wrist with little effort. Non-corrosive, non-tarnishing stainless steel back feels comfortable against the skin. This beautiful expansion bracelet is packed in a lovely gift box . . . ready for giving
30-8224-Z-413 Retail 8.25

(D) YELLOW AND CORAL EXPANSION BRACELET. A delightful expansion cuff, inserted with gay bars of coral pastel to contrast with the rich gold plate of this exquisite bracelet. Massively styled, yet as light as air . . . with non-tarnish stainless steel backing. This versatile bracelet can be worn with informal or formal attire, afternoon or evening. Bracelet expands to three times its diameter . . . slips on and off with ease . . . wearing it is a pleasure. Bracelet is packaged in an attractive gift box
30-8217-Z-525 Retail 10.50

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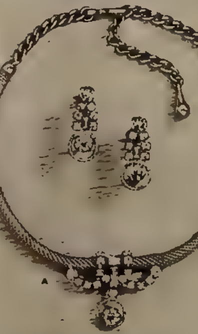
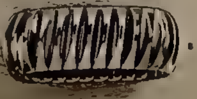
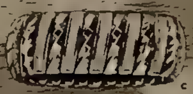
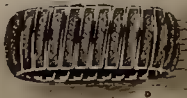








Walking Dolls Make Real Playmates

THEIR BEAUTIFUL LIFELIKE HAIR CAN BE CURLED, SET

A PARIS JOINTED-KNEE DOLL

- **She acts almost like a real little girl**
- **Her head moves as she takes steps**
- **Her long hair can be washed, curled**

Her knees are jointed so she can assume many life-like poses—and her head moves from side to side as she walks. Needs only a guiding hand to take steps. All plastic, she has a soft vinyl head that feels like real skin. Sleeping eyes. Her long beautiful hair is rooted, can be washed and curled any way your little girl desires. She's dressed in a full-skirted cotton dress—with tiny socks and vinyl shoes.

82248A1330—32 in. Wt. 9 lbs. . . . $19.95
82249A863—25 in. Wt. 6 lbs..... ...$12.95

B "AIDA" BALLERINA DOLL

- **Jointed legs, ankles—she really dances**
- **Has real Capezio ballerina slippers**
- **Rooted hair can be washed and curled**

What a joy for the little girl who loves to dance! Aida takes short toe-dancing steps, kicks out, does a split, dances on toes or soles. Knees and ankles are jointed to swivel as well as bend—for every ballet pose. Just hold her hand and gently lead. Head turns from side to side as she moves. She walks, too! Made of plastic with soft flesh-like vinyl head, arms. Rooted Saran hair can be curled, combed, washed—it's styled in ponytail. Dressed in real ballerina costume. Hose of Helanca stretch nylon. 20 in. tall.

82182A863—Shpg. wt. 2 lbs $12.95

C PONYTAIL WALKING DOLL

- **She bends her knees in many positions**
- **Her flirting eyes actually move**
- **Unbreakable plastic—soft vinyl head**

Jointed at the knees—she kneels, walks, kicks, frolics, and runs. Cries like a real little girl. Made with plastic body, flirting eyes that move when doll moves! Her gleaming Saran hair is rooted to her head—can be waved, brushed, curled, or combed—it's set in a ponytail. Dressed in a lovely full-skirted party dress with white socks and button shoes. She's the ideal doll playmate for any little girl—a perfect "under-the-tree" holiday gift, sure to be long remembered. Made by Imperial.

82236A865—23 in. Wt. 4 lbs.........$12.98
82235A665—20 in. Wt. 3½ lbs....... .$9.98

D WALKING DOLL IN FORMAL GOWN

- **Dressed in beautiful evening gown**
- **She walks—and moves her head around**
- **Made of plastic with soft vinyl head**

A beautiful dressed doll that loves to walk—with just a guiding hand. Head turns as she takes steps. Plastic, she has a soft vinyl head. Sleeping eyes. Her rooted hair is combed into a smart upsweep—can be washed and curled. She's smartly dressed in a lovely formal evening gown with dainty net over taffeta underskirts—wears socks and tiny shoes.

82250A1797—32 in. Wt. 9 lbs.........$26.95
82251A1263—25 in. Wt. 6 lbs.........$18.95
82252A863 23 in. Wt. 5 lbs..........$12.95

E IDEAL'S "POSIE" DOLL

- **She prays—sits—walks—bends knees**
- **Flirting eyes move and go to sleep**
- **Rooted Saran hair can be washed, set**

Magic Knee Action enables her to sit, walk with gentle leading, kneel in praying position—bend her knees in a hundred life-like poses. With each step, her head turns from side to side. Unbreakable plastic with vinyl Magic Flesh head. Her hair is rooted Saran—can be shampooed and styled, combed and set—and she has a supply of plastic curlers! Flirting eyes move about realistically—go to sleep. She's dressed in a fashion frock with cotton slip, socks, and vinyl walking shoes. Made by Ideal.

82245A997 -24 in. Wt. 5½ lbs. . . . $14.95
82244A663—17 in. Wt. 4 lbs $9.95

G HORSMAN'S "CINDY STRUTTER"

- **She walks—without breakable mechanism**
- **'Fairy-Skin' is soft and washable**
- **Delicately detailed hands and fingers**

The walking doll that can dance and do the split, too! Squeeze her—she cries like a real baby. She's made of soft, resilient plastic, can't chip or peel—and she's practically unbreakable. Walks easily without mechanical action—just hold her hand. Soft 'Fairy-Skin' body can be washed. Permanently rooted Saran hair—comb it, shampoo it, set it. Has large sleeping eyes with lovely long lashes—and her dainty hands are perfectly formed right down to the tiny fingernails. Dressed in a beautiful fluffy frock with black velvet bolero and beanie. Made by Horsman.

82226A932—28 in. Wt. 5 lbs..........$13.98
82225A732—20 in. Wt. 4 lbs..........$10.98
82224A532—16 in. Wt. 3 lbs...........$7.98

H "FLEXIE" WALKING DOLL

- **She walks, she kneels, she prays**
- **Arms and legs are jointed to move**
- **Flirting eyes move just like real eyes**

A doll that can do so many things! Her arms are jointed at the elbows, her legs at the knees—so she can really assume adorable little-girl poses! She can sit, walk, kneel, pray—such fun! Made of durable hard plastic with shining, combable wig. Flirting eyes move about as she walks—just like a real little girl's. Flexie is dressed in an adorable outfit with socks and vinyl shoes. 24 in. tall.

82247A665—Shpg. wt. 4 lbs............$9.98

J PRETTY "RITA" WALKING DOLL

- **She walks, moves her arms and eyes**
- **Dressed ready for a playtime party**
- **Has Saran hair that can be washed, set**

She goes where you go—just take her hand and she walks beside you. Beautifully and realistically designed in durable plastic. Her features are delicately, artistically painted. Pretty eyes open and close. Saran wig—just like real hair—it can be set and combed. Rita wears a dressy afternoon frock, matching bonnet, lace-trim petticoat, socks and shoes. Made by Paris.

82184A1465—30 in. Wt. 6 lbs.........$21.98
82186A732—18 in. Wt. 2 lbs..........$10.98

K LOVELY "TINA TODDLER" DOLL

- **She walks and toddles—she even cries**
- **Long rooted hair—looks like real**
- **Big sleeping eyes that wink and blink**

Just like a real little girl—so pretty, so dainty, yet made for years of play fun. She walks with you, turns her head saucily back and forth. She sits and stands, too—cries and opens and closes her big eyes. Made of plastic, gracefully formed with life-like vinyl head and pretty little-girl features. Lovely long hair is rooted in her head—comb and set it—it won't come out. Dress is specially designed in gay, colorful cotton. Dainty panties, tiny socks and shoes. Made by Imperial.

82133A799—23 in. Wt. 4 lbs..........$11.98
82194A665—20 in. Wt. 3½ lbs.........$9.98

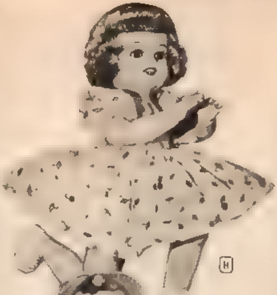
SPECIAL! REDUCED IN PRICE!

L IMPERIAL PIGTAIL DOLL

- **She really walks—and she cries too**
- **Pert pigtails—wash and comb hair**
- **Big round eyes, they open and close**

You'll love everything about her! She walks—she sits and stands. She cries like a little girl. Designed from plastic with baby-pink skin and rose-colored cheeks. Big sleeping eyes, dainty teeth. Long hair braided in cute pigtails, can be washed and combed. Picolay-and-cotton dress with organdy and lace trim; cotton knit panties, rayon socks, plastic shoes.

82195A370—23 in. 4 lbs CLOSEOUT. $8.50
82196A350—20 in. 3 lbs..CLOSEOUT..$6.98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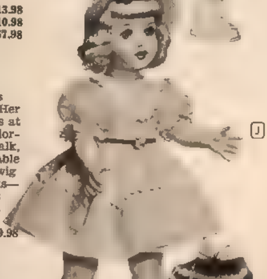
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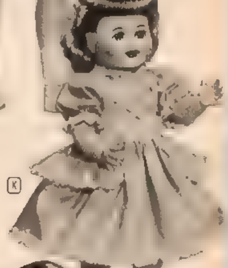
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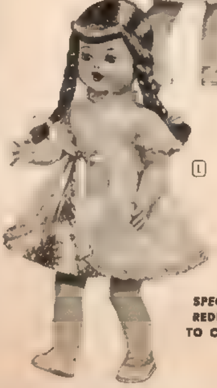
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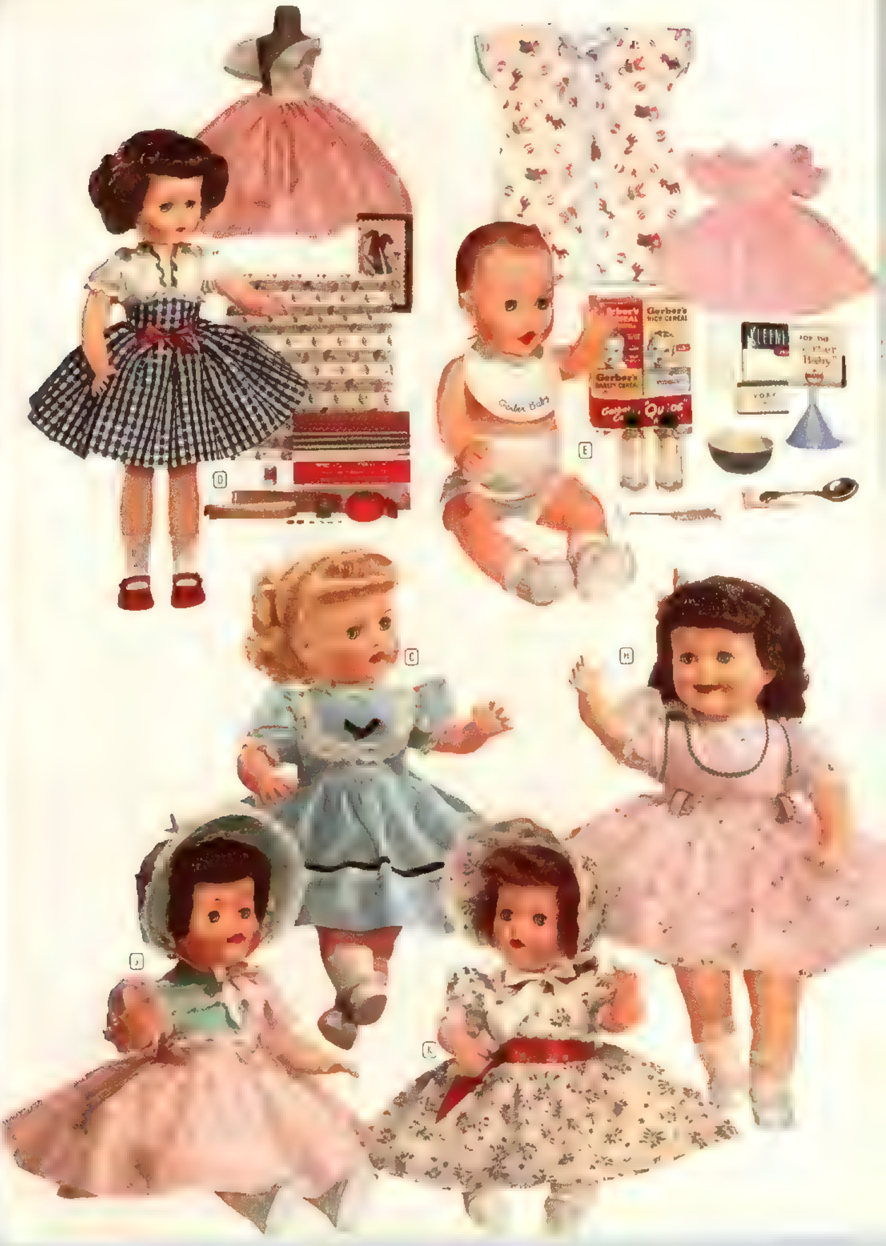
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Life-Like Dolls That Really Walk!

ALL PRETTY AS A PICTURE, DRESSED TO PERFECTION

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C

A "PIGTAIL" WALKING DOLL SET

- **Turns head as she walks—sleeps, too**
- **Pretty pigtails to brush and curl**
- **With three extra changes of clothing**

Pigtailed charmer with her own suitcase! Doll stands, sits, walks—take her hand and she comes right along with you! Inquisitive Tina turns her head from side to side as she walks. Thick braids can be brushed, combed, and curled. Made of durable molded plastic. Eyes open and close. Doll wears full-skirted cotton dress, panties, socks, shoes. Has hooded plastic raincoat, ninon nightgown, cotton duster, and two-piece playsuit. Clothes on cardboard hangers, packed in suitcase

82199A665—14 in. tall. Wt. 4 lbs.......**$9.98**

B PARIS'S WALKER DOLL IN CASE

- **Walks and turns her head as she moves**
- **Embedded Saran hair—curl it, wash it**
- **Wears formal gown—brings her wardrobe**

A busy beauty—she sleeps, sits, stands, and walks! Turns her head from side to side as she strolls. Doll's soft vinyl face has non-toxic painted features. Hair can be washed, curled, combed. Has hard plastic body. Wears full-length formal gown with flowers in her hair and at waist, panties, shoes, and socks. Wardrobe includes cotton dress, summer coat, nightgown, toreador pants and shirt, purse, and extra pair of shoes, socks. Packed in suitcase.

82276A997 19 in. tall. Wt. 5 lbs......**$14.95**
82256A730—15 in. tall Wt. 4 lbs.. ...**$10.95**

C WALKING TROUSSEAU DOLL

- **14-in. bride doll walks when lead!**
- **Comes with six changes of clothing**
- **Wash, comb, curl her Saran hair**

Take her by the hand and she'll walk down the aisle or anyplace you go! Fool-proof enclosed walking mechanism—no keys to turn, nothing to get out of order. Turns her head back and forth as she walks. Firm plastic with dainty face and body—life-like in every detail. Has long Saran hair. You can comb, wash, and curl it. In lace-trimmed white satin bridal gown Trousseau includes linen coat and hat, taffeta dress, felt skirt and jacket, brunch coat, and dainty ninon nightgown.

82176A530—14 in. tall. Wt. 4 lbs.......**$7.95**

D JO-ANNE WITH WARDROBE CASE

- **16-in. doll brings her 30-pc. ensemble**
- **Turns her head, rolls her eyes, walks**
- **Saran hair to brush, comb, and curl**

Jo-Anne walks into your life prepared to play. Unbreakable plastic doll sits, walks She turns her soft life-like head and flirts her eyes as she moves. Goes to sleep. Embedded Saran hair can be brushed, combed, curled. Wears cotton dress, panties, shoes, socks. Comes with comb, brush, mirror, barettes, curlers, shoehorn, plastic hangers, purse, belt, hankies. Party dress in zippered garment bag, robe, straw hat, shoes. Sports equipment for tennis, golf, skiing. In airplane cabinet.

82257A863—16 in. tall. Wt. 4 lbs......**$12.95**

E BENDING-KNEE WALKING DOLL

- **Magic knee action—prays, kneels, sits**
- **Walks, turns her head, goes to sleep**

As pretty as a picture! This walking beauty is made of plastic Turns her soft life-like head as she walks. New magic knee-action lets her bend to many life-like positions. Soft vinyl arms. Long-lashed eyes. Embedded Saran hair can be washed, combed, waved, and curled. Doll has party dress with straw hat, panties, shoes, socks. Skirt with matching blouse, strapless blouse, shorts, roller skates, sunback dress with stole, sunglasses, robe, bedroom slippers. Wardrobe in trunk

82258A1063—21 in. tall. Wt. 9 lbs.....**$15.95**

Same as above, but without knee-action
82181A900—18 in. tall. Wt. 8 lbs. . **$13.50**

G IDEAL'S PRINCESS MARY DOLLS

- **Every little princess adores this doll**
- **Turns head from side to side as she walks**
- **Wears formal gown and dancing slippers**

So pretty she takes your breath away! A true beauty! Take her hand and she walks. Formal gown floats gracefully about her feet. Turns her soft vinyl head from side to side as she moves. Long-lashed Glassine eyes open and close. Glamorous upswept Saran hair can be washed, curled, combed. Change the style anytime to a pony-tail, soft bob, or pigtails. Made of plastic, molded in realistic detail. Princess Mary wears flowers in her hair and at her waist. Lovely full-skirted sheer formal. Two underslips make skirt stand out. Also wears gold-color dancing slippers. Brings her own curlers

82221A997 21 in. tall. Wt. 3 lbs......**$14.95**
82220A663—16 in. tall. Wt. 2 lbs. . **$9.95**

H IDEAL'S TONI WALKER DOLLS

- **Wash and wave her hair with Toni!**
- **With shampoo, wave solution, curlers**
- **Walks forward and backward—sits down**

As real as life—just hold her hand and she walks so gracefully! Even walks backward! Turns her head from side to side with every step. Has go-to-sleep eyes. Made of realistic molded plastic—bathe her from head to toe Pretty doll just made for play. Fast-drying nylon hair can be washed, combed, curled—even permanent wave it! Style it to match her little mother's. Toni permanent wave kit includes 12 midget spin curlers, creme shampoo, play-wave solution, 72 end tissues, and comb. Dressed in crisp party dress trimmed with flowers. Wears cotton panties, full cotton slip, socks, and vinyl shoes.

82253A1063—21 in. tall. Wt. 3½ lbs. **$15.95**
82212A863 -19 in. tall. Wt. 2¼ lbs... **$12.95**
82211A663—16 in. tall. Wt. 2 lbs.......**$9.95**

J IDEAL'S SAUCY WALKER DOLLS

- **She walks, flirts, sits, and cries**
- **Turns her head and rolls her eyes**
- **Wash, comb, curl her embedded Saran hair**

A doll that does everything to delight little girls! So cute and perky! She walks, sits, cries, sleeps. Turns her vinyl head from side to side and rolls her eyes—flirts with everyone! Seems almost real! Fully-jointed plastic doll has concealed mechanism Fool-proof, nothing to break. Just take her hand and she strolls along. Soft life-like head, rooted Saran hair in medium bob. Wash it, comb it, curl it in any style Comes with curlers. Saucy Walker doll has snub nose, pretty painted features. Big Glassine eyes are fringed with long lashes. Close when she is put down to sleep. In a sweetly-styled dress, slip, panties, socks, and vinyl shoes.

82154A863—23 in. tall. Wt 5 lbs. . **$12.95**
82100A530—17 in. tall. Wt. 3 lbs. . **$7.95**

K IMPERIAL'S WALKER DOLL

- **Comb her hair, re-braid it, curl it**
- **She stands, sits, walks, and cries**
- **Pretty young miss in pert school dress**

So lovable, so much fun! As cute as a real little girl—walks like one, too! Doll takes precise steps when you take her arm and lead her forward Cries in child-like voice when you tip her. Her thick Saran pigtails can be combed, curled, and waved. Little mothers enjoy styling her hair. She comes with her own curlers. Doll has thick eyelashes, bright Glassine eyes open and close Her pretty smile shows sparkling teeth and red tongue. Molded of strong plastic with real-life detail. Walking mechanism is fool-proof, nothing to break. Doll wears pretty cotton school dress, knit panties, socks and shoes

82254A465—20 in. tall. Wt. 3 lbs... ..**$6.98**
82255A265—14 in. tall Wt. 2 lbs. **$3.98**

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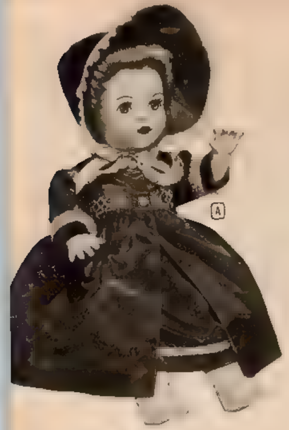
CLUB
Toni

Pretty Dolls—Made to Look Real

SO TALENTED—THEY SIT UP LIKE REAL BABIES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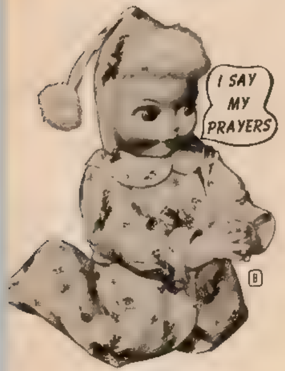

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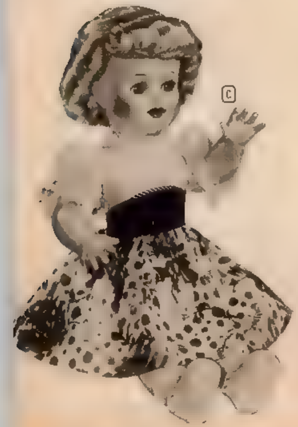
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A HORSMAN "HAT 'N' COAT" DOLL

- **"Fairy Skin" vinyl—feels like real skin**
- **Rooted Saran hair—comb and curl it**
- **Open-and-close eyes—baby-coo voice**

A pretty play companion! Soft vinyl "Fairy Skin" with real-life coloring—washable and unbreakable. Rooted Saran hair—wash, curl, comb, set it in any style. Big blue sleeping eyes—long lashes. Her head turns and she coos. Dressed in an iridescent taffeta coat and bonnet with lace and embroidery trim—matching lace-trimmed dress. Cotton panties, shoes, socks. 21-in. tall. Special price—reg. $10.00 retail. Wt. 4½ lbs.
82208A465....CLOSEOUT.. Retail $7.98

B "PATTI PRAYS" DOLL BY IDEAL

- **Life-like voice—recites her prayers**
- **So appealing—elf-like in appearance**
- **Dressed in cute nightie—tassle cap**

She recites her prayers, "Now I lay me down to sleep . . . I pray the Lord my soul to keep. God bless Mommy . . . God bless Daddy . . . Amen." All you do is turn the crank in her back—her words are clear and distinct. She kneels and clasps her hands, too. Vinyl hands and face—delicately tinted, painted features, plush hair. Cuddly stuffed body. Removable nightie with tassled cap. 20-in. tall.
82241A330—Shpg. wt. 2 lbs....Retail $4.95

C IMPERIAL VINYL BABY DOLL

- **Rooted hair—wash, comb, and curl it**
- **Go-to-sleep eyes—long eyelashes**
- **Vinyl—tinted to look like real skin**

Pretty to look at! Designed in soft vinyl—unbreakable, washable. Realistic detailing—prettily tinted. Saran hair is deeply rooted into her head so you can do just about anything with it—like real hair. Big eyes that open and close—long lashes. She coos when you hug her. Has pretty cotton skirt, organdy blouse, cotton panties, vinyl shoes, and socks.
82262A332—17 in. Wt. 2 lbs......... $4.98
82263A465—20 in. Wt. 2½ lbs........$6.98

D VALENTINE DRESSMAKER DOLL

- **Walking doll with rooted Saran hair**
- **Includes complete sewing accessories**

She's educational—and fun, too. Teaches kiddies to sew—makes it so easy. Doll with vinyl arms and head, and plastic body—rooted Saran hair is washable. Her head turns as she walks—open-close eyes with lashes. Dressed in pretty frock, panties, vinyl shoes, socks. Set includes curlers, vinyl dress form on plastic swivel base, sleeve-board, sewing kit of pins, needles, tape, pin-cushion, threads, snaps, buttons, thimble, needle threader. Cotton, organdy, taffeta dress material, assorted trimmings, patterns for long, short sleeves, instructions. Doll 18 in. tall.
82268A797—Shpg. wt. 4 lbs...Retail $11.95

E SUN "GERBER BABY" DOLL SET

- **Just like the Gerber baby food ads!**
- **A cute doll—with complete accessories**
- **She drinks, wets, sleeps, and cries**

Her cute baby face is famous from Gerber's advertisements—now she's available as a baby doll! Made of soft vinyl with real-looking skin that you can wash—big eyes that open and close, long lashes. Tinted hair and features. She drinks, wets, sleeps, cries—and blows soap bubbles. Dressed in bib, panties, bootees. Wardrobe also includes lacy cotton dress, flannel robe. Accessories include Kleenex, soap, Q-tips, bubble pipe, 2 bottles, bottle cleaner, feeding dish, silver spoon, funnel, 4 pkgs. Gerber baby food. Gerber baby cutout on box. 18-in. tall.
82267A999—Shpg. wt. 5½ lbs..Retail $14.98

G HORSMAN "LOVE ME" BABY DOLL

- **Rooted Saran hair—popular pony tail**
- **All vinyl—easy to wash, unbreakable**
- **"Super-flex" legs—real-life movement**

She's glamorous from head to toe. Made of vinyl that's so easy to wash—tinted to look like real skin. Carefully detailed—flexible and full of life, too. "Super-flex" legs let her kneel and sit naturally. Rooted Saran hair is deeply embedded—won't pull out—pert pony-tail style. Wash it, set it, comb it any way. She has her own curlers. Her head turns from side to side—big blue eyes with long lashes open and close. Coo-cry voice like real baby's. Dressed for a party in a pretty frock that's trimmed with lace and velvet ribbon, dainty slip, cotton panties, vinyl shoes, and socks. Two sizes.
82202A732—23-in. Wt. 5 lbs.........$10.98
82203A465—17-in. Wt. 3 lbs.........$ 6.98

H IDEAL "MAGIC LIPS" DOLL

- **She cries and her lips begin to move**
- **Vinyl arms, legs, head—real looking**
- **Saran hair—wash, comb, brush it**

She's pert and appealing—so life like! When she cries her lips move up and down in a quivering motion just like a real baby's—all you do is squeeze her tummy gently. She's soft and cuddly—feels like a real baby—flexible, too. She's designed with a cotton-stuffed body, vinyl arms, legs and head—all realistically detailed and delicately tinted. Rooted Saran wig is embedded like real hair—wash, comb, set it in any style. She has her own doll-size curlers—wears a hair net. Big blue sleeping eyes open and close—long lashes. She's dressed in a pretty frilly organdy dress, rayon slip, panties, vinyl shoes, socks. 23-in. tall.
82246A997—Shpg. wt. 3½ lbs..Retail $14.95

J IDEAL "BABY RUTH" DOLL

- **Soft, pliable—sits down, arms move**
- **Made of vinyl—completely washable**
- **Rooted Saran wig—easy to wash, set**

She's just like a real baby—cute and full of fun. Designed from vinyl—so soft and cuddly, feels just like real skin—tinted to look like real skin, too. She's unbreakable—and completely washable. Rooted Saran hair deeply embedded so it can't come out—wash, comb, brush, set it in any style you prefer. Equipped with curlers. Her big blue eyes open and close—long lashes add extra charm. She cries, too. Beautifully dressed in a frilly party frock of crisp organdy trimmed in rick-rack, lace, and ribbon. Frilly bonnet matches dress—ribbon tied. Lacy slip and panties, vinyl shoes, socks. Available in three sizes.
82216A530—21-in. Wt. 3½ lbs........$7.95
82242A463—19-in. Wt. 3 lbs. $6.95
82215A397—17-in. Wt. 2½ lbs........$5.95

K HORSMAN "BABY PRECIOUS"

- **Cuddly vinyl "Fairy Skin"—like real**
- **Curly rooted hair—baby-coo voice**
- **Patented "Super-flex" legs—so natural!**

She's a precious baby—and she'll be a treasured one! "Fairy Skin" of soft vinyl looks and feels real—washable, unbreakable, too. New "Super-flex" legs let her kneel or sit naturally. Dainty features are prettily tinted. Saran hair is rooted—wash, comb, brush, and set it. She has her own curlers, too. Her head turns back and forth—sweet cooing voice. Big blue sleeping eyes with long lashes—open and close. Deluxe lace-trimmed nylon dress—matching bonnet is frilly and so pretty! Cotton panties and slip, vinyl shoes, socks. Three sizes.
82260A465—15-in. Wt. 2½ lbs........$ 6.98
82259A732—21-in. Wt. 4½ lbs.......$10.98
82261A999—26-in. Wt. 6½ lbs.......$14.98

All-Time Play-Favorite of Little Girls

LIFE-LIKE BABY DOLLS DESIGNED FOR FUN, MADE TO LAST!

A IDEAL'S "BETSY WETSY WEEPS" KIT

- **Does just about everything a baby does!**
- **Soft hair, pretty plastic head, vinyl body**
- **Comes with deluxe layette and suitcase**

A true charmer! Betsy drinks, wets, coos. She cries real tears and blows her nose—just squeeze her! So pretty and life-like—she delights all doll lovers. Curly lambswool wig looks real, feels real. Betsy has long-lashed sleeping eyes; all-vinyl body. Bathe her! Vinyl won't crack or peel. Layette includes soap, plastic pants, clothespins, bottle, two washcloths, three powder puffs. Also has booties, long kimono, diaper, lace-trimmed slip, matching dress and bonnet. In suitcase

82218A997—Kit. 16-in doll Wt. 4½ lbs .**$14.95**
82217A797 Kit 13½-in. doll. Wt. 3 lbs **$11.95**

B HORSMAN "PLAY GIRL" DOLL KIT

- **Vinyl doll is washable—unbreakable!**
- **Wardrobe holds clothes for all occasions**
- **Rooted Saran hair in cute pony-tail style**

Has trunk—will travel! Sweet-faced doll has complete wardrobe—so many changes, so much fun! Long-lashed eyes open and close Press her body, she cries. Rooted Saran hair can be washed, curled, brushed. Vinyl body is washable—won't peel or crack. Doll wears dress with removable jacket, felt hat, underwear, socks, shoes. Comes with sponge, soap, curlers, hand mirror, comb, brush, hangers. Wardrobe includes taffeta dress, matching hat and panties; hostess dress with pinafore ruffled sunsuit, two-pc. flannel pajamas.

82232A665—Kit. 13 in. doll. Wt. 4 lbs.....**$9.98**

C SUNBABE "BABEE-BEE" DOLL KIT

- **She drinks, sleeps, wets, and cries!**
- **13-in. vinyl doll with complete layette**
- **Oval, plaid case doubles for overnight use**

Huggable lovable, tubbable! Just like real—such fun to play with She does everything—drinks, wets, sleeps—even blows soap bubbles. The tiniest squeeze makes her squeal with delight. Completely washable—she has vinyl head, jointed arm and legs Easy to make her sit up or lie down Fun to dress. Complete with weighing scale, soap, bubble pipe, Kleenex, bottle, swabs Wears rompers. Has kimono, organdy dress with starchy slip, terry cloth bib, and booties

82180A665—Kit. 13 in. doll. Wt. 5 lbs. ..**$9.98**

D IDEAL'S BABY BIG EYES

- **Real baby size—she's 23-in. tall**
- **Sucks her thumb—sleeps and wakes, too**
- **Rooted Saran wig—wash, comb, brush it**

A blanket full of baby doll—a blanket full of fun! Sleepy-time doll has big, full-size eyes with long lashes—she winks, blinks, sleeps. Baby can cross her hands and suck her thumb. Pretty baby face—rosy cheeks, pink-tinted skin Vinyl plastic looks real—feels real Bathe her from head to toe—you can't hurt her Completely washable doll won't crack or peel, ever! Rooted Saran hair can be washed, brushed, set. Baby is dressed in ribbon-tied nightgown and pretty receiving blanket—wears diaper, too. A delightful arm-full.

82219A797—23-in. Wt. 6 lbs......**Retail $11.95**

E HORSMAN "DRAFT-DODGER" BABY

- **Darling dressed in "Draft-Dodger" togs**
- **New—body bends to human positions!**
- **Rooted Saran hair—wash and wave it**

Sweet and cuddly—cute as a picture baby! You can't help but fall in love with her! Doll has unique construction—vinyl over flexible wire. Bends to natural positions. Make her kneel and pray, sit on the floor, sit in chair, sleep like a real baby. Has long-lashed sleeping eyes, cooing voice, turning head. Doll is dressed in miniature Draft-Dodger set. Matching outfit for your own youngster, page 146. Red and white striped outfit—pajama zips, legs pull down and snap shut for nap-time warmth. With knitted panties, hat, booties.

82228A500—19 in. Wt. 6 lbs.......**Retail $7.50**
82227A332—15 in. Wt. 4 lbs . **Retail $4.98**

G SUNBABE'S BANNISTER BABY

- **Designed by photographer Connie Bannister**
- **Fully-jointed, lovable, completely washable**
- **Drinks, wets, cries, blows bubbles, sleeps**

Beautiful baby doll—as pretty as a Bannister baby picture. Thrilling and life-like! Drinks from its own bottle, blows bubbles. Wets, cries when squeezed. Molded in vinyl—realistic coloring. Has patented joints—sits, lies down. Big eyes open and close. Dressed in hooded robe and knitted pants. Has bottle, pipe, party dress and slip, booties. Complete with wardrobe carrying case (not shown).

82178A665—18-in. Wt. 5 lbs.......**Retail $9.98**

H HORSMAN "POODLE HAIR" DOLL

- **Regular retail value $8.50—now $5.98**
- **Coos like a baby when she is hugged**
- **Rooted Saran hair—popular poodle cut**

So cute and lovable—and so inexpensive! Doll has popular poodle cut—comb, curl, or wash it. Each hair is individually rooted to scalp and lockstitched to stay in. Washable body, arms, legs, and head are pliant vinyl—tinted to life-like beauty. Sparkling eyes open wide closed when baby is asleep. Colorful dress, knit panties, socks and shoes. 19-in. tall. Wt. 4 lbs. Was $8.50 retail.

82206A335......CLOSEOUT......**Retail $5.98**

J CUDDLY SLEEPYHEAD WITH ZIPPER

- **Safe for any child—any age! So soft!**
- **Pretty plush body, painted sleeping face**
- **Zipper pocket holds "treasures", hankies**

So pattable, so huggable—it's irresistible! Every child loves this tired baby. Soft and safe. Stuffed plush doll has pretty vinyl face—non-toxic paint. Lies in relaxed position, always sleeping. Wisps of yarn hair stick out from plush bonnet. Zipper compartment in back. Pink or blue plush—specify.

83176A332—21-in. Wt. 2½ lbs.....**Retail $4.98**

As above, but without zipper. Specify color.

83177A199—16-in. Wt. 2 lbs.......**Retail $2.98**

K MUSICAL DROWSY DOLL

- **Plays tune—lulls child to sleep**
- **Soft, rich plush doll has plastic face**
- **Perfectly safe—ideal nap-time companion**

Perfect take-to-bed toy! Comfy drowsy doll plays a sweet lullaby when you turn the key in her back. Soft plush-covered body conceals fine-quality Swiss music box. Doll has pretty plastic face with painted features—"chew-proof" colors. Sleep-provoking appearance—it yawns and stretches. Made to take lots of hard play and cuddling Plush suit in pretty pastel color

83154A350—14-in. Wt. 2 lbs......**Retail $5.25**

L SUNBABE'S "BABEE-BEE" DOLL

- **So very life-like—drinks, wets, cries**
- **Fun to feed and care for—easy to dress**
- **Washable, unbreakable molded vinyl doll**

A miniature "baby" to delight Little Mothers. Pretty "Babee-Bee" drinks her bottle, wets, blows bubbles with her pipe. Cries when squeezed. Has life-like painted features. Closes her eyes when you put her to bed. Soft vinyl body is washable. Jointed arms and legs move—makes dressing "Bee" easy She wears rompers, also has bubble pipe, bottle, party dress and booties.

82233A332—13 in. Wt. 2 lbs.......**Retail $4.98**

M IDEAL'S PETE AND REPETE

- **Twin boy and girl dolls—double the fun!**
- **Soft magic-skin dolls with painted features**
- **Washable—powder them too! Unbreakable**

Popular twins! Two dolls for twice the fun. Winsome pair is designed to last—they're unbreakable! "Magic skin" is soft and real looking—wash the twins, powder them just like real babies. Life-like features painted with non-toxic paint. Realistic soft heads, cooing voices. Dressed in matching crocheted outfits with crocheted bonnet, cap and booties. Young wardrobe designers will love this pair. Each is 10 in. tall.

82167A197 —Set. Wt. 1 lb..........**Retail $2.95**

REDUCED!
SAVE $2.52
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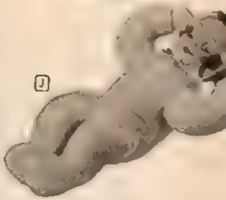

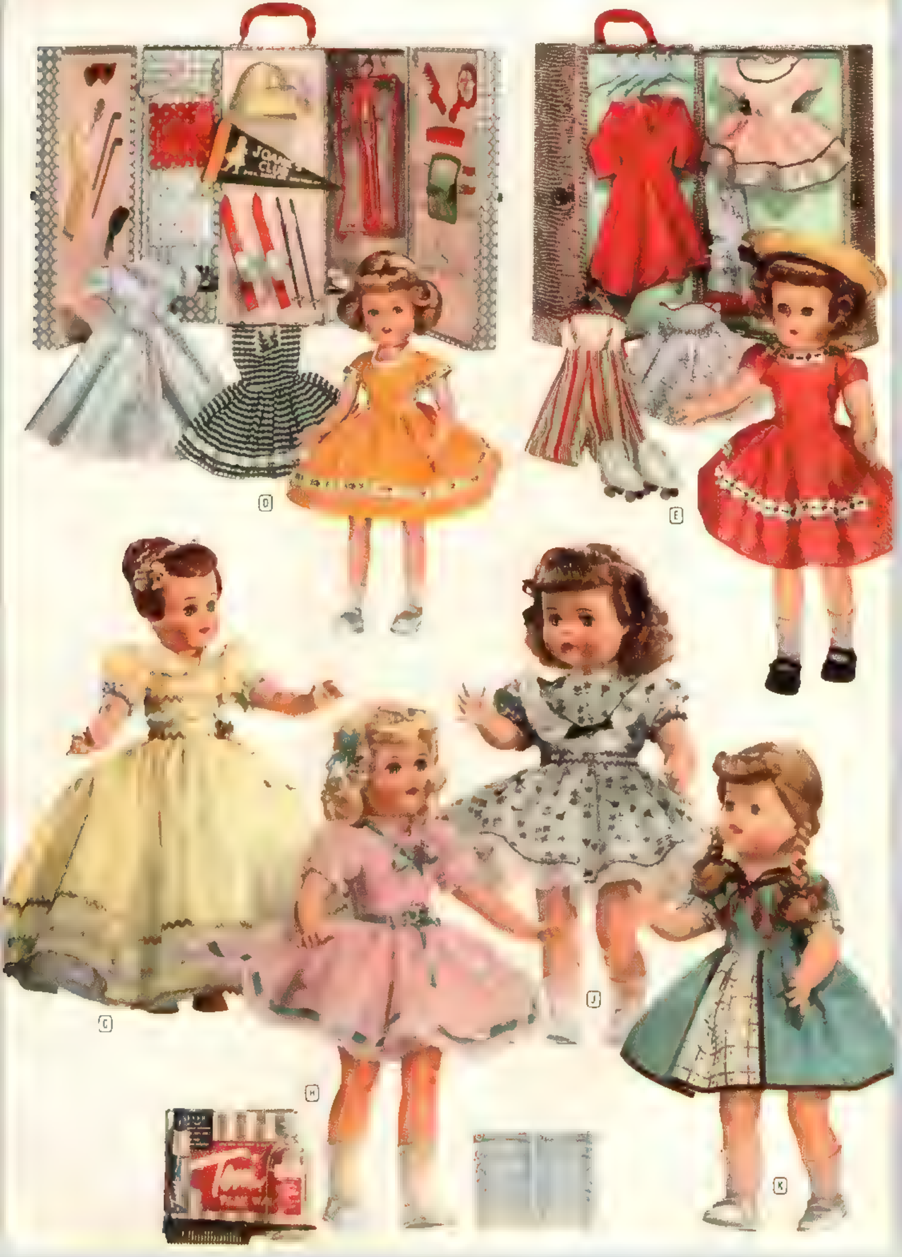
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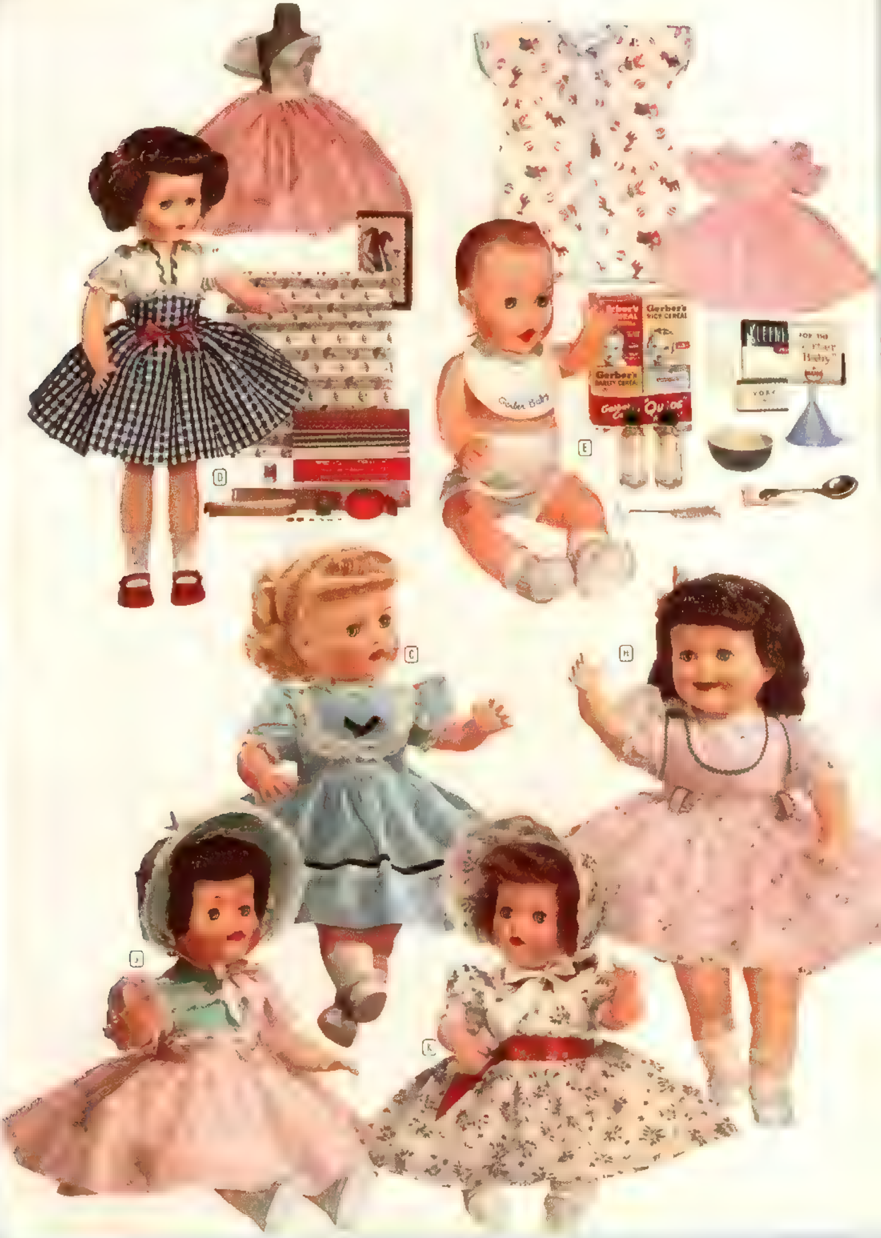
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Life-Like Dolls That Really Walk!

ALL PRETTY AS A PICTURE, DRESSED TO PERFECTION

A "PIGTAIL" WALKING DOLL SET

- **Turns head as she walks—sleeps, too**
- **Pretty pigtails to brush and curl**
- **With three extra changes of clothing**

Pigtailed charmer with her own suitcase! Doll stands, sits, walks—take her hand and she comes right along with you! Inquisitive Tina turns her head from side to side as she walks. Thick braids can be brushed, combed, and curled. Made of durable molded plastic. Eyes open and close. Doll wears full-skirted cotton dress, panties, socks, shoes. Has hooded plastic raincoat, ninon nightgown, cotton duster, and two-piece playsuit. Clothes on cardboard hangers, packed in suitcase

82199A665—14 in. tall. Wt. 4 lbs.......**$9.98**

B PARIS'S WALKER DOLL IN CASE

- **Walks and turns her head as she moves**
- **Embedded Saran hair—curl it, wash it**
- **Wears formal gown—brings her wardrobe**

A busy beauty—she sleeps, sits, stands, and walks! Turns her head from side to side as she strolls. Doll's soft vinyl face has non-toxic painted features. Hair can be washed, curled, combed. Has hard plastic body. Wears full-length formal gown with flowers in her hair and at waist, panties, shoes, and socks. Wardrobe includes cotton dress, summer coat, nightgown, toreador pants and shirt, purse, and extra pair of shoes, socks. Packed in suitcase.

82276A997 19 in. tall. Wt. 5 lbs......**$14.95**
82256A730—15 in. tall Wt. 4 lbs.. ...**$10.95**

C WALKING TROUSSEAU DOLL

- **14-in. bride doll walks when lead!**
- **Comes with six changes of clothing**
- **Wash, comb, curl her Saran hair**

Take her by the hand and she'll walk down the aisle or anyplace you go! Fool-proof enclosed walking mechanism—no keys to turn, nothing to get out of order. Turns her head back and forth as she walks. Firm plastic with dainty face and body—life-like in every detail. Has long Saran hair. You can comb, wash, and curl it. In lace-trimmed white satin bridal gown. Trousseau includes linen coat and hat, taffeta dress, felt skirt and jacket, brunch coat, and dainty ninon nightgown.

82176A530—14 in. tall. Wt. 4 lbs.......**$7.95**

D JO-ANNE WITH WARDROBE CASE

- **16-in. doll brings her 30-pc. ensemble**
- **Turns her head, rolls her eyes, walks**
- **Saran hair to brush, comb, and curl**

Jo-Anne walks into your life prepared to play. Unbreakable plastic doll sits, walks. She turns her soft life-like head and flirts her eyes as she moves. Goes to sleep. Embedded Saran hair can be brushed, combed, curled. Wears cotton dress, panties, shoes, socks. Comes with comb, brush, mirror, barettes, curlers, shoehorn, plastic hangers, purse, belt, hankies. Party dress in zippered garment bag, robe, straw hat, shoes. Sports equipment for tennis, golf, skiing. In airplane cabinet.

82257A863—16 in. tall. Wt. 4 lbs......**$12.95**

E BENDING-KNEE WALKING DOLL

- **Magic knee action—prays, kneels, sits**
- **Walks, turns her head, goes to sleep**

As pretty as a picture! This walking beauty is made of plastic. Turns her soft life-like head as she walks. New magic knee-action lets her bend to many life-like positions. Soft vinyl arms. Long-lashed eyes. Embedded Saran hair can be washed, combed, waved, and curled. Doll has party dress with straw hat, panties, shoes, socks. Skirt with matching blouse, strapless blouse, shorts, roller skates, sunback dress with stole, sunglasses, robe, bedroom slippers. Wardrobe in trunk

82258A1063—21 in. tall. Wt. 9 lbs.....**$15.95**

Same as above, but without knee-action
82181A900—18 in. tall. Wt. 8 lbs. . **$13.50**

G IDEAL'S PRINCESS MARY DOLLS

- **Every little princess adores this doll**
- **Turns head from side to side as she walks**
- **Wears formal gown and dancing slippers**

So pretty she takes your breath away! A true beauty! Take her hand and she walks. Formal gown floats gracefully about her feet. Turns her soft vinyl head from side to side as she moves. Long-lashed Glassine eyes open and close. Glamorous upswept Saran hair can be washed, curled, combed. Change the style anytime to a pony-tail, soft bob, or pigtails. Made of plastic, molded in realistic detail. Princess Mary wears flowers in her hair and at her waist. Lovely full-skirted sheer formal. Two underslips make skirt stand out. Also wears gold-color dancing slippers. Brings her own curlers

82221A997 21 in. tall. Wt. 3 lbs......**$14.95**
82220A663—16 in. tall. Wt. 2 lbs. . **$9.95**

H IDEAL'S TONI WALKER DOLLS

- **Wash and wave her hair with Toni!**
- **With shampoo, wave solution, curlers**
- **Walks forward and backward—sits down**

As real as life—just hold her hand and she walks so gracefully! Even walks backward! Turns her head from side to side with every step. Has go-to-sleep eyes. Made of realistic molded plastic—bathe her from head to toe. Pretty doll just made for play. Fast-drying nylon hair can be washed, combed, curled—even permanent wave it! Style it to match her little mother's. Toni permanent wave kit includes 12 midget spin curlers, creme shampoo, play-wave solution, 72 end tissues, and comb. Dressed in crisp party dress trimmed with flowers. Wears cotton panties, full cotton slip, socks, and vinyl shoes.

82253A1063—21 in. tall. Wt. 3½ lbs. **$15.95**
82212A863 -19 in. tall. Wt. 2¼ lbs... **$12.95**
82211A663—16 in. tall. Wt. 2 lbs.......**$9.95**

J IDEAL'S SAUCY WALKER DOLLS

- **She walks, flirts, sits, and cries**
- **Turns her head and rolls her eyes**
- **Wash, comb, curl her embedded Saran hair**

A doll that does everything to delight little girls! So cute and perky! She walks, sits, cries, sleeps. Turns her vinyl head from side to side and rolls her eyes—flirts with everyone! Seems almost real! Fully-jointed plastic doll has concealed mechanism. Fool-proof, nothing to break. Just take her hand and she strolls along. Soft life-like head, rooted Saran hair in medium bob. Wash it, comb it, curl it in any style. Comes with curlers. Saucy Walker doll has snub nose, pretty painted features. Big Glassine eyes are fringed with long lashes. Close when she is put down to sleep. In a sweetly-styled dress, slip, panties, socks, and vinyl shoes.

82154A863—23 in. tall. Wt 5 lbs. . **$12.95**
82100A530—17 in. tall. Wt. 3 lbs. . .**$7.95**

K IMPERIAL'S WALKER DOLL

- **Comb her hair, re-braid it, curl it**
- **She stands, sits, walks, and cries**
- **Pretty young miss in pert school dress**

So lovable, so much fun! As cute as a real little girl—walks like one, too! Doll takes precise steps when you take her arm and lead her forward. Cries in child-like voice when you tip her. Her thick Saran pigtails can be combed, curled, and waved. Little mothers enjoy styling her hair. She comes with her own curlers. Doll has thick eyelashes, bright Glassine eyes open and close. Her pretty smile shows sparkling teeth and red tongue. Molded of strong plastic with real-life detail. Walking mechanism is fool-proof, nothing to break. Doll wears pretty cotton school dress, knit panties, socks and shoes

82254A465—20 in. tall. Wt. 3 lbs... ..**$6.98**
82255A265—14 in. tall. Wt. 2 lbs. **$3.98**

Walking Dolls Make Real Playmates

THEIR BEAUTIFUL LIFELIKE HAIR CAN BE CURLED, SET

A PARIS JOINTED-KNEE DOLL

- **She acts almost like a real little girl**
- **Her head moves as she takes steps**
- **Her long hair can be washed, curled**

Her knees are jointed so she can assume many life-like poses—and her head moves from side to side as she walks. Needs only a guiding hand to take steps. All plastic, she has a soft vinyl head that feels like real skin. Sleeping eyes. Her long beautiful hair is rooted, can be washed and curled any way your little girl desires. She's dressed in a full-skirted cotton dress—with tiny socks and vinyl shoes.

82248A1330—32 in. Wt. 9 lbs. . . $19.95
82249A863—25 in. Wt. 6 lbs. $12.95

B "AIDA" BALLERINA DOLL

- **Jointed legs, ankles—she really dances**
- **Has real Capezio ballerina slippers**
- **Rooted hair can be washed and curled**

What a joy for the little girl who loves to dance! Aida takes short toe-dancing steps, kicks out, does a split, dances on toes or soles. Knees and ankles are jointed to swivel as well as bend—for every ballet pose. Just hold her hand and gently lead. Head turns from side to side as she moves. She walks, too! Made of plastic with soft flesh-like vinyl head, arms. Rooted Saran hair can be curled, combed, washed—it's styled in ponytail. Dressed in real ballerina costume. Hose of Helanca stretch nylon. 20 in. tall.

82182A863—Shpg. wt. 2 lbs $12.95

C PONYTAIL WALKING DOLL

- **She bends her knees in many positions**
- **Her flirting eyes actually move**
- **Unbreakable plastic—soft vinyl head**

Jointed at the knees—she kneels, walks, kicks, frolics, and runs. Cries like a real little girl. Made with plastic body, flirting eyes that move when doll moves! Her gleaming Saran hair is rooted to her head—can be waved, brushed, curled, or combed—it's set in a ponytail. Dressed in a lovely full-skirted party dress with white socks and button shoes. She's the ideal doll playmate for any little girl—a perfect "under-the-tree" holiday gift, sure to be long remembered. Made by Imperial.

82236A865—23 in. Wt. 4 lbs. $12.98
82235A665—20 in. Wt. 3½ lbs. $9.98

D WALKING DOLL IN FORMAL GOWN

- **Dressed in beautiful evening gown**
- **She walks—and moves her head around**
- **Made of plastic with soft vinyl head**

A beautiful dressed doll that loves to walk—with just a guiding hand. Head turns as she takes steps. Plastic, she has a soft vinyl head. Sleeping eyes. Her rooted hair is combed into a smart upsweep—can be washed and curled. She's smartly dressed in a lovely formal evening gown with dainty net over taffeta underskirts—wears socks and tiny shoes.

82250A1797—32 in. Wt. 9 lbs. $26.95
82251A1263—25 in. Wt. 6 lbs. $18.95
82252A863—22 in. Wt. 5 lbs. $12.95

E IDEAL'S "POSIE" DOLL

- **She prays—sits—walks—bends knees**
- **Flirting eyes move and go to sleep**
- **Rooted Saran hair can be washed, set**

Magic Knee Action enables her to sit, walk with gentle leading, kneel in praying position—bend her knees in a hundred life-like poses. With each step, her head turns from side to side. Unbreakable plastic with vinyl Magic Flesh head. Her hair is rooted Saran—can be shampooed and styled, combed and set—and she has a supply of plastic curlers! Flirting eyes move about realistically—go to sleep. She's dressed in a fashion frock with cotton slip, socks, and vinyl walking shoes. Made by Ideal.

82245A997—24 in. Wt. 5½ lbs. . . . $14.95
82244A663—17 in. Wt. 4 lbs $9.95

G HORSMAN'S "CINDY STRUTTER"

- **She walks—without breakable mechanism**
- **'Fairy-Skin' is soft and washable**
- **Delicately detailed hands and fingers**

The walking doll that can dance and do the split, too! Squeeze her—she cries like a real baby. She's made of soft, resilient plastic, can't chip or peel—and she's practically unbreakable. Walks easily without mechanical action—just hold her hand. Soft 'Fairy-Skin' body can be washed. Permanently rooted Saran hair—comb it, shampoo it, set it. Has large sleeping eyes with lovely long lashes—and her dainty hands are perfectly formed right down to the tiny fingernails. Dressed in a beautiful fluffy frock with black velvet bolero and beanie. Made by Horsman.

82226A932—28 in. Wt. 5 lbs. $13.98
82225A732—20 in. Wt. 4 lbs. $10.98
82224A532—16 in. Wt. 3 lbs. $7.98

H "FLEXIE" WALKING DOLL

- **She walks, she kneels, she prays**
- **Arms and legs are jointed to move**
- **Flirting eyes move just like real eyes**

A doll that can do so many things! Her arms are jointed at the elbows, her legs at the knees—so she can really assume adorable little-girl poses! She can sit, walk, kneel, pray—such fun! Made of durable hard plastic with shining, combable wig. Flirting eyes move about as she walks—just like a real little girl's. Flexie is dressed in an adorable outfit with socks and vinyl shoes. 24 in. tall.

82247A665—Shpg. wt. 4 lbs. $9.98

J PRETTY "RITA" WALKING DOLL

- **She walks, moves her arms and eyes**
- **Dressed ready for a playtime party**
- **Has Saran hair that can be washed, set**

She goes where you go—just take her hand and she walks beside you. Beautifully and realistically designed in durable plastic. Her features are delicately, artistically painted. Pretty eyes open and close. Saran wig—just like real hair—it can be set and combed. Rita wears a dressy afternoon frock, matching bonnet, lace-trim petticoat, socks and shoes. Made by Paris.

82184A1465—30 in. Wt. 6 lbs. $21.98
82186A732—18 in. Wt. 2 lbs. $10.98

K LOVELY "TINA TODDLER" DOLL

- **She walks and toddles—she even cries**
- **Long rooted hair—looks like real**
- **Big sleeping eyes that wink and blink**

Just like a real little girl—so pretty, so dainty, yet made for years of play fun. She walks with you, turns her head saucily back and forth. She sits and stands, too—cries and opens and closes her big eyes. Made of plastic, gracefully formed with life-like vinyl head and pretty little-girl features. Lovely long hair is rooted in her head—comb and set it—it won't come out. Dress is specially designed in gay, colorful cotton. Dainty panties, tiny socks and shoes. Made by Imperial.

82133A799—23 in. Wt. 4 lbs. $11.98
82194A665—20 in. Wt. 3½ lbs. $9.98

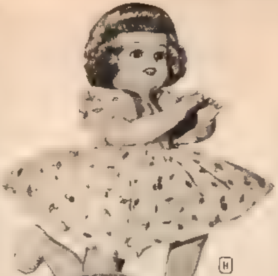
SPECIAL! REDUCED IN PRICE!

L IMPERIAL PIGTAIL DOLL

- **She really walks—and she cries too**
- **Pert pigtails—wash and comb hair**
- **Big round eyes, they open and close**

You'll love everything about her! She walks—she sits and stands. She cries like a little girl. Designed from plastic with baby-pink skin and rose-colored cheeks. Big sleeping eyes, dainty teeth. Long hair braided in cute pigtails, can be washed and combed. Picolay-and-cotton dress with organdy and lace trim; cotton knit panties, rayon socks, plastic shoes.

82195A370—23 in. 4 lbs. CLOSEOUT. $8.50
82196A350—20 in. 3 lbs. . CLOSEOUT. . $6.98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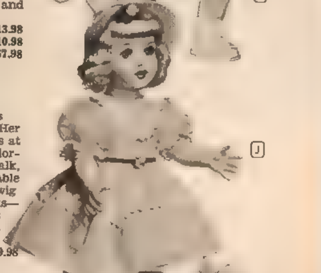
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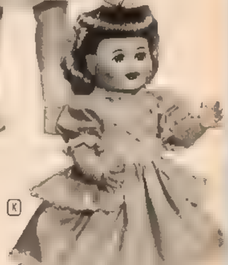
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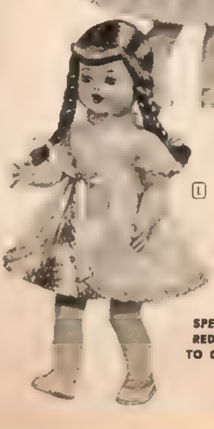
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SPECIAL! REDUCED TO CLEAR!

I SAY MY PRAYERS
B

Pretty Dolls—Made to Look Real

SO TALENTED—THEY SIT UP LIKE REAL BABIES

A HORSMAN "HAT 'N' COAT" DOLL

- **"Fairy Skin" vinyl—feels like real skin**
- **Rooted Saran hair—comb and curl it**
- **Open-and-close eyes—baby-coo voice**

A pretty play companion! Soft vinyl "Fairy Skin" with real-life coloring—washable and unbreakable. Rooted Saran hair—wash, curl, comb, set it in any style. Big blue sleeping eyes—long lashes. Her head turns and she coos. Dressed in an iridescent taffeta coat and bonnet with lace and embroidery trim—matching lace-trimmed dress. Cotton panties, shoes, socks. 21-in. tall. Special price—reg. $10.00 retail. Wt. 4½ lbs.
82208A465....**CLOSEOUT**.. Retail $7.98

B "PATTI PRAYS" DOLL BY IDEAL

- **Life-like voice—recites her prayers**
- **So appealing—elf-like in appearance**
- **Dressed in cute nightie—tassle cap**

She recites her prayers, "Now I lay me down to sleep . . . I pray the Lord my soul to keep. God bless Mommy . . . God bless Daddy . . . Amen." All you do is turn the crank in her back—her words are clear and distinct. She kneels and clasps her hands, too. Vinyl hands and face—delicately tinted, painted features, plush hair. Cuddly stuffed body. Removable nightie with tassled cap. 20-in. tall.
82241A330—Shpg. wt. 2 lbs....Retail $4.95

C IMPERIAL VINYL BABY DOLL

- **Rooted hair—wash, comb, and curl it**
- **Go-to-sleep eyes—long eyelashes**
- **Vinyl—tinted to look like real skin**

Pretty to look at! Designed in soft vinyl—unbreakable, washable. Realistic detailing—prettily tinted. Saran hair is deeply rooted into her head so you can do just about anything with it—like real hair. Big eyes that open and close—long lashes. She coos when you hug her. Has pretty cotton skirt, organdy blouse, cotton panties, vinyl shoes, and socks.
82262A332—17 in. Wt. 2 lbs......... $4.98
82263A465—20 in. Wt. 2½ lbs........$6.98

D VALENTINE DRESSMAKER DOLL

- **Walking doll with rooted Saran hair**
- **Includes complete sewing accessories**

She's educational—and fun, too. Teaches kiddies to sew—makes it so easy. Doll with vinyl arms and head, and plastic body—rooted Saran hair is washable. Her head turns as she walks—open-close eyes with lashes. Dressed in pretty frock, panties, vinyl shoes, socks. Set includes curlers, vinyl dress form on plastic swivel base, sleeve-board, sewing kit of pins, needles, tape, pin-cushion, threads, snaps, buttons, thimble, needle threader. Cotton, organdy, taffeta dress material, assorted trimmings, patterns for long, short sleeves, instructions. Doll 18 in. tall.
82268A797—Shpg. wt. 4 lbs...Retail $11.95

E SUN "GERBER BABY" DOLL SET

- **Just like the Gerber baby food ads!**
- **A cute doll—with complete accessories**
- **She drinks, wets, sleeps, and cries**

Her cute baby face is famous from Gerber's advertisements—now she's available as a baby doll! Made of soft vinyl with real-looking skin that you can wash—big eyes that open and close, long lashes. Tinted hair and features. She drinks, wets, sleeps, cries—and blows soap bubbles. Dressed in bib, panties, bootees. Wardrobe also includes lacy cotton dress, flannel robe. Accessories include Kleenex, soap, Q-tips, bubble pipe, 2 bottles, bottle cleaner, feeding dish, silver spoon, funnel, 4 pkgs. Gerber baby food. Gerber baby cutout on box. 18-in. tall.
82267A999—Shpg. wt. 5½ lbs..Retail $14.98

G HORSMAN "LOVE ME" BABY DOLL

- **Rooted Saran hair—popular pony tail**
- **All vinyl—easy to wash, unbreakable**
- **"Super-flex" legs—real-life movement**

She's glamorous from head to toe. Made of vinyl that's so easy to wash—tinted to look like real skin. Carefully detailed—flexible and full of life, too. "Super-flex" legs let her kneel and sit naturally. Rooted Saran hair is deeply embedded—won't pull out—pert pony-tail style. Wash it, set it, comb it any way. She has her own curlers. Her head turns from side to side—big blue eyes with long lashes open and close. Coo-cry voice like real baby's. Dressed for a party in a pretty frock that's trimmed with lace and velvet ribbon, dainty slip, cotton panties, vinyl shoes, and socks. Two sizes.
82202A732—23-in. Wt. 5 lbs.........$10.98
82203A465—17-in. Wt. 3 lbs.........$ 6.98

H IDEAL "MAGIC LIPS" DOLL

- **She cries and her lips begin to move**
- **Vinyl arms, legs, head—real looking**
- **Saran hair—wash, comb, brush it**

She's pert and appealing—so life like! When she cries her lips move up and down in a quivering motion just like a real baby's—all you do is squeeze her tummy gently. She's soft and cuddly—feels like a real baby—flexible, too. She's designed with a cotton-stuffed body, vinyl arms, legs and head—all realistically detailed and delicately tinted. Rooted Saran wig is embedded like real hair—wash, comb, set it in any style. She has her own doll-size curlers—wears a hair net. Big blue sleeping eyes open and close—long lashes. She's dressed in a pretty frilly organdy dress, rayon slip, panties, vinyl shoes, socks. 23-in. tall.
82246A997—Shpg. wt. 3½ lbs..Retail $14.95

J IDEAL "BABY RUTH" DOLL

- **Soft, pliable—sits down, arms move**
- **Made of vinyl—completely washable**
- **Rooted Saran wig—easy to wash, set**

She's just like a real baby—cute and full of fun. Designed from vinyl—so soft and cuddly, feels just like real skin—tinted to look like real skin, too. She's unbreakable—and completely washable. Rooted Saran hair deeply embedded so it can't come out—wash, comb, brush, set it in any style you prefer. Equipped with curlers. Her big blue eyes open and close—long lashes add extra charm. She cries, too. Beautifully dressed in a frilly party frock of crisp organdy trimmed in rick-rack, lace, and ribbon. Frilly bonnet matches dress—ribbon tied. Lacy slip and panties, vinyl shoes, socks. Available in three sizes.
82216A530—21-in. Wt. 3½ lbs........$7.95
82242A463—19-in. Wt. 3 lbs. $6.95
82215A397—17-in. Wt. 2½ lbs........$5.95

K HORSMAN "BABY PRECIOUS"

- **Cuddly vinyl "Fairy Skin"—like real**
- **Curly rooted hair—baby-coo voice**
- **Patented "Super-flex" legs—so natural!**

She's a precious baby—and she'll be a treasured one! "Fairy Skin" of soft vinyl looks and feels real—washable, unbreakable, too. New "Super-flex" legs let her kneel or sit naturally. Dainty features are prettily tinted. Saran hair is rooted—wash, comb, brush, and set it. She has her own curlers, too. Her head turns back and forth—sweet cooing voice. Big blue sleeping eyes with long lashes—open and close. Deluxe lace-trimmed nylon dress—matching bonnet is frilly and so pretty! Cotton panties and slip, vinyl shoes, socks. Three sizes.
82260A465—15-in. Wt. 2½ lbs........$ 6.98
82259A732—21-in. Wt. 4½ lbs.......$10.98
82261A999—26-in. Wt. 6½ lbs.......$14.98

All-Time Play-Favorite of Little Girls

LIFE-LIKE BABY DOLLS DESIGNED FOR FUN, MADE TO LAST!

A IDEAL'S "BETSY WETSY WEEPS" KIT

- **Does just about everything a baby does!**
- **Soft hair, pretty plastic head, vinyl body**
- **Comes with deluxe layette and suitcase**

A true charmer! Betsy drinks, wets, coos. She cries real tears and blows her nose—just squeeze her! So pretty and life-like—she delights all doll lovers. Curly lambswool wig looks real, feels real. Betsy has long-lashed sleeping eyes; all-vinyl body. Bathe her! Vinyl won't crack or peel. Layette includes soap, plastic pants, clothespins, bottle, two washcloths, three powder puffs. Also has booties, long kimono, diaper, lace-trimmed slip, matching dress and bonnet. In suitcase

82218A997—Kit. 16-in doll Wt. 4½ lbs .**$14.95**
82217A797 Kit 13½-in. doll. Wt. 3 lbs **$11.95**

B HORSMAN "PLAY GIRL" DOLL KIT

- **Vinyl doll is washable—unbreakable!**
- **Wardrobe holds clothes for all occasions**
- **Rooted Saran hair in cute pony-tail style**

Has trunk—will travel! Sweet-faced doll has complete wardrobe—so many changes, so much fun! Long-lashed eyes open and close Press her body, she cries. Rooted Saran hair can be washed, curled, brushed. Vinyl body is washable—won't peel or crack. Doll wears dress with removable jacket, felt hat, underwear, socks, shoes. Comes with sponge, soap, curlers, hand mirror, comb, brush, hangers. Wardrobe includes taffeta dress, matching hat and panties; hostess dress with pinafore ruffled sunsuit, two-pc. flannel pajamas.

82232A665—Kit. 13 in. doll. Wt. 4 lbs.....**$9.98**

C SUNBABE "BABEE-BEE" DOLL KIT

- **She drinks, sleeps, wets, and cries!**
- **13-in. vinyl doll with complete layette**
- **Oval, plaid case doubles for overnight use**

Huggable lovable, tubbable! Just like real—such fun to play with She does everything—drinks, wets, sleeps—even blows soap bubbles. The tiniest squeeze makes her squeal with delight. Completely washable—she has vinyl head, jointed arm and legs Easy to make her sit up or lie down Fun to dress. Complete with weighing scale, soap, bubble pipe, Kleenex, bottle, swabs Wears rompers. Has kimono, organdy dress with starchy slip, terry cloth bib, and booties

82180A665—Kit. 13 in. doll. Wt. 5 lbs. ..**$9.98**

D IDEAL'S BABY BIG EYES

- **Real baby size—she's 23-in. tall**
- **Sucks her thumb—sleeps and wakes, too**
- **Rooted Saran wig—wash, comb, brush it**

A blanket full of baby doll—a blanket full of fun! Sleepy-time doll has big, full-size eyes with long lashes—she winks, blinks, sleeps. Baby can cross her hands and suck her thumb. Pretty baby face—rosy cheeks, pink-tinted skin Vinyl plastic looks real—feels real Bathe her from head to toe—you can't hurt her Completely washable doll won't crack or peel, ever! Rooted Saran hair can be washed, brushed, set. Baby is dressed in ribbon-tied nightgown and pretty receiving blanket—wears diaper, too. A delightful arm-full.

82219A797—23-in. Wt. 6 lbs......Retail **$11.95**

E HORSMAN "DRAFT-DODGER" BABY

- **Darling dressed in "Draft-Dodger" togs**
- **New—body bends to human positions!**
- **Rooted Saran hair—wash and wave it**

Sweet and cuddly—cute as a picture baby! You can't help but fall in love with her! Doll has unique construction—vinyl over flexible wire. Bends to natural positions. Make her kneel and pray, sit on the floor, sit in chair, sleep like a real baby. Has long-lashed sleeping eyes, cooing voice, turning head. Doll is dressed in miniature Draft-Dodger set. Matching outfit for your own youngster, page 146. Red and white striped outfit—pajama zips, legs pull down and snap shut for nap-time warmth. With knitted panties, hat, booties.

82228A500—19 in. Wt. 6 lbs.......Retail **$7.50**
82227A332—15 in. Wt. 4 lbs . Retail **$4.98**

G SUNBABE'S BANNISTER BABY

- **Designed by photographer Connie Bannister**
- **Fully-jointed, lovable, completely washable**
- **Drinks, wets, cries, blows bubbles, sleeps**

Beautiful baby doll—as pretty as a Bannister baby picture. Thrilling and life-like! Drinks from its own bottle, blows bubbles. Wets, cries when squeezed. Molded in vinyl—realistic coloring. Has patented joints—sits, lies down. Big eyes open and close. Dressed in hooded robe and knitted pants. Has bottle, pipe, party dress and slip, booties. Complete with wardrobe carrying case (not shown).

82178A665—18-in. Wt. 5 lbs.......Retail **$9.98**

H HORSMAN "POODLE HAIR" DOLL

- **Regular retail value $8.50—now $5.98**
- **Coos like a baby when she is hugged**
- **Rooted Saran hair—popular poodle cut**

So cute and lovable—and so inexpensive! Doll has popular poodle cut—comb, curl, or wash it. Each hair is individually rooted to scalp and lockstitched to stay in. Washable body, arms, legs, and head are pliant vinyl—tinted to life-like beauty. Sparkling eyes open wide closed when baby is asleep. Colorful dress, knit panties, socks and shoes. 19-in. tall. Wt. 4 lbs. Was $8.50 retail.

82206A335......CLOSEOUT......Retail **$5.98**

J CUDDLY SLEEPYHEAD WITH ZIPPER

- **Safe for any child—any age! So soft!**
- **Pretty plush body, painted sleeping face**
- **Zipper pocket holds "treasures", hankies**

So pattable, so huggable—it's irresistible! Every child loves this tired baby. Soft and safe. Stuffed plush doll has pretty vinyl face—non-toxic paint. Lies in relaxed position, always sleeping. Wisps of yarn hair stick out from plush bonnet. Zipper compartment in back. Pink or blue plush—specify.

83176A332—21-in. Wt. 2½ lbs.....Retail **$4.98**

As above, but without zipper. Specify color.

83177A199—16-in. Wt. 2 lbs.......Retail **$2.98**

K MUSICAL DROWSY DOLL

- **Plays tune—lulls child to sleep**
- **Soft, rich plush doll has plastic face**
- **Perfectly safe—ideal nap-time companion**

Perfect take-to-bed toy! Comfy drowsy doll plays a sweet lullaby when you turn the key in her back. Soft plush-covered body conceals fine-quality Swiss music box. Doll has pretty plastic face with painted features—"chew-proof" colors. Sleep-provoking appearance—it yawns and stretches. Made to take lots of hard play and cuddling Plush suit in pretty pastel color

83154A350—14-in. Wt. 2 lbs......Retail **$5.25**

L SUNBABE'S "BABEE-BEE" DOLL

- **So very life-like—drinks, wets, cries**
- **Fun to feed and care for—easy to dress**
- **Washable, unbreakable molded vinyl doll**

A miniature "baby" to delight Little Mothers. Pretty "Babee-Bee" drinks her bottle, wets, blows bubbles with her pipe Cries when squeezed. Has life-like painted features. Closes her eyes when you put her to bed. Soft vinyl body is washable. Jointed arms and legs move—makes dressing "Bee" easy She wears rompers, also has bubble pipe, bottle, party dress and booties.

82233A332—13 in. Wt. 2 lbs.......Retail **$4.98**

M IDEAL'S PETE AND REPETE

- **Twin boy and girl dolls—double the fun!**
- **Soft magic-skin dolls with painted features**
- **Washable—powder them too! Unbreakable**

Popular twins! Two dolls for twice the fun. Winsome pair is designed to last—they're unbreakable! "Magic skin" is soft and real looking—wash the twins, powder them just like real babies. Life-like features painted with non-toxic paint. Realistic soft heads, cooing voices. Dressed in matching crocheted outfits with crocheted bonnet, cap and booties. Young wardrobe designers will love this pair. Each is 10 in. tall.

82167A197—Set. Wt. 1 lb..........Retail **$2.95**

REDUCED!
SAVE $2.52
H

- CHOO-CHOO SOUND
- RED GLOWING SMOKE
- TRANSFORMER

A

B

- CHOO-CHOO SOUND
- RED GLOWING SMOKE
- KNUCKLE COUPLERS
- PULL-MOR POWER
- TRANSFORMER

- KNUCKLE COUPLERS
- TRANSFORMER

C

D

- KNUCKLE COUPLERS
- RED GLOWING SMOKE
- CHOO-CHOO SOUND
- TRANSFORMER

- CHOO-CHOO SOUND
- RED GLOWING SMOKE
- KNUCKLE COUPLERS
- PULL-MOR POWER

E

F

- CHOO-CHOO SOUND
- RED GLOWING SMOKE
- KNUCKLE COUPLERS
- PULL-MOR POWER
- TRANSFORMER

AMERICAN FLYER ELECTRIC TRAINS

(A) "MOUNTAINEER" PASSENGER TRAIN *with Smoke, Choo-Choo and Transformer*

Powered by husky 4-6-2 Pacific type locomotive with worm-drive motor and 6 giant wheels Equipped with 75-watt transformer Remote control starts stops and reverses, also uncouples cars. Red glowing smoke and realistic choo-choo sound lend a note of authenticity. Set includes tender red express and baggage car; 2 red coaches and illuminated Pullman car, 3-piece smoke set; 12 sections curved track; 2 sections straight track; 14 track locks; lock-on track terminal and train book 5-ft. 3-in. long; track forms 140" oval. 16 lbs.

No. 12T-5344-D. (#5322T)
Index 1-2330; 3-2097. LIST **34^{95}**

(B) "MOUNTAINEER" FREIGHT TRAIN *with Smoke, Choo-Choo, Knuckle Couplers, Pull-Mor Power and Transformer*

Powerful 4-6-2 Pacific type engine with Pull-Mor power, headlight, choo-choo sound, and red glowing smoke heading a 6-car freight stock. Same track and accessories as above with 50-watt transformer. Remote control. Set includes, tender; box car; oil tank car; hopper car; refrigerator car; gondola and illuminated caboose. 13 lbs

No. 12T-5374. (#K5423T)
Index 1-2500 3-2230. LIST **37^{50}**

(C) "SILVER COMET" DIESEL PASSENGER *with Knuckle Couplers and Transformer*

Big Alco "A" single unit Diesel, sleek and powerful with remote control, headlight and knuckle couplers. 50-watt transformer included. Illuminated cars include, baggage and club car; Vista Dome car; lounge and observation car. All cars have knuckle couplers 12-pieces curved track; 2-pieces straight track; 14 track locks; electric uncoupler; lock-on track terminal; and instruction manual. 4½-ft. long; 140" of running track 13 lbs.

No. 12T-5395. (#K5434T).
Index 1-2664; 3-2397. LIST **39^{95}**

(D) "Yard King" SWITCHER-WORK TRAIN *with Smoke, Choo-Choo, Knuckle Couplers, Pull-Mor Power and Transformer*

Rugged 0-8-0 engine has realistic red smoke, choo choo sounds, remote control, headlight and Pull-Mor power for extra hauling strength. Cars include; baggage-utility car; operating crane car, powerful searchlight car and boom car with cab. Set includes, 75-watt transformer; smoke set; 12 pieces curved track; 4 pieces 10" straight track, 16 track locks, lock-on terminal, train book. 4½-ft. long. 150" oval track. 20 lbs.

No. 12T-5350. (#K5340T).
Index 1-3330; 3-2997. LIST **49^{95}**

(E) "METEOR" PASSENGER TRAIN *with Smoke, Choo-Choo, Knuckle Couplers, and Pull-Mor Power*

Features 4-6-2 locomotive with Pull-Mor power to pull 40 cars with ease. Stoker-type tender emits red glowing smoke, realistic choo-choos and forward light beam. Green cars include; express-mail car; baggage and club car; pullman car and observation car—all with knuckle couplers. Contains: 3-piece smoke set—funnel, capsule and brush, remote control electric car uncoupler; 12 sections curved track; 4 sections straight track, 16 track locks; lock-on track terminal and train book. 5-ft. 5-in. long; 160" oval track. 13½ lbs

No. 12T-5346-D. (#K5328).
Index 1-2500; 2-2230. LIST **37^{50}**

(F) "METEOR" FREIGHT TRAIN *with Smoke, Choo-Choo, Knuckle Couplers, Pull-Mor Power and Transformer*

Same locomotive as above but with freight cars including; tender, refrigerator, cement, oil tank, cattle, and box cars plus caboose with light. Includes 100-watt transformer with built-in circuit breaker Same accessories as above except smoke set. 5½-ft. long; 160" track. 15 lbs.

No. 12T-5376. (#K5487T).
Index 1-2997; 3-2697. LIST **44^{95}**

MARX ELECTRIC TRAINS

FIVE UNIT FREIGHT TRAIN SET

This set consists of an electric steam type locomotive and tender made of detailed high-impact plastic. Cars made of steel and authentically lithographed in railroad design. Motor has oilless bronze bearings. Engine has headlight and piston action side rod. Consists of loco and tender, gondola, box car, caboose, two straight track, eight curved track, transformer and track connector. Train is 41" long. Track forms 102" oval 3/ctn., wt. 22 lbs No. 4822.

STOCK No. 71—82210

LOUIS MARX & CO.

T37-50 A **Retail** ______________________ **$9.98 ea.**

Inv.______________________ Pur.______________________

FIVE UNIT SMOKING FREIGHT TRAIN SET

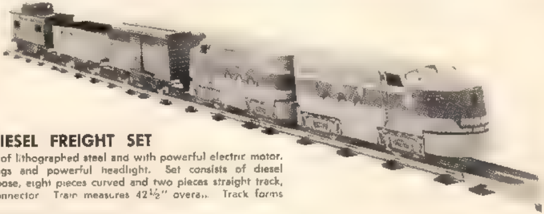
Steam type electric loco emits real smoke. Equipped with oilless bronze bearings, piston rod action, completely detailed and powerful. Scaled cars are lithographed steel. Set consists of locomotive, tender, gondola, box car, caboose, one section straight track eight sections curved track, uncoupling ramp, 50 wt. transformer, track connector. Train is 42¼" long, track form 102" oval. 3/ctn., wt. 29 lbs. No. 52542.

STOCK No. 71—82212

LOUIS MARX & CO.

C411-25 L **Retail** ______________________ **$14.98 ea.**

Inv.______________________ Pur.______________________



TWIN DIESEL FREIGHT SET

A twin diesel locomotive freight made of lithographed steel and with powerful electric motor. Equipped with oilless bronze bearings and powerful headlight. Set consists of diesel locomotive, box car, gondola car, caboose, eight pieces curved and two pieces straight track, UL approved transformer and track connector. Train measures 42½" overall. Track forms 102" oval. No 8852.

STOCK No. 71—82213

LOUIS MARX & CO

A97-50 H **Retail** ______________________ **$9.98 ea.**

Inv.______________________ Pur.______________________

MARX ELECTRIC TRAINS

SIX UNIT TWIN DIESEL FREIGHT SET

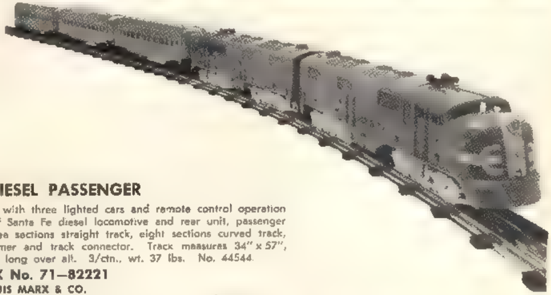
Locomotive and twin unit are replicas of famous G.M. diesel. Motor has oilless bronze bearings. Loco is remote controlled and has headlight. Set consists of diesel locomotive, diesel rear unit, gondolla with drop ends, tank car, box car, caboose, five sections large radius straight track, eight sections large radius curved track, uncoupling ramp, transformer. Train measures 59" long Track forms 174½" oval. 3/ctn., wt. 37 lbs. No. 44874

STOCK No. 71—82218

LOUIS MARX & CO.

K414-62 S **Retail** ______ **$19.98 ea.**

Inv ______________ Pur.______________ __________



TWIN DIESEL PASSENGER

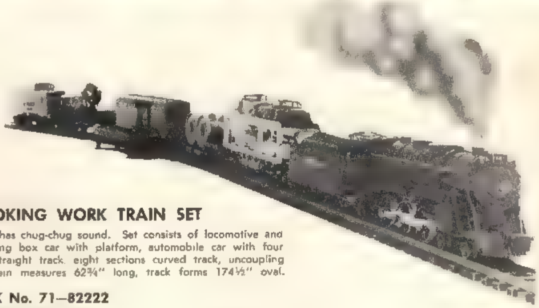
A 5-unit twin diesel passenger train set with three lighted cars and remote control operation and powerful headlight. Set consists of Santa Fe diesel locomotive and rear unit, passenger car, astra-dome car, observation car, three sections straight track, eight sections curved track, uncoupling ramp, UL approved transformer and track connector. Track measures 34" x 57", circumference 152" Train measures 58" long over all. 3/ctn., wt. 37 lbs. No. 44544

STOCK No. 71—82221

LOUIS MARX & CO.

C314-62 L **Retail** ______________ **$19.98 ea.**

Inv.______________ Pur.______________



SEVEN UNIT SMOKING WORK TRAIN SET

Steam type locomotive emits smoke and has chug-chug sound. Set consists of locomotive and tender, revolving searchlight car, operating box car with platform, automobile car with four cars, cable car, caboose, five sections straight track. eight sections curved track, uncoupling ramp, transformer, track connector. Train measures 62¾" long, track forms 174½" oval. 1/ctn., wt. 12 lbs. No. 55950

STOCK No. 71—82222

LOUIS MARX & CO

B318-70 R **Retail** **$24.98 ea.**

Inv. Pur.______________

MARX TRAIN ACCESSORIES

MARKER LIGHT

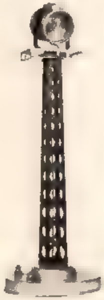
A miniature replica of a real road marker light. Has track prongs that fit any rail set up at any given point Red lens on both sides. Size 3¼" x 1⅛" x 1½". 24/ctn., weight 2 lbs. No. 403.

STOCK No. 71—82255

LOUIS MARX & CO

B3-65 T **Retail ... $ .98 ea.**

Inv Pur.



SEARCHLIGHT TOWER

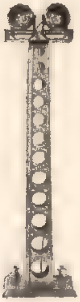
Powerful searchlight that turns and tilts in any direction. Mounted on platform atop girder type tower. All steel. Complete with track connector. 13¼" high. 6 per carton. No. 436.

STOCK No. 71—82256

LOUIS MARX & CO.

T61-30 F **Retail** **$1.98 ea.**

Inv.__________ Pur.__________



FLOODLIGHT TOWER

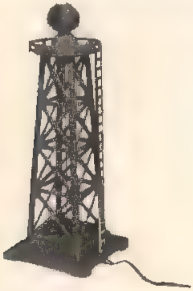
Newly designed electric floodlight tower with two floodlights mounted on girder type elevated structure. Measures 11¼" high. Packed individually in box. 6/ctn., wt. 3¾ lbs. No. 416.

STOCK No. 71—82257

LOUIS MARX & CO.

F51-30 L **Retail ....$1.98 ea.**

Inv.__________ Pur.__________



REVOLVING BEACON

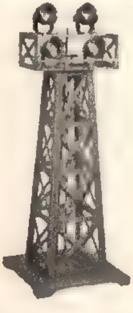
Lighted beacon with red reflectors, mounted on plastic girder-type tower. Light complete with bulb. Track connector supplied. 12½" high, 4½" at base. Six to carton. No. 0446.

STOCK No. 71—82260

LOUIS MARX & CO.

N21-30 B **Retail ... $1.98 ea.**

Inv.__________ Pur.



4-LIGHT FLOOD TOWER

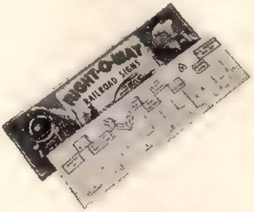
Lights may be revolved or tilted. The girder-type tower is constructed of sturdy detailed plastic. Lights complete with bulbs. Track connector included Six to carton. No. 0416.

STOCK No. 71—82263

LOUIS MARX & CO.

R91-95 E **Retail** **$2.98 ea.**

Inv.__________ Pur.__________



RITE-O-WAY SET

Twelve detailed plastic signs in exact shape and size as the real thing. Raised letters are black against white background. 12 boxes per carton. Wt. 4¼ lbs. No. 1282.

STOCK No. 71—82266

LOUIS MARX & CO.

L3-46 A **Retail.....$ .69 ea.**

Inv.__________ Pur.__________

MARX TRAIN ACCESSORIES

TRANSFORMER

50 WATT TRANSFORMER

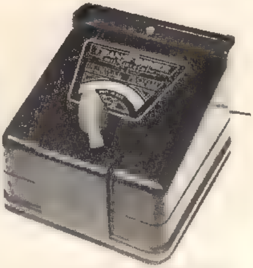
Nickle plated handle for controlling variable speed, black enamel finish on rest. Equipped with thermal cut out circuit breaker and re-set buttons. Has two sets of binding posts (7 to 13 volts and 13 volts for accessories). A 45 wt., 60 cycle, 110-120 volt transformer for AC current only. 3/ctn., wt. 9¾ lbs. No. 1249.

STOCK No. 71—82223

LOUIS MARX & CO.

J63-90 A Retail $5.98 ea.

Inv.______________ Pur.______________



150 WATT TRANSFORMER

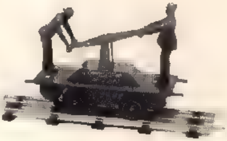
Big controller type transformer in plastic case with air cooled metal base. Has re-set button that will pop up in event of short circuits. Four binding posts at rear panel: two for track and two for accessories. A 150 watt, 60 cycle, AC current only transformer with 6' cord. 1/ctn., wt. 9¾ lbs. No. 1859

STOCK No. 71—82225

LOUIS MARX & CO.

F89-74 S Retail $14.95 ea.

Inv.______________ Pur.______________



ELECTRIC HAND CAR

Two railroad workers pump vigorously at crossbars of this handcar as car goes along track. Authentically styled with electric motor and die-cast wheels. Measures 6¼" long, 2' wide, 4½" high. 3/ctn., wt. 1¾ lbs. No. 2002.

STOCK No. 71—82230

LOUIS MARX & CO.

C42-60 M Retail $3.98 ea.

Inv.______________ Pur.______________

WHISTLING STATION

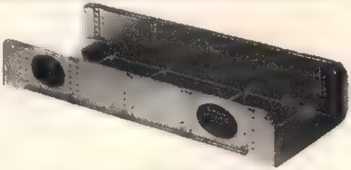
Press a button and hear realistic train whistles. Made of lithographed steel, cutout windows. Has remote control panel and connecting wires. Size 9" x 5½" x 5". Six per carton. Wt. 20 lbs. No. 2959

STOCK No. 71—82236

LOUIS MARX & CO.

X73-25 D Retail ______________ $4.98 ea.

Inv.______________ Pur.______________



RAILROAD GIRDER BRIDGE

Constructed of steel, this modern railroad girder bridge is finished in bright aluminum with all details deeply embossed and authentic railroad decals on side. Measures 12" long, 5⅛" wide, 2" high. 12/ctn., wt. 15⅛ lbs. No 1305.

STOCK No. 71—82239

LOUIS MARX & CO.

B4-65 L Retail $ .98 ea.

Inv.______________ Pur.______________

OVERHEAD FOOT BRIDGE

Made of heavy grade steel in five sections. Very simply set up. Interlocks into one unit. Size 13½" long, 15" wide, 7½" high when set up. Each in box. Dozen per carton. No. 1340

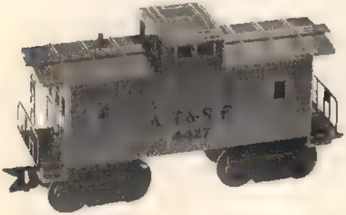
STOCK No. 71—82242

LOUIS MARX & CO.

R4-67 K Retail ______________ $ .98 ea.

Inv.______________ Pur.______________

MARX TRAIN ACCESSORIES



CABOOSE

Caboose made of plastic in full detail and design. Colors are red with black letters. "Santa Fe" design. 7" long, 2" wide, 3⅝" high. 12 per carton. No. 04556.

STOCK No. 71—82363

LOUIS MARX & CO.

B11-30 K **Retail.................. $1.98 ea.**

Inv.______________ Pur.______________

GONDOLA CAR

Drop end gondola car made of plastic in full detail and design. Black with white letters. "Erie" design. 9¼" long, 2" wide, 2¼" high. 12 per carton. No. 04572.

STOCK No. 71—82364

LOUIS MARX & CO.

X41-30 J **Retail.................. $1.98 ea.**

Inv.______________ Pur.______________

TRACK CONNECTOR

Made of bakelite. Easily inserted in track sections to transmit power from transformer to track. 36 per carton. No. 600.

STOCK No. 71—82378

LOUIS MARX & CO.

K6-13 E **Retail.................. $ .19 ea.**

Inv.______________ Pur.______________

STRAIGHT TRACK

Electric Straight Track for "027" gauge trains. Tin plate rails with three cross ties of black enamel. 8⅞" long. 36 per carton. Wt. 3½ lbs. No. 601.

STOCK No. 71—82384

LOUIS MARX & CO.

P3-13 Z **Retail.......... $ .19 ea.**

Inv.__________ Pur.__________

CURVED TRACK

Electric Curved Track for "027" gauge trains. Tin plate rails with three cross ties of black enamel. Measures 10½" long. 36 per carton. Wt. 4 lbs. No. 602.

STOCK No. 71—82385

LOUIS MARX & CO.

L6-13 C **Retail.......... $ .19 ea.**

Inv.__________ Pur.__________

LARGE RADIUS STRAIGHT TRACK

Large radius straight electric track with tinned rails and five cross ties. For "O27" gauge trains. Measures 11¼" long. 36 per ctn. Weight 5¼ lbs. No. 1801.

STOCK No. 71—82383

LOUIS MARX & CO.

C6-16 B **Retail** **$ .25 ea.**

Inv.__________ Pur.__________

LARGE RADIUS CURVED TRACK

Large radius curved electric track with tin plate rails with five cross ties. For "O27" gauge trains. Measures 12½" long. 36 per carton. No. 1802.

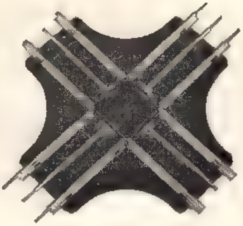
STOCK No. 71—82386

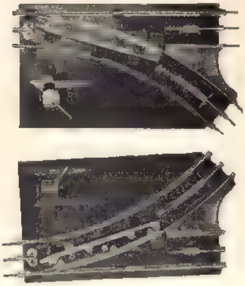
LOUIS MARX & CO

B5-16 M **Retail** **$ .25 ea.**

Inv.__________ Pur.__________

MARX TRAIN ACCESSORIES





LIGHTED BUMPER

Sturdy plastic dead end bumper keeps train from rolling off spur line. Snaps on to track Illuminated on top. 12 per carton, wt 3 lbs. No. 065.

STOCK No. 71—82387
LOUIS MARX & CO.

S2-65 Z Retail ....$ .98 ea.

Inv. ________ Pur. ________

TRAIN CROSSOVER

Consists of portions of two tracks at right angles, mounted on metal base and measuring 7½" x 7½". .027 gauge. Indispensable to the electric train fan. One dozen to carton, wt. 4 lbs. No. 607.

STOCK No. 71—82388
LOUIS MARX & CO.

G7-65 R Retail ....$ .98 ea.

Inv. ________ Pur. ________

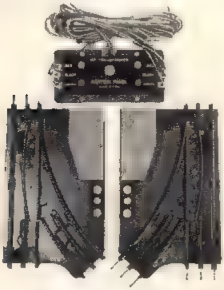
MANUAL SWITCHES

Set of right and left hand switches for electric trains. Manually operated. All metal with dull black finish. Six sets per carton, wt. 10½ lbs. No. 610.

STOCK No. 71—82391
LOUIS MARX & CO.

N82-27 F Retail $3.49 pr.

Inv. ________ Pur. ________



REMOTE CONTROL SWITCHES

Set consists of control panel with wires, left-hand and right-hand switches. 9 sets/ctn., wt 7½ lbs. No. 1590.

STOCK No. 71—82392
LOUIS MARX & CO.

T45-20 Y Retail $7.98 pr.

Inv. ________ Pur. ________

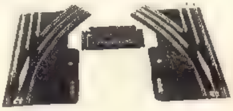
LARGE RADIUS SWITCHES

Consists of left and right hand switches, control panel for large radius track layouts. Three sets/ctn, wt. 7½ lbs. No. 1810

STOCK No. 71—82394
LOUIS MARX & CO.

G66-49 R Retail $9.98 pr.

Inv. ________ Pur. ________



MARX REPLACEMENT LAMPS

71—82395	Clear	B-10	G6-13 W	$ .19 ea.
71—82396	Amber	B-11	K5-13 E	.19 ea.
71—82397	Green	B12	B3-13 A	.19 ea.
71—82398	Red	B-13	S2-13 X	.19 ea.
71—82399	Clear Indented	B-19	V7-16 T	.25 ea.
71—82400	Shield for O446		F9-19 G	.29 ea.

MARX TRAIN ACCESSORIES

SINGLE LAMP POST

Modern design station lamp post with large base and fluted post. Made of plastic. Has 12-volt bulb and track connector. 6" high. 12 per ctn. No. 072.

STOCK No. 71—82269

LOUIS MARX & CO.

C9-46 N Retail.....$ .69 ea.

Inv.______________ Pur.______________

BOULEVARD LAMP POST

Made of plastic in appropriate color with large base for attaching to train layout. Furnished with standard 12 volt bulb, wire and track connector. Measures 6¼" high. 12/ctn., wt. 1½ lbs. No. 074

STOCK No. 71—82270

LOUIS MARX & CO.

Z6-46 L Retail $ .69 ea.

Inv.______________ Pur.______________

TWIN LAMP POST

Modern design twin boulevard lamp post made of plastic with large base for attaching to train layout. Furnished with standard 12 volt round frosted bulbs, wires and track connector. 6½" high. 6/ctn., wt. 1 lb. No. 078

STOCK No. 71—82274

LOUIS MARX & CO.

K9-65 M Retail.....$ .98 ea.

Inv.______________ Pur.______________

RAIL ROAD
CROSSING

RR CROSSING GATE

Measures 7½" high, base 2¾" square. Gate arm is 9" long, black and white stripes with red jewel at end. As train passes gate arm lowers and raises again after train has passed. 6/ctn., wt. 4¼ lbs. No. 438.

STOCK No. 71—82278

LOUIS MARX & CO.

K41-30 L Retail.....$1.98 ea.

Inv.______________ Pur.______________

RAIL ROAD
CROSSING
STOP
ON
SIGNAL

TWIN LIGHT FLASHER

Measures 8" high. Latest type automatic Twin Light Flashing Signal which lights automatically from side to side. Complete with two bulbs and track connector. Six to carton, wt. 3½ lbs. No. 423.

STOCK No. 71—82287

LOUIS MARX & CO.

C11-30 E Retail $1.98 ea.

Inv.______________ Pur.______________

AUTOMATIC CROSSING GATE

As train approaches and passes this signal, the twin lights blink on and off intermittently while swinging stop signal moves back and forth vigorously. Minutely detailed and complete with wires and track connectors. Stands 7½" high, base 3¼" x 3½". 6/ctn., wt. 3 lbs. No. 1426.

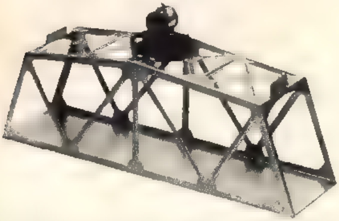
STOCK No. 71—82288

LOUIS MARX & CO.

A42-60 W Retail $3.98 ea.

Inv.______________ Pur.______________

MARX TRAIN ACCESSORIES



TRESTLE BRIDGE WITH REVOLVING BEACON

Trestle bridge is made of steel and is accurately embossed. Baked enamel finish. Revolving beacon unit measures 3" in diameter and is designed as regular tower with cat walks all around and beacon light in center which revolves slowly by the heat radiated by electric bulb. Measures 18" long, 5" wide, 8" high over all. No. 1324.

STOCK No. 71—82244
LOUIS MARX & CO.

S71-95 P **Retail** .... **$2.98 ea.**

Inv.________________ Pur.________________

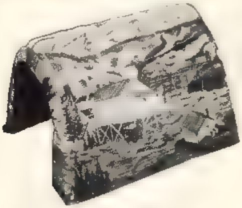
RAILROAD TRESTLE BRIDGE

Realistic long-span railroad trestle. All-steel construction. Accurately embossed. Measures 18" long, 5" wide, and 6¼" high. In beautiful baked enamel finish. A "must" for every miniature railroad layout. Six dozen to carton. No. 1320.

STOCK No. 71—82245
LOUIS MARX & CO.

A81-10 D **Retail** .... **$1.69 ea.**

Inv.________________ Pur.________________



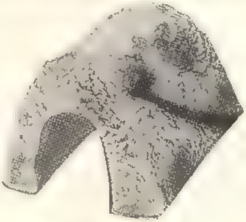
METAL TRAIN TUNNEL

Realistic model train tunnel made entirely of metal in clever arrangements so that tunnel can be split in two parts. Size 10½" long, 8½" wide, 7" high. Packed 12 in carton. No. 392

STOCK No. 71—82248
LOUIS MARX & CO.

T4-65 A **Retail** .... **$ .98 ea.**

Inv.________________ Pur.________________



TRAIN TUNNEL

A realistic model tunnel designed in sturdy, molded fibre. Has mountain contours, roads and snow-capped mountain peaks. Measures 15" in length, 12" in width, 9" in height. Has realistic coloring. No. 20

STOCK No. 71—82251
GENERAL FIBRE CO.

H51-10 R **Retail** .... **$1.69 ea.**

Inv.________________ Pur.________________

CORNER TUNNEL

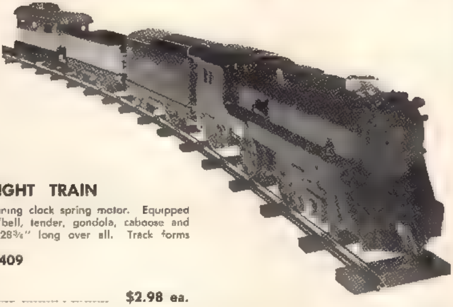
Snow capped mountain peaks and contours are molded into the design of this tunnel. Also has realistic waterfalls and roads. Made of heavy durable fibre. Size is 24" long, 16" wide, 13" high. Three per carton. No. 50

STOCK No. 71—82254
GENERAL FIBRE CO

N71-95 G **Retail** **$2.98 ea.**

Inv.________________ Pur.________________

MARX MECHANICAL TRAINS



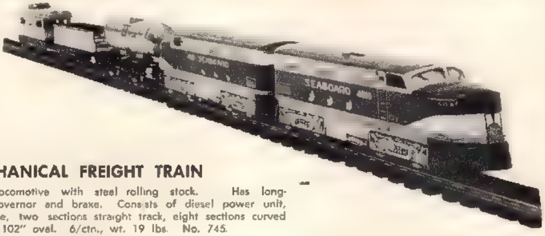
4-UNIT MECHANICAL FREIGHT TRAIN

All steel mechanical freight train set powered by long running clock spring motor. Equipped with governor and brake. Set consists of locomotive w/bell, tender, gondola, caboose and eight sections mechanical curved track. Train measures 28¾" long over all. Track forms 84" circle. 6/ctn., wt 18¾ lbs. No. 518.

STOCK No. 71—82409
LOUIS MARX & CO.

H41-95 E **Retail** .... **$2.98 ea.**

Inv.________________ Pur.________________



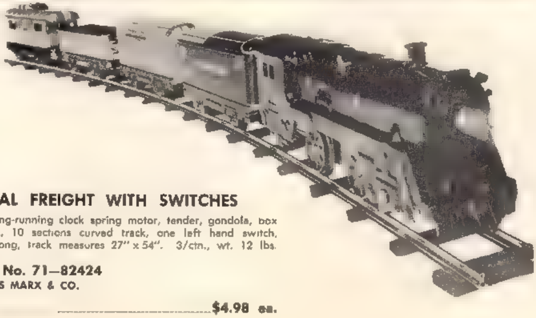
FIVE UNIT MECHANICAL FREIGHT TRAIN

All steel mechanical twin-diesel type locomotive with steel rolling stock. Has long-running clock spring motor, built-in governor and brake. Consists of diesel power unit, diesel unit, gondola, tank car, caboose, two sections straight track, eight sections curved track. Train is 37¼" long, track form 102" oval. 6/ctn., wt. 19 lbs. No. 745.

STOCK No. 71—82416
LOUIS MARX & CO.

L32-88 A **Retail** .... **$3.98 ea.**

Inv.________________ Pur



FIVE UNIT MECHANICAL FREIGHT WITH SWITCHES

Consists of mechanical locomotive with long-running clock spring motor, tender, gondola, box car, caboose, four sections straight track, 10 sections curved track, one left hand switch, one right hand switch. Train is 35¾" long, track measures 27" x 54". 3/ctn., wt. 12 lbs. No. 1475.

STOCK No. 71—82424
LOUIS MARX & CO.

C83-50 L **Retail** .... **$4.98 ea.**

Inv.________________ Pur.________________

MARX TRAIN ACCESSORIES

PLASTIC
GRADE CROSSING
R.R. CAUTION
R.R. CAUTION

GRADE CROSSING

A realistic grade crossing with a double ramp. Center grooved to fit tracks. Made of sturdy plastic. Size 8½" long, 7½" wide. Each in box. 12 per catron. Wt. 6 lbs. No. 066.

STOCK No. 71—82320
LOUIS MARX & CO.

C5-46 E Retail $ .69 ea.

Inv.________ Pur.________

DERRICK LOADER

Made of plastic. Crane housing and crane turns in complete circle. Boom equipped with ratchet type crank and die cast hook. Crane raises and lowers. Actually picks up material. Measures 8" long, 4" wide, 8¾" high. Six per carton. Wt. 4¾ lbs. No. 0442

STOCK No. 71—82326
LOUIS MARX & CO.

H41-17 P Retail $1.79 ea.

Inv.________ Pur. ________

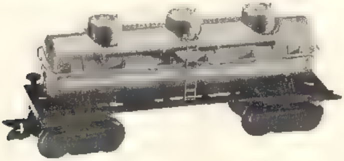
BLOCK SIGNAL

Miniature of latest type 5-light block signal. As trains approach the signal, the lights change vertical to horizontal in position. Complete with bulbs, rail clips and track connector. 6/ctn., weight 3 lbs. No. 1404

STOCK No. 71—82341
LOUIS MARX & CO.

X41-95 Z Retail $2.98 ea.

Inv Pur.



TANK CAR

Plastic tank car realistically designed with metal hand rails and ladders. 8⅝" long, 2" wide, 3⅞" high. 12 per carton. No. 04553.

STOCK No. 71—82360
LOUIS MARX & CO.

M41-30 E Retail $1.98 ea.

Inv.________ Pur ________

HOPPER CAR

Hopper car made of plastic in full detail and design. Black with orange lettering "Lehigh Valley" design. 9⅝" long, 2⅜" wide, 2½" high. 12 per carton. No. 04554.

STOCK No. 71—82361
LOUIS MARX & CO

A61-30 G Retail $1.98 ea.

Inv ________ Pur

BOX CAR

All plastic box car with full detail and design. Dark red with white letters "Rock Island" design. 9" long, 2⅛" wide, 3¼" high. 12 per carton. No. 04555

STOCK No. 71—82362
LOUIS MARX & CO.

S41-30 P Retail $1.98 ea.

Inv.________ Pur.____

MARX TRAIN ACCESSORIES

RAIL ROAD
CROSSING

AUTOMATIC BELL RINGER

Railroad Crossing Signal with attractively finished bell and base. Bell rings continuously as train approaches and keeps ringing until train has passed intersection. 7½" high. Six to carton. Wt. 4 lbs. No. 418.

STOCK No. 71—82290
LOUIS MARX & CO.

D31-30 M Retail $1.98 ea.

Inv.__________ Pur.__________

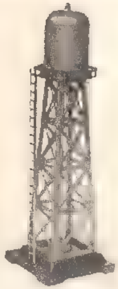
PLASTIC WATER TOWER

Large size, sturdy, realistic looking water tower, 8¼" high. Tank 4¼" in diameter. Tank has realistic ribs and steel-type understructure, embedded in cement-type blocks. Packed 12 to carton. Wt. 6¼ lbs. No. 065

STOCK No. 71—82296
LOUIS MARX & CO.

E3-65 B Retail $ .98 ea.

Inv.__________ Pur.__________



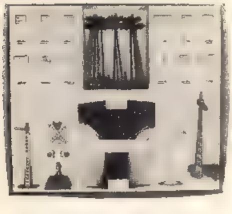
WATER TOWER

Has realistic girder type construction. Tank has simulated plate rivets. Transparent tube from base to tank has rising bubbles. Light shines in tube. Made of plastic. Measures 14¼" high, 2¼" diameter, base is 4½" square. Six per carton. Wt. 5¼ lbs. No. 0465

STOCK No. 71—82302
LOUIS MARX & CO.

S81-95 Y Retail $2.98 ea.

Inv.__________ Pur.__________



RAILROAD SIGNAL SET

A 29-piece set made of plastic and mounted in display box. Consists of 12 telephone poles, 12 signs, semaphore, lamp post, gate, crossing and sign. 6 per carton. Wt. 12¾ lbs. No. 0430

STOCK No. 71—82315
LOUIS MARX & CO.

L41-95 F Retail $2.98 ea.

Inv.__________ Pur.__________

You can see it
BETTER on a
CROSLEY TV

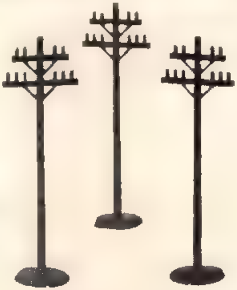
LIGHTED BILLBOARD

Miniature replica of a railway billboard. Molded of plastic with pictures of nationally advertised brands. Complete with bulb and length of wire. 6" x 3⅜" x 1". 24/ctn., weight 3⅓ lbs. No. 0226

STOCK No. 71—82316
LOUIS MARX & CO

F3-39 R Retail $ .59 ea.

Inv Pur



TELEPHONE POLES

Set consists of 12 brown plastic authentically designed two-arm telephone poles 7" high. Angle braces from pole to arm six insulator on lower arm. Dozen sets to carton. Wt. 5¼ lbs. No. 0161.

STOCK No. 71—82317
LOUIS MARX & COMPANY

D6-46 T Retail $ .69 set

Inv Pur

MARX ELECTRIC TRAINS

FIVE UNIT FREIGHT TRAIN SET

This set consists of an electric steam type locomotive and tender made of detailed high-impact plastic. Cars made of steel and authentically lithographed in railroad design. Motor has oilless bronze bearings. Engine has headlight and piston action side rod. Consists of loco and tender, gondola, box car, caboose, two straight track, eight curved track, transformer and track connector. Train is 41" long. Track forms 102" oval 3/ctn., wt. 22 lbs No. 4822.

STOCK No. 71—82210

LOUIS MARX & CO.

T37-50 A **Retail**________________ **$9.98 ea.**

Inv.________________ Pur.________________

FIVE UNIT SMOKING FREIGHT TRAIN SET

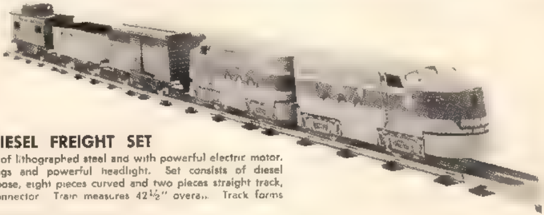
Steam type electric loco emits real smoke. Equipped with oilless bronze bearings, piston rod action, completely detailed and powerful. Scaled cars are lithographed steel. Set consists of locomotive, tender, gondola, box car, caboose, one section straight track eight sections curved track, uncoupling ramp, 50 wt. transformer, track connector. Train is 42¼" long, track form 102" oval. 3/ctn., wt. 29 lbs. No. 52542.

STOCK No. 71—82212

LOUIS MARX & CO.

C411-25 L **Retail**________________ **$14.98 ea.**

Inv.________________ Pur.________________



TWIN DIESEL FREIGHT SET

A twin diesel locomotive freight made of lithographed steel and with powerful electric motor. Equipped with oilless bronze bearings and powerful headlight. Set consists of diesel locomotive, box car, gondola car, caboose, eight pieces curved and two pieces straight track, UL approved transformer and track connector. Train measures 42½" overall. Track forms 102" oval. No 8852.

STOCK No. 71—82213

LOUIS MARX & CO

A97-50 H **Retail**________________**$9.98 ea.**

Inv.________________ Pur.________________

MARX ELECTRIC TRAINS

SIX UNIT TWIN DIESEL FREIGHT SET

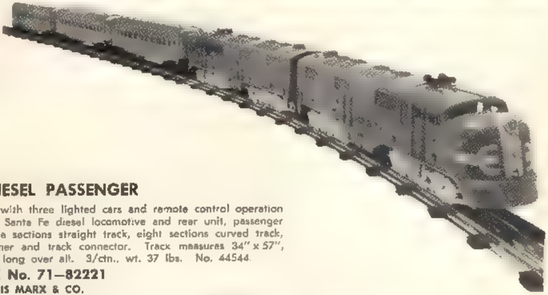
Locomotive and twin unit are replicas of famous G.M. diesel. Motor has oilless bronze bearings. Loco is remote controlled and has headlight. Set consists of diesel locomotive, diesel rear unit, gondolla with drop ends, tank car, box car, caboose, five sections large radius straight track, eight sections large radius curved track, uncoupling ramp, transformer. Train measures 59" long Track forms 174½" oval. 3/ctn., wt. 37 lbs. No. 44874

STOCK No. 71—82218

LOUIS MARX & CO.

K414-62 S **Retail** ______ **$19.98 ea.**

Inv ______________ Pur.______________ __________



TWIN DIESEL PASSENGER

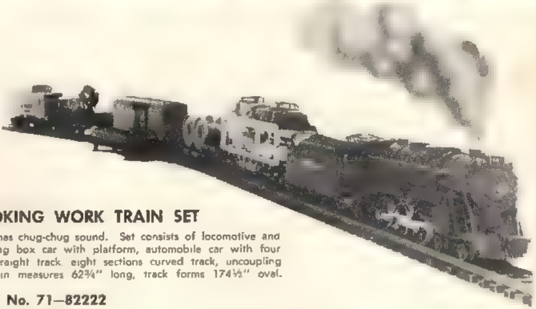
A 5-unit twin diesel passenger train set with three lighted cars and remote control operation and powerful headlight. Set consists of Santa Fe diesel locomotive and rear unit, passenger car, astra-dome car, observation car, three sections straight track, eight sections curved track, uncoupling ramp, UL approved transformer and track connector. Track measures 34" x 57", circumference 152" Train measures 58" long over all. 3/ctn., wt. 37 lbs. No. 44544.

STOCK No. 71—82221

LOUIS MARX & CO.

C314-62 L **Retail** ______________ **$19.98 ea.**

Inv.______________________ Pur.______________________



SEVEN UNIT SMOKING WORK TRAIN SET

Steam type locomotive emits smoke and has chug-chug sound. Set consists of locomotive and tender, revolving searchlight car, operating box car with platform, automobile car with four cars, cable car, caboose, five sections straight track, eight sections curved track, uncoupling ramp, transformer, track connector. Train measures 62¾" long, track forms 174½" oval. 1/ctn., wt. 12 lbs. No. 55950.

STOCK No. 71—82222

LOUIS MARX & CO

B318-70 R **Retail** **$24.98 ea.**

Inv. Pur.______________________

MARX TRAIN ACCESSORIES

TRANSFORMER

50 WATT TRANSFORMER

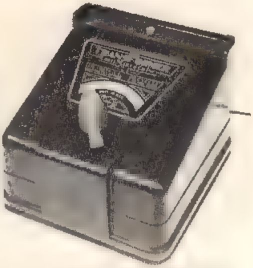
Nickle plated handle for controlling variable speed, black enamel finish on rest. Equipped with thermal cut out circuit breaker and re-set buttons. Has two sets of binding posts (7 to 13 volts and 13 volts for accessories). A 45 wt., 60 cycle, 110-120 volt transformer for AC current only. 3/ctn., wt 9¾ lbs. No. 1249.

STOCK No. 71—82223

LOUIS MARX & CO.

J63-90 A Retail $5.98 ea.

Inv.________ Pur.________



150 WATT TRANSFORMER

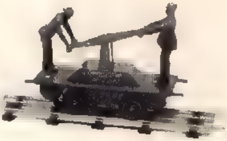
Big controller type transformer in plastic case with air cooled metal base. Has re-set button that will pop up in event of short circuits. Four binding posts at rear panel: two for track and two for accessories. A 150 watt, 60 cycle, AC current only transformer with 6' cord. 1/ctn., wt 9¾ lbs. No. 1859

STOCK No. 71—82225

LOUIS MARX & CO.

F89-74 S Retail $14.95 ea.

Inv.________ Pur.________



ELECTRIC HAND CAR

Two railroad workers pump vigorously at crossbars of this handcar as car goes along track. Authentically styled with electric motor and die-cast wheels. Measures 6¼" long, 2' wide, 4½" high. 3/ctn., wt. 1¾ lbs. No. 2002.

STOCK No. 71—82230

LOUIS MARX & CO.

C42-60 M Retail $3.98 ea.

Inv.________ Pur.________

WHISTLING STATION

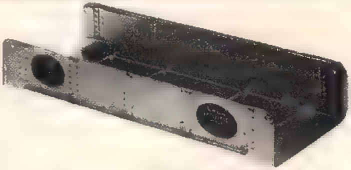
Press a button and hear realistic train whistles. Made of lithographed steel, cutout windows. Has remote control panel and connecting wires. Size 9" x 5½" x 5". Six per carton. Wt. 20 lbs. No. 2959

STOCK No. 71—82236

LOUIS MARX & CO.

X73-25 D Retail ________ $4.98 ea.

Inv.________ Pur.________



RAILROAD GIRDER BRIDGE

Constructed of steel, this modern railroad girder bridge is finished in bright aluminum with all details deeply embossed and authentic railroad decals on side. Measures 12" long, 5⅛" wide, 2" high. 12/ctn., wt. 15¼ lbs. No 1305.

STOCK No. 71—82239

LOUIS MARX & CO.

B4-65 L Retail $ .98 ea.

Inv.________ Pur.________

OVERHEAD FOOT BRIDGE

Made of heavy grade steel in five sections. Very simply set up. Interlocks into one unit. Size 13½" long, 15" wide, 7½" high when set up. Each in box. Dozen per carton. No. 1340

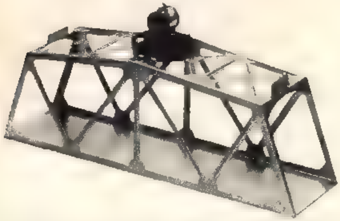
STOCK No. 71—82242

LOUIS MARX & CO.

R4-67 K Retail ________ $ .98 ea.

Inv.________ Pur.________

MARX TRAIN ACCESSORIES



TRESTLE BRIDGE WITH REVOLVING BEACON

Trestle bridge is made of steel and is accurately embossed. Baked enamel finish. Revolving beacon unit measures 3" in diameter and is designed as regular tower with cat walks all around and beacon light in center which revolves slowly by the heat radiated by electric bulb. Measures 18" long, 5" wide, 8" high over all. No. 1324.

STOCK No. 71—82244

LOUIS MARX & CO.

S71-95 P **Retail** — **$2.98 ea.**

Inv.________________ Pur.________________

RAILROAD TRESTLE BRIDGE

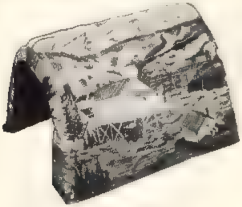
Realistic long-span railroad trestle. All-steel construction. Accurately embossed. Measures 18" long, 5" wide, and 6¼" high. In beautiful baked enamel finish. A "must" for every miniature railroad layout. Six dozen to carton. No. 1320.

STOCK No. 71—82245

LOUIS MARX & CO.

A81-10 D **Retail** ________________ **$1.69 ea.**

Inv.________________ Pur.________________



METAL TRAIN TUNNEL

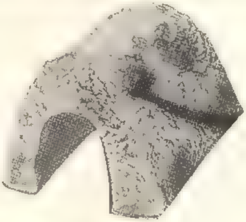
Realistic model train tunnel made entirely of metal in clever arrangements so that tunnel can be split in two parts. Size 10½" long, 8½" wide, 7" high. Packed 12 in carton. No. 392

STOCK No. 71—82248

LOUIS MARX & CO.

T4-65 A **Retail** .... **$ .98 ea.**

Inv ________________ Pur.________________



TRAIN TUNNEL

A realistic model tunnel designed in sturdy, molded fibre. Has mountain contours, roads and snow-capped mountain peaks. Measures 15" in length, 12" in width, 9" in height Has realistic coloring. No. 20

STOCK No. 71—82251

GENERAL FIBRE CO.

H51-10 R **Retail** ________________ **$1.69 ea.**

Inv.________________ Pur.________________

CORNER TUNNEL

Snow capped mountain peaks and contours are molded into the design of this tunnel. Also has realistic waterfalls and roads. Made of heavy durable fibre. Size is 24" long, 16" wide, 13" high. Three per carton. No. 50

STOCK No. 71—82254

GENERAL FIBRE CO

N71-95 G **Retail** **$2.98 ea.**

Inv. ________________ Pur. ________________

MARX TRAIN ACCESSORIES

MARKER LIGHT

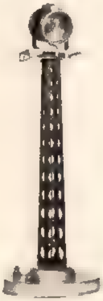
A miniature replica of a real road marker light. Has track prongs that fit any rail set up at any given point Red lens on both sides. Size 3¼" x 1⅛" x 1½". 24/ctn., weight 2 lbs. No. 403.

STOCK No. 71—82255

LOUIS MARX & CO

B3-65 T Retail ... $ .98 ea.

Inv Pur.______



SEARCHLIGHT TOWER

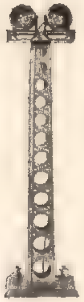
Powerful searchlight that turns and tilts in any direction. Mounted on platform atop girder type tower. All steel. Complete with track connector. 13¼" high. 6 per carton. No. 436.

STOCK No. 71—82256

LOUIS MARX & CO.

T61-30 F Retail $1.98 ea.

Inv.______ Pur.______



FLOODLIGHT TOWER

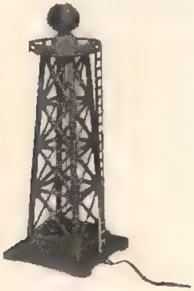
Newly designed electric floodlight tower with two floodlights mounted on girder type elevated structure. Measures 11¼" high. Packed individually in box. 6/ctn., wt. 3¾ lbs. No. 416.

STOCK No. 71—82257

LOUIS MARX & CO.

F51-30 L Retail ....$1.98 ea.

Inv.______ Pur.______



REVOLVING BEACON

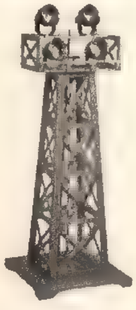
Lighted beacon with red reflectors, mounted on plastic girder-type tower. Light complete with bulb. Track connector supplied. 12½" high, 4½" at base. Six to carton. No. 0446.

STOCK No. 71—82260

LOUIS MARX & CO.

N21-30 B Retail ...$1.98 ea.

Inv.______ Pur.______



4-LIGHT FLOOD TOWER

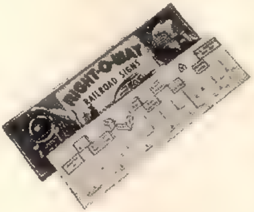
Lights may be revolved or tilted. The girder-type tower is constructed of sturdy detailed plastic. Lights complete with bulbs. Track connector included Six to carton. No. 0416.

STOCK No. 71—82263

LOUIS MARX & CO.

R91-95 E Retail $2.98 ea.

Inv.______ Pur.______



RITE-O-WAY SET

Twelve detailed plastic signs in exact shape and size as the real thing. Raised letters are black against white background. 12 boxes per carton. Wt. 4¼ lbs. No. 1282.

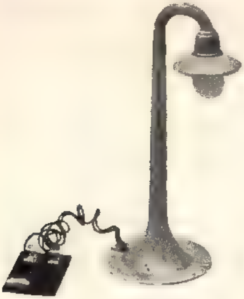
STOCK No. 71—82266

LOUIS MARX & CO.

L3-46 A Retail.....$ .69 ea.

Inv.______ Pur.______

MARX TRAIN ACCESSORIES



SINGLE LAMP POST

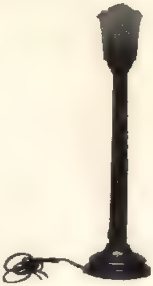
Modern design station lamp post with large base and fluted post. Made of plastic. Has 12-volt bulb and track connector. 6" high. 12 per ctn. No. 072.

STOCK No. 71—82269

LOUIS MARX & CO.

C9-46 N Retail $ .69 ea.

Inv.________ Pur.________



BOULEVARD LAMP POST

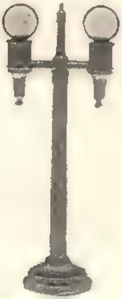
Made of plastic in appropriate color with large base for attaching to train layout. Furnished with standard 12 volt bulb, wire and track connector. Measures 6¼" high. 12/ctn., wt. 1½ lbs. No. 074

STOCK No. 71—82270

LOUIS MARX & CO.

Z6-46 L Retail $ .69 ea.

Inv.________ Pur.________



TWIN LAMP POST

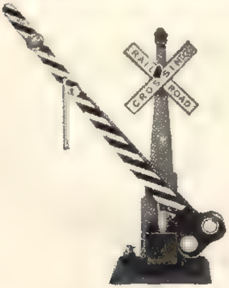
Modern design twin boulevard lamp post made of plastic with large base for attaching to train layout. Furnished with standard 12 volt round frosted bulbs, wires and track connector. 6½" high. 6/ctn., wt. 1 lb. No. 078

STOCK No. 71—82274

LOUIS MARX & CO.

K9-65 M Retail $ .98 ea.

Inv.________ Pur.________



RR CROSSING GATE

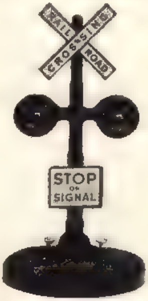
Measures 7½" high, base 2¾" square. Gate arm is 9" long, black and white stripes with red jewel at end. As train passes gate arm lowers and raises again after train has passed. 6/ctn., wt. 4¼ lbs. No. 438.

STOCK No. 71—82278

LOUIS MARX & CO.

K41-30 L Retail $1.98 ea.

Inv.________ Pur.________



TWIN LIGHT FLASHER

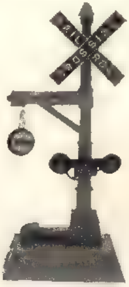
Measures 8" high. Latest type automatic Twin Light Flashing Signal which lights automatically from side to side. Complete with two bulbs and track connector. Six to carton, wt. 3½ lbs. No. 423.

STOCK No. 71—82287

LOUIS MARX & CO.

C11-30 E Retail $1.98 ea.

Inv.________ Pur.________



AUTOMATIC CROSSING GATE

As train approaches and passes this signal, the twin lights blink on and off intermittently while swinging stop signal moves back and forth vigorously. Minutely detailed and complete with wires and track connectors. Stands 7½" high, base 3¼" x 3½". 6/ctn., wt. 3 lbs. No. 1426.

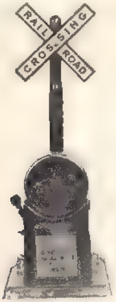
STOCK No. 71—82288

LOUIS MARX & CO.

A42-60 W Retail $3.98 ea.

Inv.________ Pur.________

MARX TRAIN ACCESSORIES



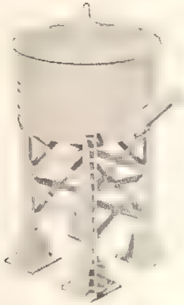
AUTOMATIC BELL RINGER

Railroad Crossing Signal with attractively finished bell and base. Bell rings continuously as train approaches and keeps ringing until train has passed intersection. 7½" high. Six to carton. Wt. 4 lbs. No. 418.

STOCK No. 71—82290
LOUIS MARX & CO.

D31-30 M Retail $1.98 ea.

Inv.__________ Pur.__________



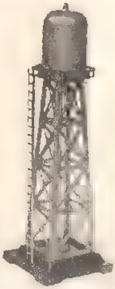
PLASTIC WATER TOWER

Large size, sturdy, realistic looking water tower, 8¼" high. Tank 4¼" in diameter. Tank has realistic ribs and steel-type understructure, embedded in cement-type blocks. Packed 12 to carton. Wt. 6¼ lbs. No. 065

STOCK No. 71—82296
LOUIS MARX & CO.

E3-65 B Retail $ .98 ea.

Inv.__________ Pur.__________



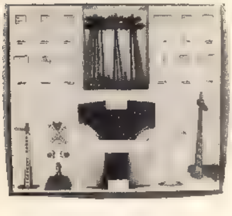
WATER TOWER

Has realistic girder type construction. Tank has simulated plate rivets. Transparent tube from base to tank has rising bubbles. Light shines in tube. Made of plastic. Measures 14¼" high, 2¼" diameter, base is 4½" square. Six per carton. Wt. 5¼ lbs. No. 0465

STOCK No. 71—82302
LOUIS MARX & CO.

S81-95 Y Retail $2.98 ea.

Inv.__________ Pur.__________



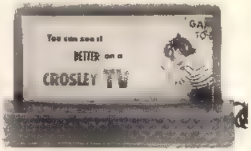
RAILROAD SIGNAL SET

A 29-piece set made of plastic and mounted in display box. Consists of 12 telephone poles, 12 signs, semaphore, lamp post, gate, crossing and sign. 6 per carton. Wt. 12¾ lbs. No. 0430

STOCK No. 71—82315
LOUIS MARX & CO.

L41-95 F Retail $2.98 ea.

Inv.__________ Pur.__________



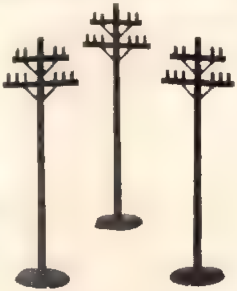
LIGHTED BILLBOARD

Miniature replica of a railway billboard. Molded of plastic with pictures of nationally advertised brands. Complete with bulb and length of wire. 6" x 3⅜" x 1". 24/ctn., weight 3½ lbs. No. 0226

STOCK No. 71—82316
LOUIS MARX & CO

F3-39 R Retail $ .59 ea.

Inv__________ Pur__________



TELEPHONE POLES

Set consists of 12 brown plastic authentically designed two-arm telephone poles 7" high. Angle braces from pole to arm six insulator on lower arm. Dozen sets to carton. Wt. 5¼ lbs. No. 0161.

STOCK No. 71—82317
LOUIS MARX & COMPANY

D6-46 T Retail $ .69 set

Inv__________ Pur__________

MARX TRAIN ACCESSORIES

PLASTIC
GRADE CROSSING
R.R. CAUTION
R.R. CAUTION

GRADE CROSSING

A realistic grade crossing with a double ramp. Center grooved to fit tracks. Made of sturdy plastic. Size 8½" long, 7½" wide. Each in box. 12 per catron. Wt. 6 lbs. No. 066.

STOCK No. 71—82320
LOUIS MARX & CO.

C5-46 E **Retail** ...... **$ .69 ea.**

Inv.______ Pur.______

DERRICK LOADER

Made of plastic. Crane housing and crane turns in complete circle. Boom equipped with ratchet type crank and die cast hook. Crane raises and lowers. Actually picks up material. Measures 8" long, 4" wide, 8¾" high. Six per carton. Wt. 4¾ lbs. No. 0442

STOCK No. 71—82326
LOUIS MARX & CO.

H41-17 P **Retail** **$1.79 ea.**

Inv.______ Pur.______

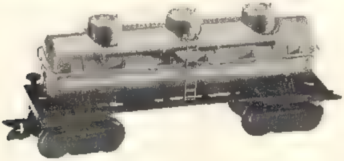
BLOCK SIGNAL

Miniature of latest type 5-light block signal. As trains approach the signal, the lights change vertical to horizontal in position. Complete with bulbs, rail clips and track connector. 6/ctn., weight 3 lbs. No. 1404

STOCK No. 71—82341
LOUIS MARX & CO.

X41-95 Z **Retail** **$2.98 ea.**

Inv. Pur.



TANK CAR

Plastic tank car realistically designed with metal hand rails and ladders. 8⅝" long, 2" wide, 3⅞" high 12 per carton. No. 04553.

STOCK No. 71—82360
LOUIS MARX & CO.

M41-30 E **Retail** ...... **$1.98 ea.**

Inv.______ Pur ______

HOPPER CAR

Hopper car made of plastic in full detail and design. Black with orange lettering "Lehigh Valley" design. 9⅝" long, 2⅝" wide, 2½" high. 12 per carton. No. 04554.

STOCK No. 71—82361
LOUIS MARX & CO

A61-30 G **Retail** ___ **$1.98 ea.**

Inv ______ Pur

BOX CAR

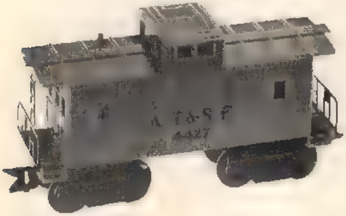
All plastic box car with full detail and design. Dark red with white letters "Rock Island" design. 9" long, 2⅛" wide, 3¼" high 12 per carton. No. 04555

STOCK No. 71—82362
LOUIS MARX & CO.

S41-30 P **Retail** **$1.98 ea.**

Inv.______ Pur.___

MARX TRAIN ACCESSORIES



CABOOSE

Caboose made of plastic in full detail and design. Colors are red with black letters. "Santa Fe" design. 7" long, 2" wide, 3⅝" high. 12 per carton. No. 04556.

STOCK No. 71—82363
LOUIS MARX & CO.

B11-30 K **Retail................ $1.98 ea.**

Inv.________________ Pur.________________

GONDOLA CAR

Drop end gondola car made of plastic in full detail and design. Black with white letters. "Erie" design. 9¼" long, 2" wide, 2¼" high. 12 per carton. No. 04572.

STOCK No. 71—82364
LOUIS MARX & CO.

X41-30 J **Retail....................$1.98 ea.**

Inv.________________ Pur.________________

TRACK CONNECTOR

Made of bakelite. Easily inserted in track sections to transmit power from transformer to track. 36 per carton. No. 600.

STOCK No. 71—82378
LOUIS MARX & CO.

K6-13 E **Retail....................$ .19 ea.**

Inv. ____________ Pur.________________

STRAIGHT TRACK

Electric Straight Track for "027" gauge trains. Tin plate rails with three cross ties of black enamel. 8⅞" long. 36 per carton. Wt. 3½ lbs. No. 601.

STOCK No. 71—82384
LOUIS MARX & CO.

P3-13 Z **Retail.........$ .19 ea.**

Inv.____________ Pur.____________

CURVED TRACK

Electric Curved Track for "027" gauge trains. Tin plate rails with three cross ties of black enamel. Measures 10½" long. 36 per carton. Wt. 4 lbs. No. 602.

STOCK No. 71—82385
LOUIS MARX & CO.

L6-13 C **Retail.........$ .19 ea.**

Inv.____________ Pur.____________

LARGE RADIUS STRAIGHT TRACK

Large radius straight electric track with tinned rails and five cross ties. For "O27" gauge trains. Measures 11¼" long. 36 per ctn. Weight 5¼ lbs. No. 1801.

STOCK No. 71—82383
LOUIS MARX & CO.

C6-16 B **Retail $ .25 ea.**

Inv.____________ Pur.____________

LARGE RADIUS CURVED TRACK

Large radius curved electric track with tin plate rails with five cross ties. For "O27" gauge trains. Measures 12½" long. 36 per carton. No. 1802.

STOCK No. 71—82386
LOUIS MARX & CO

B5-16 M **Retail $ .25 ea.**

Inv.____________ Pur.____________

MARX TRAIN ACCESSORIES

LIGHTED BUMPER

Sturdy plastic dead end bumper keeps train from rolling off spur line. Snaps on to track. Illuminated on top. 12 per carton, wt. 3 lbs. No. 065.

STOCK No. 71—82387
LOUIS MARX & CO.

S2-65 Z Retail ....$ .98 ea.

Inv.____________ Pur.____________

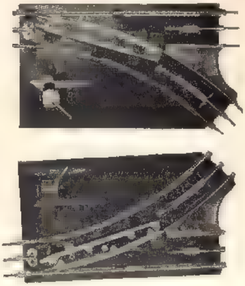
TRAIN CROSSOVER

Consists of portions of two tracks at right angles, mounted on metal base and measuring 7½" x 7½". .027 gauge. Indispensable to the electric train fan. One dozen to carton, wt. 4 lbs. No. 607.

STOCK No. 71—82388
LOUIS MARX & CO.

G7-65 R Retail ......$ .98 ea.

Inv.____________ Pur.____________



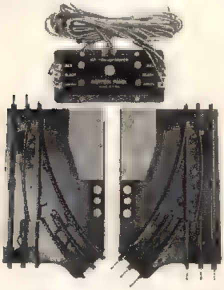
MANUAL SWITCHES

Set of right and left hand switches for electric trains. Manually operated. All metal with dull black finish. Six sets per carton, wt. 10½ lbs. No. 610.

STOCK No. 71—82391
LOUIS MARX & CO.

N82-27 F Retail $3.49 pr.

Inv.____________ Pur____________



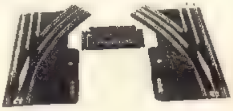
REMOTE CONTROL SWITCHES

Set consists of control panel with wires, left-hand and right-hand switches. 9 sets/ctn., wt 7½ lbs. No. 1590.

STOCK No. 71—82392
LOUIS MARX & CO.

T45-20 Y Retail $7.98 pr.

Inv.____________ Pur.____________



LARGE RADIUS SWITCHES

Consists of left and right hand switches, control panel for large radius track layouts. Three sets/ctn, wt. 7½ lbs. No. 1810

STOCK No. 71—82394
LOUIS MARX & CO.

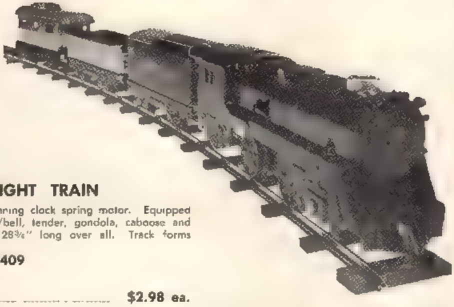
G66-49 R Retail $9.98 pr.

Inv.____________ Pur.____________

MARX REPLACEMENT LAMPS

71—82395	Clear	B-10	G6-13 W	$ .19 ea.
71—82396	Amber	B-11	K5-13 E	.19 ea.
71—82397	Green	B12	B3-13 A	.19 ea.
71—82398	Red	B-13	S2-13 X	.19 ea.
71—82399	Clear Indented	B-19	V7-16 T	.25 ea.
71—82400	Shield for O446		F9-19 G	.29 ea.

MARX MECHANICAL TRAINS



4-UNIT MECHANICAL FREIGHT TRAIN

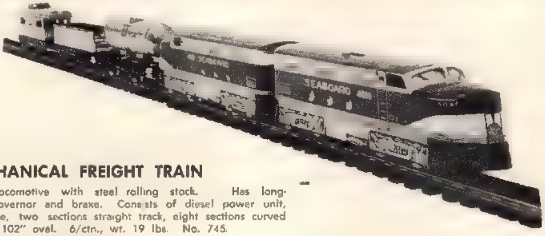
All steel mechanical freight train set powered by long running clock spring motor. Equipped with governor and brake. Set consists of locomotive w/bell, tender, gondola, caboose and eight sections mechanical curved track. Train measures 28¾" long over all. Track forms 84" circle. 6/ctn., wt 18¾ lbs. No. 518.

STOCK No. 71—82409

LOUIS MARX & CO.

H41-95 E **Retail** .... **$2.98 ea.**

Inv.__________________ Pur.__________________



FIVE UNIT MECHANICAL FREIGHT TRAIN

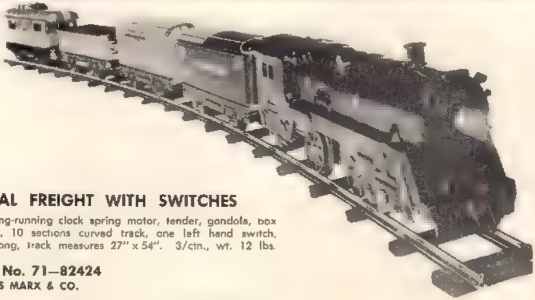
All steel mechanical twin-diesel type locomotive with steel rolling stock. Has long-running clock spring motor, built-in governor and brake. Consists of diesel power unit, diesel unit, gondola, tank car, caboose, two sections straight track, eight sections curved track. Train is 37¼" long, track form 102" oval. 6/ctn., wt. 19 lbs. No. 745.

STOCK No. 71—82416

LOUIS MARX & CO.

L32-88 A **Retail** .... **$3.98 ea.**

Inv.__________________ Pur



FIVE UNIT MECHANICAL FREIGHT WITH SWITCHES

Consists of mechanical locomotive with long-running clock spring motor, tender, gondola, box car, caboose, four sections straight track, 10 sections curved track, one left hand switch, one right hand switch. Train is 35¾" long, track measures 27" x 54". 3/ctn., wt. 12 lbs. No. 1475.

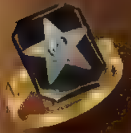
STOCK No. 71—82424

LOUIS MARX & CO.

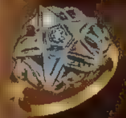
C83-50 L **Retail** .... **$4.98 ea.**

Inv.__________________ Pur.__________________

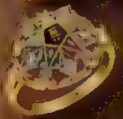
Eastern Star and diamond ring. 10K yellow gold. Enamelled emblem set on genuine black Onyx. Fine quality diamond.
Sugg. Retail
1700G1838 $38.00



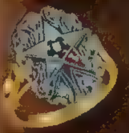
Eastern Star ring. 10K yellow gold. Set with synthetic stone points in 5 colors. Fine diamond in center.
Sugg. Retail
1701G2948 $60.00

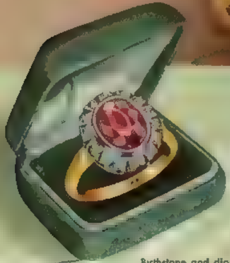


Eastern Star ring. 10K yellow gold. Enamelled emblem. 5 fine quality diamonds.
Sugg. Retail
1702G3748 $79.00

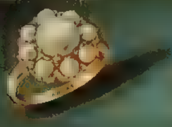


Eastern Star and diamond ring. 14K yellow gold. 8 fine quality diamonds. Enamelled emblem.
Sugg. Retail
1703G6713 $140.00

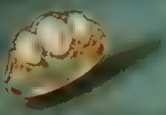




Birthstone and diamond ring. 14K yellow or white gold, 14 fine quality diamonds and synthetic birthstones. Specify birth month.
Sugg. Retail
1716G7252 $150.00



Ladies' Cluster ring 14K yellow gold. Choice of fine quality genuine Opals or cultured pearls. State choice.
Sugg. Retail
1712G2818 Opals $60.00
1713G2818 Cultured pearls, $60.00

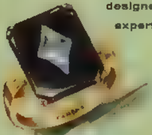


Ladies' Opal ring. 10K yellow gold. Three fiery Opals in daintily styled ring.
Sugg. Retail
1714G1495 $33.00

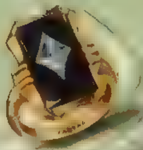
Fantasy

RINGS

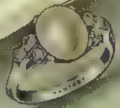
Exquisite creations for women . . . Refined simplicity in men's rings. Each style distinctively designed and hand fashioned by expert craftsmen in the highest traditions of quality.



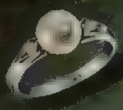
Ladies' Onyx and diamond ring. 10K yellow gold. Fine diamond in white gold plate. Genuine black Onyx.
Sugg. Retail
1704G1470 .02 ct diamond $35.00
1705G2720 .05 ct diamond 55.00
1706G4386 .10 ct diamond 90.00



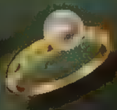
Ladies' Onyx and diamond ring. 10K yellow gold. Fine diamond in white gold plate. Genuine black Onyx.
Sugg. Retail
1707G1862 .02 ct. diamond $40.00
1708G3015 .05 ct diamond 63.00
1709G4557 .10 ct diamond 95.00



Ladies' Opal and diamond ring. 14K white gold. Fine quality fiery Opal and 6 genuine diamonds.
Sugg. Retail
1715G4998 $105.00

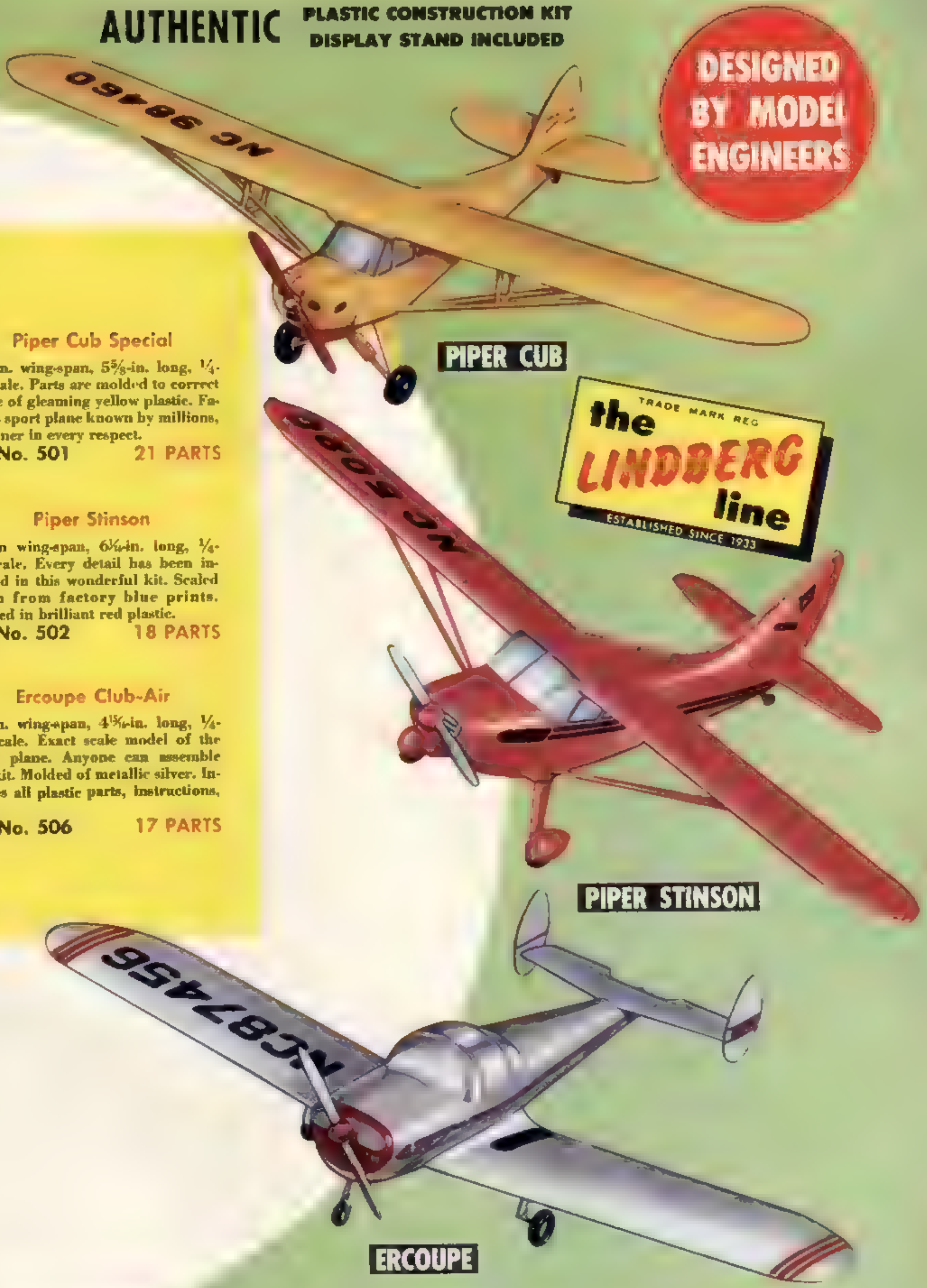


Pearl and diamond ring. 14K white gold. Fine quality large Cultured Pearl, 2 genuine diamonds.
Sugg. Retail
1710G2720 $55.00



Cultured pearl ring. Fine quality large pearl set in 14K yellow gold ring.
Sugg. Retail
1711G1470 $30.00

AUTHENTIC PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED


DESIGNED BY MODEL ENGINEERS
NC 98460
PIPER CUB
TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933
PIPER STINSON
NC87456
ERCOUPE

Piper Cub Special

8 11/16-in. wing-span, 5 5/8-in. long, 1/4-in. scale. Parts are molded to correct shape of gleaming yellow plastic. Famous sport plane known by millions, a winner in every respect.

Kit No. 501 **21 PARTS**

Piper Stinson

8 3/8-in wing-span, 6 1/16-in. long, 1/4-in. scale. Every detail has been included in this wonderful kit. Scaled down from factory blue prints. Molded in brilliant red plastic.

Kit No. 502 **18 PARTS**

Ercoupe Club-Air

7 3/4-in. wing-span, 4 15/16-in. long, 1/4-in. scale. Exact scale model of the sport plane. Anyone can assemble this kit. Molded of metallic silver. Includes all plastic parts, instructions, etc.

Kit No. 506 **17 PARTS**

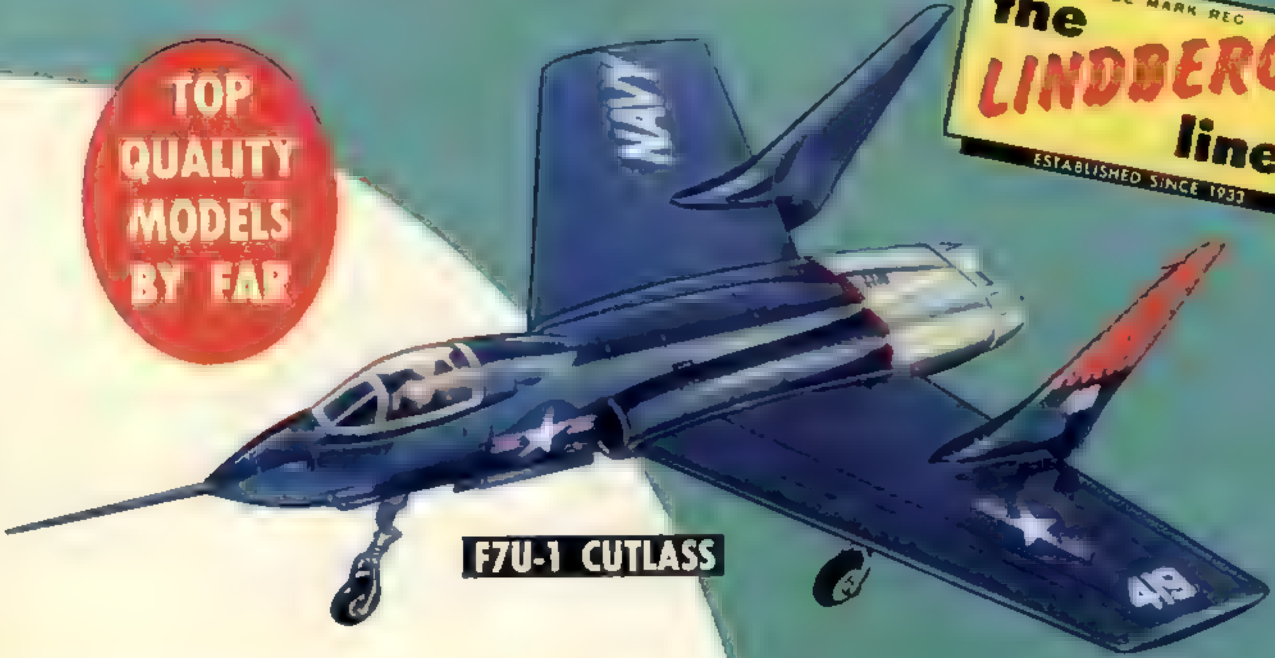
LINDBERG PRODUCTS Inc., Skokie, Illinois

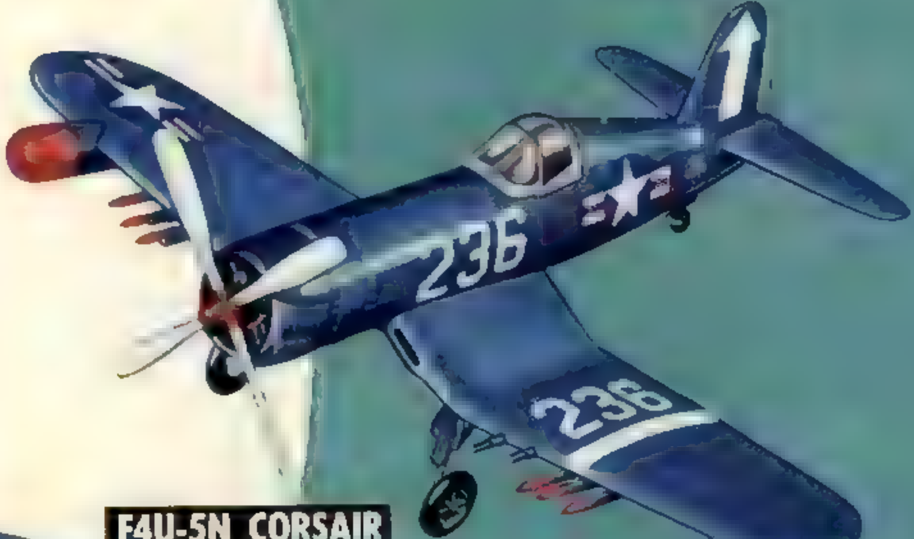
AUTHENTIC

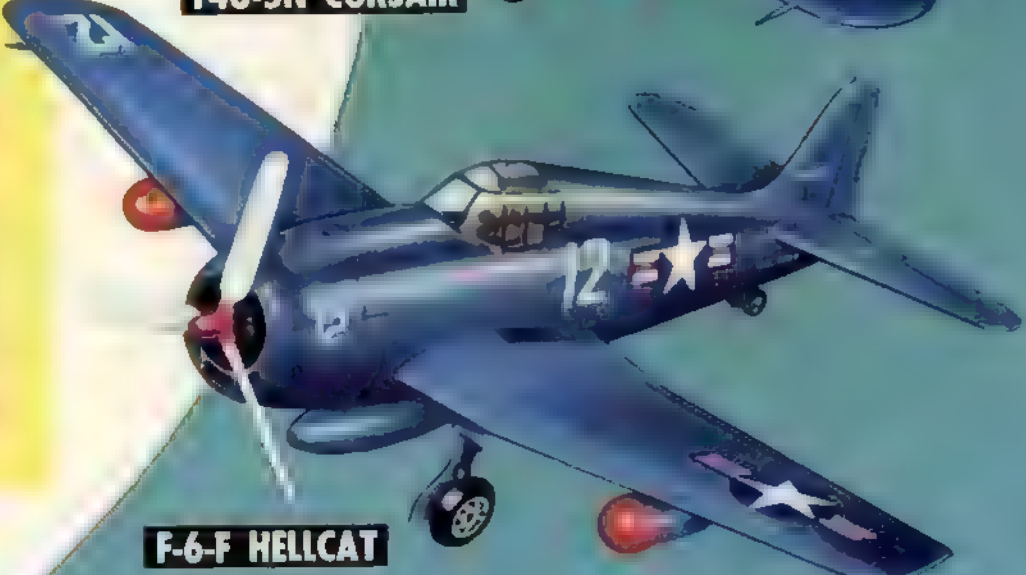
PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933

TOP QUALITY MODELS BY FAR


F7U-1 CUTLASS


F4U-5N CORSAIR


F-6-F HELLCAT

F7U-1 Cutlass—Jet Fighter

9½-in. wing-span, 11⅞-in. long, ¼-in. scale. One of the newest in fighters. This model is molded in blue with exacting details; rivet markings, after burners, scaled pilot and pilot seat, colorful decals, etc. This model is one of the top in the plastic field.

Kit No. 510 34 PARTS

F4U-5N Corsair— Navy Fighter

10¼-in. wing-span, 8¼-in. long, ¼-in. scale. Molded in blue, this colorful navy fighter with gull shaped wings makes a perfect shelf model. Complete with radar bulb, rockets, bombs, rivet markings, highly detailed motor in cowl, clear canopy, pilot and pilot seat, landing gear, decals, etc.

Kit No. 512 44 PARTS

Grumman F-6-F Hellcat

10¾-in. wing-span, 8-in. long, ¼-in. scale. A familiar World War II navy fighter. Molded in beautiful blue plastic with scaled pilot and pilot seat, clear canopy, bombs, belly tank, decals, etc. Nothing on the market to compare with this highly detailed model.

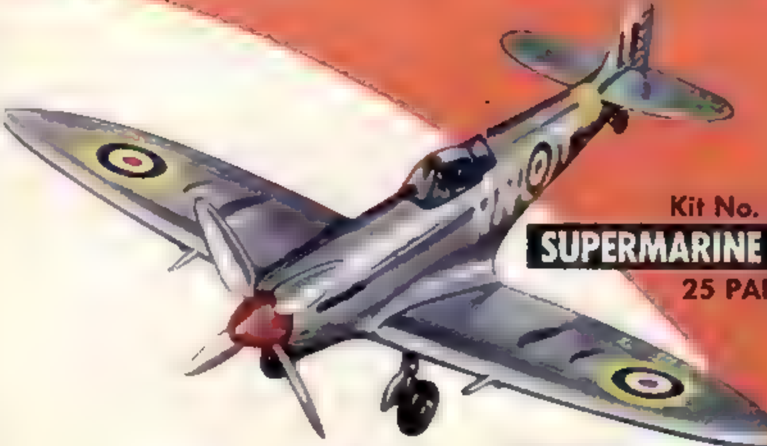
Kit No. 515 33 PARTS

LINDBERG PRODUCTS Inc., Skokie, Illinois

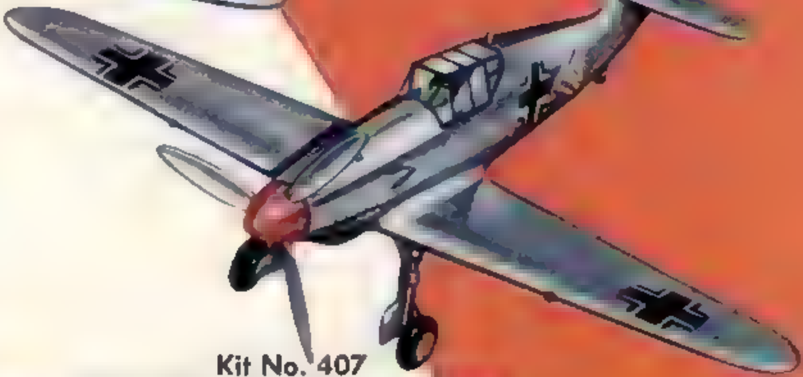
AUTHENTIC

PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933



Kit No. 406
SUPERMARINE SPITFIRE IX
25 PARTS

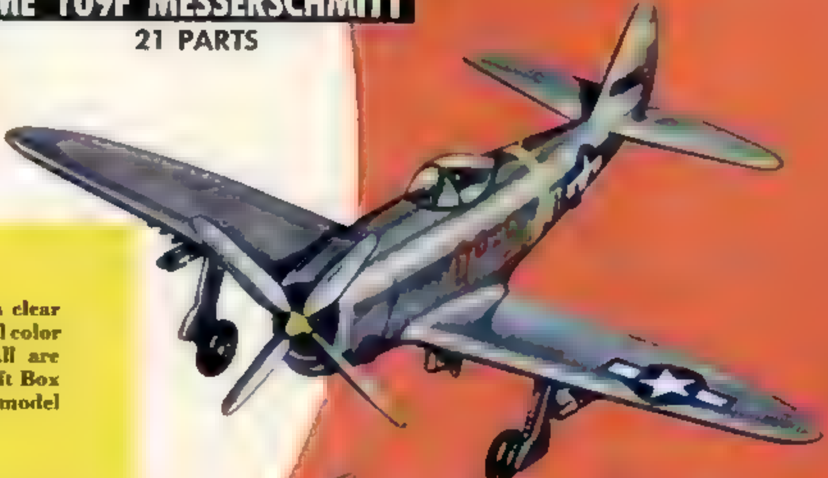


Kit No. 407
ME 109F MESSERSCHMITT
21 PARTS

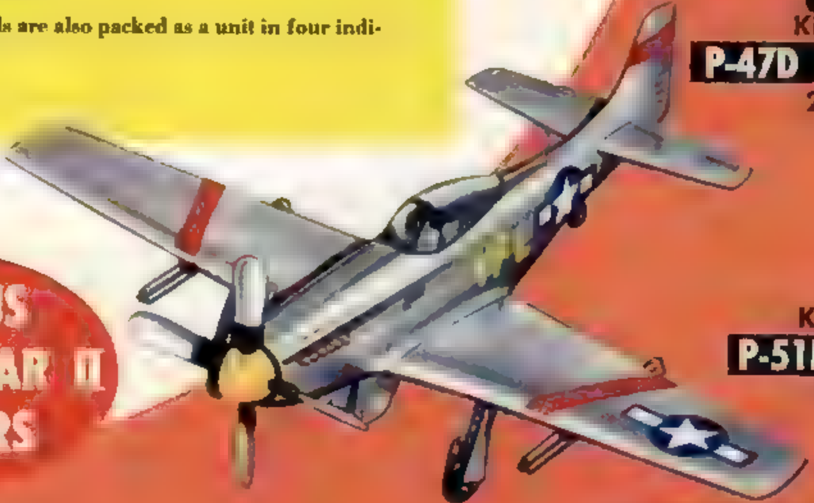
These models are molded of metallic silver with clear plastic canopies, landing gears, rockets, pilots, full color decal sheets, and easy to read instructions. All are engraved with minute detail. 6-in. wing-span. Gift Box includes all four models. Best buy by far in the model hobby field.

Kit No. GC306-9

The above models are also packed as a unit in four individual boxes.



Kit No. 408
P-47D THUNDERBOLT
27 PARTS



Kit No. 409
P-51D MUSTANG
24 PARTS

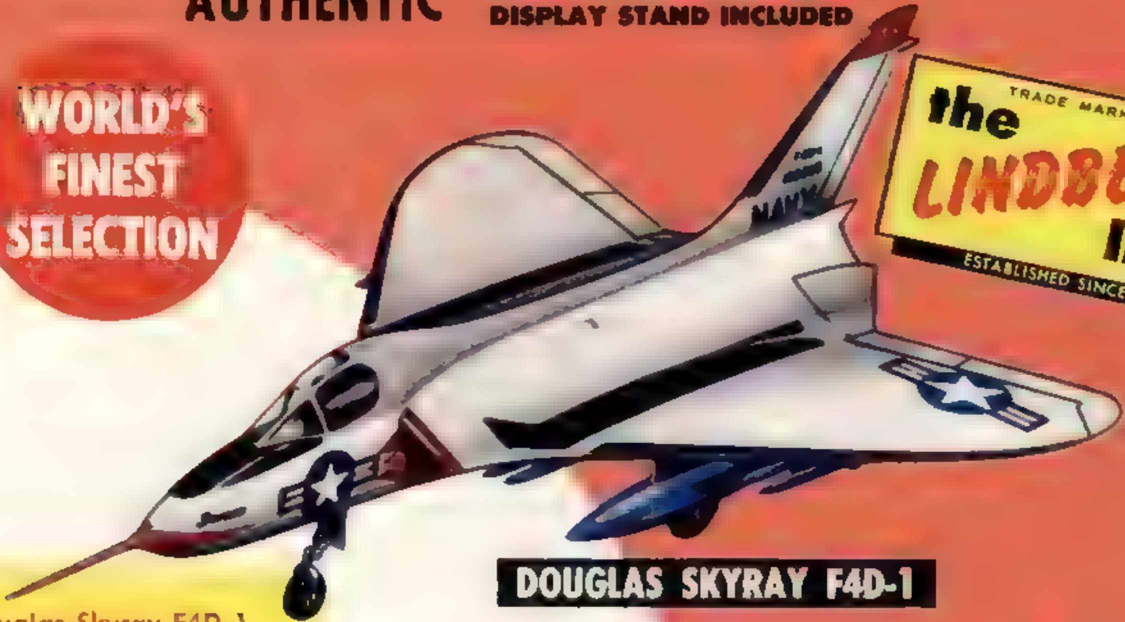
FAMOUS WORLD WAR II FIGHTERS

LINDBERG PRODUCTS Inc., Skokie, Illinois

AUTHENTIC PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

WORLD'S FINEST SELECTION

TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933



DOUGLAS SKYRAY F4D-1

Douglas Skyray F4D-1

8¼-in. wing-span, 11-in. long, ¼-in. scale. Molded in gleaming white plastic, this beautiful 753 M.P.H. jet fighter, is now used as a Navy carrier plane. Complete with wing tanks, rockets, landing gears, pilot and seat, full color decals, etc. For the exacting model builder.

Kit No. 523 41 PARTS

Republic P-47 Thunderbolt

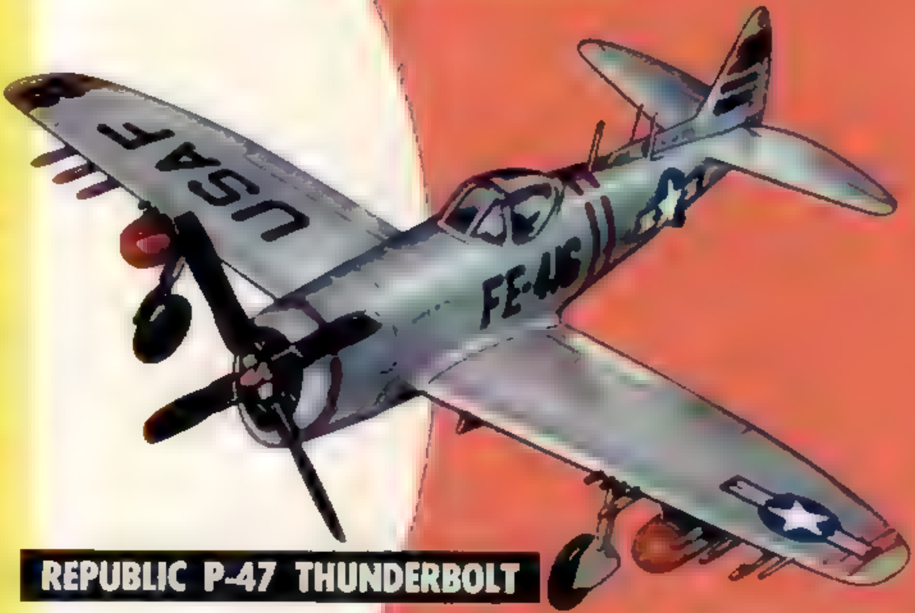
10⅜-in. wing-span, 8¾-in. long, ¼-in. scale. Famous World War II model. One of the most highly detailed models now on sale. Every builder should have one for his collection.

Kit No. 511 58 PARTS

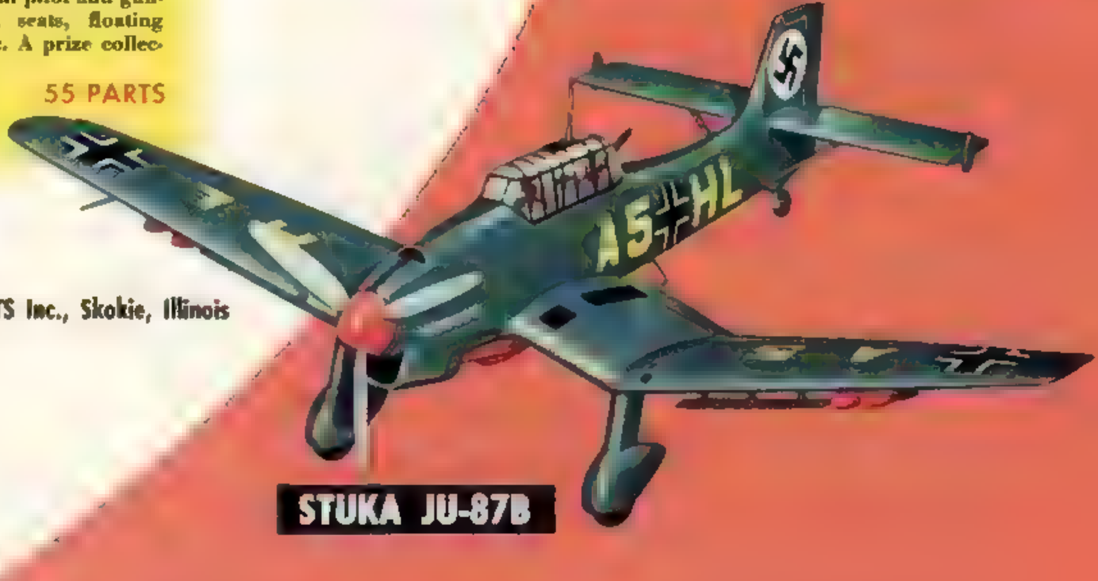
Stuka JU-87B

11½-in. wing-span, 8⅞-in. long, ¼-in. scale. A beautiful model to build. Details plus have gone into the building of this famous World War II model. Complete with pilot and gunner, machine gun, seats, floating ailerons, bombs, etc. A prize collectors item.

Kit No. 524 55 PARTS



REPUBLIC P-47 THUNDERBOLT



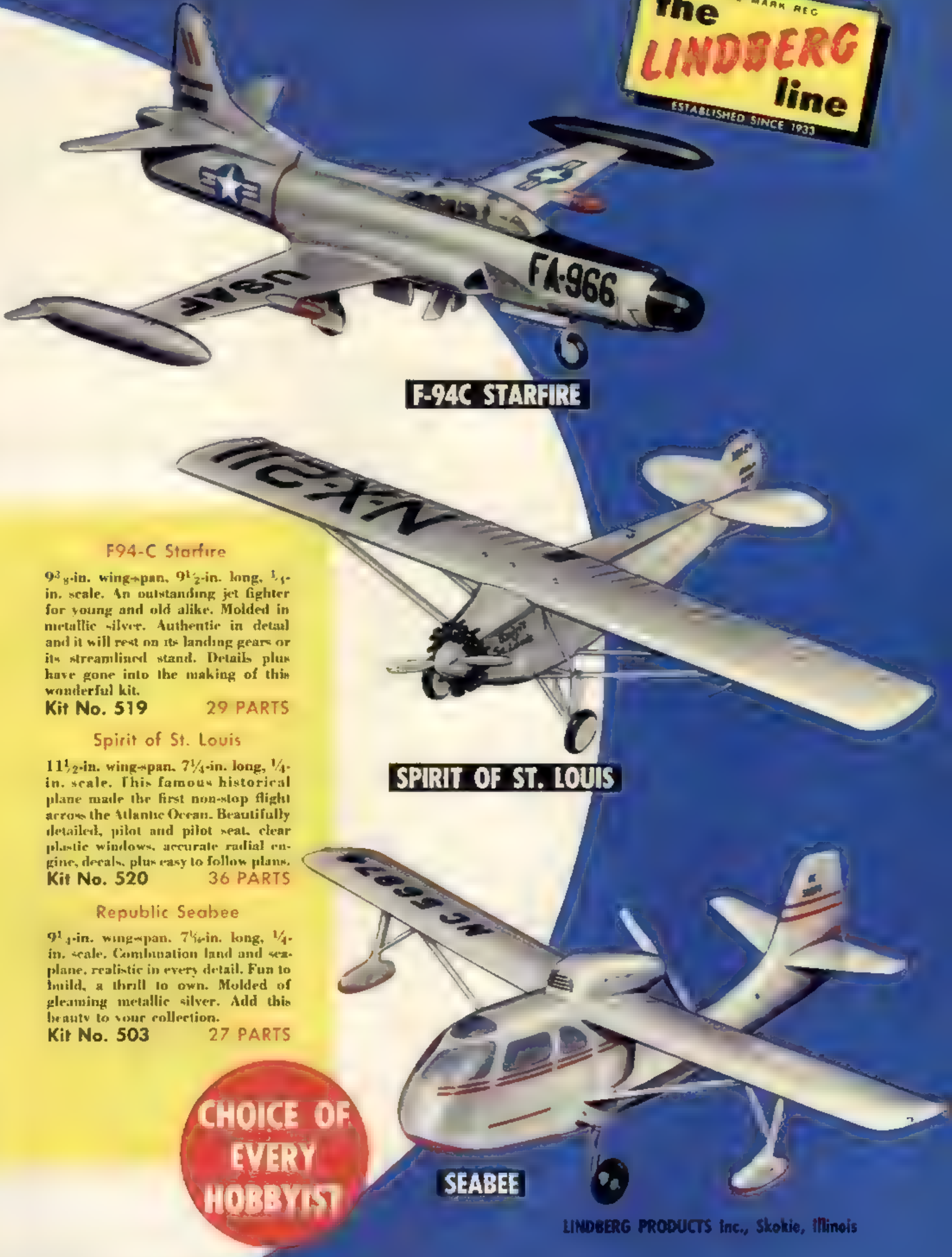
STUKA JU-87B

LINDBERG PRODUCTS Inc., Skokie, Illinois

AUTHENTIC

PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

TRADE MARK REG
the
LINDBERG
line
ESTABLISHED SINCE 1933



F94-C Starfire

9⅜-in. wing-span, 9½-in. long, ¼-in. scale. An outstanding jet fighter for young and old alike. Molded in metallic silver. Authentic in detail and it will rest on its landing gears or its streamlined stand. Details plus have gone into the making of this wonderful kit.

Kit No. 519 29 PARTS

Spirit of St. Louis

11½-in. wing-span, 7¼-in. long, ¼-in. scale. This famous historical plane made the first non-stop flight across the Atlantic Ocean. Beautifully detailed, pilot and pilot seat, clear plastic windows, accurate radial engine, decals, plus easy to follow plans.

Kit No. 520 36 PARTS

Republic Seabee

9¼-in. wing-span, 7⅝-in. long, ¼-in. scale. Combination land and seaplane, realistic in every detail. Fun to build, a thrill to own. Molded of gleaming metallic silver. Add this beauty to your collection.

Kit No. 503 27 PARTS

CHOICE OF EVERY HOBBYIST

LINDBERG PRODUCTS Inc., Skokie, Illinois

AUTHENTIC PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

TRADE MARK REG
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line
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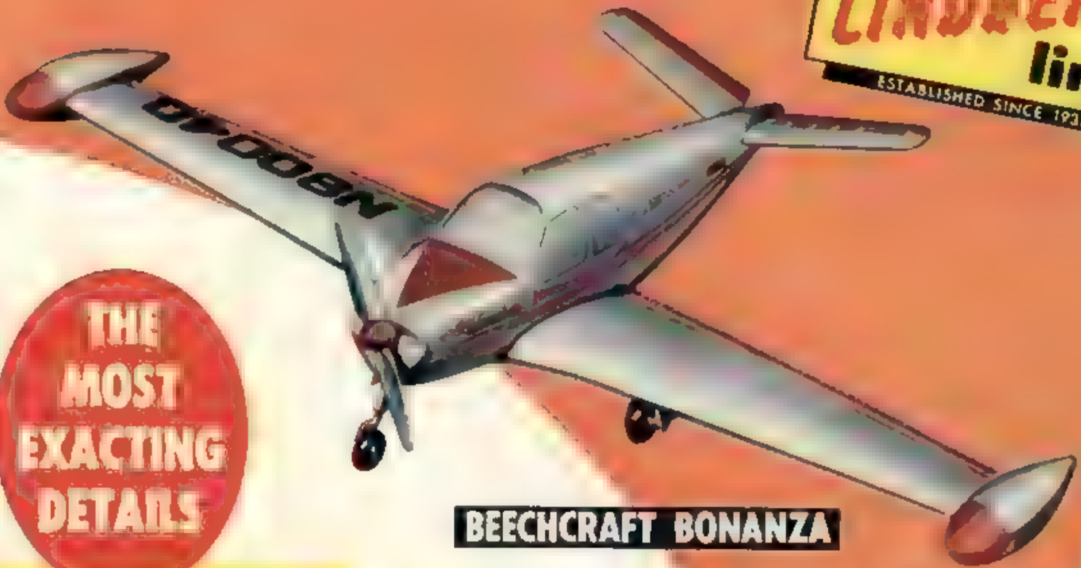


BEECHCRAFT BONANZA

THE MOST EXACTING DETAILS

Beechcraft Bonanza

8¼-in. wing span, 6⅜-in. long, ¼-in. scale. Every model builder will want a kit of this famous plane. It has won itself a place in the hall of fame as a holder of many record breaking flights. Complete in every detail. Molded of metallic silver.

Kit No. 504 25 PARTS

Ryan Navion

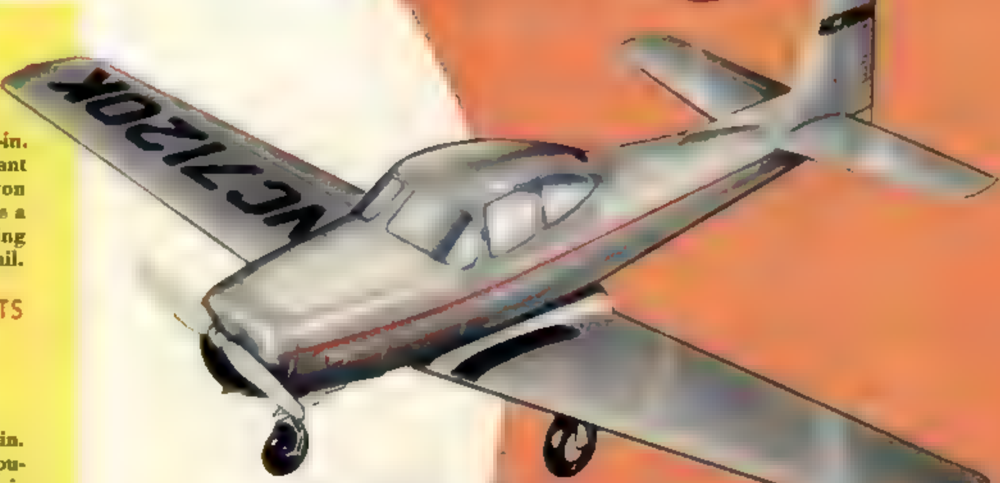
8-in. wing-span, 6⅞-in. long, ¼-in. scale. Outstanding copy of the popular business and sport plane that is seen at most airports throughout the world. Designed so model builders will enjoy assembling this kit. Molded of metallic silver.

Kit No. 507 20 PARTS

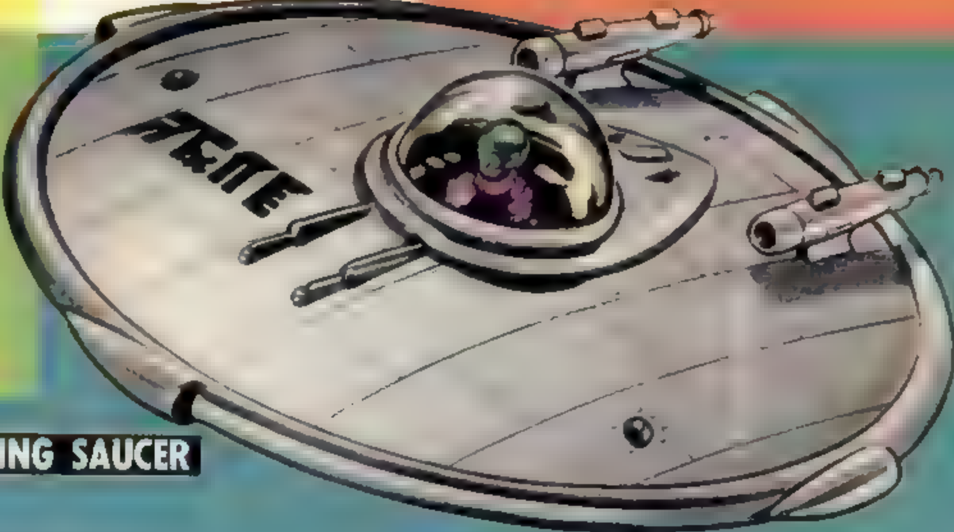
Flying Saucer

6¼-in. diameter, 4¼-in. high. First time on the market: a shelf model of the most talked about Flying Saucer! Molded in gleaming metallic silver with clear canopy, green pilot, decals, and easy to follow instruction sheet. A real buy.

Kit No. 517 12 PARTS



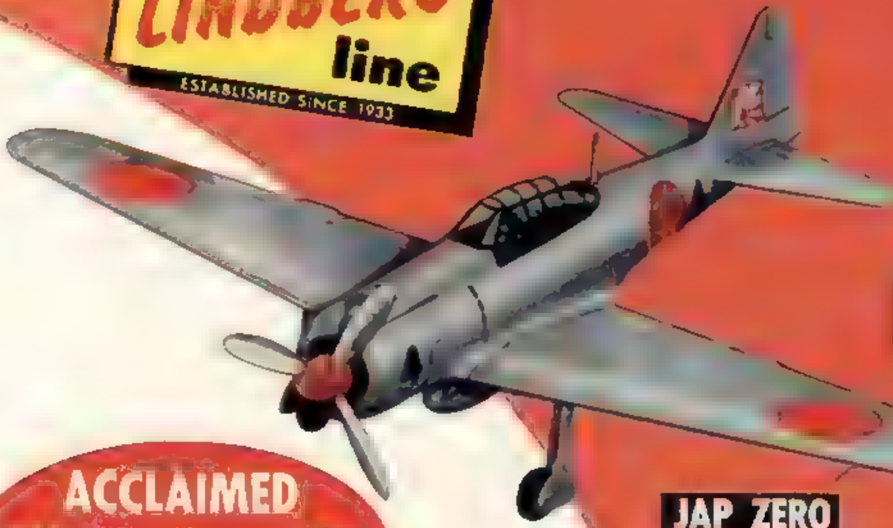
RYAN NAVION



FLYING SAUCER

LINDBERG PRODUCTS Inc., Skokie, Illinois

TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933



JAP ZERO

PLASTIC CEMENT
10¢

NOW! the finest plastic model airplane cement available. Long nozzle, ideal for model work. Packed 36 tubes in display box.
No. 600

ACCLAIMED BY AUTHORITIES FOR DETAIL

Jap Zero

10-in. wing-span, 7½-in. long, ¼-in. scale. Molded of gleaming metallic silver, with clear plastic canopy, pilot and pilot seat, landing gear, belly tank and decals. A famous model that most builders will want to add to their collection.

Kit No. 514 32 PARTS

British Pursuit Spitfire II

9¼-in. wing-span, 7¾-in. long, ¼-in. scale. Famous World War II fighter. Realistic in every respect including decals, cannons, clear canopy, pilot and pilot seat, etc. Molded in gleaming metallic silver.

Kit No. 518 35 PARTS

Russian MIG-19

8¾-in. wing-span, 9½-in. long, ¼-in. scale. This model supersedes the much talked about MIG 15. Highly detailed in every respect. This kit comes molded in gleaming metallic silver. Kit includes rockets, landing gear, pilot and pilot seat, clear canopy, full color decals and easy to follow instructions.

Kit No. 521 35 PARTS

SPITFIRE

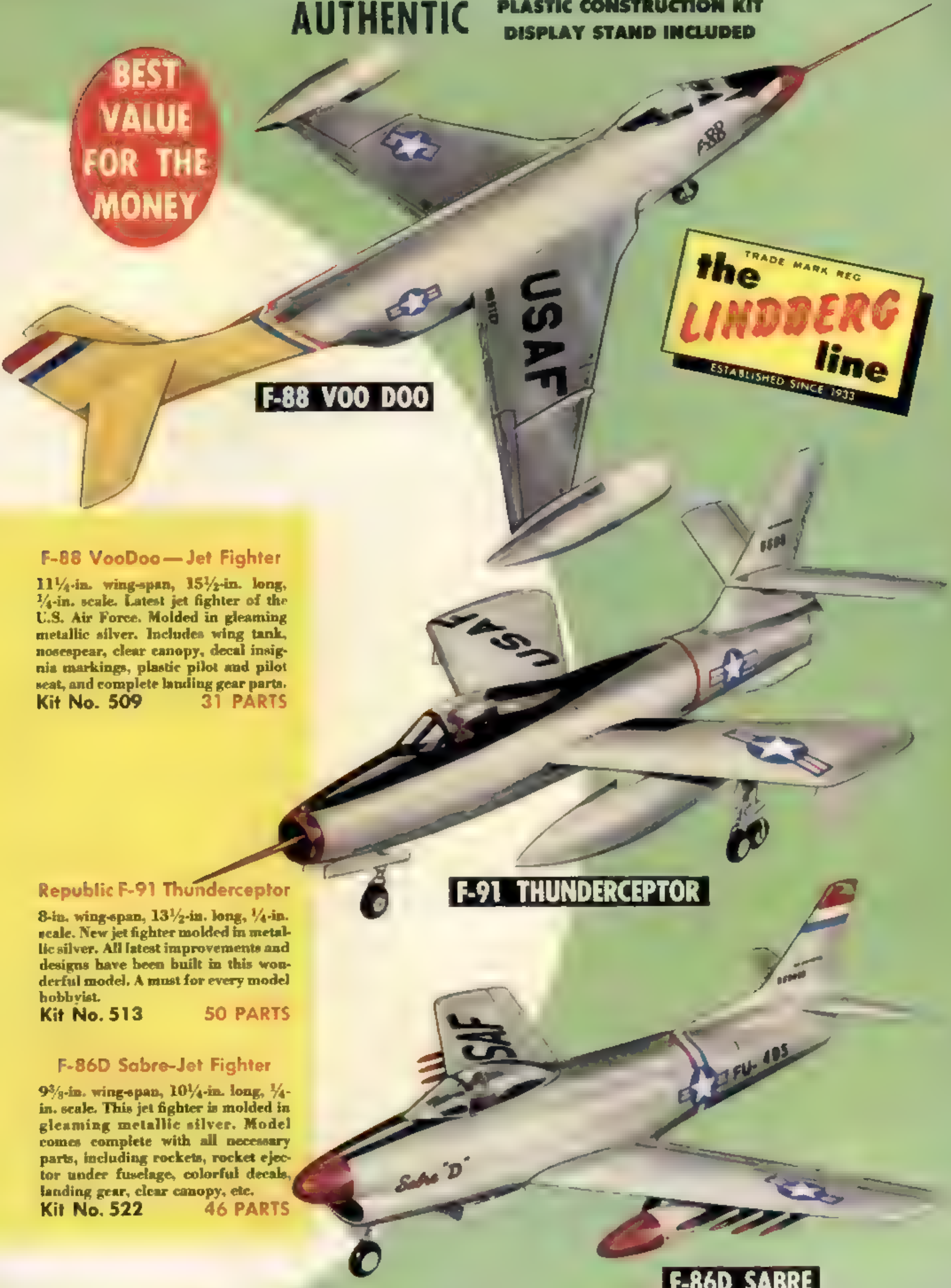
MIG-19

LINDBERG PRODUCTS Inc., Skokie, Illinois

AUTHENTIC PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

AUTHENTIC

PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED


BEST VALUE FOR THE MONEY
TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933
USAF
F-88
F-88 VOO DOO
USAF
F-91 THUNDERCEPTOR
USAF
FU-405
Sabre "D"
F-86D SABRE

F-88 VooDoo—Jet Fighter

11¼-in. wing-span, 15½-in. long, ¼-in. scale. Latest jet fighter of the U.S. Air Force. Molded in gleaming metallic silver. Includes wing tank, nosespear, clear canopy, decal insignia markings, plastic pilot and pilot seat, and complete landing gear parts.

Kit No. 509 **31 PARTS**

Republic F-91 Thunderceptor

8-in. wing-span, 13½-in. long, ¼-in. scale. New jet fighter molded in metallic silver. All latest improvements and designs have been built in this wonderful model. A must for every model hobbyist.

Kit No. 513 **50 PARTS**

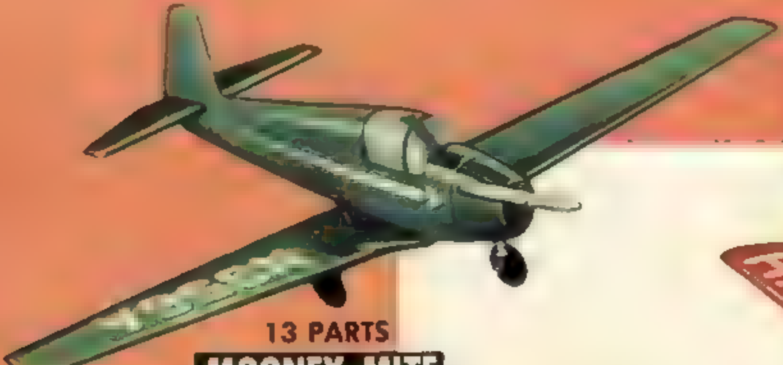
F-86D Sabre-Jet Fighter

9⅜-in. wing-span, 10¼-in. long, ¼-in. scale. This jet fighter is molded in gleaming metallic silver. Model comes complete with all necessary parts, including rockets, rocket ejector under fuselage, colorful decals, landing gear, clear canopy, etc.

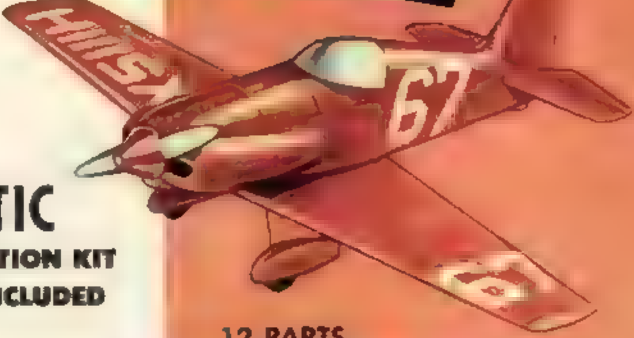
Kit No. 522 **46 PARTS**

LINDBERG PRODUCTS Inc., Skokie, Illinois

TRADE MARK REG
the LINDBERG line
ESTABLISHED SINCE 1933



13 PARTS
MOONEY MITE

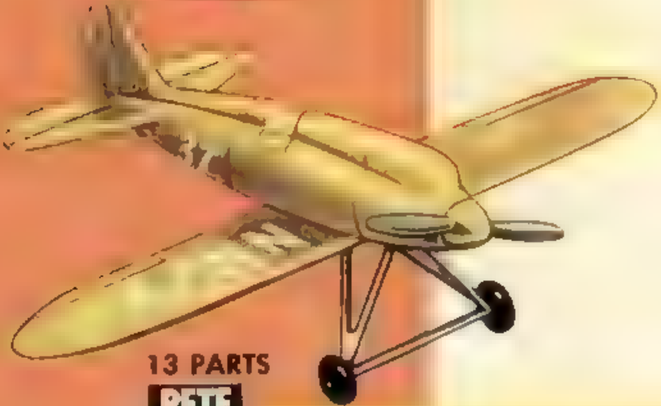


12 PARTS
MIDGET MUSTANG

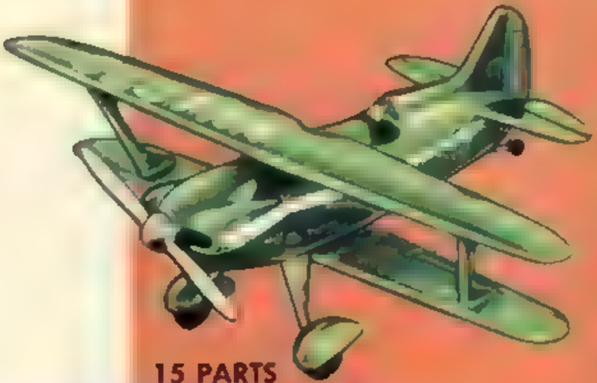
AUTHENTIC

PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

EVERY KIT AN OUTSTANDING BUY



13 PARTS
PETE

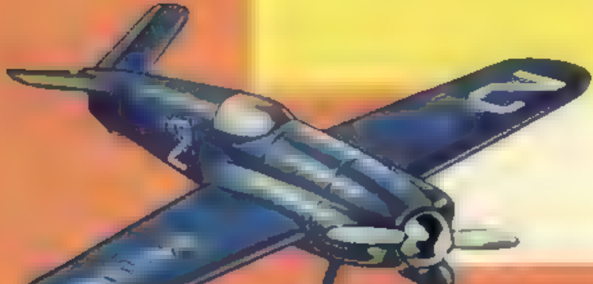


15 PARTS
KNIGHT TWISTER

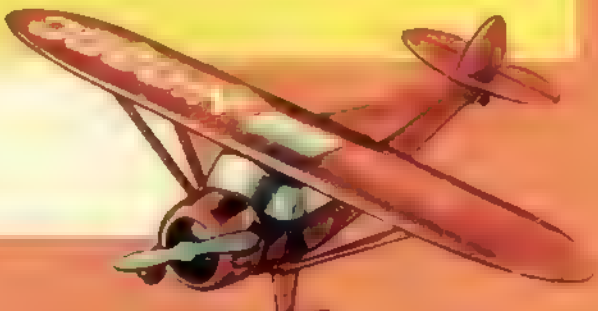
6 Different Model Planes Assortment

Packaged as one unit, every model builder should own this kit. Scaled reproductions are to exact size. All parts fit perfectly together, no cutting, no trimming, no sanding! These authentic models are ever growing in popularity. Collectors and youngsters alike will go for this prize package. ¼-in. scale.

Assortment No. 300S **Package of Six**



11 PARTS
SWEE PEA



14 PARTS
MONOCOUPE

LINDBERG PRODUCTS Inc., Skokie, Illinois

AUTHENTIC

PLASTIC CONSTRUCTION KIT
DISPLAY STAND INCLUDED

WORLD'S FINEST

the
TRADE MARK REG
LINDBERG
line
ESTABLISHED SINCE 1933

F-80C SHOOTING STAR

BOEING PT-17

FJ-2 FURY

F-80C Shooting Star—Jet Fighter

10-in. wing-span, $8\frac{3}{8}$-in. long, $\frac{1}{4}$-in. scale. An exciting model to build, a thrill to young and old alike. Authentic in every detail. Molded of metallic silver. Wing tanks, clear canopy, landing gear, pilot and pilot seat, add beauty to this slick jet fighter.

Kit No. 500 27 PARTS

Boeing PT-17

$8\frac{7}{8}$-in. wing-span. $5\frac{7}{8}$-in. long. $\frac{1}{4}$-in. scale. Exact replica of U. S. Airforce plane that was used to train thousands of World War II fighter pilots. Includes clear windshields, scale size pilots, highly detailed radial engine, decal markings, etc. Molded in yellow plastic.

Kit No. 508 31 PARTS

FJ-2 Fury—Jet Fighter

$9\frac{3}{8}$-in. wing-span, 9-in. long, $\frac{1}{4}$-in. scale. This new jet fighter will thrill young an old. Molded in blue with details such as rockets, wing tanks, pilot and pilot seat, two piece clear canopy, decals, etc.

Kit No. 516 42 PARTS

LINDBERG PRODUCTS Inc., Skokie, Illinois

DELUXE CANOES

Constructed by one of the oldest established firms in the Canoe-building Industry. All models are truly works of art and are crafted with closest attention to the minutest details. All items **F.O.B. Factory.**

Square End Canoes (not illus.)

You have maximum versatility with this canoe designed for use with paddle, oars or motor. Light, strong and built to yield years of satisfying, trouble-free use. Trimmed in hardwood and spruce with cedar planking and ribs, spruce gunwales and seats, hardwood decks, thwarts and seat frames; brass bang plates. Heavy, waterproofed and filled seamless canvas in **Dark Green** or **Bright Red** Will accommodate motors of 2½ to 7½ h.p. With speeds of 6 to 16 m.p.h. **F.O.B. Maine Factory.**

2087AF21156—15' Canoe. Amidships depth 14½"; stern width 29", extreme width 40" Wt. 115 lbs., ship. wt. 165 lbs. Specify color. **Sugg. Retail $262.00**

2098AF22304—18' Canoe. Widths—extreme 42", stern 30". Amidships depth 14" Wt 130 lbs., ship. wt. 200 lbs. Specify color. **Sugg. Retail $276.00**

Note. In some cases, canoes are desired with thwarts instead of seats. If requested, they will be supplied in this manner at no extra charge.

Sail Outfits and Accessories

Here are some extras that may make your canoeing more enjoyable

Sailing Outfits

Adaptable to any canoe, these outfits may be set up or dismantled and stored instantly. Included are: Lateen Sail with mast, booms and tackle, mast seat and step for supporting mast, leeboards, rudder with fastenings

2094AF5904—Sail Outfit with 40 sq. ft. sail Ship wt. 120 lbs. **Retail $76.00**

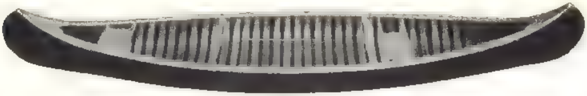
2095AF6396—Sail Outfit with 55 sq. ft. sail Ship wt. 130 lbs. **Retail $82.00**

2096AF7544—Sail Outfit with 75 sq. ft. sail. Ship wt. 140 lbs. **Retail $96.00**

Other Accessories

2113AF316—Single Spruce Paddle. Available in following lengths 4'; 4'3"; 4'6"; 4'9"; 5'; 5'3", 5'6", 5'9"; 6'. Specify length of paddle desired. **Retail $4.50**

2114AF3116 Waterproof Canvas Cover for regular canoes. Specify size of canoe. **Retail $42.00**



The Sporter—Steady . . . Large Capacity

With the steadiness found only in longer models this sturdy canoe can be entrusted to those not accustomed to handling water craft Its extra width permits larger loads to be carried, shorter length allows greater maneuverability The finest materials are employed in its construction. Check these custom features . . . planking and ribs of uniform color and quality wood . . . straight grained Mahogany gunwales thwarts decks and seat frames Brass bang plates Seamless, waterproofed and filled heavy canvas is finished to a high gloss in your choice of **Dark Green** or **Bright Red. A quality canoe . . . built for a lifetime F.O.B. Maine Factory**

2092AF17958—16' Canoe. 36" extreme width, amidships depth 12". Wt. 73 lbs., ship. wt. 120 lbs. Furnished with floor racks. Specify color **Sugg Retail $228.00**

2093AF19434—18' Canoe. 37" extreme width, amidships depth 13". Wt. 80 lbs., ship. wt. 136 lbs. Furnished with floor racks. Specify color. **Sugg Retail $241 00**

11' 50 lbs. 15' 58 lbs.

The Portager—Light—Good Looking

A combination of lightness, good looks and solid construction, this canoe is capable of carrying two men with an average amount of equipment. Its extreme light weight permits portaging with ease making it ideal for fishing and hunting trips. Cedar planking and ribs, open spruce gunwales. Fine quality waterproofed and filled canvas finished in your choice of **Dark Green** or **Bright Red.** The light weight and durable construction of this canoe also makes it a favorite with Boy Scouts. **F.O.B. Maine Factory.**

2099AF14700—11' Canoe. 36" extreme width; amidships depth 12½", wt. 50 lbs., ship. wt. 85 lbs. Specify color. **Sugg Retail $184 00**

2100AF15908—15' Canoe. 34½" extreme width, amidships depth 11". Wt. 58 lbs., ship. wt. 100 lbs. Specify color. **Sugg. Retail $198.00**

2101AF16400—11' Canoe. Same design and specifications as above 11' canoe, but has finest straight grained mahogany gunwales, decks, thwarts and seat frames. Complete with floor rack. **Specify color.** Ship wt. 90 lbs. **Sugg Retail $204.00**

2102AF17548—15' Canoe. Mahogany wood as outlined above. Floor rack included. Ship wt. 105 lbs Specify color. **Sugg Retail $218.00**

Hunter's and Sportsman's specially designed canoe (not illustrated). Broad lines, flat floor and low ends combine sleek appearance with superlative performance Finished in Mahogany gunwales, thwarts, seat frames and covered in finest quality filled waterproof and seamless canvas Available in **Dark Green** or **Bright Red. F.O.B. Maine Factory**

2103AF17958—16' Canoe. Extreme width 33"; amidships depth 12"; wt. 70 lbs.; ship. wt. 120 lbs. Specify color. **Sugg Retail $223.00**

2104AF20746—20' Canoe. Extreme width, 39"; depth amidships 13¼"; wt. 100 lbs., ship. wt. 175 lbs. Specify color. **Sugg. Retail $257 00**

Flat Bottom Wooden Boats

Strongly made 15' flat-bottom boat will take long and hard wear with very little care. An excellent boat for fishing and pleasure, it fits in well at boy's, girl's and sporting camps for all-around use with oars or motor. Will accept motors from 2 to 10 H.P. White pine construction in Green with Neutral interior color Furnished with oarlocks and removable floor rack. **F.O.B. Maine Factory**

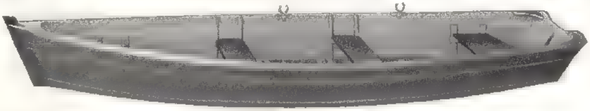
2105AF12218—15' Flat Bottom Wooden Boat. Extreme width 48"; amidships depth 15". Wt 180 lbs., ship. wt. 260 lbs. **Sugg. Retail $153.00**

Similar to 15' flat bottom model. 12' boat will accept from 2 to 5 H.P. motor and is equipped with oarlocks and floor rack

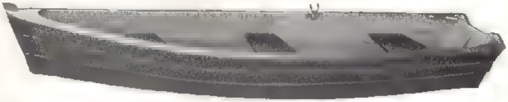
2106AF11808—12' Flat Bottom Boat. Extreme width 46½" amidships depth 14". Wt. 160 lbs., ship. wt 230 lbs. **Sugg. Retail $148.00**

10' model is designed only for oar use. Complete with oarlocks and floor rack.

2107AF11398—10' Flat Bottom Wooden Boat. Extreme width 42½", amidships depth 14". Wt. 120 lbs., ship. wt. 164 lbs. **Sugg. Retail $143.00**



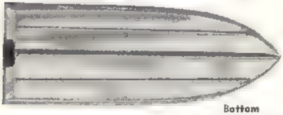
15' Flat Bottom Wooden Boat



12' Flat Bottom Wooden Boat

12' AND 14' BOATS

Top



Bottom

Aluminum

High quality, all 'round aluminum boats . . . Perfect for campers, hunters, fishermen and cottage or resort owners. Constructed of strong, light aluminum alloy extremely resistant to dents and punctures. Easy to transport . . . easy to keep up. No rust, rot or glue . . . boats cannot absorb water or dry out.

Check these fine features. ● Continuous construction gunwales formed from topside sections of hull for greater strength and rigidity ● Styro-Foam flotation tanks under fore and aft seats provide ample buoyancy for boat, motor and 3 adults ● Welded, water-tight seams . . . the most effective design for maximum strength and minimum weight. ● Strong "Feather lite" aluminum for lightest weight. **F.O.B. Indiana Factory**

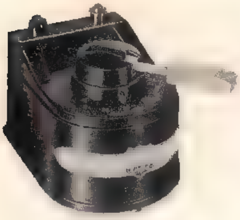
2108AF12600—12' Aluminum Boat. Weight is only 85 lbs. Maximum width 47"; stern width 44", stern depth 14"; bow depth 20". Supplied with double wood motor pads anchor pulley and oarlocks Motor recommendation, 1½ to 5 H.P Ship. wt. 135 lbs. **Sugg. Retail $157.50**

2109AF14800—14' Aluminum Boat Weight is 125 lbs Maximum width 51"; stern width 45", stern depth 16"; bow depth 18" Supplied with 4 wood seats double wood motor pads, anchor pulley and oarlocks. 3 to 7½ H.P. motors are recommended. Ship. wt. 200 lbs. **Sugg Retail $179.50**

Marconi Type SAILBOAT

You can capture all of the joys and thrills of sailing with this beautifully designed sailboat Equipped with a 68' (area) Marconi-type sail and 22' (area) Jib. Held by 17⅓' mast The hull spells speed in every line and the beam is ample for stability Lines and controls are so arranged that only one man is needed to operate this craft. ⅓" White Pine planking is laid in lapstrake construction and is fastened securely to hardwood ribs and frame 53" deck with full-length side decking Wood centerboard is easily lowered and raised. Hull exterior is White in tasteful combination with Blue canvas decking and Light Grey Interior. Can be used with motors to 7.5 H.P. 13½' long x 64" extreme width Amidship depth, 24"; stern width 44". Wt. 380 lbs.; ship. wt 540 lbs. **F.O.B Maine Factory.**

TRANSFORMERS



TRANSFORMER WITH CIRCUIT BREAKER

A 110 watt transformer with full directional control, train will stop and then start again without reversing. Has "Dead Man's Control" train halts when throttle is released. No. 15B.

STOCK No. 71—81297■

A. C. GILBERT CO

E511-00 S F. T. Rtl. $16.50 ea.

Inv.__________ Pur.__________

TRANSFORMER WITH CIRCUIT BREAKER

A 175 watt transformer with "Dead Man's Control." Red and green lights indicate power on and short circuit. Full directional control. No. 16B

STOCK No. 71—81299

A. C. GILBERT CO.

C913-34 A F. T. Rtl. $19.95 ea.

Inv.__________ Pur.__________

DUAL CONTROL TRANSFORMER

A 190 watt transformer with full directional control that can operate two trains on two different tracks. Has double circuit breakers. Red and green light indicators. No. 18-B.

STOCK No. 71—81303■

A. C. GILBERT CO

R817-67 N F. T. Rtl. $26.50 ea.

Inv.__________ Pur.__________

AMERICAN FLYER

300 WATT TRANSFORMER

With this power controller you have complete mastery at all times of the railroad layout. Has same features as No. 17B Transformer plus on and off toggle switch. Output: 300 watts, 60 cycles A. C. Has built-in circuit breaker. Molded rubber case. No. 19B.

STOCK No. 71—81304■

A. C. GILBERT CO

N320-00 D F. T. Rtl. $29.95 ea.

Inv.__________ Pur.__________

DUAL CONTROL TRANSFORMER

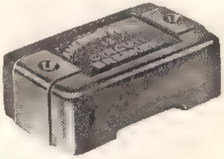
A 300 watt dual control transformer with two built-in circuit breakers, full directional control and panel meters to indicate voltage. Has "Dead Man's Control." No. 30B

STOCK No. 71—81305

A. C. GILBERT CO.

W623-24 C F. T. Rtl. $34.95 ea.

Inv.__________ Pur.__________



CIRCUIT BREAKER

Can be used to convert transformers not having circuit breakers. Prevents burn-outs and overloading. No. 13.

STOCK No. 71—81306■

A. C. GILBERT CO.

T31-17 D F. T. Rtl. $1.75 ea.

Inv.__________ Pur.__________

GILBERT TRAIN ACCESSORIES

No. 21
Imitation
GRASS

IMITATION GRASS

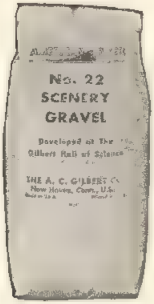
Beautiful scenic effects can be created by using this imitation grass in landscaping. No. 21A

STOCK No. 71—81311

A. C. GILBERT CO.

A3-34 N F. T. Rtl. .... $ .50 ea.

Inv. Pur.


AMERICAN FLYER
No. 22
SCENERY
GRAVEL
Developed at The
Gilbert Hall of Science
THE A. C. GILBERT Co.
New Haven, Conn., U.S.A.

SCENERY GRAVEL

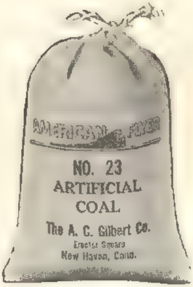
This will give your layout realistic appearing track ballast, driveways and roads. No. 22.

STOCK No. 71—81314

A. C. GILBERT CO

S5-20 E F. T. Rtl. $ .30 ea.

Inv. Pur.


AMERICAN FLYER
NO. 23
ARTIFICIAL
COAL
The A. C. Gilbert Co.
Erector Square
New Haven, Conn.

IMITATION COAL

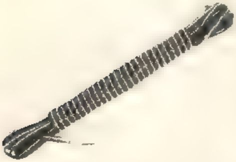
Clean, dustless artificial coal for use with hopper and gondola cars. Bag holds generous supply. Realistic looking. No. 23

STOCK No. 71—81317

A. C. GILBERT CO.

M3-27 X F. T. Rtl. ...$ .40 ea.

Inv.__________ Pur.__________



RAINBOW WIRE

A 25 ft roll of different colored wires to make it easy to trace wires to source. Consists of four wires. No. 24.

STOCK No. 71—81318■

A. C GILBERT CO

X42-00 P F. T. Rtl. $2.95 ea.

Inv.__________ Pur.__________

AMERICAN FLYER

BILL BOARD HORN

Realistic Diesel horn sounds are emitted from this attractive billboard. Remote control operation. Billboard measures 4" x 7½" x 4". No. 561.

STOCK No. 71—81319■

A. C. GILBERT CO.

T34-67 X F. T. Rtl. $6.95 ea.

Inv.__________ Pur.__________

SMOKE CARTRIDGES

For refilling Gilbert American Flyer smoke unit. Cartridge emits real smoke in volume synchronized to speed of train. Very realistic. 12/box. No. 25.

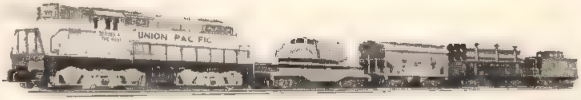
STOCK No. 71—81320

A C GILBERT CO.

C3-67 B F. T. Rtl. $ .95 box

Inv . Pur.__________

AMERICAN FLYER TRAINS



G. M. UNION PACIFIC FREIGHT TRAIN

STOCK No. 71—81149■
A. C. GILBERT CO.

C623-34 R **F. T. Retail** **$34.95 ea.**

Inv.________________ Pur.________________

Powerful U. P. Diesel locomotive has worm-drive motor and amazing Pull-Mor power. This set consists of diesel locomotive, pipe car cement car, unloading car, illuminated caboose, uncoupler, 50 wt. transformer, 12 sections curved and four sections straight track, track terminal and train book. Train is 3', 6" long. Track is 160". No. 552OT

METEOR FREIGHT TRAIN

STOCK No. 71—81155
A. C. GILBERT CO.

R426-67 X **F. T. Retail** **$39.95 ea.**

Inv.________________ Pur.________________

This 12 wheeled loco puffs smoke, has choo-choo sound and is equipped with Pull-Mor power. Whistling billboard includes loco and tender, box car, chemical car, container gondola car, caboose, billboard whistle, uncoupler, smoke set 50 wt transformer, 12 sections curved and four sections straight track, track terminal and train book. Train is 4', 1" long. Track is 160" No. 5525TBW.

SILVER FLASH FREIGHT TRAIN

STOCK No. 71—81159■
A. C. GILBERT CO.

L428-67 P **F. T. Retail** **$42.95 ea.**

Inv________________ Pur.________________

Has rugged American locomotive ALCO "A" unit equipped with Pull-Mor power and realistic diesel whistle. Set includes Diesel "A" unit, coal car, refrigerator car, tank car, gondola car, caboose, billboard horn, uncoupler, 50 wt. transformer, 12 sections curved and four sections straight track, track locks, track terminal and train book. Train is 4', 4¼" long, track is 160". No. 553OTBH

SILVER COMET PASSENGER TRAIN

STOCK No. 71—81162■
A. C. GILBERT CO

C430-00 M **F. T. Retail** **$44.95 ea.**

Inv.________________ Pur.________________

Big, realistic Diesel locomotive is equipped with Pull-Mor power. Diesel horn contained in billboard. Set includes Diesel "A" unit, baggage car, vista dome pullman, observation car, billboard horn, uncoupler, 50 wt. transformer, 12 sections straight, four sections curved track, track locks track terminal and train book. Train is 4', 4¾" long Track is 160". No. 5535TBH.

ENGINES — TRANSFORMERS

THE CHIEF 3-UNIT DIESEL

Mammoth 3-unit locomotive ("A", "B" and "A") measures over 36" long. Twin worm drive motors. Has air chime whistle. Will pull trains of almost any size. Authentically decorated. 36¾" long. No. 4713

STOCK No. 71—81282■
A. C GILBERT CO.

T536-67 R F. T. Rtl. $55.00 ea.

Inv.__________ Pur.__________

SILVER ROCKET DIESEL LOCOMOTIVE

A double "A" unit scale model of the famous ALCO diesel with two worm drive motors and air chime whistle. Equipped with knuckle couplers. Green, gold and silver finish. Measures 24" long. No. 4745.

STOCK No. 71—81283■
A. C. GILBERT CO.

F730-00 R F. T. Rtl. $45.00 ea.

Inv.__________ Pur.__________

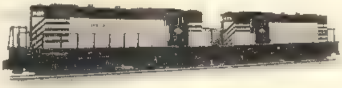
GP-7 TWIN UNIT DIESEL

Brand new two unit diesel switcher with Texas & Pacific RR markings. Has powerful worm drive motor and built in air chime horn. Length is 21¾". No. 3745.

STOCK No. 71—81285■
A. C. GILBERT CO.

B325-00 X Fair Trade Retail $37.50 ea.

Inv.__________ Pur.__________



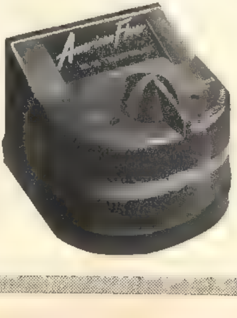
TRANSFORMER W/CIRCUIT BREAKER

This is a 100 wt., 115 volt, 60 cycle, AC transformer with automatic thermostatic circuit breaker built in. Protects transformer from burn-outs. Has three binding posts for simplified wiring. No. 4B.

STOCK No. 71—81296
A. C. GILBERT CO.

P96-67 R F. T. Rtl. $9.95 ea.

Inv.__________ Pur.__________



AMERICAN FLYER TRAINS

TRAIL BLAZER FREIGHT TRAIN

STOCK No. 71—81163■
A. C. GILBERT CO.

A433-34 X **F. T. Retail** ...... **$49.95 ea.**

Inv.________________ Pur.________________

Headed by scale model 4-6-2 Pennsylvania K-5 steam locomotive with smoke, choo-choo sounds and Pull-Mor power. Set includes locomotive and tender, box car, tank car, action dump car, hopper car, illuminated caboose, billboard whistle, uncoupler, 50 wt. transformer, smoke set, 12 sections curved and four sections straight track, track locks, track terminal and train book. Train is 4', 7½" long, track s 160" No. 5540TBW.

SUNSHINE SPECIAL FREIGHT TRAIN

STOCK No. 71—81168■
A. C. GILBERT CO.

5933-34 P **F. T. Retail** ...... **$49.95 ea.**

Inv.________ Pur.________

Has two-unit locomotive patterned after General Motors GP-7 Diesel switcher with Diesel horn and Pull-Mor power. Set includes two Diesel switchers, stock car, box car, tank car, coal car, gondola car, action caboose, uncoupler, 12 sections curved and four sections straight track, track locks, track terminal and train book. Train is 5', 9½" long. Track is 160" No. 5542H

YARD KING TRAIN

STOCK No. 71—81169■
A. C. GILBERT CO.

D435-34 R **F. T. Retail** ...... **$52.95 ea.**

Inv.________________ Pur.________________

Has authentic scale model 0-4-0 switcher locomotive with smoke, choo-choo sound, Pull-Mor power and built-in whistle. Set includes loco and tender, baggage and club car, search light car, wrecker car, boom and work car, uncoupler, 12 sections curved and four sections straight track, track locks, smoke set, track terminal and train book. Train is 4', 8½" long. Track is 160". No. 5545W

PACEMAKER FREIGHT TRAIN

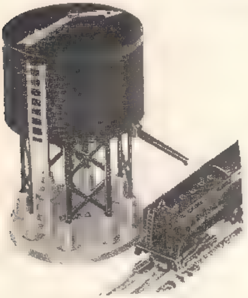
STOCK No. 71—81170■
A. C. GILBERT CO

T836-67 P **F. T. Retail** **$54.95 ea.**

Inv.________________ Pur.________________

Powered by Hudson locomotive that puffs smoke, has choo-choo sounds, Pull-Mor power and built-in whistle. Set includes loco and tender, two box cars, chemical car, coal car, log unloading car, action caboose, uncoupler, smoke set, 12 sections curved and six sections straight track, track locks, track terminal and train book. Train is 5', 5½" long. Track is 180" No. 5550W

GILBERT TRAIN ACCESSORIES



R. R. WATER TANK

Lowers and raises water spout by remote control. Aviation warning light on top of tank. Size 11" x 6" x 6½". Includes track terminal, push button. No. 596.

STOCK No. 71—81398■

A. C. GILBERT CO.

H24-00 N F. T. Rtl. $5.95 ea.

Inv.______ Pur.______

TALKING STATION RECORD

(Not Illustrated)

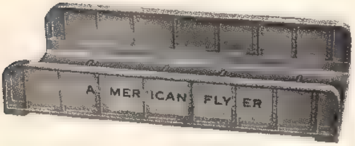
Good for approximately 1,000 playings, for replacement of record in No. 81466 talking station. Diameter is 4¾". Six per carton. No. 598

STOCK No. 71—81401■

A. C. GILBERT CO

B7-57 T F. T. Rtl. $ .85 ea.

Inv.______ Pur.______



GIRDER BRIDGE

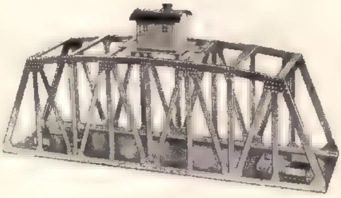
Heavy die cast bridge patterned after real railroad type. Slips under any straight track section. Can be used singly or in multiple. Measures 10" x 1¾" x 4⅝". No. 581.

STOCK No. 71—81411■

A. C. GILBERT CO.

S81-34 F Fair Trade Rtl. $1.95 ea.

Inv.______ Pur.______



TRESTLE BRIDGE

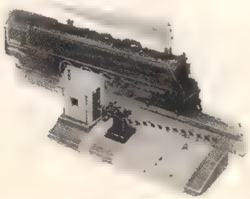
An authentically detailed railroad trestle bridge. Made of heavy, rolled steel and has bridge tenders house on top. House is illuminated. Measures 17¾" x 4⅛" x 4⅛". No. 750.

STOCK No. 71—81412■

A. C. GILBERT CO.

M33-34 R Fair Trade Rtl. $4.95 ea.

Inv.______ Pur.______



CROSSING GATE WITH BELL

Automatic signal action accessory. When train approaches grade crossing, gate lowers, red light goes on and warning bell sounds. After last car passes gate rises, light goes out and bell stops ringing. Includes track trip. Measures 8⅞" long by 2⅞" wide. No. 600.

STOCK No. 71—81429■

A. C GILBERT CO.

X45-34 R Fair Trade Rtl. $7.95 ea.

Inv.______ Pur.______

AMERICAN FLYER TRAINS

CRUSADER FREIGHT TRAIN

The new Crusader freight featuring rugged 4-4-2 Atlantic type locomotive with tender with Pull-Mor power. Consists of locomotive and tender refrigerator car, hopper car, caboose, uncoupler, 50 wt transformer, 12 sections curved track, track terminal and illustrated train book. Train is 3', 2" long, track is 120". No. 5500T.

STOCK No. 71—81121

A. C. GILBERT CO.

Z413-34 R **F. T. Retail** **$19.95 ea.**

Inv ______ Pur ______

BLACK DIAMOND FREIGHT TRAIN

Has Atlantic type locomotive that features smoke, choo-choo sounds and Pull-Mor power for the grades. Entire set includes locomotive and tender, box car, pipe car, caboose, uncoupler, smoke set. 50 wt. transformer, 12 sections curved track, track terminal, illustrated train book. Train is 3', 3½" long, track is 120". No. 5505T

STOCK No. 71—81136■

A. C. GILBERT CO.

B316-67 X **F. T. Retail** **$24.95 ea.**

Inv ______ Pur ______

MOUNTAINEER FREIGHT TRAIN

Has giant scale model 4-6-2 Pacific type steam locomotive that puffs smoke, has choo-choo sound and is equipped with Pull-Mor power. Set includes locomotive and tender, tank car, coal car, gondola car, caboose, smoke set, 12 sections curved track, uncoupler, 50 wt. transformer, track terminal and train book. Train is 3', 11¾" long. Track is 120". No. 5510T.

STOCK No. 71—81143

A. C. GILBERT CO.

G320-00 A **F. T. Retail** **$29.95 ea.**

Inv Pur ______

ARROW PASSENGER TRAIN

Scale model 4-6-2 Pacific locomotive with Pull-Mor power, smoke and choo-choo sounds head this set. Set includes locomotive and tender, baggage car, two coaches, electric uncoupler, 50 wt. transformer, smoke set, 12 sections curved track, track terminal and train book. Train is 4', 2½" long. Track is 120" No. 5515T

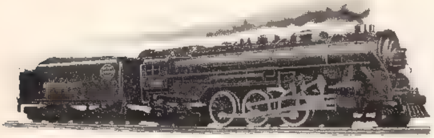
STOCK No. 71—81148■

A. C. GILBERT CO.

T820-00 C **F. T. Retail ______ $29.95 ea.**

Inv ______ Pur ______

AMERICAN FLYER ENGINES



HUDSON 4-6-4 LOCOMOTIVE AND TENDER

A hefty die-cast 4-6-4 "Hudson" type locomotive. Equipped with "Pull-Mor." Other features include red glowing smoke, choo-choo sound and air chime whistle. Tender has knuckle couplers. 19" long. No. 326.

STOCK No. 71—81277■

A. C. GILBERT CO.

F426-67 R F. T. Rtl. $40.00 ea.

Inv.________ Pur.________

UNION PACIFIC 4-8-4 LOCOMOTIVE AND TENDER

A gigantic 8-wheel die-cast "smoker" with red glowing smoke, choo-choo sound and air chime whistle. Also has "Pull-Mor." Tender has knuckle couplers. Measures 21½" long. No. 336.

STOCK No. 71—81278■

A. C. GILBERT CO.

M430-00 Z F. T. Rtl. $45.00 ea.

Inv.________ Pur.________

PENNSYLVANIA R. R. 4-6-2 LOCOMOTIVE AND TENDER

A mighty die cast Pennsy K-5 "Pull-Mor" equipped locomotive. Features red glowing smoke, choo-choo sound and air chime whistle. Tender has knuckle couplers. Measures 17¾" long. No. 313.

STOCK No. 71—81280■

A. C. GILBERT CO.

X620-00 G F. T. Rtl. $30.00 ea.

Inv.________ Pur.________

AMERICAN FLYER
COMET

SILVER COMET DIESEL LOCOMOTIVE

A single "A" unit "Growler" with powerful worm drive motor. Full remote control operation. Has knuckle couplers. Gleaming silver finish. Diesel measures 12¼" long. No. 466.

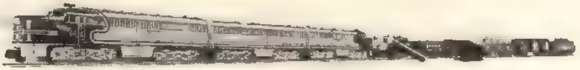
STOCK No. 71—81281■

A. C. GILBERT CO.

5716-67 P F. T. Rtl. $25.00 ea.

Inv.________ Pur.________

AMERICAN FLYER ENGINES



CHIEF FREIGHT TRAIN

Has two Diesel "A" units and one Diesel "B" unit Powered by twin worm-drive motors with Pull-Mor power and built-in Diesel horn. Set includes two Diesel "A" units, Diesel "B" unit, unloading log car, automatic dump car, hopper car, container gondola car, operating box car, action caboose, loading platform, uncoupler, 12 sections curved and eight sections straight track, track locks track terminal and train book. Train is 6', 11½" long. Track is 200" long. No. 5585H.

STOCK No. 71—81247▪

A. C. GILBERT CO

E756-67 X **F. T. Retail** **$84.95 ea.**

Inv.________ Pur.________

NICKEL PLATE
O-8-O SWITCHER

A powerful die-cast locomotive with red glowing smoke, choo-choo sound and the famous "Pull-Mor" feature. Tender has knuckle couplers. Locomotive and tender are 14¾" long. No. 346.

STOCK No. 71—81273▪

A. C. GILBERT CO.

C326-67 N F. T. Rtl. $40.00 ea.

Inv.________ Pur.________

UNION PACIFIC GP-7
DIESEL SWITCHER

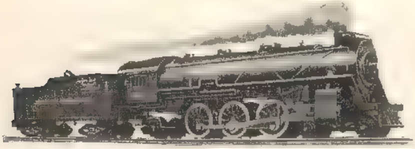
New General Motors switcher locomotive with built-in horn and Pull-Mor power. Authentic Union Pacific R. R. markings. Horn blows by remote control. Measures 11¼" long. No. 372.

STOCK No. 71—81274▪

A. C. GILBERT CO.

G316-67 X F. T. Rtl. $25.00 ea.

Inv.________ Pur.________



PACIFIC 4-6-2
LOCOMOTIVE AND TENDER

New "Pull-Mor" die cast locomotive with red glowing smoke and choo-choo sound. Tender equipped with knuckle couplers. Has 6 big driving wheels. Measures 17¾" long. No. 293

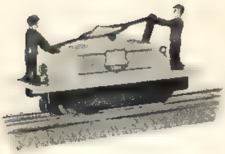
STOCK No. 71—81275▪

A. C. GILBERT CO.

Y616-67 A F.T. Rtl. $25.00 ea.

Inv.________ Pur.________

GILBERT TRAIN ACCESSORIES



HAND CAR

A new action accessory. When hand car strikes an object it goes in reverse. Power is supplied by Gilbert worm-drive motor. Car is 4½" long. No. 742

STOCK No. 71—81339
A. C. GILBERT CO.

G45-35 P F. T. Rtl. $7.95 ea.

Inv.__________ Pur.__________

RAILROAD TUNNEL

A popular Gilbert accessory that adds to any train layout. Authentically constructed and decorated to look like a real tunnel. Measures 11" long by 7" high. No. 249.

STOCK No. 71—81350■
A. C. GILBERT CO.

B42-34 T F. T. Rtl. $3.50 ea.

Inv.__________ Pur.__________

STREET LAMP SET

A set of 3 realistic street lamps. One has mail box, one has fire alarm. Create striking night scenes. 5½" high. No. 778

STOCK No. 71—81352■
A. C. GILBERT CO

L42-00 X F. T. Rtl. $2.95 ea.

Inv.__________ Pur.__________

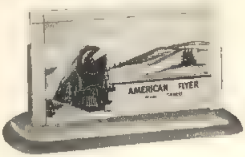
REMOTE CONTROL WHISTLE

Sound true-to-life long blasts and short toots by remote control. Mechanism concealed in housing of billboard. 4" x 7½" x 4". No. 566.

STOCK No. 71—81371■
A. C. GILBERT CO.

V64-67 P Fair Trade Retail $6.95 ea.

Inv.__________ Pur.__________



PASSENGER AND FREIGHT STATION

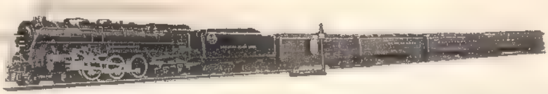
Big passenger and freight station combined. Has realistic windows, swinging doors and interior illumination. Brilliantly enameled. Size 6" x 12" x 8". No. 589.

STOCK No. 71—81389■
A. C GILBERT CO.

R74-67 V Fair Trade Retail $6.95 ea.

Inv.__________ Pur.__________

AMERICAN FLYER TRAINS



PACEMAKER PASSENGER TRAIN

Has giant 4-6-4 Hudson locomotive with smoke, choo-choo sound, Pull-Mor power and built-in whistle. Set includes loco and tender, mail pick-up car, baggage and club car, observation car, uncoupler, 12 sections curved and six sections straight track ,track locks, track terminal and train book. Train is 5', 7½" long. Track is 180" No. 5555W

STOCK No. 71—81217■

A. C. GILBERT CO.

G338-67 X **F. T. Retail.............. $57.95 ea.**

Inv.____________________ Pur.____________________

FLYING FREIGHT TRAIN

Has mighty 4-8-4 Union Pacific locomotive with smoke, choo-choo sounds, Pull-Mor power and built-in whistle. Set includes loco and tender, cement car container gondola car, refrigerator car, tank car, stock car, action caboose, smoke set, uncoupler, 12 sections curved and six sections straight track track locks, track terminal and train book. Train is 5', 9½" long. Track is 180" long. No. 5565W

STOCK No. 71—81218■

A. C. GILBERT CO.

B840-00 X **F. T. Retail.. $59.95 ea.**

Inv.____________________ Pur.____________________

SILVER ROCKET PASSENGER TRAIN

Leading "A" unit with two motors, Pull-Mor power and built-in Diesel horn heads this set. Train includes two "A" unit locomotives, baggage car, vista dome car, pullman car, observation car, uncoupler, 12 sections curved and eight sections straight track, track locks, track terminal and train book. Train is 6', 7" long, track is 200". No. 5570H.

STOCK No. 71—81219■

A. C. GILBERT CO

Q740-00 H **F. T. Retail.............$59.95 ea.**

Inv.____________________ Pur.____________________

CHIEF PASSENGER TRAIN

Has two Diesel "A" units and one "B" unit. Two power packed worm-drive motors with Pull-Mor power and built-in Diesel horn. Set includes two Diesel "A" unit, Diesel "B" unit, baggage car, two vista dome cars, observation car, horn control, 12 sections curved and eight sections straight track, track locks, track terminal and train book. Train is 7' 6¾" long. Track is 200" long. No. 5580H

STOCK No. 71—81246■

A. C. GILBERT CO.

R750-00 A **F. T. Retail........ $74.95 ea.**

Inv.____________________ Pur.____________________

GILBERT TRAIN ACCESSORIES

SERVICE KIT

Contains can track cleaning fluid, bottle train motor oil, gear and stud grease, brush, sanding sticks, commutator sticks, tube cleaners, cloth and instructions. No. 26.

STOCK No. 71—81323■
A. C. GILBERT CO.

L31-17 V F. T. Rtl. ....$1.75 ea.

Inv ________ Pur. ________

TRACK CLEANING FLUID

Every train owner will want a bottle of this special solution that removes dirt and oil from rails, inhibits rust. Non-toxic and non-corrosive. No. 27.

STOCK No. 71—81326■
A. C. GILBERT CO.

Q7-34 J F. T. Rtl. ....$ .50 ea.

Inv ________ Pur. ________

WAYSIDE STATION

There is a wealth of detail throughout this scale model train accessory. Twin bulbs illuminate under side of roof. Has scale red-cap and baggage operator with truck. Measures 12" long, 3¾" wide, 5" high. No. 586F.

STOCK No. 71—81336■
A. C. GILBERT CO.

M52-67 P Fair Trade Rtl. $3.95 ea.

Inv. ________ Pur. ________

TRUSS BRIDGE

A realistic railroad bridge with heavy steel base and molded girder sides. Ideal for spanning narrow streams, on your model railroad system. Bridge measures 10¾" long, 4¾" wide. No. 571.

STOCK No. 71—81337■
A. C. GILBERT CO

J9-67 L Fair Trade Retail $1.00 ea.

Inv ________ Pur ________

CONTROL TOWER

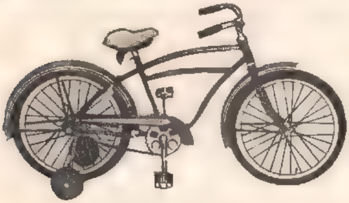
Scale model of authentic signal tower of busy train yards. Has interior lighting, doors that open and outside stairway. Finished in accurate railroad colors. Measures 6½" high, base is 2½" square. No. 590.

STOCK No. 71—81338■
A. C. GILBERT CO.

B81-67 L F. T. Rtl. $2.50 ea.

Inv. ________ Pur. ________

MONARK BICYCLES



MONARK 20" BOYS' SPORTSTER

A bike that resembles the full size Sportster except in size. Has 20 x 1.75 middleweight tires; ½" pitch racing type chain; chain guard, chrome handlebar; vinyl saddle; safety reinforced chain; rubber pedals, Perry or Centrix coaster brake. All other construction features are the same as the larger models. Has trainer wheels and kickstand. Color is red. Model M-900. Wt. 41 lbs.

STOCK No. 65—80097

B328-50 T **Retail** **$37.95 ea.**

Inv.__________ Pur.__________

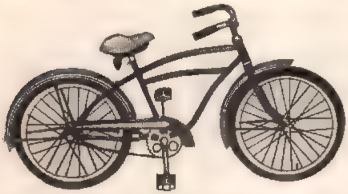
MONARK 20" GIRLS' SPORTSTER

The girls' model of the completely scaled down Monark Sportster. Has 20 x 1.75 middleweight tires and is equipped with trainer wheels and kickstand. All other construction features and accessories same as the larger Sportsters. Color is blue. Model M-911. Wt. 41 lbs.

STOCK No. 65—80098

D928-50 K **Retail** **$37.95 ea.**

Inv.__________ Pur.__________



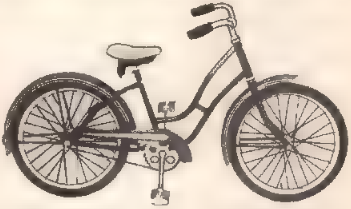
MONARK 20" BOYS' SPORTSTER JUNIOR

This model is equipped with semi-pneumatic tires. Has ½" pitch racing type chain; chain guard, Perry or Centrix coaster brake; chrome handlebar; rear reflector and other construction features. Color is green. Model M-2000. Wt. 41 lbs.

STOCK No. 65—80099

H423-70-M **Retail** **$29.88 ea.**

Inv.__________ Pur.__________



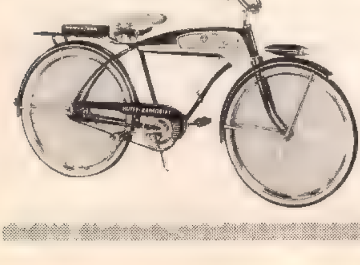
MONARK 20" GIRLS' SPORTSTER JUNIOR

This is the girls' model of the Sportster Junior described at left. Has semi-pneumatic tires and other outstanding construction features. The finish is green. Model No. M-2011. Wt. 41 lbs.

STOCK No. 65—80100

N423-70 E **Retail** **$29.88 ea.**

Inv.__________ Pur.__________



HUFFY RADIO BIKE

Full size 26" boy's bicycle with radio mounted in tank. Has loop-stick antenna, selective tuner, on-off switch, volume control, speaker, power-pac mounted on luggage carrier. (Batteries not furnished). Easy-pedal white sidewall 1.75 tires. Headlight, chrome rims, Fits-Sooner Frame. Flamboyant red with white and black trim. No. 2612

STOCK No. 65—80199

HUFFMAN MANUFACTURING COMPANY

X771-00 M **Retail** **$87.50 ea.**

Inv.__________ Pur.__________

HERE NOW! → New 190 h.p. CHRIS-CRAFT ENGINE

- **Smooth power**
- **Heavy-duty performance**
- **Money-saving economy**
- **Rugged dependability**

Model WBR, 190 h.p.

YOU CAN'T beat Chris Craft's new Model WB Marine Engine for compact, high-powered dependability. This new, heavy-duty engine has excellent idling characteristics; produces 190 h.p. at only 3200 r.p.m.

Built to the highest standards in the marine engine industry, it includes such up-to-the-minute features as updraft carburetors and self-priming, diaphragm-type fuel pump. And there's no pampering with special fuels!

What's more, this power-packed workhorse has a cylinder head with specially designed combustion chamber. The large capacity oil pump screen is easily cleaned through a hand hole in the side of the oil pan. Lubricating oil is pressure-fed to all important bearings, and the water jacket runs the full length of the bore.

This new Chris-Craft giant has high-ratio reverse gears, and all models — WB, WBS, WBR2, WBR — are available with famous Chris-O-Matic (automatic clutch control).

Marine-designed and marine-engineered, Chris-Craft's new Model WB, 190 h.p. marine engine offers you a completely new experience in high-powered boating performance!

SPECIFICATIONS

Cylinders	6
Bore	4¼ in.
Stroke	4¾ in.
Piston displacement	404.3 cu in.
Compression ratio	6.48:1
190 h.p.	at 3200 r.p.m.
Standard coupling bore (other sizes available)	1¼ in.

Available with opposite rotation and with reduction drive in ratios of 1.50:1 (Model WBS), 2.03:1 (Model WBR2), 2.54:1 (Model WBR).

* * *

Horsepower for horsepower, you can't buy a better marine engine than a dependable, smooth-performing Chris-Craft. Records prove it! Choose Chris Craft yourself for many more years of hard service at low upkeep cost. Chris-Craft marine engines are available in a wide range of sizes: 60, 95, 105, 120, 130, 131, 145, 158, 160 and 190 h.p. Chris-O-Matic, reduction drives, opposite rotation available for most models. BUY YOURS NOW! See your Chris-Craft Dealer or mail coupon for catalog today!

Chris★Craft
MARINE ENGINE DIVISION

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS · MARINE ENGINES · BOAT KITS
SEA SKIFFS · OUTBOARD CRUISERS · TRAILERS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION
Algonac, Michigan

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AC COVERS THE WATERFRONT...

AC
AC
SPARK
PLUGS

AC *HOT TIP*—Greatest Achievement in Spark Plug History!

From time to time among boat owners, you hear a lot of talk about developments in spark plug design. How much is real news . . . how much just talk?

Well, *this* is legitimate news! AC Hot Tip marine plugs give you quicker starting, smoother performance at all speeds, from idling to full throttle—*for a longer period of time than any other plug on the market!*

If you're from the U. S. S. Missouri, and demand proof, consider this: *Only* AC has a long, thin, fast-heating insulator tip that actually burns away combustion deposits—makes AC plugs *self*-cleaning!

AC Hot Tip Spark Plugs are available in all sizes—for both outboard motors and marine engines—at your AC dealer's. Get 'em for your car, too!

GM
GENERAL MOTORS

AC SPARK PLUG DIVISION
GENERAL MOTORS CORPORATION

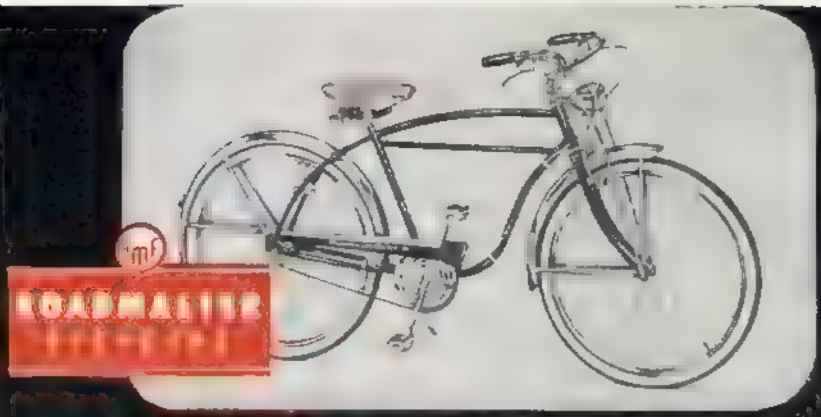
AMF

presents

NEW IDEAS ON WHEELS

spirited new styling . . . exciting new features

More of what everyone wants—that's the AMF Wheel Goods story for 1955. When you sell AMF you sell the line that's first in advanced design—first in appealing new features that no other line offers. This year again, AMF is far out in front with the selling features that make customers buy!



THE SPORTS-STYLED NEW FLYING FALCON

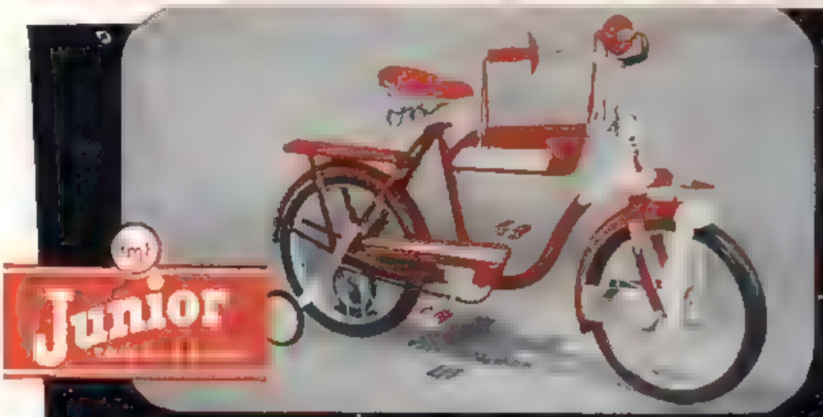
First to combine lightweight maneuverability with cushion ride! Much-copied but never equalled, the Flying Falcon is now more popular than ever. Bendix multi-speed power brakes, slim 1.75 tires, generator lights. 26" and 24" boy's, girl's models.

AMF
CARS, TRACTORS WAGONS

2-SPEED CHAIN DRIVE TRACTOR

Real low and high strip-proof gears, spark plugs that actually snap in and out, bump-absorbing knee action, deep-cleated semi-pneumatic tires—this great new AMF Tractor is a sure best seller! Plus all the famous AMF extra play attachments.

Cars, Tractors and Wagons made by BMC Manufacturing Corporation are now known as AMF Juvenile Wheel Goods



THE FLASHING NEW "JACK & JILL"

Now you can offer real "big bike" looks in a sidewalk bike! Note the new Flite-Line tank and chain guard—tank swings open to make a tool compartment. And this easy-riding beauty is quickly convertible to a girl's model! 14" and 16" wheel sizes.

You'll Go Ga-Ga over "GIGI!"

HEIGH, HO---

COME TO THE

TOY FAIR!

AND SEE THE BIGGEST *"ROUND-UP"** OF CHARACTER AND MINIATURE DOLLS IN AMERICA!

"GIGI" sets a new pace for value and customer appeal!

Marcie Dolls, Marcie Daily Dolly, Marcie 'Pin-Up' Dolls, Marcie 'Read-and-Play' Dolls, Marcie Dolls of Destiny, and Donna Dolls.

AT THE TOY FAIR ROOM 567 McALPIN HOTEL

WRITE FOR NEW, 1955 VALUE-PACKED CATALOGUE!

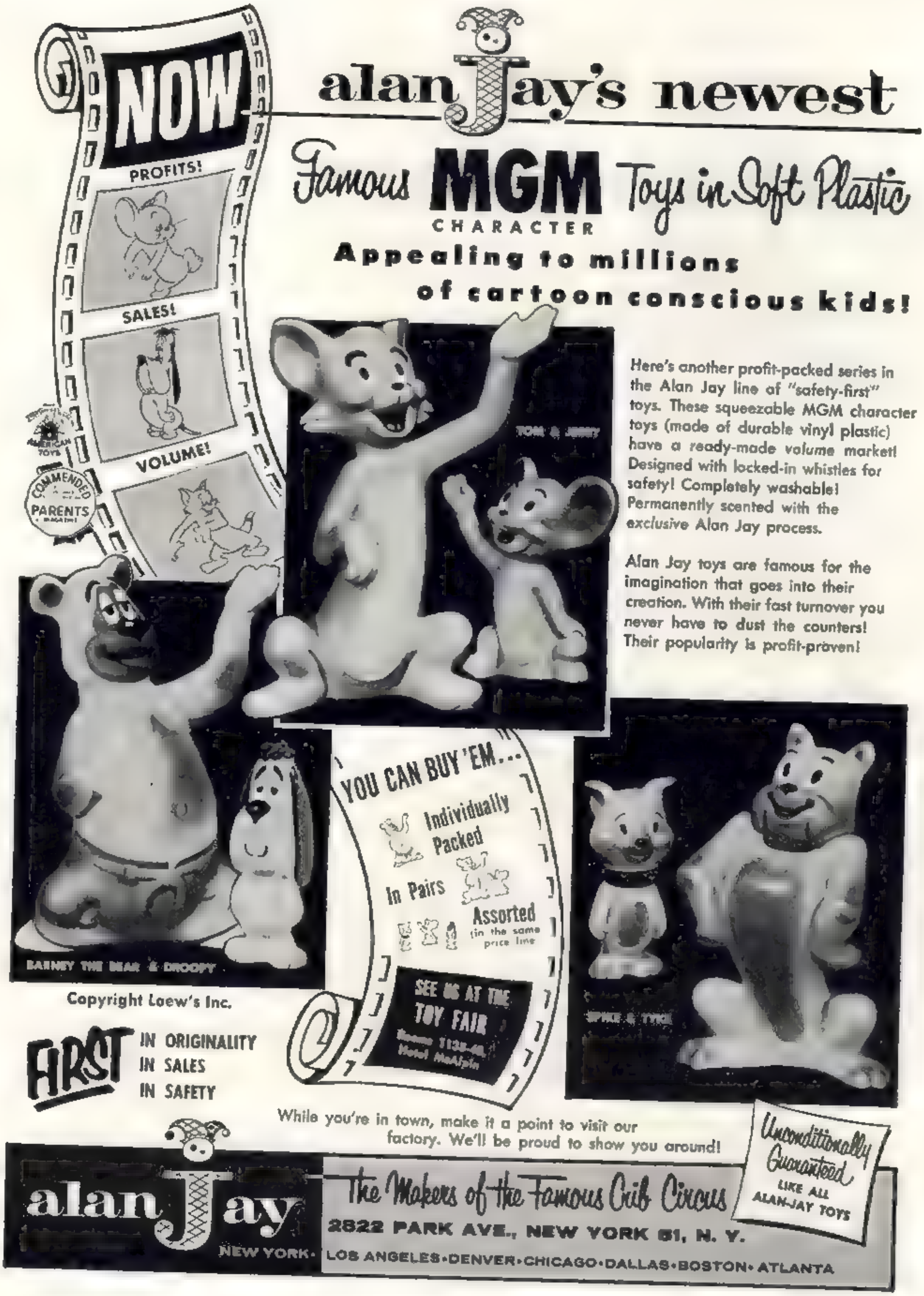
**YOU'LL CORRAL* more profits in 1955 with A & H's new, dramatic packaging ideas and 2 sizzling hot, new dolls you can't afford to miss!

A & H DOLL

MFG. CORP.

Showroom: 207, 200 Fifth Ave. New York

FACTORY: *33-12 36th St., Woodside 77, N.Y.*



alan Jay's newest

Famous MGM CHARACTER Toys in Soft Plastic

Appealing to millions of cartoon conscious kids!

Here's another profit-packed series in the Alan Jay line of "safety-first" toys. These squeezable MGM character toys (made of durable vinyl plastic) have a *ready-made volume market!* Designed with locked-in whistles for safety! Completely washable! Permanently scented with the *exclusive* Alan Jay process.

Alan Jay toys are famous for the imagination that goes into their creation. With their fast turnover you never have to dust the counters! Their popularity is profit-proven!

Copyright Loew's Inc.

YOU CAN BUY 'EM...
Individually Packed
In Pairs
Assorted (in the same price line)

SEE US AT THE TOY FAIR
Rooms 1135-40, Hotel McAlpin

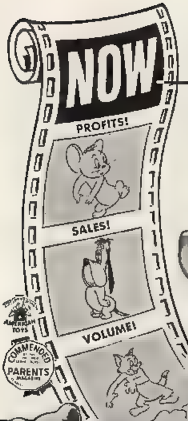
FIRST IN ORIGINALITY
IN SALES
IN SAFETY

While you're in town, make it a point to visit our factory. We'll be proud to show you around!

Unconditionally Guaranteed LIKE ALL ALAN-JAY TOYS

alan Jay NEW YORK

The Makers of the Famous Crib Circus
2822 PARK AVE., NEW YORK 51, N. Y.
LOS ANGELES • DENVER • CHICAGO • DALLAS • BOSTON • ATLANTA



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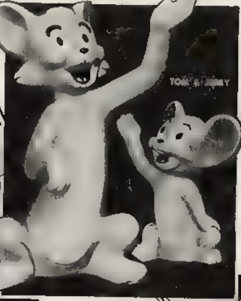
Famous MGM CHARACTER Toys in Soft Plastic

Appealing to millions of cartoon conscious kids!



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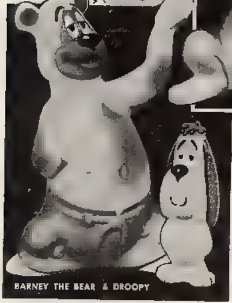

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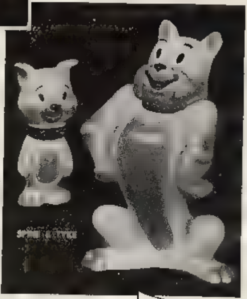
YOU CAN BUY 'EM...

Individually Packed

In Pairs

Assorted (in the same price line)

SEE US AT THE TOY FAIR
Rooms 1138-40,
Hotel McAlpin



FIRST IN ORIGINALITY
IN SALES
IN SAFETY

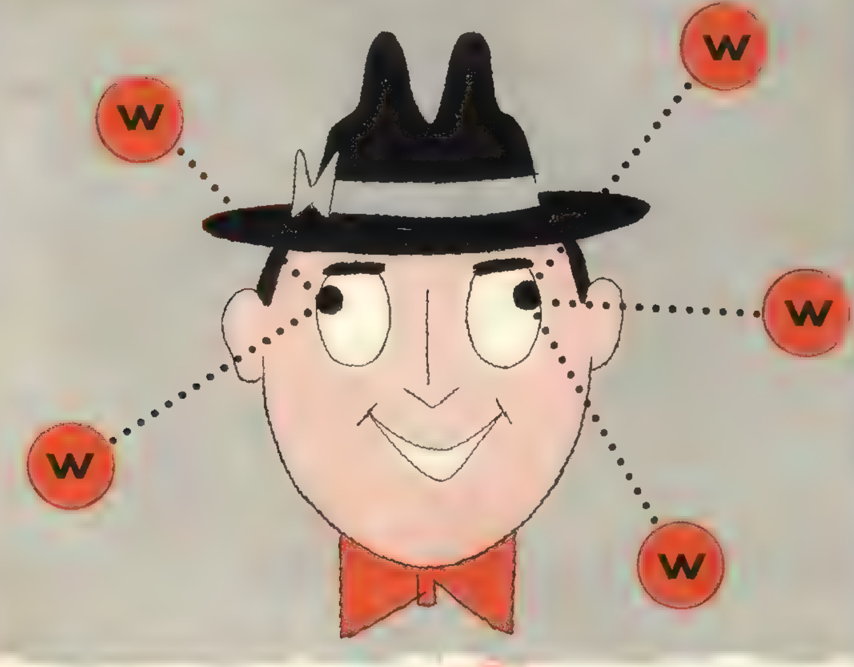
While you're in town, make it a point to visit our factory. We'll be proud to show you around!

Unconditionally Guaranteed LIKE ALL ALAN-JAY TOYS

alan Jay
NEW YORK

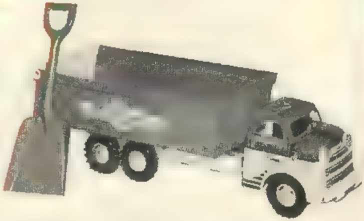
The Makers of the Famous Crib Circus
2822 PARK AVE., NEW YORK 51, N. Y.
LOS ANGELES · DENVER · CHICAGO · DALLAS · BOSTON · ATLANTA

WyanDOTte's New National Advertising Campaign WILL HELP YOU SELL MORE WyanDOTte TOYS!



America will be seeing dots before its eyes . . . 60,000,000 of 'em!

You'll be seeing DOTS, too . . . in the shape of dollar signs ($-$-$-$) when the powerful national advertising on WyanDOTte hits the eyes of 60,000,000 readers. Strong ads in Life, Saturday Evening Post, This Week, Woman's Day, Family Circle, New York Times Magazine, Parents' Magazine and Child Life. This is part of All-Metal's "5-Year Accelerated Promotion Plan" which includes TV and radio tie-ins, newspaper mat service, point-of-purchase displays and other dealer helps. Yes, it will pay you in many ways to stock 'em . . . display 'em . . . because everybody will

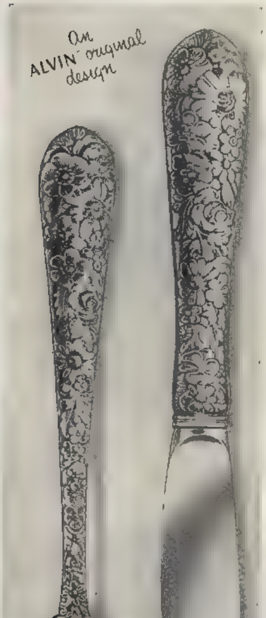


No. 1023 — All Steel Dump Truck with Shovel

Famous WyanDOTte quality along with two-for-one value makes this a sales winner. Steel truck over 20" long has six realistic truck-type tires with metal inserts. Complete with steel scoop shovel 11¾" long. Unit comes individually boxed, ½ dozen to carton. Weight 36 lbs.

LOOK
FOR
THE
DOT ON WYANDOTTE TOYS

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE: 119 E. 30th ST., NEW YORK 3, N. Y.


An ALVIN original design

Bridal Bouquet *

STERLING

Luncheon Knife, Moderne Blade

Illustrations Actual Size

**Trade Marks*

WHEN ORDERING STATE PATTERN DESIRED

PLACE-SETTING

Luncheon Size

Cat. No.		Retail Price Tax Included Place Setting Each
1017B1307	5-Piece Place Setting ..	$25.75
1018B1511	6 Piece Place Setting ...	29.75

Dinner Size

Cat. No.		Retail Price Tax Included Place Setting Each
1019B1473	5-Piece Place Setting	29.00
1020B1670	6-Piece Place Setting. ..	33.00

Place-Setting Contents

5-Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6-Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

Carving Sets

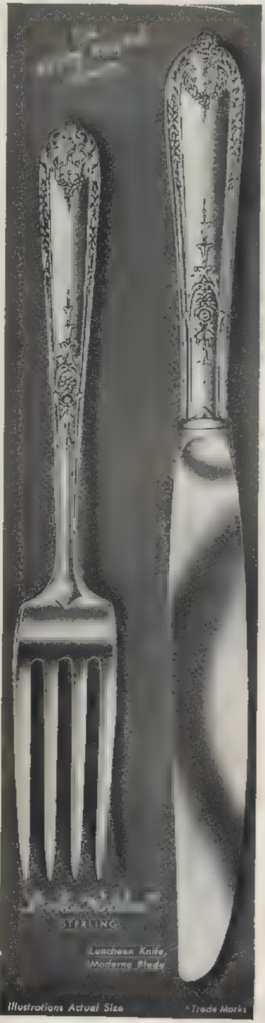
Cat No.		Each
1021B1816	Roast Carving Set, 2 pc. Knife and Fork .	$37.00
1022B2780	Roast Carving Set, 3 pc., Knife, Fork, and Steel .	54.75
1023B1015	Steak Carving Set, 2 pc. Knife and Fork..........	20.00

Staples

Cat No.		Retail Price Tax Included Each
1024B190	Teaspoon	$ 3.75
1025B292	Luncheon or Dessert Knife.	5.75
1026B305	Luncheon or Dessert Fork. ..	6.00
1027B267	Salad, Pastry or Fish Fork, Ind.	5.25
1028B254	Cream Soup Spoon	5.00
1029B355	Dinner Knife. ...	7.00
1030B406	Dinner Fork	8.00
1031B203	Butter Spreader, Flat Handle	4.00
1032B267	Butter Spreader, Hollow Handle	5.25

Fancy Single Pieces

Cat No.		Retail Price Tax Included Each
1033B100	Cocktail or Oyster Fork....	$ 3.75
1034B114	Coffee Spoon (After Dinner)	2.25
1035B305	Dessert or Oval Bowl Soup Spoon . . .	6.00
1036B254	Iced Beverage Spoon......	5.00
1037B317	Steak Forks, Individual	6.25
1038B355	Steak Knives, Individual...	7.00
1039B254	Bonbon or Nut Spoon ...	5.00
1040B407	Butter Knife...... . . .	8.00
1041B241	Butter Pick or Olive Fork.	4.75
1042B305	Cheese Server	6.00
1043B508	Cold Meat or Salad Fork .	10.00
1044B318	Cream or Sauce Ladle	6.25
1045B597	Gravy Ladle	11.75
1046B318	Jelly Server.	6.25
1047B216	Lemon Fork	4.25
1048B508	Pie Server..	10.00
1049B761	Salad Fork, Serving.	15.00
1050B761	Salad Spoon, Serving.. .	15.00
1051B305	Sugar Spoon . . .	6.00
1052B381	Sugar Tongs	7.50
1053B495	Table or Serving Spoon ...	9.75
1054B600	Tomato Server, Flat Handle.	13.75

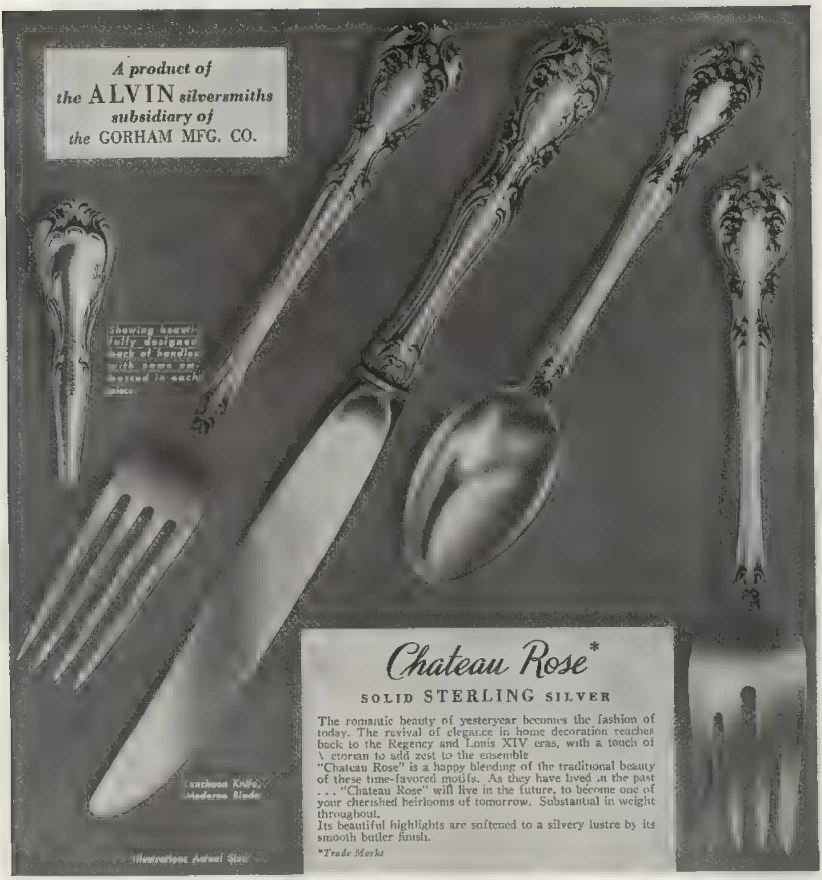

STERLING

Luncheon Knife, Moderne Blade

Illustrations Actual Size

**Trade Marks*

A product of
the ALVIN *silversmiths*
subsidiary of
the GORHAM MFG. CO.


Showing beautifully designed back of handles with gems embossed in each piece.
Luncheon Knife, Moderne Blade
Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

**Trade Marks*

CAT. NO.	PLACE-SETTING	RETAIL PRICE TAX INCLUDED PLACE SETTING EACH
	Luncheon Size	
1017B1507	5-Piece Place Setting.....	$25.75
1018B1511	6-Piece Place Setting ...	29.75
	Dinner Size	
1019B1473	5 Piece Place Setting ..	29.00
1020B1076	6 Piece Place Setting ...	33.00

Place-Setting Contents

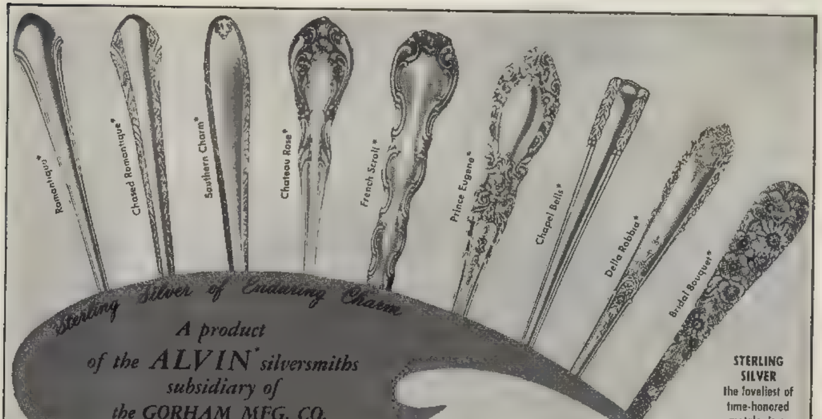
5 Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6 Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader

	Carving Sets	Each
1021B1810	Roast Carving Set, 2 pc., Knife and Fork	$37.00
1022B2780	Roast Carving Set, 3 pc., Knife, Fork and Steel....	54.75
1023B1015	Steak Carving Set, 2 pc., Knife and Fork.	20.00

CAT. NO.	Staples	RETAIL PRICE TAX INCLUDED EACH
1024B190	Teaspoon . . .	$ 3.75
1025B282	Luncheon or Dessert Knife ..	5.75
1026B305	Luncheon or Dessert Fork .	6.00
1027B267	Salad, Pastry or Fish Fork Individual	5.25
1028B254	Cream Soup Spoon..........	5.00
1029B355	Dinner Knife	7.00
1030B400	Dinner Fork	8.00
1031B203	Butter Spreader, Flat Handle	4.00
1032B267	Butter Spreader Hollow Handle	5.25
	Fancy Single Pieces	
1033B190	Cocktail or Oyster Fork.....	3.75
1034B114	Coffee Spoon (After Dinner).	2.25
1035B305	Dessert or Oval Bowl Soup Spoon	6.00
1036B254	Iced Beverage Spoon	5.00
1037B317	Steak Forks, Individual	6.25
1038B355	Steak Knives Individual....	7.00
1039B254	Bonbon or Nut Spoon.... .	5.00

CAT. NO.	Fancy Single Pieces (Cont.)	RETAIL PRICE TAX INCLUDED EACH
1040B407	Butter Knife...............$	8.00
1041B241	Butter Pick or Olive Fork...	4.75
1042B305	Cheese Server	6.00
1043B508	Cold Meat or Salad Fork....	10.00
1044B318	Cream or Sauce Ladle......	6.25
1045B597	Gravy Ladle	11.75
1046B318	Jelly Server.....	6.25
1047B210	Lemon Fork	4.25
1048B508	Pie Server	10.00
1049B761	Salad Fork, Serving........	15.00
1050B761	Salad Spoon Serving... ...	15.00
1051B305	Sugar Spoon	6.00
1052B381	Sugar Tongs	7.50
1053B495	Table or Serving Spoon.....	9.75
1054B699	Tomato Server, Flat Handle.	13.75



Sterling Silver of Enduring Charm

A product
of the ALVIN silversmiths*
subsidiary of
the GORHAM MFG. CO.

STERLING SILVER
The loveliest of time-honored metals, is a mark of distinction among nations and peoples.

Each pattern is made in substantial service weights to ensure a lifetime of satisfaction . . . perfectly balanced for hand comfort in use . . . beautifully finished . . . and guaranteed to be of the finest manufacture. All knives have high quality mirror-finish stainless steel blades.

NATIONALLY ADVERTISED

A Chest of ALVIN STERLING is the Gift Supreme
ITS CHARM IS EVERLASTING

30 *Pieces*
SERVICE FOR SIX
Consists of **SIX** each Knives, Forks, Teaspoons, Cream Soup Spoons, Salad Forks.

40 *Pieces*
SERVICE FOR EIGHT
Consists of **EIGHT** each Knives, Forks, Teaspoons, Cream Soup Spoons, Salad Forks.

52 *Pieces*
SERVICE FOR EIGHT
Consists of **EIGHT** each Knives, Forks, Teaspoons, Cream Soup Spoons, Salad Forks, Butter Spreaders, Two Table or Serving Spoons. One each Butter Knife and Sugar Spoon.

76 *Pieces*
SERVICE FOR TWELVE
Consists of **TWELVE** each Knives, Forks, Teaspoons. Cream Soup Spoons, Salad Forks, Butter Spreaders, Two Table or Serving Spoons. One each Butter Knife and Sugar Spoon.

No. 385/1 CHEST — Showing 52-Piece Set

This Beautifully Designed Chest is sturdy and well-constructed of solid wood, in a rich mahogany finish Lined with genuine PACIFIC Cloth which is guaranteed to prevent tarnish Handy size and capacity 16 x 11½ x 3¾ inches; blocked to hold 120 pieces without crowding. Cover accommodates twelve knives.

The Perfect Gift for . . .
WEDDINGS • BIRTHDAYS
ANNIVERSARIES
GIFT AWARDS • SERVICE
AWARDS • PRIZES

Please Specify Pattern Choice and Order Chest by Number

Price (385/1) Chest Only 10900B735 RETAIL No Tax $12.50

Price Silver Only

CHATEAU ROSE, FRENCH SCROLL, CHAPEL BELLS, SOUTHERN CHARM, BRIDAL BOUQUET, DELLA ROBBIA, CHASED ROMANTIQUE, ROMANTIQUE

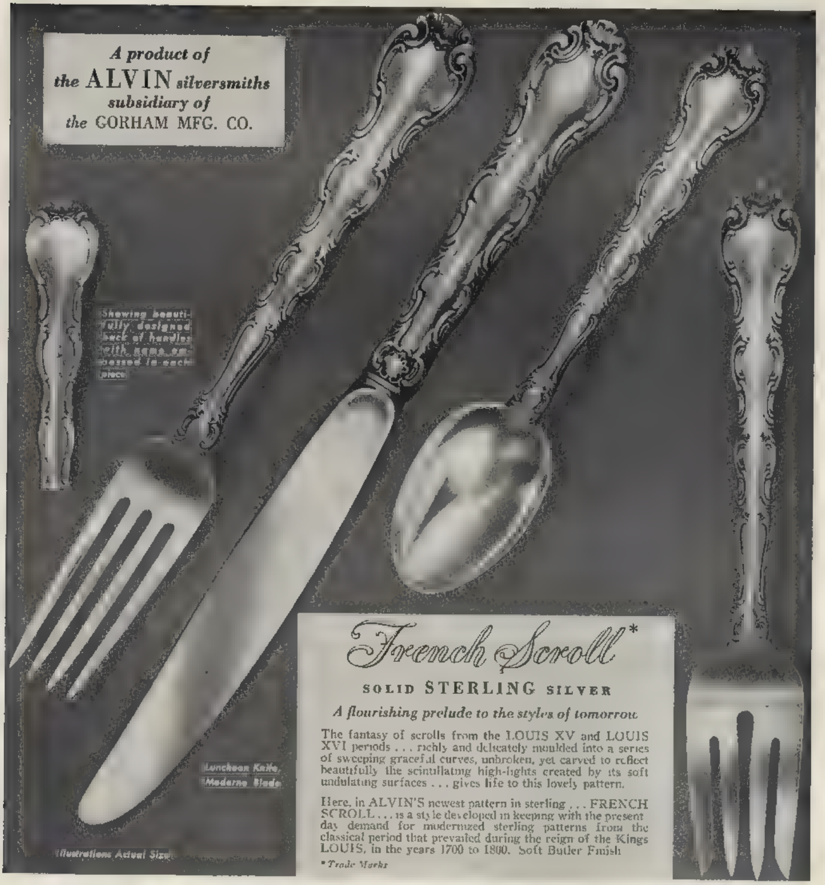
CAT. NO.				RETAIL With Tax
1001B7846	30 PIECE SET,	DESSERT SIZE	Knife and Fork	$154.50
1002B8837		DINNER SIZE	Knife and Fork	174.00
1003B10462	40 PIECE SET,	DESSERT SIZE	Knife and Fork	206.00
1004B11782		DINNER SIZE	Knife and Fork	232.00
1005B13788	52 PIECE SET,	DESSERT SIZE	Knife and Fork	271.50
1006B15108		DINNER SIZE	Knife and Fork	297.50
1007B19831	76 PIECE SET,	DESSERT SIZE	Knife and Fork	390.50
1008B21812		DINNER SIZE	Knife and Fork	429.50

*Trade Marks.

PRINCE ENGENE PATTERN

CAT. NO.				RETAIL With Tax
1009B9750	30 PIECE SET,	DESSERT SIZE	Knife and Fork	$192.00
1010B10664		DINNER SIZE	Knife and Fork	210.00
1011B13001	40 PIECE SET,	DESSERT SIZE	Knife and Fork	256.00
1012B14220		DINNER SIZE	Knife and Fork	280.00
1013B16911	52 PIECE SET,	DESSERT SIZE	Knife and Fork	333.00
1014B18130		DINNER SIZE	Knife and Fork	357.00
1015B24326	76 PIECE SET,	DESSERT SIZE	Knife and Fork	479.00
1016B26153		DINNER SIZE	Knife and Fork	515.00

Prices Subject to Change Without Notice


Showing beautifully designed back of handles with same embossed in each piece
Luncheon Knife
Moderne Blade
Illustrations Actual Size

A product of
the **ALVIN** *silversmiths*
subsidiary of
the GORHAM MFG. CO.

*French Scroll**

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods . . . richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating high-lights created by its soft undulating surfaces . . . gives life to this lovely pattern.

Here, in ALVIN'S newest pattern in sterling . . . FRENCH SCROLL . . . is a style developed in keeping with the present day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish

* *Trade Marks*

CAT. NO.		RETAIL PRICE TAX INCLUDED PLACE SETTING EACH
	PLACE-SETTING	
	Luncheon Size	
1017B1407	5-Piece Place Setting.....	$25.75
1018B1511	6-Piece Place Setting ..	29.75
	Dinner Size	
1019B1473	5-Piece Place Setting .	29.00
1020B1676	6-Piece Place Setting.	33.00
	Place-Setting Contents	
5 Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon		
6-Piece—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader		
	Carving Sets	Each
1021B1816	Roast Carving Set, 2 pc., Knife and Fork	$37.00
1022B2780	Roast Carving Set, 3 pc., Knife, Fork, and Steel....	54.75
1023B1015	Steak Carving Set, 2 pc., Knife and Fork	20.00

CAT. NO.		RETAIL PRICE TAX INCLUDED EACH
	Staples	
1024B190	Teaspoon . . .	$ 3.75
1025B292	Luncheon or Dessert Knife .	5.75
1026B305	Luncheon or Dessert Fork	6.00
1027B267	Salad, Pastry or Fish Fork Individual . ..	5.25
1028B254	Cream Soup Spoon	5.00
1029B355	Dinner Knife ...	7.00
1030B406	Dinner Fork	8.00
1031B203	Butter Spreader, Flat Handle	4.00
1032B267	Butter Spreader, Hollow Handle	5.25
	Fancy Single Pieces	
1033B190	Cocktail or Oyster Fork	3.75
1034B114	Coffee Spoon (After Dinner).	2.25
1035B305	Dessert or Oval Bowl Soup Spoon	6.00
1036B254	Iced Beverage Spoon .	5.00
1037B317	Steak Forks, Individual .	6.25
1038B355	Steak Knives, Individual...	7.00
1039B254	Bonbon or Nut Spoon	5.00

CAT. NO.		RETAIL PRICE TAX INCLUDED EACH
	Fancy Single Pieces (Cont.)	
1040B407	Butter Knife . ...$	8.00
1041B241	Butter Pick or Olive Fork ..	4.75
1042B305	Cheese Server	6.00
1043B508	Cold Meat or Salad Fork ...	10.00
1044B318	Cream or Sauce Ladle... ..	6.25
1045B397	Gravy Ladle	11.75
1046B318	Jelly Server..	6.25
1047B210	Lemon Fork	4.25
1048B508	Pie Server	10.00
1049B761	Salad Fork, Serving	15.00
1050B761	Salad Spoon, Serving.. ...	15.00
1051B305	Sugar Spoon . . .	6.00
1052B381	Sugar Tongs	7.50
1053B495	Table or Serving Spoon....	9.75
1054B609	Tomato Server, Flat Handle	13.75

A product of
the **ALVIN** *silversmiths*
subsidiary of
the GORHAM MFG. CO.

Showing beautifully designed back of handles with name embossed in each
Luncheon Knife Moderne Blade
Illustrations Actual Size

*Prince Eugene**

SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, complete open-stock pattern . . furnished in beautiful soft Butler finish. All Blades are Mirror-Finish, Stainless Steel. Illustrated . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.

**Trade Marks*

WHEN ORDERING STATE PATTERN DESIRED

CAT. NO.		RETAIL PRICE TAX INCLUDED PLACE SETTING
	PLACE-SETTING	
	Luncheon Size	
1055B1025	5 Piece Place Setting.	$32.00
1056B1853	6-Piece Place Setting.....	36.50
	Dinner Size	
1057B1778	5-Piece Place Setting	35.00
1058B2006	6-Piece Place Setting.....	39.50
	Place-Setting Contents	
	Piece — Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon	
	6 Piece — Knife, Fork, Teaspoon Salad Fork Cream Soup Spoon Butter Spreader	
	Carving Sets	Each
1059B1916	Roast Carving Set, 2 pc., Knife and Fork	$38.50
1060B2033	Roast Carving Set, 3 pc., Knife, Fork, and Steel ..	57.75
1061B1092	Steak, Carving Set, 2 pc., Knife and Fork...	31.50

CAT. NO.		RETAIL PRICE TAX INCLUDED EACH
	Staples	
1062B254	Teaspoon	$ 5.00
1063B330	Luncheon or Dessert Knife	6.50
1064B406	Luncheon or Dessert Fork	8.00
1065B440	Salad, Pastry or Fish Fork Ind.	6.50
1066B305	Cream Soup Spoon	6.00
1067B481	Dinner Knife . .	7.50
1068B508	Dinner Fork .	10.00
1069B229	Butter Spreader, Flat Handle	4.50
1070B292	Butter Spreader, Hollow Handle	5.75
	Fancy Single Pieces	
1071B220	Cocktail or Oyster Fork	4.50
1072B127	Coffee Spoon (After Dinner)	2.50
1073B356	Dessert or Oval Bowl Soup Spoon	7.00
1074B305	Iced Beverage Spoon . .	6.00
1075B330	Steak Forks, Individual.....	6.50
1076B481	Steak Knives, Individual	7.50
1077B305	Bonbon or Nut Spoon.......	6.00

CAT. NO.		RETAIL PRICE TAX INCLUDED EACH
	Fancy Single Pieces (Cont.)	
1078B444	Butter Knife	$ 8.75
1079B279	Butter [illegible] Fork	5.50
1080B430	Cheese Server .	6.50
1081B699	Cold Meat or Salad Fork	13.75
1082B394	Cream or Sauce Ladle	7.75
1083B073	Gravy Ladle .	14.25
1084B381	Jelly Server .	7.50
1085B241	Lemon Fork .. .	4.75
1086B533	Pie Server	10.50
1087B927	Salad Fork, Serving ..	18.25
1088B927	Salad Spoon, Serving.	18.25
1089B368	Sugar Spoon	7.25
1090B444	Sugar Tongs	8.75
1091B635	Table or Serving Spoon	12.50
1092B812	Tomato Server, Flat Handle.	16.00

American Character Doll

TINY TEARS DOLL SERIES

Fully jointed; made of molded "Vel-Vet Skin," with plastic head, sleeping eyes. Tiny Tears drinks her bottle, wets her diaper, weeps, blows soap bubbles. Cries and weeps big tears when squeezed. Can be bathed like a real baby.

16 INCH TINY TEARS WITH WIG AND TRUNK

In a blue-grained trunk with plastic handle, metal hinges and lock. Tiny Tears has a washable lamb's skin wig, wears an embossed white cotton playsuit trimmed in pink. Layette consists of embossed pink cotton dress, panties, Val lace trimmed bonnet, bathrobe, shoes, socks. Accessories include nursing bottle, Kleenex, diaper, sponge, soap, bubble pipe, washcloth, pacifier, clothespins, instruction booklet.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT6	$14.95	6 each	40 lbs.		

11½ INCH TINY TEARS WITH WIG AND CASE

Same layette and accessories as above, packaged in a blue-grained carrying case with metal handle and lock.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT4	$9.95	12 each	40 lbs.		

TINY TEARS WITH LAYETTE

In a gift box. Dressed in an embossed white cotton romper playsuit, pink trimmed. Layette consists of embossed pink cotton dress, panties, Val lace trimmed bonnet, knitted booties, bottle with nipple, Kleenex, diaper, sponge, soap, bubble pipe, washcloth, pacifier and instruction booklet.

20 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT7	$12.95	6 each	42 lbs.		

16 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT3	$9.95	12 each	50 lbs.		

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT2	$7.95	12 each	38 lbs.		

11½ INCH TINY TEARS WITH ACCESSORIES

In a doll box. Dressed in print pajamas. Accessories include bottle with nipple, bubble pipe, soap, washcloth, sponge, booties, Kleenex, pacifier and booklet.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT1	$5.95	24 each	42 lbs.		

*** LOWEST DOLL PRICES!**

P.L. (Pack Lot) price also applies if all dolls ordered total up to, or surpass, the amount specified on your Toy Order Form.

American Character Doll

24 INCH TOODLES DOLL

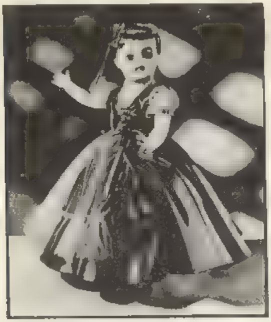
An all vinyl baby doll with washable rooted Saran hair. Completely breakproof. Can assume any position, sitting, kneeling, standing. She drinks and wets. Dressed in a beautiful nylon romper with lace trim. She has white sandals and a hair ribbon.

No.	Retail	L.P.L.	*P.L.
EG121-2405	$19.95		

Pkd. 6 ea. - 40 lbs.

Ideal Toy Corp.

PRINCESS MARY DOLLS



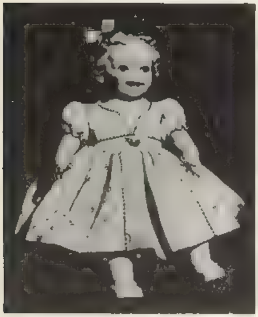
Fully jointed walking doll with rooted Saran hair in pony style. Head turns from side to side with each step. Vinyl head with sleeping eyes. Deluxe gown, slip, panties, socks and slippers. Plastic curlers included.

21 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2125	$14.95	6 ea.	16 lbs.		

19 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-1925	$11.95	6 ea.	13 lbs.		

Ideal Toy Corp.

23 INCH MAGIC LIPS DOLL

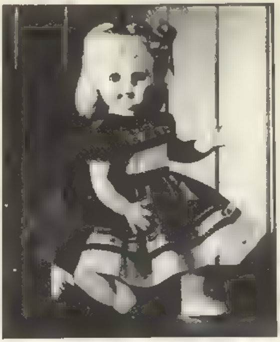


Pert face with an appealing smile molded into her vinyl head. Squeeze her tummy gently and she brings her lips together and cries. Rooted Saran hair can be brushed, combed and washed. Organdy dress, slip, panties, socks and shoes.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2350	$14.95	6 ea.	20 lbs.		

Ideal Toy Corp.

POSIE WALKING DOLLS



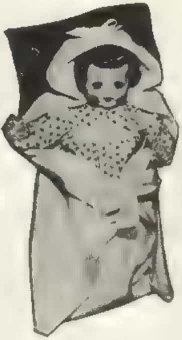
Posie can do almost everything a little girl can do. She can kneel, sit or stand. Walks along when held by the hand and turns her head from side to side. Mechanism concealed in her unbreakable plastic body. No wind-up key needed. She has a vinyl head with rooted Saran hair, flirting sleeping eyes. High fashion frock, cotton slip, panties, socks and vinyl walking shoes. Hair curlers included.

24 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2701	$14.95	6 ea.	32 lbs.		

17 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2650	$9.95	12 ea.	54 lbs.		

Ideal Toy Corp.

23 INCH BABY BIG EYES



Vinyl head with rooted Saran hair; big, expressive sleeping eyes. Molded arms and legs with delicately detailed fingers and toes. Can suck her thumb. Vinyl coated body makes doll completely washable. Dressed in a nightgown and diaper wrapped in a ribbon tied blanket.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-0423	$11.95	6 ea.	18 lbs.		

American Character Doll

TINY TEARS DOLL SERIES

Fully jointed; made of molded "Vel-Vet Skin," with plastic head, sleeping eyes. Tiny Tears drinks her bottle, wets her diaper, weeps, blows soap bubbles. Cries and weeps big tears when squeezed. Can be bathed like a real baby.

16 INCH TINY TEARS WITH WIG AND TRUNK

In a blue-grained trunk with plastic handle, metal hinges and lock. Tiny Tears has a washable lamb's skin wig, wears an embossed white cotton playsuit trimmed in pink. Layette consists of embossed pink cotton dress, panties, Val lace trimmed bonnet, bathrobe, shoes, socks. Accessories include nursing bottle, Kleenex, diaper, sponge, soap, bubble pipe, washcloth, pacifier, clothespins, instruction booklet.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT6	$14.95	6 each	40 lbs.		

11½ INCH TINY TEARS WITH WIG AND CASE

Same layette and accessories as above, packaged in a blue-grained carrying case with metal handle and lock.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT4	$9.95	12 each	40 lbs.		

TINY TEARS WITH LAYETTE

In a gift box. Dressed in an embossed white cotton romper playsuit, pink trimmed. Layette consists of embossed pink cotton dress, panties, Val lace trimmed bonnet, knitted booties, bottle with nipple, Kleenex, diaper, sponge, soap, bubble pipe, washcloth, pacifier and instruction booklet.

20 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT7	$12.95	6 each	42 lbs.		

16 inch	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT3	$9.95	12 each	50 lbs.		

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT2	$7.95	12 each	38 lbs.		

11½ INCH TINY TEARS WITH ACCESSORIES

In a doll box. Dressed in print pajamas. Accessories include bottle with nipple, bubble pipe, soap, washcloth, sponge, booties, Kleenex, pacifier and booklet.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG121-TT1	$5.95	24 each	42 lbs.		

*** LOWEST DOLL PRICES!**

P.L. (Pack Lot) price also applies if all dolls ordered total up to, or surpass, the amount specified on your Toy Order Form.

American Character Doll

24 INCH TOODLES DOLL

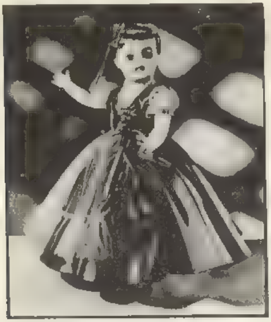
An all vinyl baby doll with washable rooted Saran hair. Completely breakproof. Can assume any position, sitting, kneeling, standing. She drinks and wets. Dressed in a beautiful nylon romper with lace trim. She has white sandals and a hair ribbon.

No.	Retail	L.P.L.	*P.L.
EG121-2405	$19.95		

Pkd. 6 ea. - 40 lbs.

Ideal Toy Corp.

PRINCESS MARY DOLLS



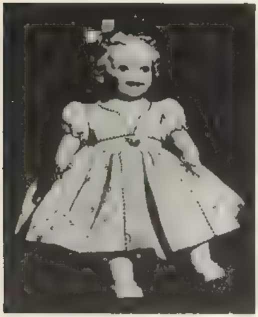
Fully jointed walking doll with rooted Saran hair in pony style. Head turns from side to side with each step. Vinyl head with sleeping eyes. Deluxe gown, slip, panties, socks and slippers. Plastic curlers included.

21 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2125	$14.95	6 ea.	16 lbs.		

19 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-1925	$11.95	6 ea.	13 lbs.		

Ideal Toy Corp.

23 INCH MAGIC LIPS DOLL

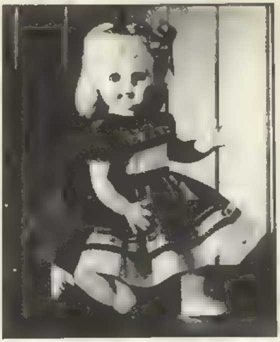


Pert face with an appealing smile molded into her vinyl head. Squeeze her tummy gently and she brings her lips together and cries. Rooted Saran hair can be brushed, combed and washed. Organdy dress, slip, panties, socks and shoes.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2350	$14.95	6 ea.	20 lbs.		

Ideal Toy Corp.

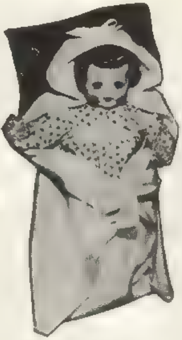
POSIE WALKING DOLLS



Posie can do almost everything a little girl can do. She can kneel, sit or stand. Walks along when held by the hand and turns her head from side to side. Mechanism concealed in her unbreakable plastic body. No wind-up key needed. She has a vinyl head with rooted Saran hair, flirting sleeping eyes. High fashion frock, cotton slip, panties, socks and vinyl walking shoes. Hair curlers included.

24 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2701	$14.95	6 ea.	32 lbs.		

17 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-2650	$9.95	12 ea.	54 lbs.		



Ideal Toy Corp.

23 INCH BABY BIG EYES

Vinyl head with rooted Saran hair; big, expressive sleeping eyes. Molded arms and legs with delicately detailed fingers and toes. Can suck her thumb. Vinyl coated body makes doll completely washable. Dressed in a nightgown and diaper wrapped in a ribbon tied blanket.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG122-0423	$11.95	6 ea.	18 lbs.		

American Character Doll Co.

1107 BROADWAY

The New Home of....

Tiny Tears

Sweet Sue

Toodles

Rickey Jr.

Annie Oakley

Baby Peepers

American Character Doll Co.

1107 BROADWAY

The New Home of....

Tiny Tears

Sweet Sue

Toodles

Rickey Jr.

Annie Oakley

Baby Peepers

Hobbycrafts on parade

SUJI is an entertaining and creative wire art form developed by X-acto, Inc., 48-41 Van Dam st., Long Island City 1, N. Y. A few simple turns of Suji wire around a wire skeleton in accordance with a carefully worked out system are enough to produce the latest in novel knick-knacks, party favors, ornaments and gift items.

Suji kits are offered in two sizes: an 89c basic kit containing 40 ft. of vari-colored wire, jigs, tools, cement and instructions for producing four simple figures; and a $2.95 advanced kit with a large assortment of wire, jigs, tools, cement, wire cutter and full instruction manual for a variety of simple and complex projects. A box of six eight-foot refill hanks is available at 60c; jigs, tools, cement and manuals are also sold separately.

MERRY MAILMAN HOBBY SCRAPBOOK is designed especially for the younger set and is made of gold tooled red, blue or green Leatherlex which looks and feels like leather and can be cleaned with a damp rag. The scrapbook is large enough to hold several souvenir collections on its 40 black mounting pages which measure 12" x 12".

An illustrated four-fold frontispiece in color prefacing the book shows how to make the most of collections and gives ideas for new hobbies. Also included is a "Magic Gold" packet which allows a child to stamp his name in 24K gold on the cover. Colorfully boxed, it retails for $2.98.

The Merry Mailman Scrapbook is manufactured by the Redi-Record Co., 598 Broadway, New York 12, N. Y.

STAR RACING SLOOP KIT, operating model construction kit, completely prefabricated, is complete in every respect, with the exception of paint for finishing. Kit includes precision die-cut parts for easy assembly of the 17" balsa hull, streamlined metal keel, 21" birch mast, hemmed sails of fine grade white muslin, metal rudder and all necessary quality rigging and fittings, as well as clear plans and instructions. Retail price is $3.50.

The colorful carton features a perpendicular design that lends itself to extremely small counter and window display space. Illustrated catalog sheet is available from the manufacturer, Ace Products, 60 N. San Gabriel blvd., Pasadena 8, Calif.

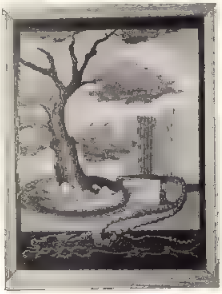
CHIEF & PRINCESS INDIAN CRAFT KIT LINE. The Connecticut Leather Co., 69-77 Windsor st., Hartford, Conn., has announced the completion of its current Chief & Princess Indian Craft Kit line. These kits, containing materials for basic, simple projects made of full grain leather, are packaged with instructions and each item can be assembled without additional tools.

The Giant-6 Kit, retailing for $2.98, includes a leather link belt, a large change purse, a billfold with identity card, a comb case, a key case and a midget coin purse. The DeLuxe Leathercraft Kit, at $1.98, has a selection of four items; the Big-3 Leathercraft Kit, at 98c, has three items.

Another new item in this "do-it-yourself" line is a Mother & Daughter Combination Handbag Kit. Cut to an attractive pattern in genuine smooth leather, these matching bags retail at $5.98 per set. The children's bag is available alone at $1.98.

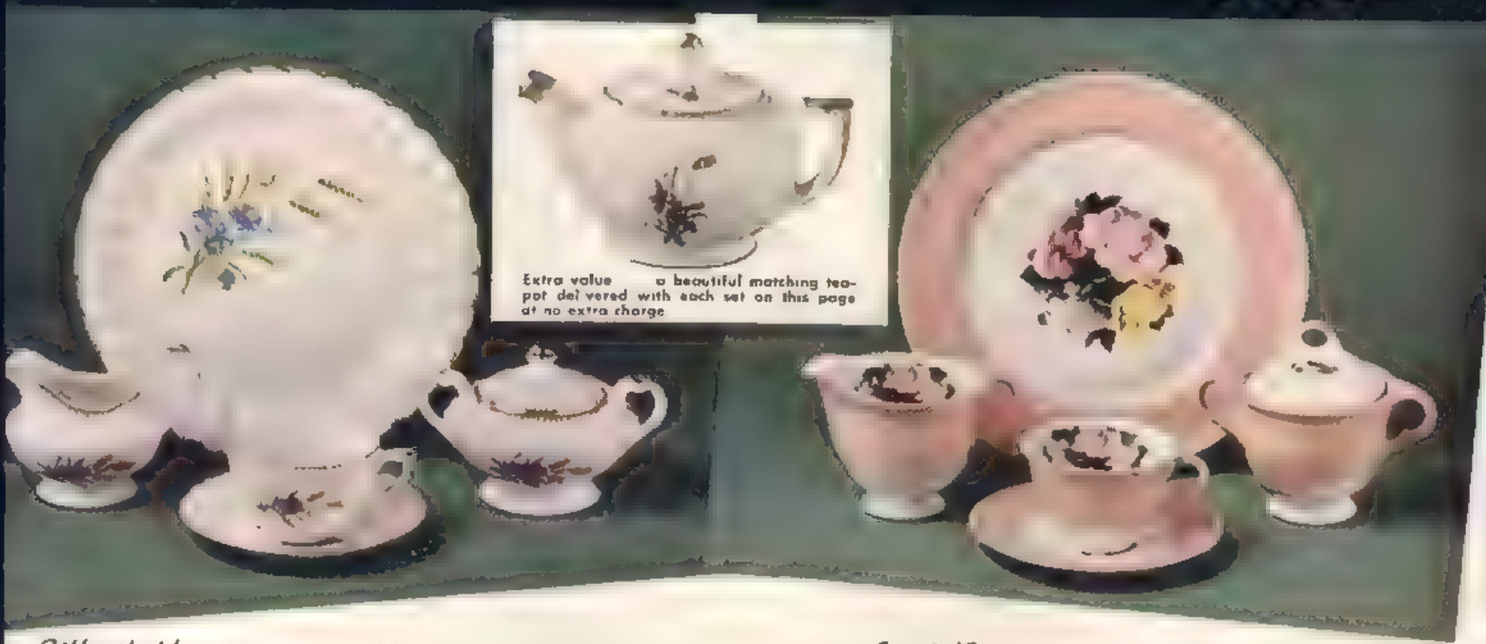
AMERICAN FLYER'S NEW ACTION CABOOSE is a scale model unit that will fill a need of model railroad fans. The caboose contains a trainman who leans out on the platform each time his train stops, checks the action ahead, then returns to his post when the trains move again. The caboose is 6" long, is illuminated, all automatic, and retails for approximately $5.50. It is manufactured by A. C. Gilbert Co., New Haven, Conn.

YOU-CAN-PAINT sets, manufactured by Picture Craft, 2220 E. Logan St., Decatur, Ill., provide all of the materials needed to produce oil paintings. Each package contains a matched set of two pre-sketched, numbered artists boards 12" x 16", ready-mixed professional oil paints in plastic vials, and two imported brushes. The retail price is $3.75. The series is available in three sets, marine scenes, scenes of Paris and Oriental motifs.



Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE OF DISTINCTION



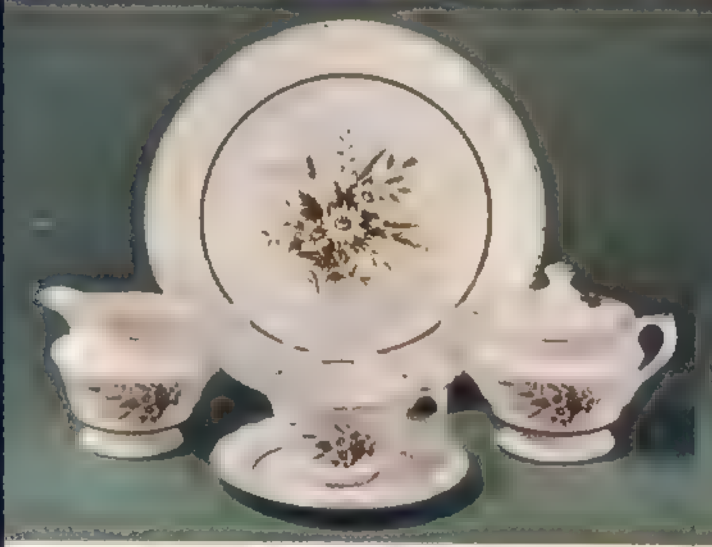
Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

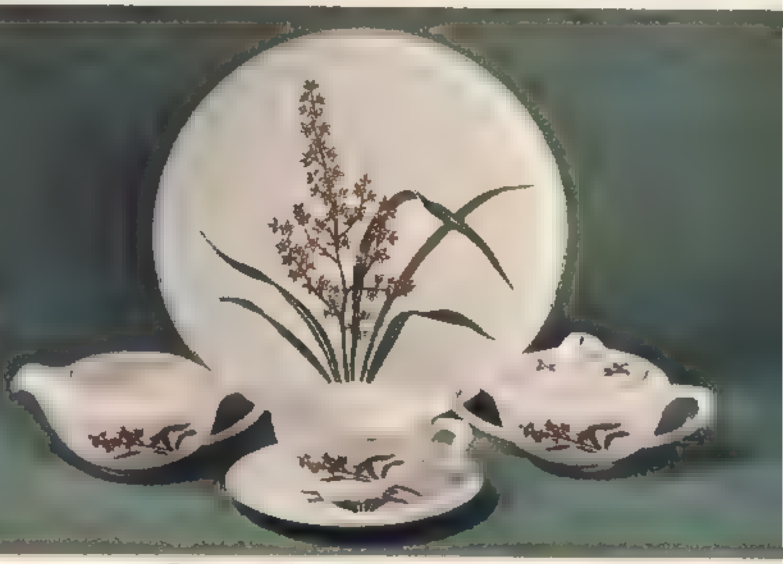
Wheatfield . . . A superb set of luxurious Trojan shaped dinnerware. Graceful wheat and floral combination in soft browns, yellows and blues, surrounded with a distinctive looking 22K gold feather edges. Non-cracking glaze semi-vitreous. Matching teapot included at no extra charge

D6B16-990 – 32-Pc. Set for 6	Retail	$16 50
D6B17-1755 53-Pc. Set for 8	Retail	29 20
D6B18-2900 93-Pc. Set for 12	Retail	48 50

Coral Bouquet . . . A delightful pattern. Delicate coral pink toned border in charming contrast to ivory white center. Features a lovely floral center pattern in rose, green, yellow and pastel blue. Semi-vitreous, non-cracking glaze. Matching teapot at no extra charge

D6B64-1200—32-Pc. Set for 6	Retail	$20 00
D6B65-2035 53-Pc. Set for 8	Retail	33 90
D6B66-3310 93-Pc. Set for 12	Retail	55 10





Sundale . . . This dinnerware will delight for formal or informal use. Scalloped edges daintily fluted and edged in 22K gold. Warm, lovely center pattern in soft browns and yellows surrounded by elegant wide 22K gold band. Highly glazed semi-vitreous. Matching teapot at no extra charge

D6B61-1250 32-Pc. Set for 6	Retail	$20 80
D6B62-2120 53-Pc. Set for 8	Retail	35 50
D6B63-3455 93-Pc. Set for 12	Retail	57 50

Desert Lily . . . The simple elegance of this creation makes it a set of outstanding beauty. A modern shape with soft red blossoms and green leaves on a creamy white background. Warranted 22K gold border provides pleasing touch. Non-cracking glaze, semi-vitreous. Matching tea pot at no extra charge

D6B58-1275 - 32-Pc. Set for 6	Retail	$21 25
D6B59-2160- 53-Pc. Set for 8	Retail	36 00
D6B60-3540 93-Pc. Set for 12	Retail	59 00

AMERICAN LIMOGES MADE IN U.S.A.

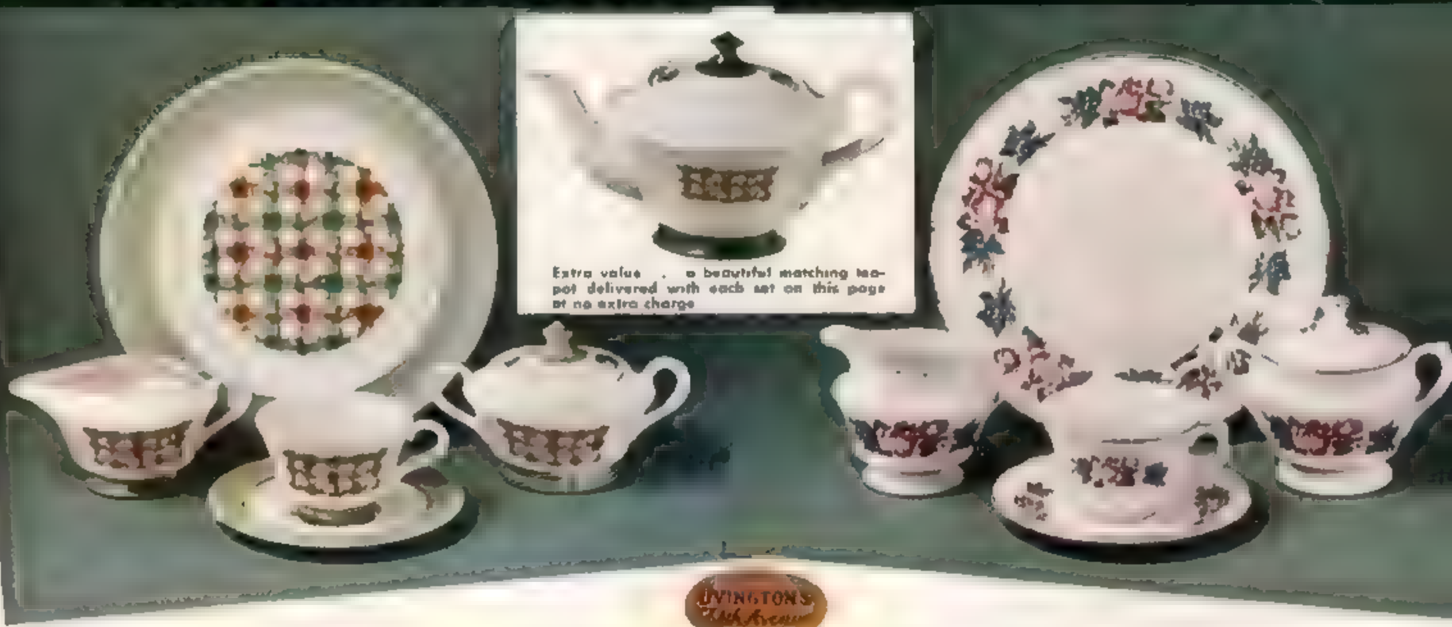
Semi-Vitreous Dinnerware

American Limoges is one of America's oldest names in pottery. The dinnerware carrying this label reflects the quality made possible only by the famous Sebring craftsmen and artists who, for generations, have been masters of their trade. Discriminating hostesses have come to depend upon American Limoges Dinnerware to add warmth and depth to their table on all occasions. All patterns are permanent and glaze is guaranteed against cracking.

Shipped Direct From Factory in Ohio . . . Allow 2 Weeks for Delivery . . . See Other Side for Make-up of Each Set

OVINGTON'S *Fifth Avenue*

DISTINCTIVE PATTERNS IN DELUXE DINNERWARE



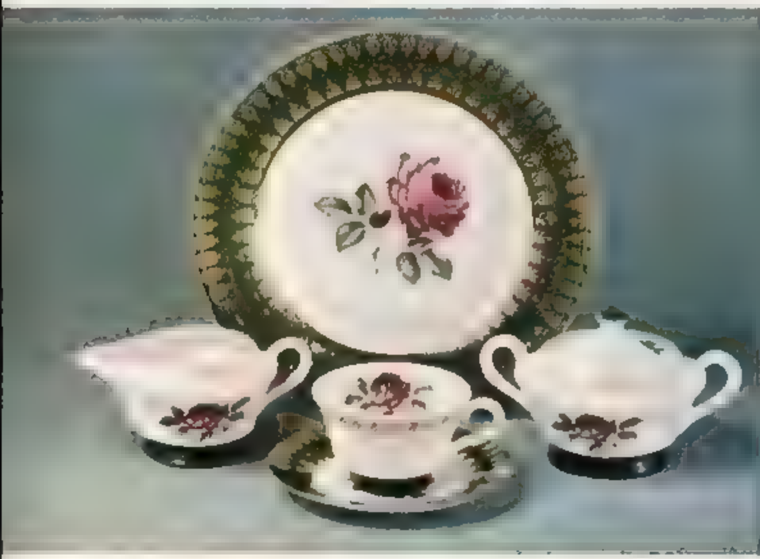
Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

Biltmore Plaid . . . A cheerful popular new pattern whose unusual charm will appeal to all. Pastel green border with artistic floral plaid center pattern. Highly glazed, semi-vitreous. Matching teapot included without extra cost.

D6870-1200	32-Pc. Set for 6	Retail	$20 00
D6871-2035	53-Pc. Set for 8	Retail	33 90
D6872-3310	93-Pc. Set for 12	Retail	55 00

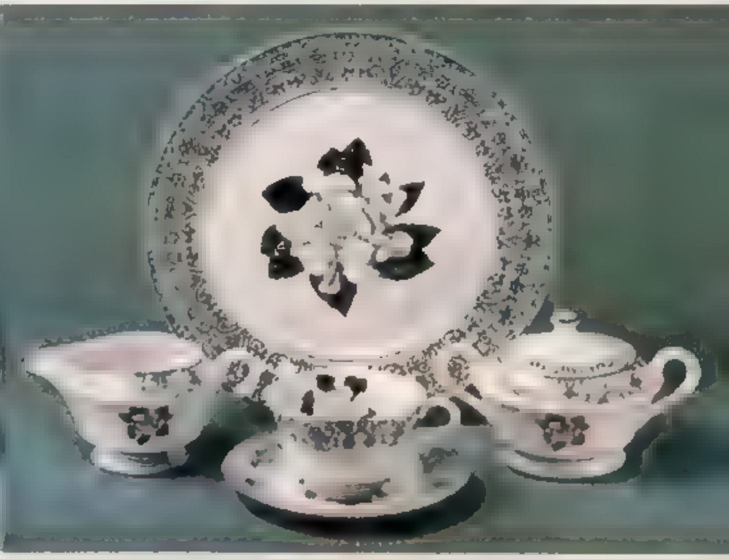
Roseanna . . . A wonderful border of roses on an ever popular shape. Scalloped edges [illegible] lined and edged in warranted gold palladium. Predominately rose colored with pleasing contrasting violets. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

D6867-1325	32-Pc. Set for 6	Retail	$22 00
D6868-2200	53-Pc. Set for 8	Retail	36 60
D6869-3670	93-Pc. Set for 12	Retail	61 00



Beauty Rose . . . A wonderful pattern that will lend rich distinction to any table. Green border with luxurious 22K gold decorative designs. Contrasting is the lovely center with American Beauty Rose in full color. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

D6873-1470	32-Pc. Set for 6	Retail	$24 50
D6874-2510	53-Pc. Set for 8	Retail	41 80
D6875-4180	93-Pc. Set for 12	Retail	69 70



Elegance . . . A luxurious pattern for formal use that will [illegible] at table setting. Soft grey [illegible] covered with floral design in warranted gold palladium. White center featuring gardenia surrounded by green leaves. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

D6876-1470	32-Pc. Set for 6	Retail	$24 50
D6877-2510	53-Pc. Set for 8	Retail	4[illegible] 80
D6878-4180	93-Pc. Set for 12	Retail	69 70

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

- 6 cups
- 6 saucers
- 6 10" plates
- 6 6" plates
- 6 desserts
- 1-11" platter
- 1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

- 8 cups
- 8 saucers
- 8 10" plates
- 8-6" plates
- 8 coupe soups
- 8 desserts
- 1 covered sugar
- 1 creamer
- 1-11" platter
- 1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs

- 12 cups
- 12 saucers
- 12-10" plates
- 12 6" plates
- 12 coupe soups
- 12 [illegible] plates
- 12 desserts
- 1 13" platter
- 1 11" platter
- 1 gravy boat
- 1 nappy (open vegetable dish)
- 1 covered sugar
- [illegible]
- 1 covered casserole

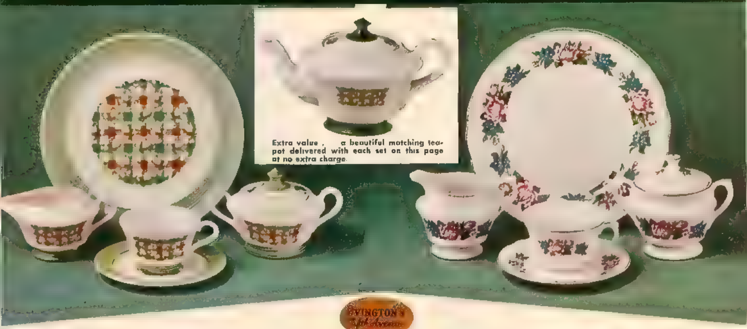
Semi-Vitreous Dinnerware

*Important Note that every 32 piece set includes full size 10" plate

Shipped Direct From Factory in Ohio   Allow 2 Weeks for Delivery

OVINGTON'S *Fifth Avenue*

DISTINCTIVE PATTERNS IN DELUXE DINNERWARE



Extra value , a beautiful matching teapot delivered with each set on this page at no extra charge.

Biltmore Plaid . . .

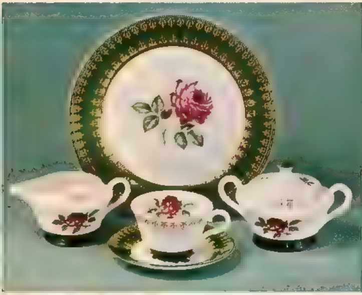
A cheerful, popular new pattern whose unusual charm will appeal to all Pastel green border with artistic floral plaid center pattern. Highly glazed, semi-vitreous. Matching teapot included without extra cost.

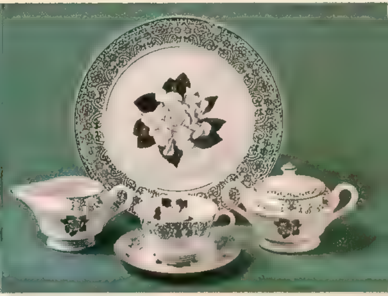
No 15H-8073 Index 1-1200 -32-Pc. Set .... List **20.00**
No 15H-8074—Index 1-2035—53-Pc. Set.......... List **33.90**
No 15H-8075 Index 1 3310—93-Pc. Set. .... List **55.00**

Roseanna . . .

A colorful border of roses on an ever popular shape Scalloped edges daintily fluted and edged in warranted gold palladium Predominately rose colored with pleasing contrasting violets Highly glazed, semi-vitreous. Matching teapot at no extra charge.

No. 15H-8070—Index 1-1325—32-Pc. Set List **22 00**
No. 15H-8071 Index 1-2200 53-Pc. Set.......... List **36 60**
No. 15H-8072—Index 1-3670 93-Pc. Set.......... List **61 00**





Beauty Rose . . .

A beautiful pattern that will lend rich distinction to any table Green border with luxurious 22K gold decorative designs. Contrasting to white center with lovely American Beauty Rose in full color Highly glazed, semi-vitreous. Matching teapot at no extra charge

No 15H-8076—Index 1-1470—32-Pc Set List **24.50**
No. 15H-8077—Index 1 2510—53 Pc Set List **41.80**
No. 15H-8078 Index 1-4180 93-Pc Set List **69.70**

Elegance . . .

A luxurious pattern for formal use that will beautify any table setting Soft grey border covered with floral design in warranted gold palladium White center featuring gardenia surrounded by green leaves Highly glazed, semi-vitreous. Matching teapot at no extra charge

No 15H-8079 Index 1-1470 32-Pc Set .... List **24 50**
No 15H-8080—Index 1-2510—53-Pc. Set.......... List **41 80**
No. 15H-8081 Index 1-4180 93-Pc. Set.......... List **69 70**

SERVICE FOR 6—32 PIECE SET

Shipping wt 20 lbs.

6 cups
6 saucers
6-10" plates
6-6" plates
6 desserts
1 11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt 36 lbs.

8 cups
8 saucers
8-10" plates
8 6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs

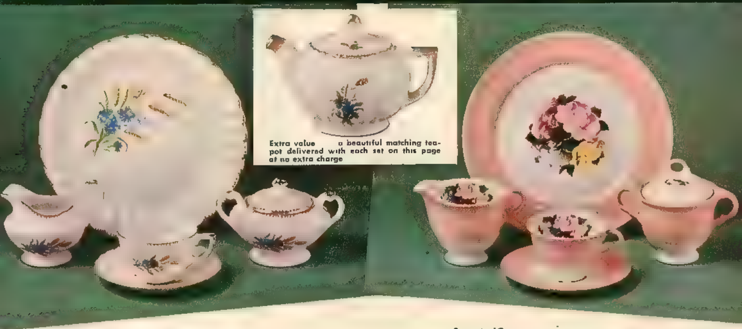
12 cups
12 saucers
12-10" plates
12-6" plates
12 coupe soups
12 salad plates
12 desserts
1-11" platter
1-13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

Semi-Vitreous Dinnerware

•Important. Note that every 32 piece set includes full size 10" plate
Shipped Direct From Factory in Ohio . Allow 2 Weeks for Delivery

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE OF DISTINCTION



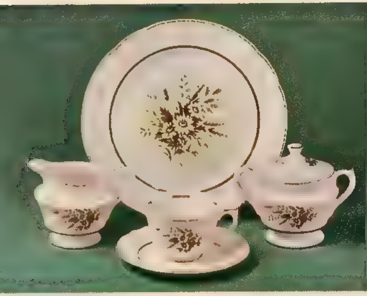
Extra value a beautiful matching teapot delivered with each set on this page at no extra charge

Wheatfield . . . A superb set of luxurious Trojan shaped dinnerware. Graceful wheat and floral combination in soft browns, yellows and blues, surrounded with a distinctive looking 22K gold feather edge. Non-cracking glaze, semi-vitreous Matching teapot included at no extra charge.

No. 15H-8056 Index 1-990 —32-Pc Set	List **16.50**
No 15H-8057 Index 1-1755 53 Pc Set	List **29.20**
No 15H-8058 Index 1-2900—93-Pc Set	List **48.50**

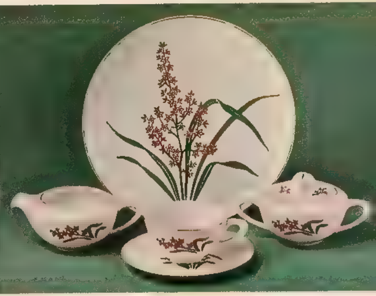
Coral Bouquet . . . A delightful pattern Delicate coral pink toned border in charming contrast to ivory white center. Features a lovely floral center pattern in rose, green, yellow and pastel blue. Semi-vitreous, non-cracking glaze Matching teapot at no extra charge.

No. 15H-8067—Index 1-1200—32-Pc. Set	List **20.00**
No. 15H-8068—Index 1-2085—53-Pc. Set	List **33 90**
No. 15H-8069 Index 1-3310—93-Pc. Set	List **55.10**



Sundale . . . This dinnerware will delight for formal or informal use Scalloped edges daintily fluted and edged in 22K gold Warm, lovely center pattern in soft browns and yellows surrounded by elegant wide 22K gold band Highly glazed, semi-vitreous. Matching teapot at no extra charge.

No 15H-8064—Index 1-1250 32-Pc. Set	List **20.80**
No 15H-8065—Index 1-2120—53-Pc. Set	List **35.50**
No 15H-8066 Index 1-3455 93-Pc. Set	List **57.50**



Desert Lily . . . The simple elegance of this creation makes it a set of outstanding beauty. A modern shape with soft red blossoms and green leaves on a creamy white background Warranted 22K gold border provides pleasing touch. Non-cracking glaze, semi-vitreous. Matching teapot at no extra charge

No. 15H-8061—Index 1-1275 32-Pc. Set	List **21 25**
No. 15H-8062—Index 1-2160—53-Pc Set	List **36 00**
No. 15H-8063—Index 1-3540—93-Pc. Set	List **59.00**

AMERICAN LIMOGES MADE IN U.S.

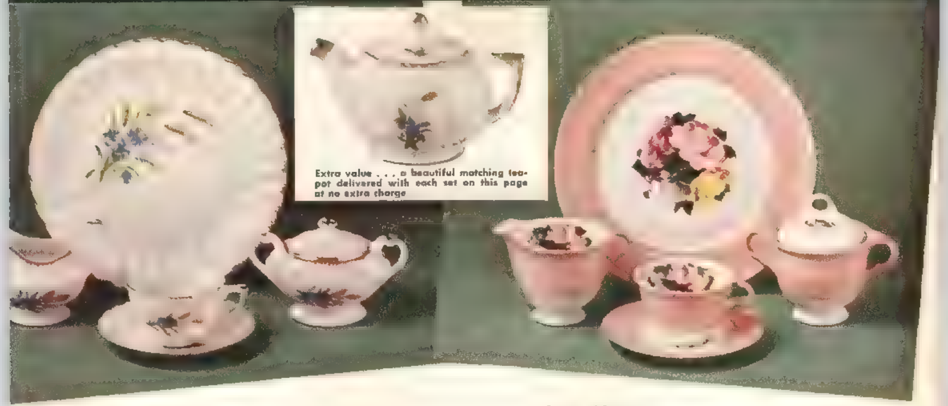
Semi-Vitreous Dinnerware

American Limoges is one of America's oldest names in pottery. The dinnerware carrying this label reflects the quality made possible only by the famous Sebring craftsmen and artists who, for generations, have been masters of their trade. Discriminating hostesses have come to depend upon American Limoges Dinnerware to add warmth and depth to their table on all occasions. All patterns are permanent and glaze is guaranteed against cracking.

Shipped Direct From Factory in Ohio . . . Allow 2 Weeks for Delivery . . . See Other Side for Make-up of Each Set

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE OF DISTINCTION



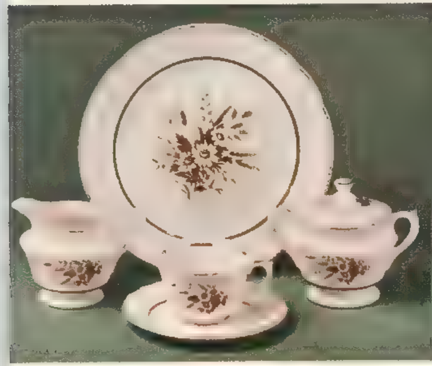
Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

Wheatfield . . . A superb set of luxurious Trojan shaped dinnerware. Graceful wheat and floral combination in soft browns, yellows and blues, surrounded with a distinctive looking 22K gold feather edge. Non-cracking glaze, semi-vitreous. Matching teapot included at no extra charge.

No 5386XF990	32-Pc. Set for 6	Retail **$16.50**
No. 5387XF1755	53-Pc. Set for 8	Retail **29.20**
No. 5388XF2900	93-Pc. Set for 12	Retail **48.50**

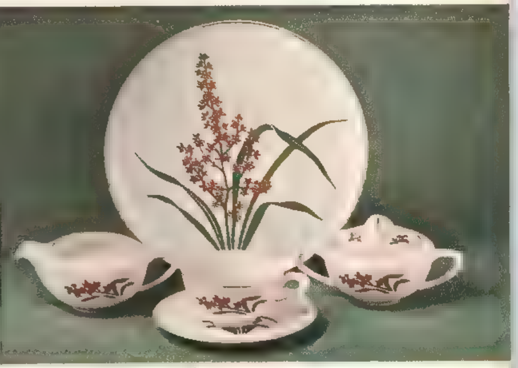
Coral Bouquet . . . A delightful pattern. Delicate coral pink toned border in charming contrast to ivory white center. Features a lovely floral center pattern in rose, green, yellow and pastel blue. Semi-vitreous, non cracking glaze. Matching teapot at no extra charge.

No. 5449XF1200—32-Pc.	Set for 6	Retail **$20.00**
No 5450XF2035—53-Pc.	Set for 8	Retail **33.90**
No 5451XF3310—93-Pc.	Set for 12	Retail **55.10**



Sundale . . . This dinnerware will delight for formal or informal use. Scalloped edges daintily fluted and edged in 22K gold. Warm, lovely center pattern in soft browns and yellows surrounded by elegant wide 22K gold band. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

No 5446XF1250—32-Pc.	Set for 6	Retail **$20.80**
No 5447XF2120—53-Pc.	Set for 8	Retail **35.50**
No 5448XF3455 93-Pc.	Set for 12	Retail **57.50**



Desert Lily . . . The simple elegance of this creation makes it a set of outstanding beauty. A modern shape with soft red blossoms and green leaves on a creamy white background. Warranted 22K gold border provides pleasing touch. Non-cracking glaze, semi-vitreous. Matching teapot at no extra charge.

No. 5443XF1275 32-Pc.	Set for 6	Retail **$21.25**
No 5444XF2160—53-Pc.	Set for 8	Retail **36.00**
No 5445XF3540—93-Pc.	Set for 12	Retail **59.00**

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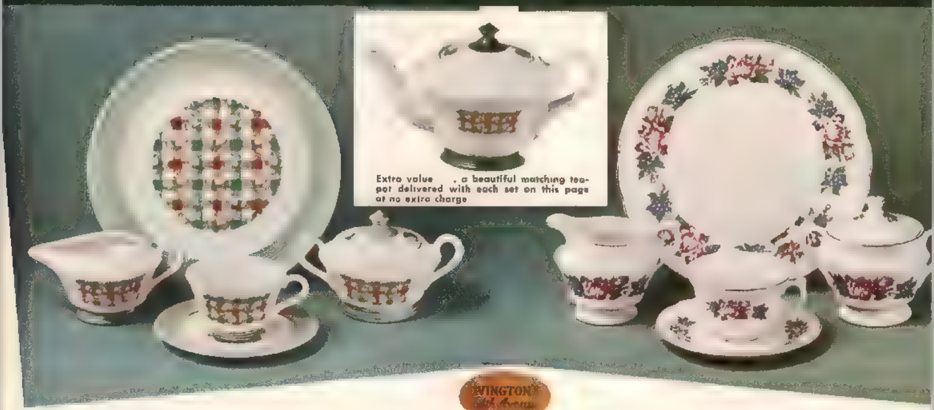
OVINGTON'S *Fifth Avenue*

DISTINCTIVE PATTERNS IN DELUXE DINNERWARE



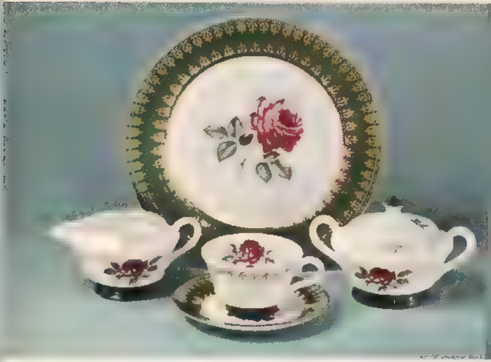
Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

Biltmore Plaid . . . A cheerful popular new pattern whose unusual charm will appeal to all. Pastel green border with artistic floral plaid center pattern. Highly glazed, semi-vitreous. Matching teapot included without extra cost.

No 5455XF1200—32-Pc. Set for 6.	Retail	$20.00
No 5456XF2035—53-Pc. Set for 8	Retail	33.90
No 5457XF3310—93-Pc. Set for 12	Retail	55.00

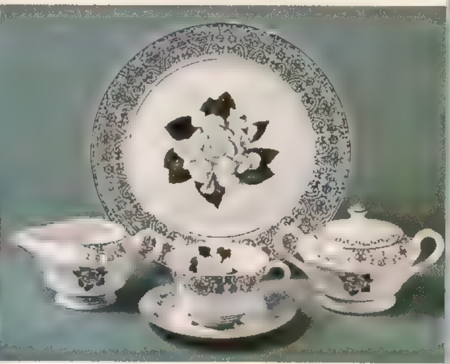
Roseanna . . . A colorful border of roses on an ever popular shape. Scalloped edges daintily fluted and edged in warranted gold palladium. Predominately rose colored with pleasing contrasting violets. Highly glazed, semi-vitreous. Matching teapot at no extra charge

No. 5452XF1325–32-Pc. Set for 6.	Retail	$22.00
No. 5453XF2200—53-Pc. Set for 8.	Retail	36.60
No. 5454XF3670—93-Pc. Set for 12.	Retail	61.00



Beauty Rose . . . A beautiful pattern that will lend rich distinction to any table Green border with luxurious 22K gold decorative designs Contrasting to white center—with lovely American Beauty Rose in full color. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

No. 5458XF1470—32-Pc Set for 6	Retail	$24.50
No. 5459XF2510—53-Pc Set for 8.	Retail	41.80
No 5460XF4180—93-Pc Set for 12.	Retail	69.70



Elegance . . . A luxurious pattern for formal use that wil beautify any table setting Soft grey borde covered with floral design in warranted gold palladium Whit center featuring gardenia surrounded by green leaves Highl glazed, semi-vitreous. Matching teapot at no extra charge

No. 5461XF1470–32-Pc. Set for 6.	Retail	$24.5
No. 5462XF2510—53-Pc. Set for 8	Retail	41.8
No. 5463XF4180—93-Pc. Set for 12	Retail	69.7

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6-10" plates
6-6" plates
6 desserts
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8-10" plates
8-6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1-11" platter
1 nappy
(open vegetable dish)

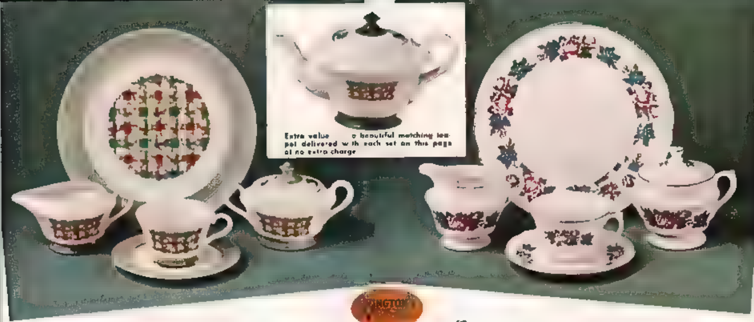
SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12-10" plates
12-6" plates
12 coupe soups
1-11" platter
1-13" platter
1 gravy boat
1 nappy
(open vegetable dish

OVINGTON'S *Fifth Avenue*

DISTINCTIVE PATTERNS IN DELUXE DINNERWARE

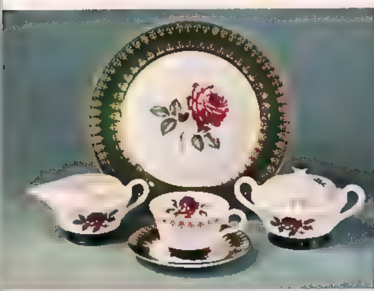

Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

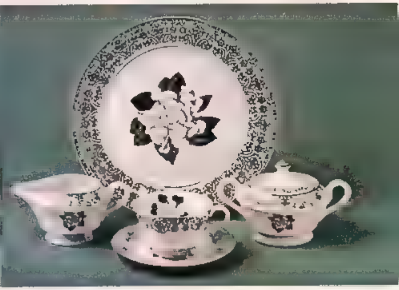
Biltmore Plaid . . . A cheerful, popular new pattern whose unusual charm will appeal to all. Pastel green border with artistic floral plaid center pattern. Highly glazed, semi-vitreous. Matching teapot included without extra cost.

3192M1200—32-Pc. Set.......... Retail, set $20.00
3193M2035—53-Pc. Set.......... Retail, set 33.90
3194M3310—93-Pc. Set.......... Retail, set 56.90

Roseanna . . . A colorful border of roses on an ever popular shape. Scalloped edges daintily fluted and edged in warranted gold palladium. Predominately rose colored with pleasing contrasting violets. Highly glazed, semi vitreous. Matching teapot at no extra charge.

3189M1325—32-Pc. Set.......... Retail, set $22.00
3190M2200—53-Pc. Set.......... Retail, set 36.60
3191M3670—93-Pc. Set.......... Retail, set 61.00





Beauty Rose . . . A beautiful pattern that will lend rich distinction to any table. Green border with luxurious 22K gold decorative designs. Contrasting to white center—with lovely American Beauty Rose in full color. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

3195M1470—32-Pc. Set.......... Retail, set $24.50
3196M2510—53-Pc. Set.......... Retail, set 41.80
3197M4180—93-Pc. Set.......... Retail, set 69.70

Elegance . . . A luxurious pattern for formal use that will beautify any table setting. Soft grey border covered with floral design in warranted gold palladium. White center featuring gardenia surrounded by green leaves. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

3198M1470—32-Pc. Set.......... Retail, set $24.50
3199M2510—53-Pc. Set.......... Retail, set 41.80
3200M4180—93-Pc. Set.......... Retail, set 69.70

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6-10" plates
6-6" plates
6 desserts
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8-10" plates
8-6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

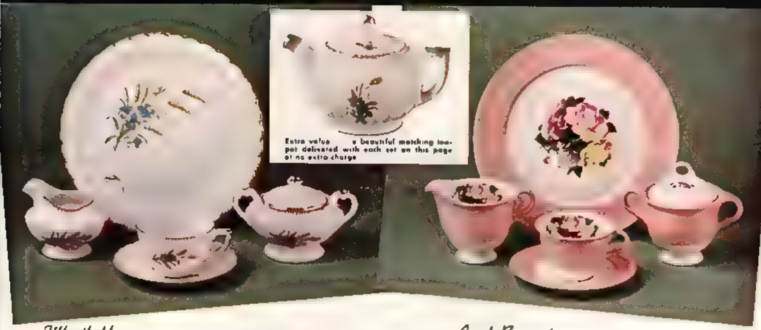
12 cups
12 saucers
12-10" plates
12-6" plates
12 coupe soups
12 salad plates
12 desserts
1-11" platter
1-13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

Semi-Vitreous Dinnerware

***Important: Note that every 32 piece set includes full size 10" plate.**
Shipped Direct From Factory in Ohio . . . Allow 3 Weeks for Delivery

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE OF DISTINCTION



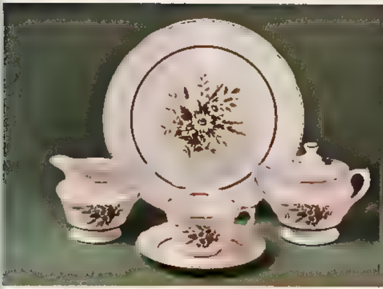
Extra value . . . a beautiful matching teapot delivered with each set on this page at no extra charge

Wheatfield . . . A superb set of luxurious Trojan shaped dinnerware. Graceful wheat and flora combination in soft browns, yellows and blues, surrounded with a distinctive looking 22K gold feather edge. Non-cracking glaze, semi-vitreous. Matching teapot included at no extra charge.

3183M990—32-Pc. Set	Retail, set	**$16.50**
3184M1755—53-Pc. Set	Retail, set	**29.30**
3185M2900—93-Pc. Set	Retail, set	**40.50**

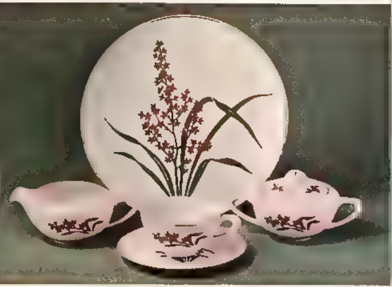
Coral Bouquet . . . A delightful pattern. Delicate coral pink toned border in charming contrast to ivory white center. Features a lovely floral center pattern in rose, green, yellow and pastel blue. Semi-vitreous, non-cracking glaze. Matching teapot at no extra charge.

3186M1200—32-Pc. Set	Retail, set	**$20.00**
3187M2055—53-Pc. Set	Retail, set	**33.90**
3188M3310—93-Pc. Set	Retail, set	**55.10**



Sundale . . . This dinnerware will delight for formal or informal use. Scalloped edges daintily fluted and edged in 22K gold. Warm, lovely center pattern in soft browns and yellows surrounded by elegant wide 22K gold band. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

3180M1250—32-Pc. Set	Retail, set	**$20.00**
3181M2120—53-Pc. Set	Retail, set	**35.50**
3182M3455—93-Pc. Set	Retail, set	**57.50**



Desert Lily . . . The simple elegance of this creation makes it a set of outstanding beauty. A modern shape with soft red blossoms and green leaves on a creamy white background. Warranted 22K gold border provides pleasing touch. Non-cracking glaze, semi-vitreous. Matching teapot at no extra charge.

3177M1275—32-Pc. Set	Retail, set	**$21.25**
3178M2160—53-Pc. Set	Retail, set	**36.00**
3179M3545—93-Pc. Set	Retail, set	**59.00**

AMERICAN LIMOGES TRADE MARK

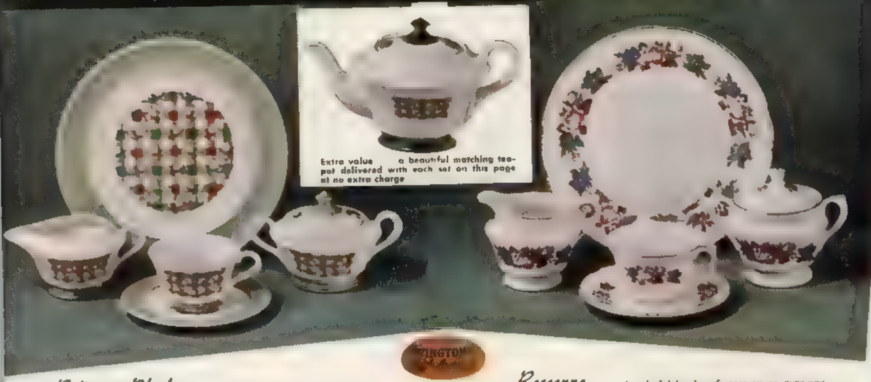
Semi-Vitreous Dinnerware

American Limoges is one of America's oldest names in pottery. The dinnerware carrying this label reflects the quality made possible only by the famous Sebring craftsmen and artists who, for generations, have been masters of their trade. Discriminating hostesses have come to depend upon American Limoges Dinnerware to add warmth and depth to their table on all occasions. All patterns are permanent and glaze is guaranteed against cracking

Shipped Direct From Factory in Ohio . . . Allow 2 Weeks for Delivery . . . See Other Side for Make-up of Each Set

OVINGTON'S *Fifth Avenue*

DISTINCTIVE PATTERNS IN DELUXE DINNERWARE



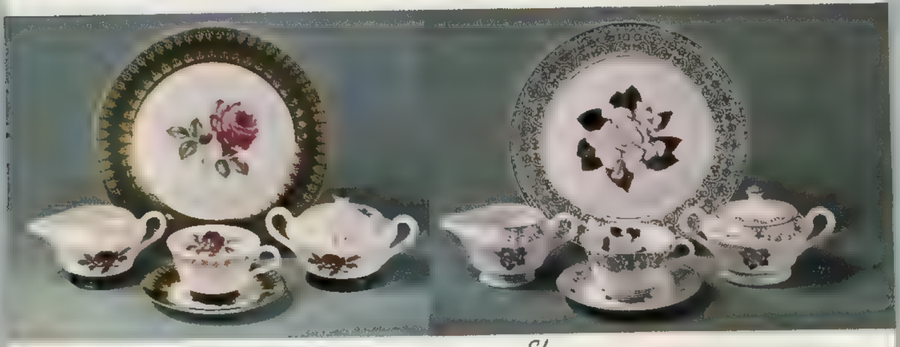
Extra value — a beautiful matching teapot delivered with each set on this page at no extra charge

Biltmore Plaid . . . A cheerful, popular new pattern whose unusual charm will appeal to all. Pastel green border with artistic floral plaid center pattern. Highly glazed, semi-vitreous. Matching teapot included without extra cost.

121681176—32-Pc. Set for 6	Each	**$20.00**
121781994 53-Pc. Set for 8	Each	**33.90**
121883244 93-Pc. Set for 12	Each	**55.00**

Roseanna . . . A colorful border of roses on an ever popular shape. Scalloped edges daintily fluted and edged in warranted gold palladium. Predominately rose colored with pleasing contrasting violets. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

121381298—32-Pc. Set for 6	Each	**$22.00**
121482156 53-Pc. Set for 8	Each	**36.60**
121583597 93-Pc. Set for 12	Each	**61.00**



Beauty Rose . . . A beautiful pattern that will lend rich distinction to any table. Green border with luxurious 22K gold decorative designs. Contrasting to white center—with lovely American Beauty Rose in full color. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

121981441 32-Pc. Set for 6	Each	**$24.50**
122082460 53-Pc. Set for 8	Each	**41.80**
122184146 93-Pc. Set for 12	Each	**69.70**

Elegance . . . A luxurious pattern for formal use that will beautify any table setting. Soft grey border covered with floral design in warranted gold palladium. White center featuring gardenia surrounded by green leaves. Highly glazed, semi-vitreous. Matching teapot at no extra charge.

122281441—32-Pc. Set for 6	Each	**$24.50**
122382460—53-Pc. Set for 8	Each	**41.80**
122484146—93-Pc. Set for 12	Each	**69.70**

SERVICE FOR 6—32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6 10" plates
6-6" plates
6 desserts
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 8—53 PIECE SET

Shipping wt. 36 lbs.

8 cups
8 saucers
8-10" plates
8-6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1-11" platter
1 nappy
(open vegetable dish)

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12-10" plates
12-6" plates
12 coupe soups
12 salad plates
12 desserts
1-11" platter
1-13" platter
1 gravy boat
1 nappy
(open vegetable dish)
1 covered sugar
1 creamer
1 covered casserole

Semi-Vitreous Dinnerware

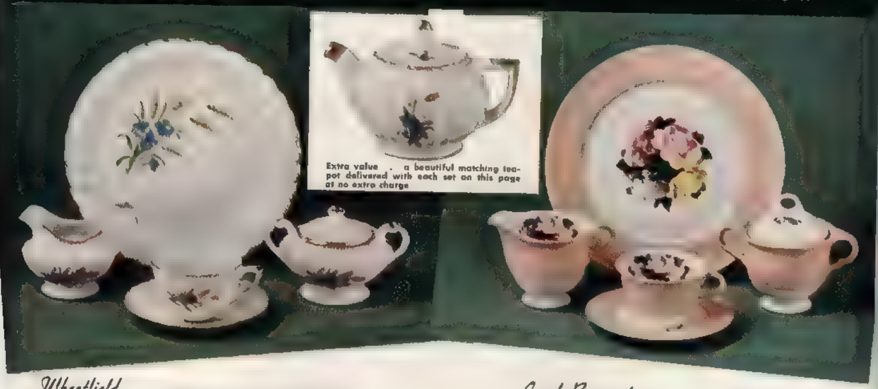
•Important: Note that every 32 piece set includes full size 10" plate.

Shipped Direct From Factory in Ohio   Allow 2 Weeks for Delivery

Rohde-Spencer Co., 18 S. Michigan Ave., Chicago 3, Ill.

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE OF DISTINCTION



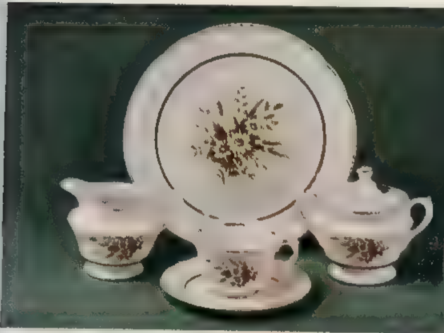
Extra value . . a beautiful matching teapot delivered with each set on this page at no extra charge

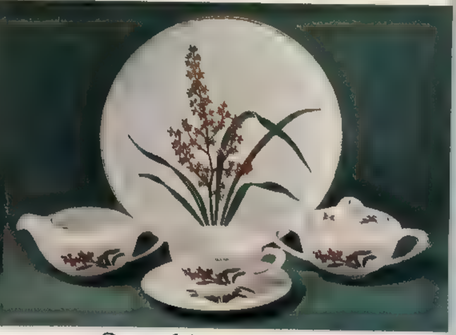
Wheatfield . . . A superb set of luxurious Trojan shaped dinnerware. Graceful wheat and floral combination in soft browns, yellows and blues, surrounded with a distinctive looking 22K gold feather edge. Non-cracking glaze, semi-vitreous. Matching teapot included at no extra charge.

12078970	32-Pc. Set for 6	Each	$16.50
120881720	53-Pc Set for 8	Each	29.20
120982842	93-Pc. Set for 12	Each	48.50

Coral Bouquet . . . A delightful pattern Delicate coral pink toned border in charming contrast to ivory white center. Features a lovely floral center pattern in rose, green, yellow and pastel blue. Semi-vitreous, non-cracking glaze. Matching teapot at no extra charge

121081176	32-Pc. Set for 6	Each	$20.00
121181994	53-Pc Set for 8	Each	33.90
121283244	93-Pc. Set for 12	Each	55.10





Sundale . . . This dinnerware will delight for formal or informal use Scalloped edges daintily fluted and edged in 22K gold Warm, lovely center pattern in soft browns and yellows surrounded by elegant wide 22K gold band Highly glazed, semi-vitreous Matching teapot at no extra charge

120481225	32-Pc Set for 6	Each	$20.80
120582078	53-Pc. Set for 8	Each	35.50
120683386	93-Pc Set for 12	Each	57.50

Desert Lily . . . The simple elegance of this creation makes it a set of outstanding beauty. A modern shape with soft red blossoms and green leaves on a creamy white background Warranted 22K gold border provides pleasing touch Non-cracking glaze semi-vitreous Matching teapot at no extra charge

120181249	32 Pc. Set for 6	Each	$21 25
120282117	53-Pc Set for 8	Each	36 00
120383469	93-Pc Set for 12	Each	59 00

AMERICAN LIMOGES

Semi-Vitreous Dinnerware

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Shipped Direct From Factory in Ohio . . Allow 2 Weeks for Delivery . . See Other Side for Make-up of Each Set

HOTTEST SELLERS *Under the Sun!*

Kool-Aid
SOFT DRINK STAND
HOW MANY PLEASE

"LET'S PLAY GROWN UP"

Amsco TOYS®

DOLL-E-TOYS & KIDD-E-TOYS

NEW!

31-piece SOFT DRINK STAND

Everything to make and sell famous KOOL-AID drinks and frozen suckers. Assorted KOOL-AID flavors . . . molds . . . cups . . . even a money apron! Packed in a colorful display package!

No. 562 . . . . retails at $1.98*

ALL NEW!

TOW N FIXIT KIT

NEW!

TOW 'N FIXIT KIT

There's nothing like it on the market . . . *real* tools including a 3-ft. Kordite tow rope . . . to make every kid a "real mechanic"! Packed in an all steel tote box.

No. 521 . . . . retails at $1.98*

*Prices slightly higher in West and South

Kidd-E-SIMONIZ Polish Kit

NEW!

KIDD-E-SIMONIZ KIT

Real Simoniz products . . . other famous brands . . . are sure to make this kit a favorite for washing, waxing and polishing toy cars, bikes and wagons. Gift packaged.

No. 554 . . . . retails at $1.98*

AMERICAN METAL SPECIALTIES CORPORATION

General Offices: Hatboro, Pa. • *Sales Offices:* 200 Fifth Ave., New York City—WAtkins 4-9288; 1418 Merchandise Mart, Chicago—WHitehall 3-0536 • *Plants:* Hatboro and Penndel, Pa.

Once again the Playsuit Leader ISKIN scoops the market . . . a terrific new line built around the leading stars of Radio & TV . . .

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great names
in playsuits
at popular prices

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Indian Guide Outfits

The LONE RANGER
Cowboy Outfits

HOPALONG CASSIDY
Cowboy Outfits

ANNIE OAKLEY
Cowgirl Outfits

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Cowboy Outfits

MARY HARTLINE
Drum Majorette Outfits

make your selling easier, buy the line of the stars,
cash in on their popularity – millions of youngsters
see and hear these stars on TV and radio every week

FLASH! Iskin granted exclusive license to manufacture sensational Capt. Gallant, French Foreign Legion Playsuits

HERMAN ISKIN & CO., INC. • 200 FIFTH AVE. • SUITE 1458 • NEW YORK 10, N. Y.
PLAYSUITS SINCE 1910

Ansco Nationally Advertised Cameras

ANSCO SUPER REGENT 35mm CAMERA

Four-element lens. New sharper cutting, highly corrected f3.5 Agfa Solinar Anastimat gives clearest definition and greatly improved color saturation. High speed shutter Reliable M-X Synchro-Compur flash shutter with speeds to 1/500 second. Lens coupled rangefinder. Super accurate coincidence type wide base rangefinder combined with viewfinder for greatest speed and ease in use. Automatic film transport advances film and exposure counter after each picture. Double exposure eliminator prevents multiple exposures on a single frame Depth-of-field calculator. Coupled to distance scale. Film reminder index. Rugged construction. All metal body trimmed with rich black grained covering. Uses standard 35mm magazines.

28/332 Y6692 Retail..............................$87.50

Eveready Case

29/332 Y688 Retail..............................$9.75

Flash Unit.

30/332 Y632 Retail..............................$8.95

ANSCO 35mm MEMAR CAMERA

Fast Lens—Coated, corrected f3.5 Agfa Apotar for sharper negatives and transparencies. Flash Shutter—Speeds to 1/200 second, synchronized for flash. Rapid Film Advance—Thumb-lever wind transports film, sets shutter and counts exposures. Twin sprockets advance film from Both Edges, to guard against jamming, tearing and slipping. Integral Self-Timer—Allows photographer to delay shutter action for 10 seconds. Double Exposure Eliminator—Prevents more than one exposure on each frame. Film Reminder Index—Calibrated with exposure index numbers for popular black-and-white and color films. Lifetime Construction—Precision made all metal body with black grained covering and satin-finish trim. Uses standard 35mm film magazines

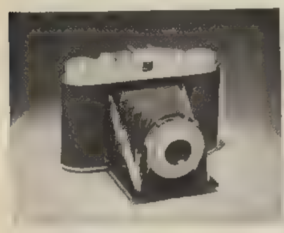
31/332 Y3021 Retail..............................$39.50

Eveready Case.

32/332 Y491 Retail..............................$6.95

Flash Unit.

30/332 Y632 Retail..............................$8.95



ANSCO 35mm MEMAR CAMERA OUTFIT

Outfit consists of Ansco Memar Camera (as described above). 1 Ansco Flash Unit, 3 35mm magazines Ansco Color Film (2 Daylight Type, 1 Tungsten Type), 3 35mm magazines Ansco Supreme Film, 6 Flashlamps. Gift boxed

33/332 Y4980 Retail...... $65.30

ANSCO SPEEDEX f4.5 SPECIAL

Makes popular 2¼ x 2¼" pictures on 120 film. Hard coated f4.5 color-corrected lens in accurate shutter synchronized for all flash lamps and strobe lights. Speeds to 1/300 second. Double-exposure prevention. Optical view finder. accessory clip. depth-of-field dial. Sturdy all-metal body with chromium trim and genuine Robusite covering.

34/332 Y3632 Retail.......$47.50

Ansco f4.5 Speedex Special "R." Same as above only with Built-in Rangefinder

35/332 Y4206 Retail.......$55.00

Case—36/332 Y490 Retail. .$6.95

Flash Unit—30/332 Y632 Ret.ail $8.95

3 ROLLS
Ansco

ANSCO BLACK & WHITE ROLL FILM

620—3-Roll, All-Weather Economy Pak Film

Y83 Retail..............$1.20

127—3-Roll, All-Weather Economy Pak Film

Y72 Retail..............$1.05

120—3-Roll, All-Weather Economy Pak Film

Y83 Retail..............$1.20

ANSCO 35mm FILM

BLACK & WHITE, AND COLOR

(35mm Film sold in lots of 2 only)

Supreme (Fine Grain Film)

20 Exposures per magazine.

Y116 Per 2 Retail ..$1.70 per 2

Ultra-Speed Pan (High Speed Film)

20 Exposures per magazine.

Y116 Per 2 Retail ..$1.70 per 2

Color Daylight—35mm Magazine (Does not include processing)

Y340 Per 2 Retail ..$4.20 per 2

Color Tungsten—35mm Magazine (Type A inside film. Does not include processing.)

Y340 Per 2 Retail ..$4.20 per 2

ANSCO MOVIE FILM

(Prices include film processing)

16mm Color Daylight

50 ft. Magazine Load

Y563 Each Retail........$6.95

16mm Color Daylight 100 ft. Roll

Y841 Each Retail.......$10.40

16mm Color Tungsten 100 ft. Roll

Y841 Each Retail.......$10.40

8mm Color Daylight

25 ft. Twin Eight Magazine

Y376 Each Retail........$4.65

8mm Black & White Hypan

25 ft. Reversible, Magazine

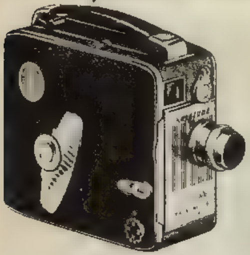
Y304 Each Retail........$3.75

8mm Black & White Hypan

25 ft. Reversible, Roll

Y230 Each Retail........$2.85

Keystone Movie Cameras and Projectors



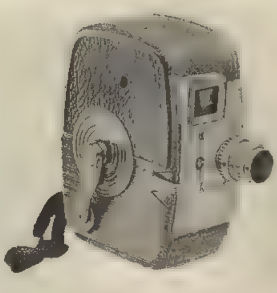
KEYSTONE K-41 BEL AIR 8MM MOVIE CAMERA

8-mm silent, magazine loading Operates at 12, 16, 24, 48 frames per second; governor-controlled motor; optical viewfinder, audible scene-length indicator; built-in exposure guide with f/2.5 lens.

41/327 Y7160 Retail............$89.50

Same as above only with f/1.9 lens.

42/327 Y9000 Retail..........$114.50



KEYSTONE K-30 CAPRI 8MM MOVIE CAMERA

8-mm silent, roll loading, single speed. Interchangeable lens mount; automatic footage indicator, built-in exposure guide Furnished with f/2.8 lens.

43/327 Y4300 Retail............$54.95

KEYSTONE K-32 OLYMPIC 8MM MOVIE CAMERA

8-mm silent, single lens, roll loading; 25 ft. capacity, double width; sprocketless loading; 12, 16, 24, and 48 frames per second, rotary shutter; single frame release, built-in optical viewfinder converts to wide-angle; spring drive with f/2.5 lens.

44/327 Y6300 Retail...........$79.95

Same as above only with f/1.9 lens

45/327 Y7850 Retail $99.95

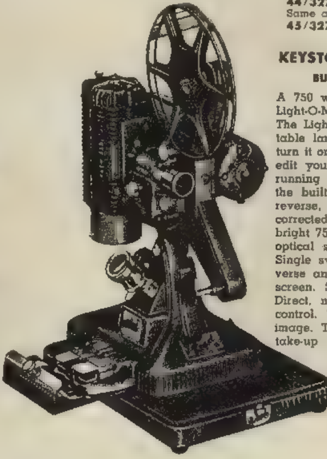
KEYSTONE K-50 MAYFAIR 16MM CAMERA

16-mm silent; magazine loading, 50 ft. capacity; camera speeds, 8, 16, 24, and 64 frames per second, rotary shutter; 150° angle; 1/38 sec. shutter speed at 16 frames per second, 1/25 sec. at single frame; spring motor drive; positive start; rundown stop; useful spring run, 10 ft., built-in eye-level finder, sliding knob changes size of viewfinder field for 17-mm wide-angle, 1-inch and 2-inch telephoto, and 1-inch standard lenses; lens in screw mount; single-exposure device; built-in exposure guide, parallax adjustment with f/2.5 lens.

46/327 Y10200 Retail. $129.50

Same as above, only with f/1.9 lens

47/327 Y12500 Retail..............$159.50

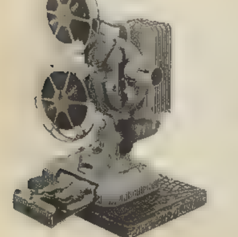


KEYSTONE K-109V 8MM PROJECTOR

BUILT-IN SPLICER—EDITOR-VIEWER

A 750 watt projector with special features of Light-O-Matic, and a built-in editor and splicer. The Light-O-Matic will automatically turn off a table lamp when you start the projector and turn it on when you stop the projector. You can edit your film right on the projector reels by running it through the viewer, and splice in the built-in splicer. All gear driven take-up, reverse, and rewind. Focusing, coated, color-corrected. 1 inch, f/1.6 lens. Exceptionally bright 750 watt illumination. Coated condenser optical system. Motor driven blower cooling. Single switch control of lamp and blower. Reverse and single frame protection, with safety screen. Snap-down film gate speeds threading. Direct, motor driven rewind. Rheostat speed control. Tilting and framing adjustments center image. Takes up to 400 ft. reel. With 400 ft. take-up reel, 750 watt lamp, power cord, instructions. Die cast metal body, brown textured finish. Artificial leather covered plywood case About 16½" high. For 110-120 volt, AC or DC.

48/327 Y13560 Retail $169.50



KEYSTONE K-161V 16MM PROJECTOR

BUILT-IN SPLICER—EDITOR-VIEWER

A 750-watt projector with Light-O-Matic and built-in editor, viewer and splicer—no extras to buy. Light-O-Matic automatically turns off table lamp when you start projector, turns it on automatically when you stop projector.

Coated, achromatic, 2", f/1.6 lens. Reflector-condensor optical system. Blower cooling. Reverse and single frame projection. Direct, motor-driven rewind. Rheostat speed control. Tilting, framing adjustments. Metal body, gray crackle finish. 15" high. Act. wt. 28 lbs. With 400-ft. take-up reel, 750-watt lamp, power cord. imitation leather covered case. For 110-120 volt, AC or DC.

49/327 Y13560 Retail.....................$169.50

"PRO" MOVIE TRICKS

To "frost" a window, swab with a mixture of stale beer and epsom salts. Or use hypo or spirits of camphor.

Icicles can be made by dipping a solution of silicate of soda, or by soaking strips of cellophane in alcohol and paraffin.

Mineral oil sprayed on faces looks like perspiration. In bigger drops it makes "tears."

Make "cobwebs" by pouring rubber cement between two blocks of wood—pull blocks in and out until it forms fine strands

(A) ILOCA 35mm STEREO II CAMERA. German crafted . . . 3-Dimension Photography with thrilling color and unbelievable depth! Loads with standard 35mm film and yields 25 stereo pairs to the roll. Perfectly matched Iltar hard-coated f/3.5 lenses and Prontor S shutter with speeds from 1 to 1/300 second and bulb! Delayed action self-timer—coupled controls—automatic counter—center wheel focusing, and centered optical viewfinder that practically eliminates parallax.

1688M8500	Stereo II Camera	Retail, each **$124.95**
1689M597	Flash Attachment	" " **9.95**
1690M800	Carrying Case	" " **11.95**

(B) ILOCA "QUICK B" 35mm CAMERA. German camera with speed, versatility, and the stamina for professional results! Fully coated, color corrected Iltar f/2.9 5mm lens with Prontor SV shutter fully synchronized and true speeds from 1 to 1/300 second including flash. Rangefinder double exposure preventative built-in delayed action self-timer. Metal frame—size, 3"x5"x2½".

1691M4800	"Quick B" Camera	Retail, each **$79.95**
1689M597	Flash Attachment	**9.95**
1692M390	Carrying Case	**6.50**

(C) DITTO "99"—35mm CAMERA. Takes photographs in rapid sequence—the finest achievement of German photographic skill! Spring operated motor transports film and cocks shutter up to 12 times on each winding. Full 24x36mm format. Color corrected, hard-coated Dittar 45mm f/2.8 lens. Shutter speeds from 1/25 to 1/1000 second. Has double exposure preventative, automatic film counter, and full flash synchronization. Distinctive satin-chrome and Grey finished metal body.

1693M6350	Ditto "99" Camera	Retail, each **$99.50**
1694M865	Flash Attachment	" " **12.95**
1695M640	Carrying Case	" " **9.50**

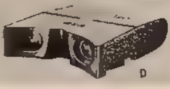
(D) ILOCA STEREO VIEWER. A lightweight German unit—adjustable to the individual's face . . . gear wheel adjusts two achromatic lenses according to the distance between viewer's eyes. Focus Lever positions picture.

1696M1167	Operates on flashlight batteries (not included)	Retail, each **$17.50**

A

B

C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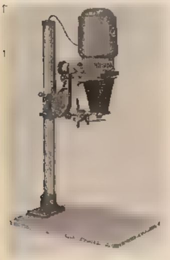
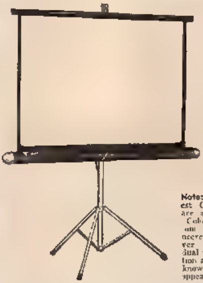


DEJUR "VERSATILE" ENLARGERS. The scope of DeJur's experience and high quality workmanship with dependable materials has brought forth the "Versatile" line of precision enlargers. Features a double condenser system for maximum contrast or brilliance, fully counterbalanced head, dual controls, ball bearing [illegible] glassless negative carriers, and adjustable roller bearings.

1701M7695 Versatile II—3¼"x4¼" negatives—[illegible]" Chromtar coated f4.5 lens—[illegible] times enlargement on baseboard. Retail, each **$99.50**

1702M9795 Versatile [illegible]—2¼"x3¼" negatives—3½" Chromtar coated f4.5 lens—Distortion Control—9 times enlargement. Retail, each **$126.50**

1703M13225 Versatile Professional—4"x5" negatives—5½" Chromtar coated f4.5 lens—5 times enlargement on baseboard. Retail, each **$172.50**



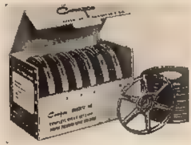
Preserve Your Memories on Film

Note: "Colorama" Screens—for finest Color and Stereo Projection—are available on special request. A "Colorama" Screen is truly a custom designed and precision engineered screen whose new type silver fabric easily accomplishes its dual purpose—to give to color projection a richness and depth hitherto unknown, and to make stereo pictures appear in all their natural beauty.

"SUPER DELUXE" PROJECTION SCREENS by Aurora.

Streamlined design with fast, easy automatic adjustments to any desired screen height. Excellent glass-beaded screen fabric assures high degree of viewing pleasure. Slight toe pressure on the "Leg Lock" lowers the tripod legs instantly . . . legs are locked in closed position when not in use and entire unit folds compactly for storage. Tripod legs are equipped with non-marring colorful tips. Complete with perfectly balanced carrying handle and case, which is dustproof, has streamlined end caps. SQUARE SIZES CONVERT QUICKLY INTO OBLONG SHAPE FOR FILM STRIPS AND MOVIE PROJECTION.

1704M1427	Size 30"x40" Screen	Retail, each	**$21.95**
1705M1557	" 40"x40" "	" "	**23.95**
1706M1817	" 37"x50" "	" "	**27.95**
1707M2053	" 50"x50" "	" "	**31.95**
1708M2272	" 45"x60" "	" "	**34.95**
1709M2662	" 52"x70" "	" "	**40.95**



REEL CHEST-PACK. Perfect combination for organizing a film library—durable, fiberboard chest contains six sets of reels and cans. Reels have positive film clips. Index imprinted on outside of chest for convenience in categorical storage.

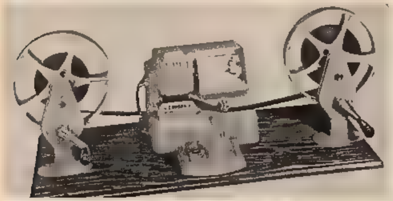
1697M440	8mm 200' Size.	Retail, each **$6.60**
1698M640	16mm, 400' Size.	" " **9.60**

METAL FILM CHEST. Features sturdy all-metal construction finished in silver hammerloid. Nickel plated hardware. Has convenient removable list for titles on inside of drop-front lid. 16mm Model is capable of holding 12 400' reels and cans—overall size, 8"x8"x13½". 8mm Model, less listing feature, has one snap-lock—holds 12 200' reels and cans. Measures [illegible]"x7"x9".

1699M300	16mm Model	Retail, each **$4.95**
1700M195	8mm Model	" " **3.25**

CORONA SUPER VIEWER. At right. View your film as though it were projected on a full-size screen! Retains the wonderful clarity and no "black spots" injure sensitive eyes while viewing the film. Slowly each scene—picture by picture—is shown in proper sequence, without the slightest flicker. Made of aluminum castings and has rotating prism. Projects motion on a 3"x2½" ground glass screen. Efficient work and satisfaction with this fine model—the Corona Super Viewer.

1713M2265	8mm Model	Retail, each **$33.95**
1714M2265	16mm Model	Retail, each **$33.95**

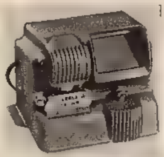


CORONA SUPER EDITOR. Made of aluminum castings, having a rotating prism and is therefore an action editor. Projects the picture in motion on a 3"x2¼" ground glass screen. Condenser lenses are made of high quality material. The mirrors are surface type. Complete unit consists of a cast aluminum Corona Super Viewer, a pair of cast zinc Corona President Jr. Rewinds and Corona President Jr. Splicer—all mounted on an attractive board with built-in well for cement or film cleaner. The Rewinds, with a screw type brake, have a 4 to 1 ratio and a capacity for 800' of film. The Super Editor is available for 8mm or 16mm film but not interchangeable as quoted below.

1710M3300	8mm Model	Retail, each **$49.50**
1711M3300	16mm Model	" " **49.50**

CORONA "PRESIDENT JR." FILM SPLICER. Polished stainless steel on heavy cast base. One-action splicer . . . cuts and seals. Fitted with precision ground scraper—removes emulsion only, no more! New automatic safety lock prevents tearing splice . . . for 8mm or 16mm film.

1712M530	Retail, each **$7.95**



"X-PANDO" GADGET BAG. The bag that grows as your equipment grows! Open the "X-Pando zipper" on the main section or on the outside pocket and add all the extra equipment you want! Sturdily constructed of Tex-hyde . . . scuff-proof, waterproof, fireproof and stain proof. Full zip-lock adjustable carrying strap, and solid brass hardware. Choice of 14"x10½"x5" size or 9"x10"x3", as quoted.

1715M1465	Large Size	Retail, each **$21.95**
1716M1115	Smaller Size	Retail, each **$16.75**

No. 1715M1465

Ansco

Ansco . . . a name famous in photographic accessories and equipment for many years. You will find in this comprehensive display a camera to fit your every need . . . from the simple, easy-to-use models to detailed photography for the 35mm enthusiast. You'll take pictures and display gratifying results from an ANSCO camera . . . a unit of distinction, beauty and compact utility.

RECOMMENDATIONS

	Film Size
• **Amateur Photographer . . .**	
Readyflash Camera	620
Ansc[illegible] Camera	620
Viking Readyset Camera	120
Memar Camera	35mm
• **Hobbyist Photographer . . .**	
Viking Readyset Camera	120
Memar Camera	35mm
Viking f4.5 Camera	120
• **Semi-Professional Photographer . . .**	
Viking f4.5 Camera	120
Speedex Special "R" Camera	120
Super Regent Camera	35mm

Prices Quoted include Fed. Excise Tax.

PLENACHROME
Ansco
PLENACHROME FILM

SUPERPAN PRESS
Ansco
SUPERPAN PRESS FILM

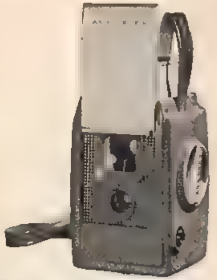
3-ROLL ECONOMY PAK

1653M72	127 Plenachrome, 8 Exp. Blk. & White	Retail pack $	1.05*
1654M83	120 Plenachrome, 8 Exp. Blk. & White	" "	1.20*
1655M83	620 Plenachrome, 8 Exp. Blk. & White	"	1.20*

ANSCO FILM

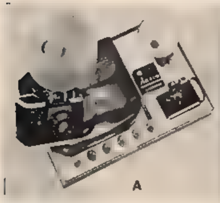
1656M34	120 Super Pan Press; 8 Exp. Blk. & White	Retail roll	0.50*
1657M34	620 Super Pan Press; 8 Exp. Blk. & White	"	0.50*
1658M42	616 Super Pan Press; 8 Exp. Blk. & White		0.60*
1659M77	120 Color Daylight, 6 Exposures		0.95*
1660M77	120 Color Tungsten; 6 Exposures	" "	0.95*
1661M77	620 Color Daylight; 6 Exposures	"	0.95*
1662M77	620 Color Tungsten; 6 Exposures		0.95*
1663M75	Supreme, 35mm Mag. 36 Exp. Blk. & White	each	1.10*
1664M171	Color Daylight 35mm Mag; 20 Exposures		1.10*
1665M171	Color Tungsten, 35mm Mag; 20 Exposures		1.10*
1666M841	100' 16mm Color Daylight; Roll Movie Film		10.40*
1667M841	100' 16mm Color Tungsten, Roll Movie Film		10.40*
1668M563	50' 16mm Color Daylight, Mag. Movie Film		6.95*
1669M376	25' 8mm Color Daylight, Mag. Movie Film		4.65*

*Fed. Excise Tax Included



The Brand New—All New ANSCOFLEX CAMERA. Features the modern, day after tomorrow design [illegible] gray and silver [illegible] beauty. Sliding metal lens [illegible] and self-[illegible] hood open and close with the touch of a finger. Features the exclusive "watch wind" film knob—transports film by quick, easy ratchet action. Equipped with special f11 two-element lens for sharp, distortion-free pictures. Easy-to-use shutter release has inter-locking double exposure prevention. Built-in neck strap for added utility. [illegible] pictures from [illegible] roll film. The price [illegible] exceptionally low!

1670M1150	Camera	Retail each	$15.95
1671M247	Case	"	3.50
1672M349	Flash Unit	"	4.95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D

(A) ANSCO READYFLASH OUTFIT. Easy to use camera—no focusing or adjusting—merely press lever and you have a picture. Album size prints, 2¼"x3¼", on 620 roll film. Complete with Flash Attachment, 3-roll Pak of film, 6 flashlamps, and zipper gadget bag with carrying strap.

1673M949	Complete Outfit	Retail, each	$13.45
1674M420	Camera Only	" "	5.95
1675M206	Flash Unit	" "	2.75

(B) ANSCO "READYSET" CAMERA. Simple to operate . . . economical to use! Features Agfa Isomar Lens; synchro-flash shutter with instantaneous and bulb settings, [illegible] body shutter release, spring loaded film pressure plate, two-position diaphragm control and two-position focusing control. Takes 8 album size pictures, 2¼"x3¼", on 120 size roll film.

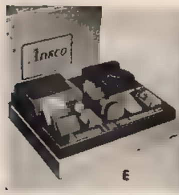
1676M1330	Camera	Retail, each	$10.95
1677M346	Carrying Case	" "	4.95

(C) ANSCO "VIKING" CAMERA. Versatile precision made camera [illegible] for the amateur as well as the serious photographer. Features an f4.5 hard-coated, color corrected anastigmat lens, Pronto Shutter, 1/2 to 1/200 second plus B, flash synchronized, all metal body with black grained Robusite covering and satin chrome trim. Takes 8 black-and-white or 6 color pictures, 2¼"x3¼", on 120 size roll film.

1678M2965	Camera	Retail, each	$44.50
1679M490	Carrying Case	" "	6.95

(D) ANSCO FLASH UNIT. Ingenious indispensable adapter for use with all synchro-shutters having either a 3mm continental type contact or a standard ASA bayonet contact. A simple, positive-performing, inexpensive unit—the finest flashgun in its price range! Features convenient extension outlet for auxiliary lighting, improved bulb-ejector type socket, a moisture resistant plastic case, sturdy metal bracket that assures greater rigidity; and quick action locking device.

1680M541	Retail, each $7.95



E

F

G

H

(E) ANSCO HOME DEVELOPING OUTFIT. Comprises developing tank with self-loading reel, 3 bakelite [illegible] trays, glass graduate, two-way safelight, thermometer, [illegible] rod, [illegible] with [illegible] weights, printing paper, 2 pkgs. Vividol paper developer, [illegible] and [illegible] instruction booklet.

1681M1086	Retail, each $14.95

(F) ANSCO "SPEEDEX SPECIAL R" CAMERA. Features:—f4.5 hard coated lens, [illegible] Shutter [illegible] 1/500 second, plus T and B; synchronized for flash, exclusive built-in distance meter, double exposure device, delayed action shutter release [illegible] pictures on 120 size roll film.

1682M4506	Camera	Retail, each	$55.00
1683M490	Case	" "	6.95

(G) ANSCO 35MM "MEMAR" CAMERA. Features:—fast f3.5 lens, coated and corrected; flash shutter with speeds up to 1/200 second, synchronized for flash, rapid film advance which sets shutter and counts exposures; Integral self-timer; double exposure eliminator; metal body with black grained covering.

1684M3021	Camera	Retail, each	$39.50
1685M490	Case	" "	6.95

(H) ANSCO 35MM "SUPER REGENT." Rangefinder miniature and fast f3.5 hard-coated Agfa Solinar lens, variable shutter 1 to 1/500 second, synchronized for flash, self timer, depth of field calculator, exposure counter; double exposure preventer, self-cocking [illegible] metal construction.

1686M6691	Camera	Retail, each	$87.50
1687M688	Case	" "	9.75

SLIDE PROJE[illegible]ON AT ITS VERY BEST

Viewlex SLIDE PROJECTORS

. . . guaranteed for a lifetime!

- **500 Watt VIEWLEX** with CHANGE-O-MATIC automatic slide carrier for ALL 2"x2" slides.

C-2068X6195 RETAIL LIST $85.45
Case C-2069X1450 RETAIL $19 50

AS ABOVE without Automatic Changer
C-2066X5795 RETAIL LIST $79.95
Case C-2067X885 RETAIL $11.90

- **300 Watt VIEWLEX** with CHANGE-O-MATIC automatic slide carrier for ALL 2"x2" slides.

C-2070X4895 RETAIL LIST $67.00
Case C-2071X1195 RETAIL $16 00

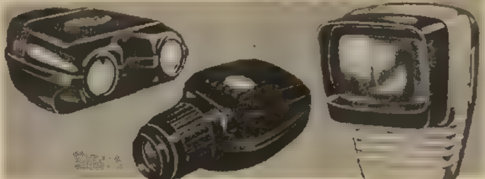
- **300 Watt VIEWLEX** for 2¼" x 2¼" slides.

C-2072X4895 RETAIL LIST $67.95
Case C-2073X745 RETAIL $9.90

ADAPTER for 2" x 2' slides
C-2074X669 RETAIL $9.50

A prouct of America's largest company devoted exclusively to the design and manufacture of precision engineered projection equipment.

An entirely new principle of optical engineering that provides such brilliant illumination and sharp definition that these projectors have become the most widely used by amateurs and professionals New 'Venturi' principle of cooling, coupled with 'Airjector', protects your valuable slides and amazingly extends the life of your lamp. Leaves projector 'cool-to-the-touch' after hours of continuous operation And with Viewlex 'Lifetime Guarantee your first cost is your last. The CHANGE-O-MATIC automatic slide changer is really automatic [illegible] . rugged . . . can't jam No knobs to turn — no levers to adjust. Just push-pull, and click-click — a new slide is positioned for viewing. Takes 30 2 x 2 slides in any kind of mounts — paper, glass, metal or plastic [illegible] intermixed. Slides return to p[illegible]



VIEWLEX 35 mm
"PROJECT-O-MATIC"

- Holds 60 Slides . . . 2 x 2
- 300 Watt . . . Fan Cooled
- Guaranteed for a Lifetime

A new Viewlex projector with many unusual design features! A new type automatic slide changer is self-contained built-into the body of the projector. Slides, which may be in any type mount, are automatically projected — forward [illegible] slot Holds 50 slides. Operation is cool, [illegible] beautifully designed—made of aluminum casting. 300 Watt bulb is fan-cooled Complete with slip-on 'GUILD' TE[illegible] luggage type case. Wt. 19 lbs

C-2075X4497 RETAIL LIST $59.95

CRAFTSMEN'S GUILD VIEWERS

'TWINLENZ' Viewer

The only hand held viewer made for viewing a single 2 x 2 slide with BOTH eyes. Relax and view picture in comfort. The two-lens optical system [illegible] ing 3-dim[illegible] without [illegible] requires no focusing. [illegible] slides 1¼ lbs.

RETAIL LIST $9.75
C-1627X650

'GUILDLITE' Viewer

The finest illuminated viewer at this low pr[illegible] Equipped with color corrected eye-piece, parabolic reflector for more brilliant illumination; and longer lasting D-size batteries. Designed for maxi[illegible]fication Takes any 2x2 slide . . . plus [illegible] and 35mm film tracks.

RETAIL LIST $5.95
C-1626X397

'STAR-FIRE' Viewer

Never before has a 2 x 2 slide viewer offered so much for so little Imagine a ha[illegible] for group viewing. Only 'Star-Fire' has Push Button' focusing; 2 Anastigmat lenses; **and a film Slide Carrier**

RETAIL LIST $7.95
C-1628X530

'BALLSWIVEL' TRIPOD for table top use.
RETAIL LIST . . . . . $1[illegible]
C-1629X130

CODE FOR NET PRICES ON INDEX PAGE

Golde REFLEX

- For all 2¼ x 2¼ slides
- 300 Watt . . . Blower Cooled

A top quality 300 Watt projector for 2¼ x 2¼ slides — the first one ever built right into the case. Blower cooled — stays cool to the touch. Triple condensers produce greatest all-over illumination. Precision engineered optical system for perfect alignment and hairline focusing Offers many exclusive features. Supplied with 6½" coated anastigmat lens. Built-in case has custom luggage appearance.

C-2059X6595 RETAIL LIST $84 20

with
SLIDEX
Changer

Golde MANUMATIC

- 300 Watt . . . Blower Cooled
- Complete with Case

Smallest, lightest, most brilliant projector in its class . . . now equipped with the trouble-free easy-to use, Slidex A[illegible] Changer Skillfully engineered optical and mechanical features. Quiet forced air cooling enables the use of 300 as well as 200 or 100 watt lamps 5" f/3.5 corrected, coated anastigmat lens. Manumatic slide carriers for 2 x 2 slides. Cast aluminum construction — fully machined. 20 lbs.

C 2058X5795 RETAIL LIST $74 95

Golde CROMATIC 300 with Case

- With Automatic Slide Changer
- 300 Watt . . . Blower Cooled

Every feature needed for lifelike reproduction of precious transparencies. The accurate optical system is completely color balanced. Scientifically designed polished reflector affords more light. Equipped with Slidex, the truly automatic Slide Changer for simple, trouble-free showing of ALL 2 x 2 slides. Complete with rich, two-tone luggage type carrying case. Wt. 14 lbs

C-2060X4595 RETAIL LIST $59 95

Ansco REGENT
35 mm

A luxury camera at a true budget price!

Check the quality construction features and operating advantages of the ANSCO REGENT with cameras that sell at a much higher price

1. Fast, highly corrected f3 5 Agfa Apotar Anastigmat lens, hard coated for sharper negatives
2. Speeds to 1/300; built-in synchronization.
3. Double-exposure preventive device.
4. Built-in self-timer and depth-of-field scale.
5. Automatic film counter
6. All metal body, covered in genuine leather.
7. Self-erecting front. 8. Optical subject finder.
9. Built-in accessory clip.
10. 35mm—20 or 36 exposures. B&W or color.

C-1313X4168	Camera Only	Retail List $54.50
C-1314X490	Carrying Case	RETAIL LIST $6 95
C-133X581	Flash Unit	RETAIL LIST $7.95

Ansco Karomat
35 mm

Thrill to the possession of the finest, most advanced 35 mm camera your money can buy!

The ANSCO KAROMAT, with its world renowned f2 0 lens, is one of the finest and most convenient cameras ever made Meets the demands of even the most serious 35mm enthusiast. The split-image rangefinder and view finder are combined in a single window, the simple-to-operate transport lever advances film and sets shutter with the flick of a finger; all controls are arranged for easiest operation when the camera is held in picture taking position . . Everything you've always wanted

C-1311X8604 LIST $112.50

CARRYING CASE
C-1312X882 RETAIL $12 50
Flash Unit
C-133X561 RETAIL $7 95

- LENS Schneider f2 8 Xenon hard-coated, fully corrected anastigmat.
- SHUTTER: Synchro Compur Rapid, one to 1/500 second, plus T and B synchronized for all flash.
- Lens-Coupled rangefinder and viewfinder in single window
- Finger-flip film advance and shutter-setting lever.
- ALL METAL body covered in genuine leather.
- DEPTH OF FIELD calculator
- AUTOMATIC FILM COUNTER
- FLASH GUN ACCESSORY CLIP
- FILM SIZE — 35 mm. 20 or 36 black-and white or 20 color

Code for Net Prices Shown on Index Page

for better Snapshots

Ansco Film

for True-Color

ROLL FILM — Black and White

All Weather PAN Ansco's Newest
A balanced emulsion of moderately high speed and wide latitude . . . right for taking pictures the whole year round — cloudy or bright.

NO.	SIZE	QUA.	LIST	NET
C-151	127	6 rolls	$2.10	$1.44
C-152	120	6 rolls	2.40	[illegible]
C-153	620	6 rolls	2.40	1.66
C-155	616	6 rolls	3 30	2.28

SUPREME—high speed -fine grain
The ideal 'all purpose' film . . of moderate high speed and panchromatic sensitivity. Excellent for portraiture, scenic views or indoors with flash-lamp or floodlamps.

NO.	SIZE	QUA.	LIST	NET
C-157	828	6 rolls	$2 70	$1.88
C-158	127	6 rolls	2.70	1.86
C 159	120	6 rolls	3.00	2.04
C-1510	620	6 rolls	3.00	2.04
C-1512	616	6 rolls	3.60	2.52

SUPERPAN PRESS—Ultra Speed Pan
Provides for the increased sensitivity necessary when exposing for subjects under unfavorable lighting conditions — or to stop action pictures at high shutter speeds.

NO.	SIZE	QUA.	LIST	NET
C-1514	127	6 rolls	$2 70	$1.86
C 1515	120	6 rolls	3 00	2.04
C-1516	620	6 rolls	3.00	2.04
C-1517	116	6 rolls	3 60	2.52
C-1518	616	6 rolls	3 60	2.52

Ansco film has long been the photographer's favorite . . . a film that is guaranteed to make superior snapshots and to give the serious photographer real satisfaction. Whether you buy Ansco Plenachrome, Supreme or Superpan, you buy quality at its best.

FILM SIZE required for each camera is given in the camera specifications. Please order by Catalog No.

ANSCOCHROME MOTION PICTURE FILM

Ansco s sensational new high-speed color film . . . has a film rating of '32' which is 3 times the speed of ordinary color film. Opens up a whole new vista of picture possibilities. Available, at present, only as listed below.

PRICES INCLUDE PROCESSING

NO.	SIZE	TYPE	LENGTH	LIST	NET
C-1534	16mm	Daylight	50' Mag.	$6.95	$5.72
C-1536	16mm	Daylight	100' Roll	10.40	8.56

ANSCO BLACK & WHITE- -inc. processing

NO.	SIZE	LENGTH	LIST	NET
C-1541	16mm	50' Magazine	$5.40	$4.37
C-1542	16mm	50'-Roll	4.20	3.40
C-1543	16mm	100' Roll	7.25	5.86
C-1548	8mm*	25' Roll	2.85	2.30
C-1549	8mm*	25' Magazine	3.75	3.04

*8mm motion picture film is Double-8 25 ft roll is split in processing operation and returned to sender as 50' single 8mm

35 MM. ULTRA SPEED—B. & W.

NO.	EXP.	QUA.	LIST	NET
C-1520	20 Exp.	3 rolls	$2.55	$1.74
C-1521	36 Exp.	3 rolls	3.30	2.35

35 MM SUPREME—Black & White

NO.	EXP.	QUA.	LIST	NET
C-1522	20 Exp.	3 rolls	$2.55	$1.74
C-1523	36 Exp.	3 rolls	3.30	2.35

ANSCOCHROME COLOR FILM

A high-speed DAYLIGHT TYPE high-fidelity color film with a rating of '32' as compared to '8' for other color films Gives truer colors even in dim light . . . greater latitude in shadow areas. **Can be used in simplest box cameras.**

FOR FLASH or other artificial light ANSCOCHROME Daylight Film will give very satisfactory results when used with blue flashlamps, a tungsten filter or strobe lights Because of the high film rating allowance for filter will not limit night picture possibilities beyond ordinary color film.

NOTE· Prices for color roll film do not include processing charge. List of laboratories supplied with film Approximate charge is $1.15 per roll.

35 MM—20 Exposures

NO.	TYPE	QUA.	LIST	NET
C-1525	Daylight	per roll	$1.85	$1.45

ANSCOCHROME ROLL FILM
DAYLIGHT

NO.	SIZE	QUA.	LIST	NET
C-1527	828	3 rolls	$3.00	$2.34
C-1528	120	3 rolls	3.75	2.94
C-1529	620	3 rolls	3.75	2.94

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TRANSOGRAM Co., Inc
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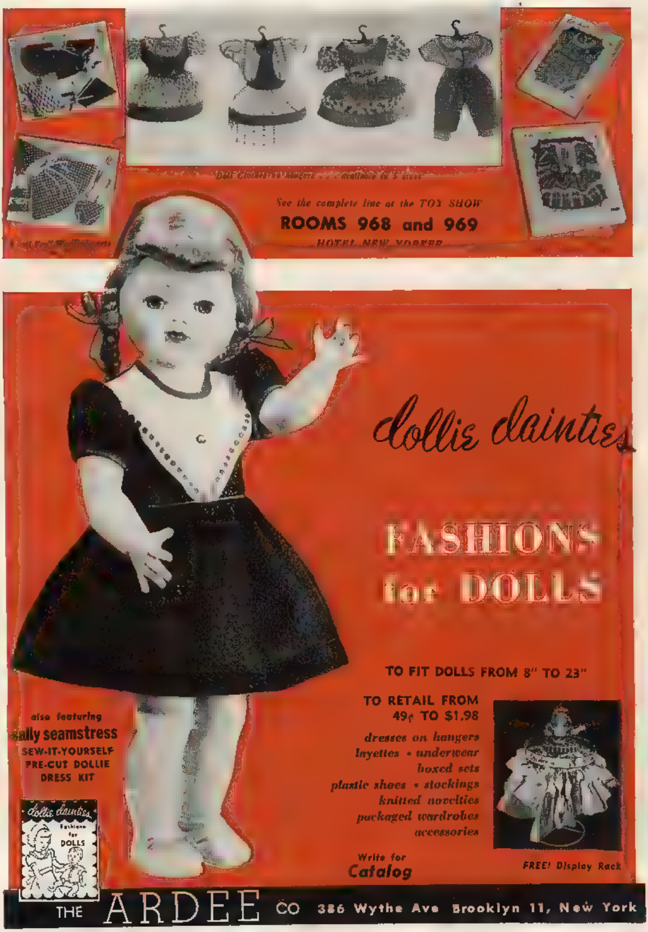
200 Fifth Ave., N. Y. C
YALE BELT Corp.
183 Wooster St., N. Y. C.

Hopalong Cassidy Enterprises
8907 Wilshire Boulevard, Beverly Hills, Californi



Doll Clothes on hangers . . . available in 5 sizes

[illegible]

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TO FIT DOLLS FROM 8" TO 23"

TO RETAIL FROM 49¢ TO $1.98

dresses on hangers
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boxed sets
plastic shoes • stockings
knitted novelties
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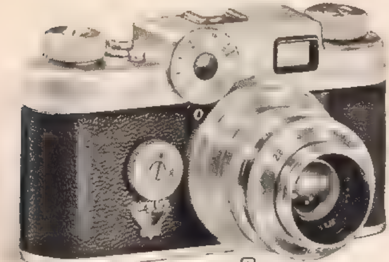

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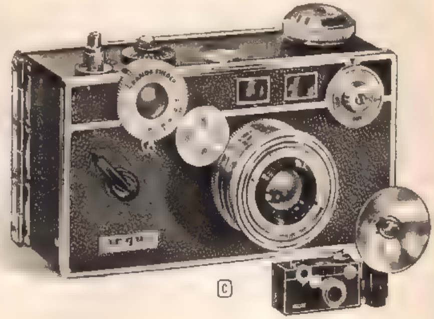

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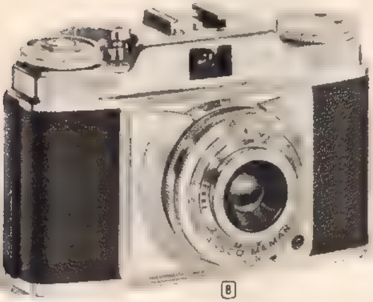

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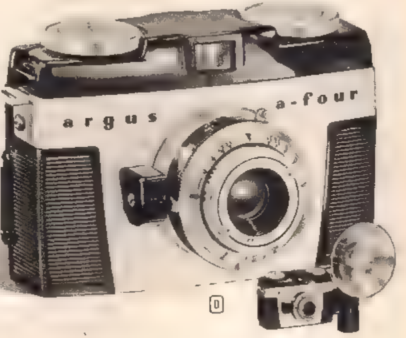


D

Popular 35mm Cameras Made by Argus and Ansco

A ARGUS C-4 35MM COLORMATIC CAMERA OUTFIT

Finest Argus 35mm camera. True-color transparencies, brilliant black-and-white pictures. 50mm (2 in.) Argus Cintar f/2.8 color-corrected, hard-coated anastigmat lens—diaphragm openings from f/2.8 to f/22. Shutter speeds: 1/10, 1/25, 1/50, 1/100, 1/300 second, and bulb. Built-in flashgun synchronization for all flash lamps at all shutter speeds. Lens-coupled, superimposed-image rangefinder—focuses from 3 ft. to infinity. Colormatic-colored pointers on rangefinder, shutter, and diaphragm dials indicate 'Universal" settings for outdoor pictures. Accurate viewfinder Built-in exposure counter. Film wind coupled to shutter—eliminates blank or double exposures. With leather eveready case and flashgun unit. Shpg wt. 5 lbs

14585V7995—Outfit (camera, case, flashgun unit). Retail $99.50
14322V7350—Camera and case only .. . . Retail $92.00
14323A715—Flashgun unit only.. .... Retail $8.95
14462A10S103/109—Sleeve of twelve #5 G.E. flash bulbs.....$1.56

B ANSCO 35MM MEMAR CAMERA—IT'S POCKET-SIZED

Miniature size—carry it in your pocket! You'll get superior shots in color and black-and-white—it's easy with Ansco! Fast-acting thumb-lever film transport—you can take action shots in rapid succession. Coated Agfa Apotar f/3.5 lens—anastigmat, color-corrected—stops down to f/16. Pronto shutter—speeds 1/25 to 1/200 sec., and bulb—X-synchronized for M-type flashlamps at 1/25 sec.; for F-type up to 1/200 sec.; for strobe at all speeds. Optical eye-level viewfinder. Double exposure eliminator—you can't snap two pictures on one film. Film reminder index. Built-in self-timer lets you get into the picture. All settings are easily visible from top of camera. All-metal body with black grained covering. Shipping weight 2 lbs.

14589V3021—Camera... .. ..Retail $39.50
14590A490—Leather eveready case for camera .... Retail $6.95
14356A632—Flash Unit for camera above Retail $8.95

C NEW ARGUS C-3 35MM COLORMATIC OUTFIT

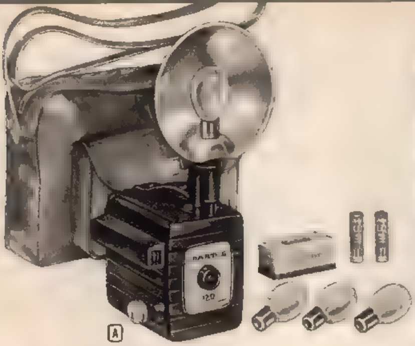
An outstanding value for the camera enthusiast—an ideal combination for taking snapshots on vacations, picnics, hikes. Popularly priced. Gives brilliant pictures in black-and-white and natural-looking color transparencies. Enlargements retain sharp detail. 50mm (2 in.) Argus Cintar f/3.5 lens—color-corrected, hard-coated, anastigmat type. Diaphragm openings from f/3.5 to f/22 Remove lens for use on enlarger. Shutter speeds: 1/10, 1/20, 1/30, 1/50, 1/100, 1/200, 1/300, and bulb. Plug-in flash unit. Coupled rangefinder focuses from 3 ft. to infinity. Colormatic-colored pointers on rangefinder, shutter, and diaphragm dials indicate "Universal" settings for outdoor pictures. With leather eveready case and flashgun unit Shpg. wt. 5 lbs.

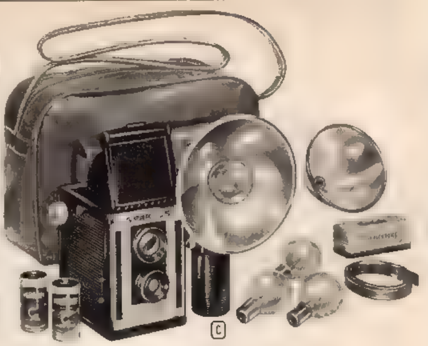
14321V5295—Outfit (camera, case, flashgun unit)....Retail $68.50
14462A10S103/109—Sleeve of twelve #5 G.E flash bulbs. ...$1.56
14337V4595—C-3 Telephoto Lens—f/4.5, 100mm Retail $57.50
14338V4595—C-3 Wide Angle Lens—f/4.5, 35mm ..Retail $57.50

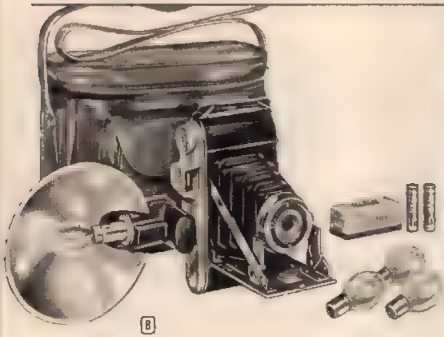
D ARGUS A-FOUR 35MM CAMERA GIFT OUTFIT

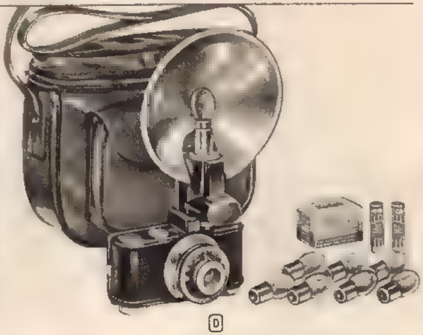
Takes pictures with realistic clarity—enlargements retain sharp details. Argus Cintar f/3.5 coated anastigmat lens. Between-the-lenses shutter with speeds of 1/25, 1/50, 1/100, 1/200 second, and bulb. Focuses 2½ ft. to infinity. Optical eye-level viewfinder. Film-wind coupled to shutter action to prevent double and skip exposures—permits double exposures for trick effects. Exposure counter shows number of pictures taken. Plug-in flash with built-in synchronization. Tripod bushing—cable release socket. Diaphragm openings from f/3.5 to f/22. Argus Gift Outfit includes: 35mm camera with top-grain saddle leather eveready carrying case and compact flash unit. Shipping weight 4 lbs.

14327A3175—Outfit (camera, case, flashgun unit)...Retail $39.95
14324V2595—Camera only.............................Retail $32.50
14325A289—Carrying case only.... .. ..Retail $3.65
14326A298—Flash Unit only...........................Retail [illegible]









Spartus Camera Kits—Complete Picture-Taking Needs

A SPARTUS 11-PIECE FLASH-CAMERA OUTFIT

A complete package of camera fun. So easy to use—no complicated focus or timing adjustments! Handy kit is priced within the reach of every photography enthusiast, and it's made with the famous Spartus quality for long use and satisfying performance. Dependable "120" box camera with large viewfinder that clearly outlines every picture before you take it. Takes eight 2¼ x 3¼ in. pictures on no. 120 film; synchronized for flash with fixed focus. Eleven-piece outfit includes camera, flash gun, 4 G.E. flash bulbs, 2 Penlite batteries, one roll no. 120 film, flash-photo instruction booklet, and a professional gadget bag with shoulder strap.

14703A6S597/663—Kit. Shpg. wt. 4½ lbs. . . . . Retail $9.95
14462A10S103/109—Sleeve of twelve #5 G.E. flash bulbs $1.56

B 14-PIECE SPARTA-FOLD CAMERA OUTFIT

The kit that makes a hit with every camera fan. Sparta-fold camera turns out perfect album-size pictures—indoors or out. Accurate viewfinder lets you see the picture before you snap it. Synchronized flash shutter and three exposure settings. Takes eight 2¼ x 3¼ in. pictures on no. 120 film. Turns out sharp, detailed pictures you'll keep and cherish always. All-metal construction for lasting use, leather-grained covering. Fourteen piece set includes camera, flash gun, 4 G.E. bulbs, 2 Penlite batteries, one roll no. 120 film, adapter for midget bulbs, photography book, photo album, flash-photo booklet, and a roomy gadget bag.

14608A6S1797/1997—Kit. Shpg. wt. 5 lbs. . . . . Retail $29.95
14609A6S1197/1330—Camera only. Shpg. wt. 2 lbs. . . Retail $19.95
14610A6S180/200—Flash gun only. . . . . Retail $3.00
14611A6S150/167—Camera Carrying Case . . . . Retail $2.50
14462A10S103/109—Sleeve of twelve #5 G.E. flash bulbs $1.56

C SPARTUS FULL-VUE 14-PIECE CAMERA OUTFIT

Now everyone can take professional-looking snapshots. Practical new 14-piece kit contains all the equipment you need. Amazing new Spartus box camera with full-view viewfinder gives you an identical preview of the picture you're taking—full 2¼ x 2¼ in. size. Synchronized for flash, for black-and-white or full color. Fixed-focus 8 ft. to infinity. Turns out 12 pictures 2¼ x 2¼ in. on each roll of no. 120 film. Complete kit includes camera, ejector flash gun, 4 G.E. flash bulbs, reflector-adapter for new G.E. miniature bulbs, 2 Eveready batteries, 1 roll no. 120 film, 2 flash-photo booklets, a handy gadget bag, and shoulder strap.

14607A6S1137/1263—Kit. Shpg. wt. 5 lbs. . . . . Retail $18.95
14210A6S570/633—Camera only. Shpg. wt. 2 lbs. . . . . . Retail $9.50
14212A6S210/233—Flash gun. . . . . Retail $3.50
14211A6S180/200—Camera Carrying Case . . . . Retail $3.00
14462A10S103/109—Sleeve of twelve #5 G.E. flash bulbs $1.56

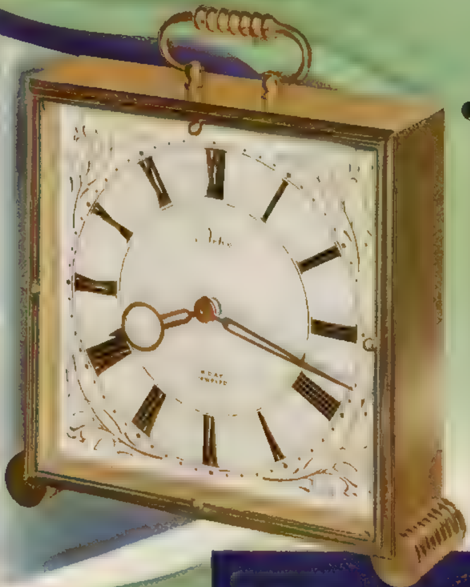
D SPARTUS 33MM 18-PIECE CAMERA OUTFIT

Precision-made to give you fine pictures. Spartus 33MM camera with f/6.3 color-corrected coated lens and four openings: f/6.3, f/7.7, f/11 and f/16. Amazing flexibility for full color shots or black-and-white. Takes 20 or 36 exposure cartridge film. Optical viewfinder, exposure counter. Synchronized for flash. Takes color transparencies for slides. Kit includes camera, flash gun, 35MM film, 8 G.E. flash bulbs, 2 Penlite batteries, flash gun adapter for midget bulbs, photographic book, two photo booklets, gadget bag.

14704A6S1497/1663—Kit. Shpg. wt. 5 lbs. . . . . Retail $24.95
14215A6S1077/1197—Camera only. Shpg. wt. 2 lbs. . . . . Retail $17.95
14216A6S300/334—Camera Carrying Case . . . . Retail $5.00
14462A10S103/109 Sleeve of twelve #5 G.E. flash bulbs $1.56

TO CAPTURE A MOMENT FOREVER . . . GMC offers you a camera to suit your individuals needs—cameras for the beginner, the talented amateur, and the professional. And all are top quality merchandise by famous manufacturers. GMC merchandise covers a complete price range—from the least expensive to the very finest on the market. Compare prices, you'll prove to yourself that you get outstanding values at GMC. Choose your camera from this catalog.

SPARTUS FLASH KITS FOR FINEST SERVICE . . . On this page GMC offers four flash camera kits—all made by Spartus for fine performance. Each kit contains all the equipment you need to turn out prize-winning prints—sharp, clearly detailed. Spartus cameras are easy to operate —every member of the family can use them. Each camera is designed for long life and accuracy—precision-made to give lasting satisfaction. All nationally advertised.



Artco

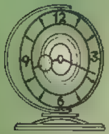
CLOCKS OF DISTINCTION

with Jeweled 8 Day Movements

Majestic, graceful and distinctive, Artco jeweled eight day occasional clocks are the ultimate achievement in both artistic design and clock manufacturing. Fine precision made jeweled movements provide quiet, dependable service and freedom from unsightly wires. Wind only once each week. Fully guaranteed and American serviced to assure a lifetime of enjoyment. The ideal special gift you'll want remembered throughout the years.

AMBASSADOR 8 Day. The last word in elegance. A clock that speaks of dignity and charm and arouses admiration wherever used. Fine, American made two jewel movement. Richly etched silver finished dial. Bevel-edge, high crystal. Size: 6½" wide, 7½" high.

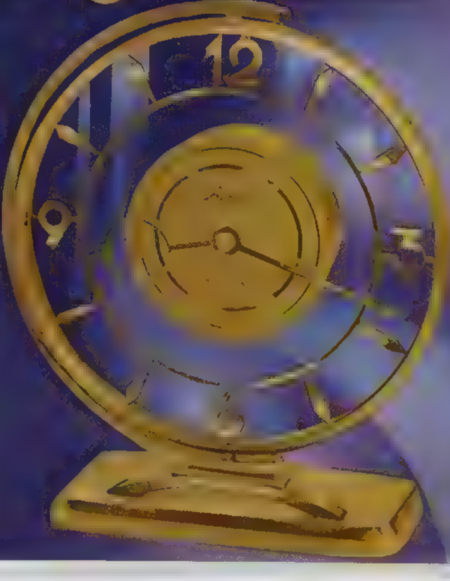
8H64X1497 . . . . Retail Price **$24.95**



SATURN 8 Day. The clock of mystery. Concealed movement gives illusion of free turning hands. Rare combination of beauty, intrigue and utility. Transparent dial and polished brass trim blend with all settings. Finest quality, four jewel Imported eight day movement provides accurate, silent timekeeping. Revolving dial. Size: 7¾" high, 5⅛" base, 6" dial.

8H65X1377 . Retail Price **$22.95**

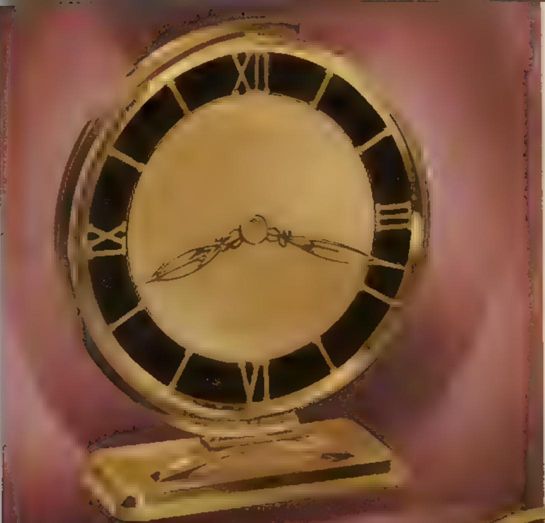
Prices do not include Federal Excise Tax



.Artco

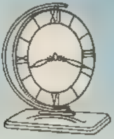
CLOCKS OF DISTINCTION

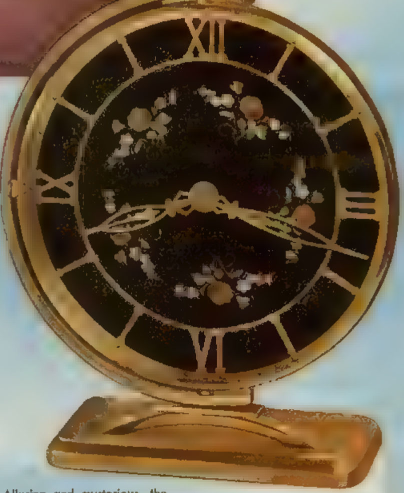
Each and every clock, a decorator's dream come true. Designed by Europe's most talented artists, these Artco clocks feature fine, imported cases and dependable American made, American serviced movements. Truly versatile, they are perfect for home or office, in modern or traditional settings. No unsightly wires or connections. Fully guaranteed by certificate, Artco clocks will give a lifetime of service and make ideal business and personal gifts.



OLYMPUS 8 Day. A triumph in classic design. Elegantly styled for home or office. Revolving dial. Guaranteed eight day movement of proven dependability. Ideal gift for male or female. Size: 7¾" high, 5⅛" base, 6" dial.

8H66X1137 .. ... Retail Price **$18.95**





FIESTA 8 Day. Alluring and mysterious, the Fiesta will enhance the beauty of any room. Revolving dial features colorful floral pattern on dramatic jet black background. Guaranteed 8 day movement. Raised gilt numerals and minute markers. Size: 7¾" high, 5⅛" base, 6" dial.

8H67X1197 .... Retail Price **$19.95**

Prices do not include Federal Excise Tax

GLOBE SPORTING GOODS LINE HANDLED BY HENRY KATZ

In the February issue of PLAYTHINGS a selection of some of the outstanding lines in the Henry Katz Office showed an illustration of a ball and glove that should have been credited to the Globe Sporting Goods Company.

To set the records straight we show here

one of the new numbers in the Globe line — a baseball glove display unit, four gloves to the display, packed three displays to a shipping carton. This special packing is available for all gloves in the line over $3.98.

The Globe line includes packaged sets of junior sized gloves with major league styling to retail from $.98 to $3.98. Genuine leather "Super-Grip" Baseball Gloves and Mitts start at $1.98 in all models. A complete line of sporting goods with football, basketball, boxing and hockey items is also manufactured by this firm. Globe Sporting Goods is represented in the toy trade by the Henry Katz Sales Organization at 200 Fifth Avenue, New York City. The complete line can be seen in the Henry Katz Showroom in Room 540.

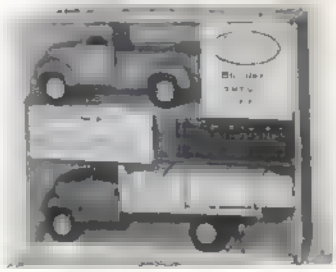
INDIAN TRADERS' 1955 ITEMS TO BE INDIVIDUALLY BAGGED

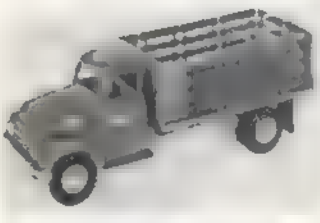
Indian Traders "On the Shores of Silver Lake," Rochester, Minn., announce that their new 1955 line of handcrafted authentically designed tom-toms for the toy trade will be individually packaged in plastic bags.

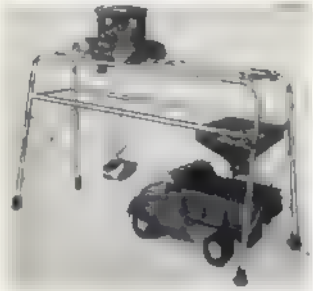
The line will consist of five popularly-priced (49¢-$2) tom-toms; "Make-It-Yourself Tom-Tom Kits," retailing at $1 and $2. Indian Play Outfits consisting of tom-toms and headdresses in an attractive window box to retail at $2 and $4; and Children's Indian-styled Beaded Belts, Beaded Dolls, Horn Dance Rattles and Feathered Headdresses.

The Indian Traders [illegible] represented by the following: Ward Francis Company on the west coast; Ben G [illegible] in the southwest; The Dennis Company, in the southeast; Walter & Arthur Krenzien in the midwest. A New York representative is to be announced.

Six Additions to Tonka Line to Be Shown at Toy Fair







Six additions to the Tonka Toy line of metal trucks and allied toys for 1955 include a new long wheelbase truck chassis and an aerial sand loader, hailed by the company as the finest toy of this type ever built within the price range.

All new models, with the company's improved present line, will be shown at the Toy Fair. The additions bring the total number of Tonka Toys to 22.

The aerial sand loader, a departure from the firm's traditional line of factual scale metal trucks and road building equipment, is patterned after the huge overhead loaders in use at the iron ore docks on Lake Superior. Made of heavy 20-gauge steel and aluminum tubing, the aerial loader consists of a cab mounted on four trolley wheels that traverse, by remote winding, the length of the aluminum rails. Slung under the cab is a weighted clamshell bucket which is opened and shut from a control on the cab and raised or lowered by a second. The bucket's action is so authentic that it will easily pick up a full load of sand, marbles or a flat coin from a tabletop. The cab is fire engine red. Rubber feet sheathe the legs. The toy is designed for use indoors with marbles or outdoors in sand.

Retailing at $12.95, the aerial loader is 10½" high, 9½" wide and 26½" long, individually packed, six to a shipper. It is also available packaged with the Tonka Toy scale model dump truck #180-4 as a load-and-dump set, #825-5, to retail at $15.95 as the Aerial Sand Loader Set.

Another new Tonka Toy 1955 model is the Lumber Truck, an authentic long-wheelbase reproduction of a yard lumber hauler, with a non-slip grid bed surface, [illegible] chain stakes, and, as a special "live" feature, rollers that can be turned by hand to unload the lumber.

The Stake Truck has six realistic and removable side stakes and a tailgate. The stake bed mounts on the same cab and chassis as the Lumber Truck and these two truck beds and cab, together with the new Tonka Toy Pickup Truck, comprise the Builders Supply Fleet package that features interchangeable bodies on the two long-wheelbase trucks. The Pickup Truck, with a drop tailgate and chain, is factually modeled after light duty trucks used by building trades contractors. All are made with 20-gauge steel, carefully formed to scale and have plated wheel discs, headlights, bumpers, and grills. The large rubber tires are deeply treaded. Retail prices are as follows: Lumber Truck, #[illegible]-5, $5.98; Stake Truck, #[illegible]-5, $4.98; Builders Supply Fleet, #0875-5, $10.95. For literature and information write Mound Metalcraft, Inc., Dept KP, Mound, Minn.

BALL AND GLOVE COMBO FROM CHILDLORE COMPANY

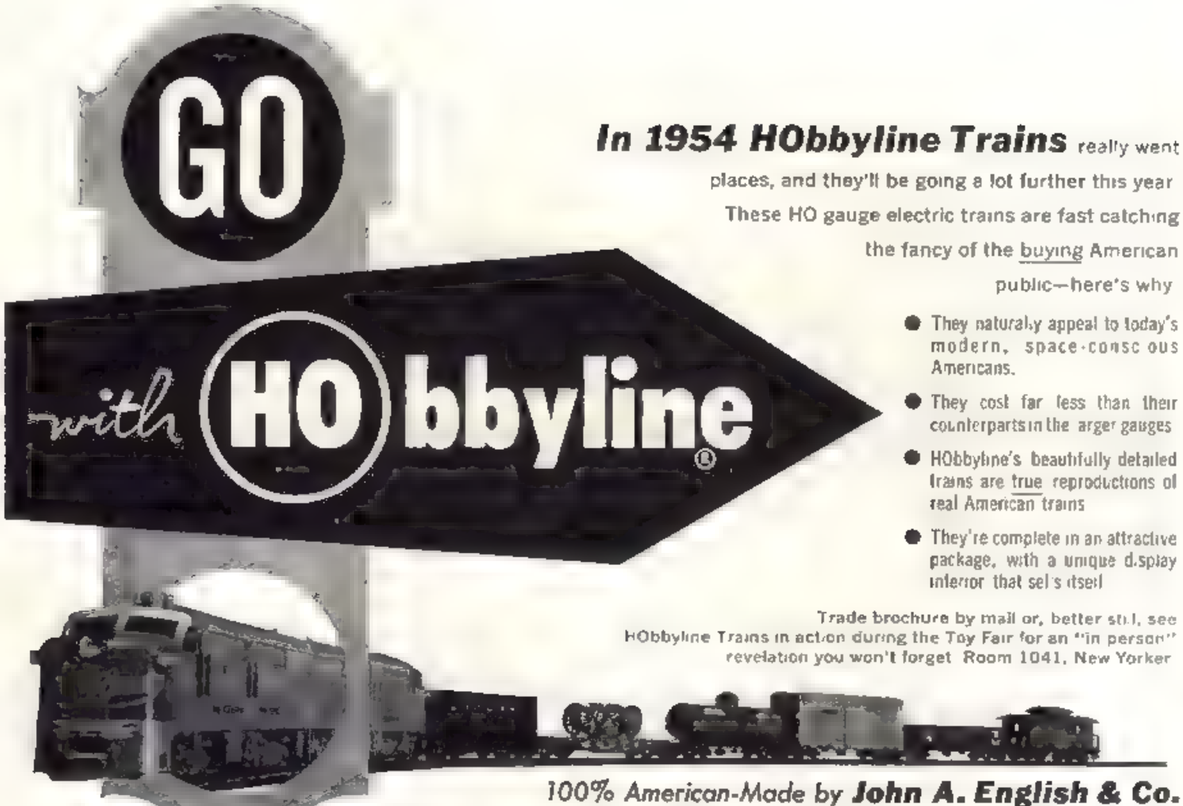
Illustrated below is the new #505 Big League Trainer Mitt being offered this year by Childlore Company, 331 Southwest Boulevard, Kansas City, Mo.

The #505 is described by the manufacturer as being one of the first "self-teaching" sporting goods toys, a ball and glove combination that will enable a youngster to play "catch" by himself.

Each mitt is individually packaged in a pliofilm container closed with a baseball diamond seal. Standard packing is two-dozen units weighing eight pounds per standard carton. The suggested retail price is 98¢.

RED FEATHER

$44,975,800, or 15.5 per cent. of the monies given to the Community Chest are spent on family welfare services.



In 1954 HObbyline Trains really went places, and they'll be going a lot further this year. These HO gauge electric trains are fast catching the fancy of the buying American public—here's why

- They naturally appeal to today's modern, space-conscious Americans.
- They cost far less than their counterparts in the larger gauges
- HObbyline's beautifully detailed trains are true reproductions of real American trains
- They're complete in an attractive package, with a unique display interior that sells itself

Trade brochure by mail or, better still, see HObbyline Trains in action during the Toy Fair for an "in person" revelation you won't forget. Room 1041, New Yorker

100% American-Made by **John A. English & Co.**

Albert H. Press, Room 320
200 Fifth Avenue
New York 10, New York

Albert C. Bissell
3192 Milwaukee Avenue
Chicago 18, Illinois

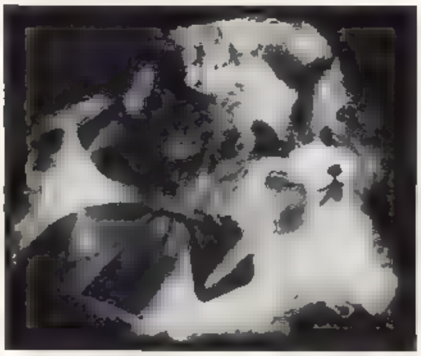
Russell D. Jessee
1411 The By Way, N. E.
Atlanta, Georgia

Morrisville, Pa.

For the Finest in FUR TOYS—Look to "LA MAR"

They're SOFT!

They're CUNNING!



They're CUTE!

They're CUDDLY!

La Mar Kittens and Cats are made of the finest American Rabbit fur. Our extensive line of Dogs and Novelties are finished in the best grade Lambskin obtainable. Glass eyes, satin bows, silk embroidered noses, set-in ears, cotton-filled. Individually packed in beautifully decorated boxes.

Exclusive Sales Representative

ARTHUR A. GERLING ASSOCIATES

Permanent Showroom

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Special Toy Fair Display - - - ROOM 548 - - - Hotel McAlpin

LA MAR TOY COMPANY

Est. 1943

Now in New and Larger Quarters at

81 Prospect Street, Brooklyn, N. Y.

38" Tall Paper Dolls Made by John L. Morton Co.

Making the paper doll into a new and exciting toy that is life size and stands alone is the business of John L. Morton and Company of Portsmouth, Ohio.

These paper dolls are truly life-size, being 38" tall, and are of such construction that they will stand up alone. The features and hair styles, as shown in the accompanying photograph, are described as remarkably lifelike.

The paper clothing included with each doll is attractive and modern. The paper accessories include hats, bags, gloves, sun glasses and others. Designed for children aged 4 to 10, the dolls provide unlimited play value and contribute to a child's manual dexterity, good taste and social consciousness.

The dolls are packaged individually in a parcel post size and weight carton that converts as a suitcase in which the cut-out clothing may be kept. One dozen dolls in a master carton weigh 28 pounds.

Ding Dong School has recently licensed the dolls, and their debut on Miss Frances' show is expected soon.

Placed in numerous department stores and toy shops, the dolls are popular with the small fry who talk and play with them as with actual playmates. Additional, smartly-designed clothing packaged to sell separately at popular prices is being readied for distribution.

To make these entertaining playmates, John L. Morton teamed up with Catharine Russell, who is well known in the infants' and children's wear market as the Junior Tog Shop of Portsmouth, Ohio.

WOR's Scrabble Window

In line with Selchow & Righter's expanding advertising program, S & R's two best-selling games, Scrabble and Parcheesi, are currently being advertised on the John B. Gambling Show over radio station WOR, as well as in newspapers in key markets throughout the United States.

To promote the show, the station is featuring this display window in their building on Times Square in New York. Featured in the display, in addition to Scrabble and Parcheesi, are their fast-moving games of Assembly Line and Meet the Presidents. These two latter games are being advertised at present on the famous Dave Garroway television show "Today."

DeKALB MOVES ALL TO NEW PLANT IN DeKALB, ILLINOIS

DeKalb Toy & Novelty Company has moved their offices and assembly and finishing departments, which have been located at 136 S. Second Street, to their new plant erected adjacent to their mill at 11th and Oak Street, DeKalb, Ill.

Since starting business in 1944 they have had to move all or part of their plant three times to take care of increased production. They expect that they will be pretty well set at the new location for the next five years.

R. W. Fulton of the company states: "It will certainly be a pleasure for us to work from one location to say nothing of that pleasure to be derived from improved methods of operation. The new location means a complete consolidation of our woodmill, metal department, finishing and assembly.

"The new location means increased production facilitated by methods such as automatic shaping, conveyor finishing and conveyor silk screening. We have just finished with a new machine that will assemble and package a low cost rope swing at a rate of three per minute," he adds.

DeKalb Toy & Novelty produces a well-known line of counter package swings, Pony Rockers, pre-pedal-age carts, Craft Kits and Sand Boxes. New merchandising methods of selling individual swings will be presented at the Toy Fair. New items shown will be a "Twin Swing" with play table, a "Jr's Ship's Ladder" Swing, and several new boys' Craft Kits. They have also taken over the production and sale of "Jack's Pony," a well known number in the trade.

Plant management will be under the direction of R. T. Howard, R. W. Fulton, and his two sons, Robert and Richard Fulton. Richard, now three years in Japan with the Security Division of the U.S. Air Force, will finish his four-year enlistment in October. He advises he is anxious to get back to the toy business and is looking forward to operation in the new plant.

DeKalb Toy & Novelty is well represented in most all states as well as Canada and Hawaii. They extend an invitation to those who attend the Toy Fair to visit them at the New Yorker Hotel.

SALES REP. HARRY LODMER REPORTS ON EARLY BUYING

Harry Lodmer of Harmor & Company, Inc., stated recently that even though the Toy Fair was still a couple of weeks away, his organization had been literally "up to its eyes" in taking care of the wants of visiting buyers.

Among the prominent lines represented by this well-known factory agent are Park Plastics, Water Guns and other plastic action toys; Norton-Honer, Buck Rogers Guns and Field Glasses; Topic Toys, novelties; Philmore, Radio Crystal Sets; Eastern Moulded's line of vinyl and latex rubber toys; and the Highland Art line of Embroidery Kits.

"Harry" is looking forward to greeting his many buying friends at his 200 Fifth Avenue, New York City, showroom, Room 361, during and following the Toy Fair.

MORTON GOULD JOINS STAFF OF BROWN-EDDY ASSOCIATES

Brown-Eddy Associates, Inc., manufacturers' representatives for the south, reports it is continuing to grow rapidly. Latest proof is the announcement from Fred X. Brownstein, president, that Morton Gould has been added to the firm's staff in a sales capacity. A man who has been in the selling field since 1935, Mr. Gould has wide experience in such varied fields as housewares, hardware, and toys.

In addition to his long experience in selling, he will bring to his new position personal knowledge of key cities within the Brown-Eddy territory, for Mr. Gould at one time or another has lived in St. Louis, New Orleans, and Dallas. Now he will make his home in Memphis with his wife and year-old daughter.

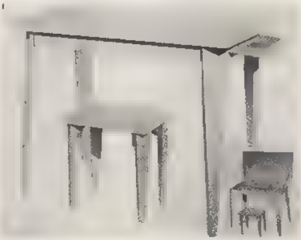
Mort Gould

At Brown-Eddy, Mr. Gould joins a successful sales force that covers 16 states, from Virginia to Florida, and from Kansas to Texas, with representatives strategically located in key cities. In Dallas, there is Jimmie Brooks; in St. Louis, Leo Fischer; in Atlanta, Walter Marx; and in Memphis, George Shillig and Fred Brownstein. In addition, Memphis boasts both the Brown-Eddy home office and permanent showrooms in the M & M Building. Other permanent showrooms for the firm are located in the Merchandising Mart Building in Dallas and also at Walter Marx's headquarters, 1250 Poplar Grove Drive, N. E., Atlanta.

"We are really delighted to add Morton Gould to our staff," Fred Brownstein said in making the announcement. "It does serve as a measure of our steady growth in the past few years, of course. But more than that, we feel that Mr. Gould will be a real addition to our sales force. He's the kind of man that has made us grow so fast—aggressive, experienced, and with a top reputation for sales and merchandising. And he feels the way the rest of us at Brown-Eddy do about the importance of consistent coverage and personal contacts with our principals and valued customers."

In turn, Mr. Gould paid high compliment to Brown-Eddy. "I feel this is a great opportunity for me, personally," he said. "I've been over the Brown-Eddy lines thoroughly, and I was sure pleased to learn that we have five of the top lines in the country—and every one of them has shown a steady increase, year by year, since being represented by Brown-Eddy."

Standard Cabinet Co. Announces Line of Juvenile Furniture



The company's #503 Play Desk, a $9.95 retailer.

The Standard Cabinet Company, Peru, Ind., manufacturer of household furniture, has announced its entry into the toy furniture field with the showing of their new line to their midwest salesmen.

The first four items to be put into production are now in stock and ready for delivery, according to Sam M. Harper, sales manager, who announced at the same time that the trade name "King Size" has been assigned to the line.

Mr. Harper said that toy furniture will be produced under the same conditions and to the same standards that have governed company production for the past 60 years. An extensive trade paper promotion is contemplated for the near future, it is added.

THREE-INCH STATUETTES OF BASEBALL PLAYERS

The All*Stars Statuette of Willie Mays (see cut) is one of the first series of 28 major leaguers to be produced by Robert Gould Inc., 200 Fifth Avenue, New York City.

Each statuette is approximately 3" in height and made from high impact polystyrene. They will be available to retail individually on a card at 15¢ each or 7 for $1. The latter assortment is packaged in a colorful acetate windowed box.

All*Stars Statuettes will be displayed in Rooms 513 and 538 in the Toy Center during the Toy Fair, according to the Gould announcement.

HARROW & GLUCKSMAN AUGMENT SAYCO DOLL'S SALES STAFF

Buyers who visit the Sayco Doll Corporation's spacious Toy Fair display in Rooms 950, 951, 952, 953, 954 and 955 at the New Yorker Hotel will find there Gene Roth, vice-president in charge of sales, ably assisted by two energetic young men.

Robert L. Harrow, a fast-moving six-footer, recently became a Sayco salesman and is looking forward to showing doll buyers the many Sayco innovations for 1955. Mr. Harrow brings to his new connection a valuable background of merchandising experience acquired as a toy buyer at Interstate Department Stores. Previous to his connection with Interstate, Mr. Harrow had been associated with the doll industry in a manufacturing capacity.

Another young Sayco salesman, Arnold Glucksman, will also be on the job at the Sayco display during the Fair. Before coming with Sayco three years ago, Mr. Glucksman had been associated with Schranz & Bieber Company and independent retailers.

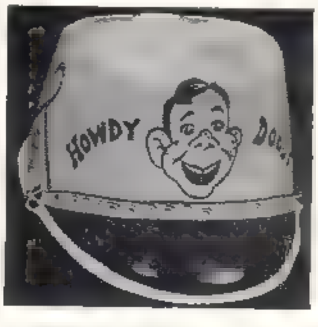
"In these fast-moving days we think it is important for every concern to have on their selling staff wide-awake, enthusiastic, young men who talk the language of the present day generation. Youth and experience are of equal importance in today's merchandising and we are sure our new Sayco Doll men have just the right combination of both to be of constructive service to our many customers," says Mr. Roth.

Workmen press out hats, assembly-line fashion, at the new Arlington plant.

Arlington Hat's "Old Copper Kettle"

AN ANCIENT copper kettle, brightly burnished, stands proudly in the freshly decorated Arlington Hat Company, Inc., showroom these days, sharing attention honors with a brand new spring line of children's western and novelty hats.

Arlington, respected as a producer of quality-crafted popular-priced hats for youngsters, is featuring this spring the



Howdy Doody Parade Hat, which will be worn by all the kids on the Howdy Doody top-rated television show from coast to coast. Of durable acetate plastic, the hat is brightly colored red and white and carries illustrations of Howdy himself and his pals. It will retail for under 50¢, the company announces.

The story behind the copper kettle is told by Max Rothman:

"To me that old kettle may be pure copper but it's worth its weight in gold. Twenty seven years ago I started right here in the hat business with only one assistant, Joe Davis, our present-day foreman. Or rather, I should say two assistants. The second one was that old copper kettle. We used to fill her up and set her to steam on a pot-belly coal stove. And that's how we made hats in the old days.

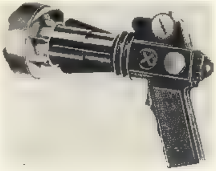
My partner, Nat Strongin, he's young and progressive. He's developing new ideas all the time. Why, much of our modern machinery was devised by him so that we could produce the custom quality line expected of us on an assembly line, price basis. That banged up kettle is an antique now—and retired from working, but it's the symbol of Arlington's success through the years."

Max Rothman and foreman Joe Davis

New Toys on **parade**

A BANJO, to play cowboy tunes "just like the TV stars do," is a new musical toy manufactured by Jefferson Mfg. Co., 2433 N. Orianna St., Philadelphia 33, Pa. Retailing at $2.49, the banjo is 24" long, 2½" deep, 10" wide, and comes in green (No. 88) and brown (No. 89) with decorations in harmonizing colors. Weight of the toy is two pounds.

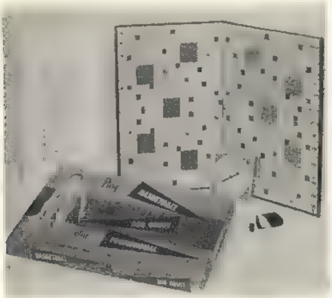
* * *



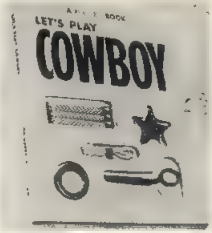
SUPER SONIC RAY GUN is one of the new space toys being manufactured by Norton-Honer Manufacturing Co., Chicago 7, Ill. An official Buck Rogers gun, it has a two-way trigger. The first trigger pull turns on a flashlight; the light beam can be changed to red, green or white. Pulling the trigger further back turns on the blinker light and high frequency signal buzzing sound. The gun also has two action meters on either side that vibrate when the trigger is pulled.

Other new space toys from the company are a Super Foto, a colorful candid-type camera; the Super Scope, a powerful telescope; and Super Glasses, three-power field glasses.

The Super Foto has an easy action shutter for both instant and time exposures, eye-level viewfinder, simple loading, and handy carrying cord. It takes 16 exposures in either black and white or color. Super Foto has a multi-colored plastic case that matches the other products in the line.



BOB COUSEY'S NEW BASKETBALL GAME: This action-packed game follows all the rules and regulations of real basketball. The court is lithographed on a 21"x17½" folding board. Game also includes a plastic mover, a metal spinner on a direction dial, plastic dice, dice cup, shot chart, and a direction booklet. It is manufactured by National Games, Inc., West Springfield, Mass. Box size is 18¼" x 11¼" x 1⅜", packed one dozen to a carton, weight 24 pounds.



PLAY-KIT BOOKS are the latest additions by Grosset & Dunlap Inc., 1107 Broadway, New York 10, N. Y. The first six titles in the new children's line have been announced. Featuring unusual ideas and things for children to do, each book retails at $1.

Each book has recessed areas in the cover which contain an assortment of play-learn items such as scissors, cellophane tape, checkers, needle and thread, spinners, badges, paints, crayons, magnet or compass. Each title and activity is built around a particular subject and includes 24 pages of read-and-do projects using these basic items.

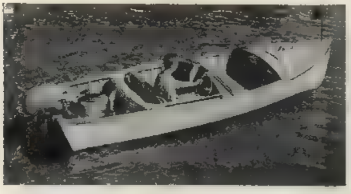
The first six titles are available in a special pre-pack display carton containing four each of six books. The titles are "Games to Play for Everyday," "Tricks with Magic," "Stay at Home Play," "Sewing is Fun," "Let's Play Cowboy," and "Let's Draw and Paint."

The "Let's Play Cowboy" book contains plastic scissors, plastic rope, crayons, sheriff's badge, and a roll of "Scotch" brand tape. The activities include showing children how to make their own rodeo, cowboy hat and knots that real cowboys use, a game of Cattle Brands, and a story of a western desperado in pages that fold and unfold.

* * *

ADJUSTABLE STILT is being offered by Dream Stilt Co., 5927 Oakville Rd., Cleveland 24, Ohio. It has a clamping arrangement that allows any desired height adjustment to 24", with the added feature that the greater the weight, the greater the clamping power, without weakening the wood upright, according to the manufacturer.

Designed for safety, the stilt is of soft wood with rounded corners. Available in a variety of colors, the stilt will retail at $3.49



Left: 15-foot lapstrake outboard runabout, ideal for families and for fishermen, 30 m.p.h. with 25 h.p. Old Town Canoe Co., Old Town, Me., also builds an extensive line of other outboard models, skiffs, dinghies, sailboats and canoes

CALIFORNIA CATAMARAN

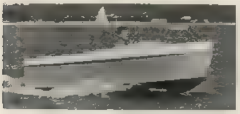
The CC-18 Catamaran Gay Cat built by California Catamaran, Inglewood, Calif., has several distinctive features which make it unusually flexible. The great beam of the boat makes possible a large self-bailing cockpit which will comfortably accommodate four to six. The high forward bulkhead with its rolled cowling effect affords protection from wind and spray.

The boat is a top performer under sail. She will sail close and fast to windward, and off the wind her light draft and truly planing bottoms make her virtually unbeatable.

One of the most important features of the Gay Cat is that she is perfectly adaptable for outboard motor use, capable of handling up to 25 h.p. The light weight of the boat, only 425 pounds, and the simplicity of the rig make her highly portable. Two people can easily handle her off and on the trailer, and step and unstep the rig.

DOANE SPEED SHIPS

With years of experience behind them, the Doane Marine Works, Stamford, Conn., have many new designs and kits ready for numerous runabouts and cruisers. Doane has been using plywood in its small boat program for many years and can be said to be experts in its use. Runabout designs from 14 to 24 feet, and small cruisers for both inboard and outboard power are included in the kits and plans offered. A new form of plywood construction is now available in which the seams are Armorglas reinforced. It tends to reduce the number of parts required in assembling a boat. Watertight bulkheads are fitted into all models and full six feet headroom has been provided in the 21 and 23-foot cruiser designs. All models are designed for rough water cruising.



Doane's Sea Ship Model 14 utility does over 30 m.p.h. with a 16 h.p. outboard. Also supplied as a cruiser

Above: California Catamaran's CC 18 Gay Cat carries 185 square feet of sail. She is built of Super-Harbord Plywood

Right: The Pabst Holiday 14-foot runabout, built by United States Outboard Inc., has a new non-trip bow designed for dry riding

TOPPER OUTBOARD CRUISERS

The 1955 Topper Outboard Cruisers and Cruisettes will again feature the popular deep-V hull and their exclusive skeg and stringer construction for added strength and maneuverability. Both of these Chesapeake Bay-built boats are equipped this year with the flying bridge windshield for extra helmsman protection. Topper, pioneers in outboard cruiser design, introduces a new degree of quiet, due to the method of sound-proofing the insulated, water-tight engine compartment with rugged, non-inflammable, nonabsorbent material.

Additional headroom in both the Topper Cruiser and Cruisette, coupled with sparkling new mahogany foredeck and interior trim, make these the most luxurious ever built

As an addition to their accessories, Topper has developed a davit to aid the boat owner in lifting his engine from transom to cockpit or from pier to transom. Full color literature on both the Outboard Cruiser and the Outboard Cruisette is available on request from Topper Boat Company, 5816 Ritchie Highway, Baltimore 25, Maryland.

UNITED STATES OUTBOARD

With the addition of three new cruisers to their line of outboard runabouts, United States Outboard, Inc., of Rockford, Illinois, round out their line of outboard boats. These cruisers are 16, 18, and 21 feet in length, fitted with two bunks and have space for galleys and toilets. They are built with mahogany plywood and trimmed with white ash. The cabin tops on the two larger boats are of molded fiberglass. They will perform well with outboard engines from 12 to 50 h.p.

At the Pabst Division of the United States Outboard Company, production facilities have been enlarged so that the Pabst Holliday runabout can be turned out in greater quantity. The Holliday model features non-distorting bulkhead framing, and a new non-trip bow design for dry riding. Five-ply ⅝-inch mahogany paneled bottoms have been added.

Production has also been increased on the complete line of kits designed for ease of construction by the amateur.

AERO-CRAFT

Aero-Craft Boats, St. Charles, Mich., offer a line of aluminum boats in 1955 with the addition of three new models and styling changes on some of the present models.

New models include a 9-foot dinghy, an 18-foot convertible cruiser and a 21-foot cruiser, all of 24 ST-6 aircraft aluminum.

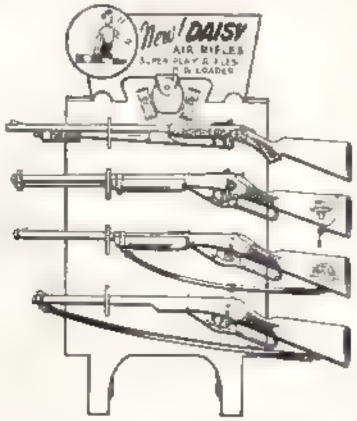
Remodeling changes in the present line will result in all models having a speed-curve stem and a greatly increased beam. Some models have been given extra depth. New spray-rails that give better deflection of water have been installed on all models. Heavier keels and gunwales will also be in evidence, thereby giving greater strength.

All these changes have been made possible because of more efficient production methods and the procurement of new machinery. The net result has been a general price reduction.

DAISY OFFERS 4-GUN RACK DIRECT TO THEIR DEALERS

Daisy Manufacturing Company, Plymouth, Mich., will send to any dealer on direct request to factory, a new rack to hold four guns: the new #707 BB Loader and two #700 Daisy Red Ryder BB Refill Packs. A display card is included. The rack requires use of the firm's new type of "Do-It-Yourself," gun carrying case cartons to provide rigid support

The new Daisy Air Rifles have been "high" styled for better appearance, are easier to cock and have many other new features. Colorful new "gun case" cartons come with each air rifle plus inclusion of new #707 BB Loader on Models 25, 94 and 80. These better values should stimulate better sales, it is contended



A new line of harmless Daisy Super Play Rifles is in production. This consists of #960 Automatic Smoker (revised and improved over last year's sensational selling model), #1060 Automatic Super-Smoker and #1069 Cork Bullet Carbine. These rifles feature realistic air rifle looks for sales appeal but Models 960 and 1060 shoot harmless noise and smoke only. Their noise is louder than any cap pistol or cap rifle Model 1069 is an improved item replacing #965, a 1954 trial model; it makes a loud noise etc. and shoots Daisy's new harmless cork bullets with amazing accuracy and velocity. All three models may be stocked and sold where air rifles are restricted.

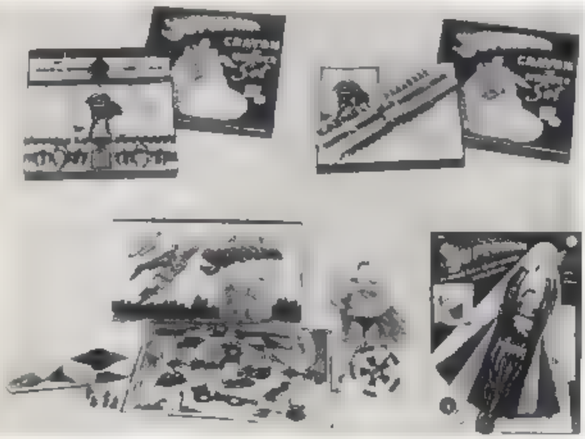
The brand new #707 BB Loader Wallet is made of genuine leather, holds about 450 BBs, loads any Daisy in a jiffy and retails for 49c It will stimulate sales especially on #700 Red Ryder Refill Pack. the manufacturer states

Daisy's largest national advertising campaign in years is scheduled to appear during May and June. Dealers requesting and using the free four-gun display rack direct from factory will be able to cash in heavily on this powerful promotion, it is claimed

EMERGENCY AID

The Red Cross follows Lincoln's advice that the government should not do for people what they can better do themselves. In a disaster, the Red Cross procedure is to grant assistance on a basis of needs beyond those that can be met from a family's initiative and resources

Transogram, Bar-Zim, Saalfield, Others Licensed on Superman



Four Superman items by Transogram

National Comics Publications, Inc., 480 Lexington Avenue, New York City 17, licensors for Superman, now list the Transogram Company among the manufacturers licensed to make Superman items

The illustration above shows the Transogram items: a 12" plastic "Flying Superman" that can actually fly, glide and soar; "Calling Superman, a challenging game of front-page news reporting for two to eight players of any age; "Superman Crayon-by-Number" and "Superman Paint-by-Number" sets containing large picture collections of Superman's daring exploits for color-in adventure.

Other manufacturers of Superman merchandise are Acme Plastics, Inc., Miami, Fla., a movie viewer; Bradley Time Company, New York City, wristwatches; Super-Swim, Inc., Philadelphia, swim goggles, fins and masks; Ideal Toy Corporation, New York City, vinyl inflatable toys; Liberty National Corporation, New York City, lunch boxes; Practi-Cole Products, New Haven, Conn., plastic flying toys; Saalfield Publishing Company, Akron, Ohio, coloring and paint books; Peter Puppet Playthings, Brooklyn, N. Y., gym sets and hand puppets; Bar-Zim Toy Company, games; and others

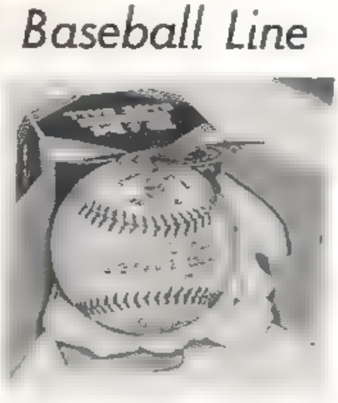
Jay Emmett of National Comics advises that the Superman television show is now rated the second most popular non-network program in the nation and should do much to aid the sale of the aforementioned character merchandise. It is estimated that 25 million youngsters and adults watch the show on 87 major television stations every week

Promotional impetus for the products will also be derived from the fact that Superman is syndicated in over 100 daily and Sunday newspapers, appears in three comics magazines with more than eight million readers monthly; and is currently starring in a 15-minute film plugging the sale of U. S. Savings Stamps in public schools throughout the country

Draper-Maynard's Baseball Line

A complete line of baseballs listing in price from 75c to $3.25 each is offered by Draper-Maynard Company through their wholesale distributors to sporting goods, hardware and toy dealers. These balls reportedly permit the dealer a profit of 40 per cent when sold at list, and enable him to sell local teams at competitive team and quantity prices

Included in D & M.'s complete line of official quality baseballs are the DB36C for "Little League" play; the DB35C for "Pony League" and the DB34C for "Babe Ruth League." These three balls contain cushion cork centers wound with high quality wool yarn. All three are approved by the leagues and comply in every respect with the rules adopted by them.



For organized professional, semi-pro, industrial and church leagues, D. & M. recommends their D200C and D33C balls, both of which are described as being of the highest quality and having been made for superior service and hard hitting

Full information may be secured from Draper-Maynard Company, 4861 Spring Grove Ave., Cincinnati 32

High Finish Now A Feature of Hedstrom's Furniture Nos.

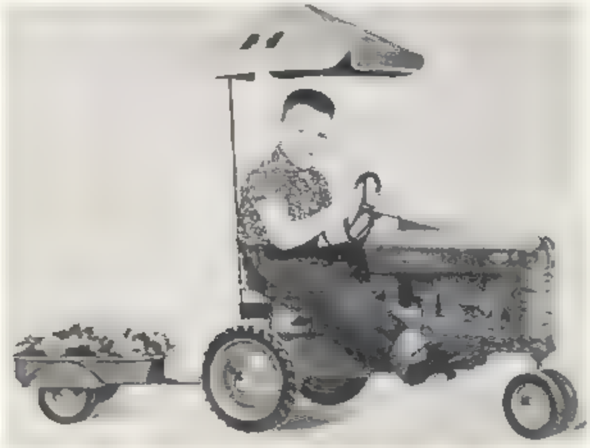
The new grained finish so popular in Hedstrom high-chairs now appears at the Toy Fair on a smart array of desks, toy chests, tables and chairs, book racks, vanities and other items by Hedstrom.

Blendwood is a smartly grained finish on an oyster base—clean, rich and good looking, contrasting with a dull finish black base and the yellow capped legs to protect floors.

These matched pieces for girl or boy suggest repeat sales for dealers over a long period of time, the manufacturer contends. "Everything in juvenile furniture looks better, is smarter in Blendwood and is low priced, too," the company adds, in its announcement.

Oak Hill Company features this line shipping from Fitchburg, Mass.; Hedstrom ships from Dothan, Ala.

New Farmall Tractorcycle Placed on Market by Eska



Luke Sapan, sales manager of the Eska Company, Inc., Dubuque, Iowa, says that the initial reaction they have been receiving on their newly-introduced #400 International Harvester Farmall Tractor indicates that it will become one of the most successful items the firm has ever produced. Says Mr. Sapan, "Our new 1955 Farmall Tractorcycle was designed for youngsters from three to eight years. It is all new in that it encompasses all the major improvements that International Harvester has made for 1955. Nothing that will make for all-out realism has been overlooked—it even makes an exhaust sound, just like the big tractors."

Mr. Sapan calls particular attention to the sun umbrella with which each Farmall tractor is equipped, pointing out that this new feature is authentic in every detail. The attachable trailer is another sales-making accessory that never fails to please and fascinate every youngster.

Mr. Sapan in commenting on Eska's enlarged 1955 line said, "This year we are also releasing for the toy field, the Massey-Harris, Oliver, Allis-Chalmers and Case model tractors, trailers and umbrellas. From the standpoint of variety and quality, we feel that we are making available to toy buyers a distinctive line of wheel-goods."

The complete Eska line will be shown during the Toy Fair and throughout the year at the display room of Jack Barnett in the Toy Center, 200 Fifth Avenue, New York City.

FIRST NEW "SNOOPY SNIFFER" GETS NEW YORK STATE DOG TAG

Something new in dog tag applications recently appeared in East Aurora, N. Y., location of the Fisher-Price Toys' factory. As a result, one of the most well known pull toys in the world, "Snoopy Sniffer," now has an official New York State dog tag, #278471, just issued by the Town of Aurora clerk's office.

The thought of getting a real tag for a toy dog occurred to Fisher-Price when the annual [illegible] dog census took place. An amusing incident happened in the Town Clerk's office when the application was made. The Town Supervisor, a veterinarian by profession, happened to be in

the clerk's office and overheard the clerk ask the dog's age and the reply "17." "Mighty old for a dog, very unusual," the Supervisor commented, as he strolled out of the office.

Snoopy's age is unusual in the toy world, too. First introduced in 1937, Snoopy has remained unchanged all these years until this Toy Fair, when new proportions and more colorful lithographs were introduced. In the photo Fisher-Price Toys' "Mary Lou" is shown holding the first of the new Snoopy Sniffers to come off the assembly line, complete with his official dog tag.

"Snoopy" made his first claim to fame in 1937 when he was paraded up and down the boardwalk in Atlantic City by a bevy of bathing beauties. Store after store across the country picked up the promotion and Snoopy was the first pull toy to capture the nation's fancy. Since that time his ludicrous splay-footed gait and "woof-woof-woof" sound have fascinated many millions of children. Today, mothers who had Snoopy when they were children, are buying the popular pup for their young ones.

The new "Snoopy Sniffer," #780, is now priced to retail at $2 and is illustrated in Fisher-Price's new Toy Fair catalog now available from the manufacturer.

NEW STARRING ROLE

Starlet Dorothy Malone has been selected as "Buddy Poppy Girl" by the Veterans of Foreign Wars. The annual sale of Buddy Poppies will be conducted during the week of Memorial Day.

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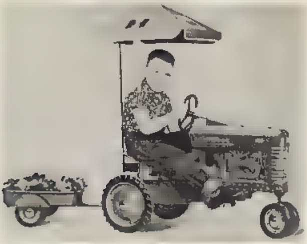
The new grained finish so popular in Hedstrom high-chairs now appears at the Toy Fair on a smart array of desks, toy chests, tables and chairs, book racks, vanities and other items by Hedstrom.

Blendwood is a smartly grained finish in an oyster base—clean, rich and good-looking, contrasting with a dull finish black base and the yellow capped legs to protect floors.

These matched pieces for girl or boy suggest repeat sales for dealers over a long period of time, the manufacturer contends. "Everything in juvenile furniture looks better, is smarter in Blendwood, and is low priced, too," the company adds, in its announcement.

Oak Hill Company features this line shipping from Fitchburg, Mass., Hedstrom ships from Dothan, Ala.

New Farmall Tractorcycle Placed on Market by Eska



[illegible] Sapan, sales manager of the Eska Company, Inc., Dubuque, Iowa, says that the initial reaction they have been receiving on their newly-introduced #400 International Harvester Farmall Tractor indicates that it will become one of the most successful items the firm has ever produced. Says Mr. Sapan, "Our new 1955 Farmall Tractorcycle was designed for youngsters from three to eight years. It is all new in that it encompasses all the major improvements that International Harvester has made for 1955. Nothing that will make for all-out realism has been overlooked—it even makes an exhaust sound, just like the big tractors."

Mr. Sapan calls particular attention to the sun umbrella with which each Farmall tractor is equipped, pointing out that this new feature is authentic in every detail. The attachable trailer is another sales-making accessory that never fails to please and fascinate every youngster.

Mr. Sapan in commenting on Eska's enlarged 1955 line said: "This year we are also releasing for the toy field the Massey Harris, Oliver, Allis Chalmers and Case model tractors, trailers and umbrellas. From the standpoint of variety and quality, we feel that we are making available to toy buyers a distinctive line of wheel-goods."

The complete Eska line will be shown during the Toy Fair and throughout the year at the display room of Jack Barnett in the Toy Center, 200 Fifth Avenue, New York City.

FIRST NEW "SNOOPY SNIFFER" GETS NEW YORK STATE DOG TAG

Something new in dog tag applications recently appeared in East Aurora, N. Y., location of the Fisher-Price Toys' factory. As a result, one of the most well-known pull toys in the world, "Snoopy Sniffer," now has an official New York State dog tag #278471, just issued by the Town of Aurora clerk's office.

The thought of getting a real tag for a toy dog occurred to Fisher-Price when the annual state dog census took place. An amusing incident happened in the Town Clerk's office when the application was made. The Town Supervisor, a veterinarian by profession, happened to be in the clerk's office and overheard the clerk ask the dog's age and the reply "17." "Mighty old for a dog, very unusual," the Supervisor commented, as he strolled out of the office.

Snoopy's age is unusual in the toy world, too. First introduced in 1937, Snoopy has remained unchanged all these years until this Toy Fair, when new proportions and more colorful lithographs were introduced. In the photo Fisher-Price Toys' "Mary Lou" is shown holding the first of the new Snoopy Sniffers to come off the assembly line, complete with his official dog tag.

"Snoopy" made his first claim to fame in 1937 when he was paraded up and down the boardwalk in Atlantic City by a bevy of bathing beauties. Store after store across the country picked up the promotion and Snoopy was the first pull toy to capture the nation's fancy. Since that time its ridiculous splay footed gait and "woof woof woof" sound have fascinated many millions of children. Today, mothers who had Snoopy when they were children, are buying the popular pup for their young ones.

The new "Snoopy Sniffer," #780, is now priced to retail at $2 and is illustrated in Fisher-Price's new Toy Fair catalog now available from the manufacturer.

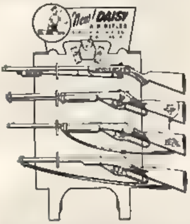
NEW STARRING ROLE

Starlet Dorothy Malone has been selected as "Buddy Poppy Girl" by the Veterans of Foreign Wars. The annual sale of Buddy Poppies will be conducted during the week of Memorial Day.

DAISY OFFERS 4-GUN RACK DIRECT TO THEIR DEALERS

Daisy Manufacturing Company, Plymouth, Mich., will send to any dealer on direct request to factory, a new rack to hold four guns the new #707 BB Loader and two #700 Daisy Red Ryder BB Refill Packs. A display card is included The rack requires use of the firm's new type of "Do-it Yourself" gun carrying case cartons to provide rigid support.

The new Daisy Air Rifles have been "high" styled for better appearance, are easier to cock and have many other new features. Colorful new "gun case" cartons come with each air rifle plus inclusion of new #707 BB Loader on Models 25, 94 and 80. These better values should stimulate better sales, it is contended



A new line of harmless Daisy Super Play Rifles is in production. This consists of #960 Automatic Smoker (revised and improved over last year's sensational selling model), #1060 Automatic Super-Smoker and #1069 Cork Bullet Carbine. These rifles feature realistic air rifle looks for sales appeal but Models 960 and 1060 shoot harmless noise and smoke only. Their noise is louder than any cap pistol or cap rifle Model 1069 is an improved item replacing #965, a 1954 trial model, it makes a loud noise etc. and shoots Daisy's new harmless cork bullets with amazing accuracy and velocity All three models may be stocked and sold where air rifles are restricted

The brand new #707 BB Loader Wallet is made of genuine leather, holds about 450 BBs, loads any Daisy in a jiffy and retails for 49c It will stimulate sales especially on #700 Red Ryder Refill Pack, the manufacturer states.

Daisy's largest national advertising campaign in years is scheduled to appear during May and June. Dealers requesting and using the free four-gun display rack direct from factory will be able to cash in heavily on this powerful promotion, it is claimed.

EMERGENCY AID

The Red Cross follows Lincoln's advice that the government should not do for people what they can better do themselves. In a disaster, the Red Cross procedure is to grant assistance on a basis of needs beyond those that can be met from a family's initiative and resources

Transogram, Bar-Zim, Saalfield, Others Licensed on Superman

Four Superman items by Transogram

National Comics Publications Inc 480 Lexington Avenue, New York City 17, licensors for Superman, now list the Transogram Company among the manufacturers licensed to make Superman items.

The illustration above shows the Transogram items: a 12" plastic "Flying Superman" that can actually fly, glide and soar; "Calling Superman," a challenging game of front-page news reporting for two to eight players of any age, "Superman Crayon-by Number" and "Superman Paint-by-Number" sets containing large picture collections of Superman's daring exploits for color-in adventure

Other manufacturers of Superman merchandise are Acme Plastics, Inc., Miami, Fla., a movie viewer; Bradley Time Company New York City, wristwatches Super-Swim, Inc Philadelphia, swim goggles, fins and masks; Ideal Toy Corporation, New York City, vinyl inflatable toys Liberty National Corporation, New York City lunch boxes Practi-Cole Products New Haven Conn plastic flying toys, Saalfield Publishing Company, Akron, Ohio, coloring and paint books; Peter Puppet Playthings, Brooklyn, N. Y, gym sets and hand puppets; Bar-Zim Toy Company, games, and others.

Jay Emmett of National Comics advises that the Superman television show is now rated the second most popular non-network program in the nation and should do much to aid the sale of the aforementioned character merchandise. It is estimated that 25 million youngsters and adults watch the show on 87 major television stations every week.

Promotional impetus for the products will also be derived from the fact that Superman is syndicated in over 100 daily and Sunday newspapers, appears in three comics magazines with more than eight million readers monthly and is currently starring in a 15-minute film plugging the sale of U. S. Savings Stamps in public schools throughout the country

Draper-Maynard's Baseball Line

A complete line of baseballs listing in price from 75c to $3.25 each is offered by Draper-Maynard Company through their wholesale distributors to sporting goods, hardware and toy dealers. These balls reportedly permit the dealer a profit of 40 per cent when sold at list, and enable him to sell local teams at competitive team and quantity prices

Included in D & M.'s complete line of official quality baseballs are the DB36C for "Little League" play; the DB35C for "Pony League" and the DB34C for "Babe Ruth League" These three balls contain cushion cork centers wound with high quality wool yarn. All three are approved by the leagues and comply in every respect with the rules adopted by them.

For organized professional, semi-pro, industrial and church leagues, D. & M recommends their D200C and D33C balls, both of which are described as being of the highest quality and having been made for superior service and hard hitting

Full information may be secured from Draper-Maynard Company, 4861 Spring Grove Ave., Cincinnati 32

TINKER BELL VINYL DOLL BY HUNGERFORD PLASTICS

Walt Disney's Tinker Bell is being produced as a colorful lifelike vinyl doll by the Hungerford Plastics Corporation of Rockaway, N. Y. Two models of the new doll are available, one with rooted saran hair (catalog #TB11B), and the other with molded hair (catalog #TB11C); both models have movable head, jointed arms and hips, movable wings, removable costume, and ballerina slippers with tinkle bells on the toes. An added feature is a stardust wand which hooks on to a loop between her wings and with it a child can make her soar through the air as she does on TV

The package is a window display box representing Captain Hook's lantern, in which she was held captive according to the Disney film, Peter Pan. The lantern box has a door on the side through which Tinker Bell can enter or leave. Packing is six to a master carton. Retail price for Tinker Bell with rooted hair is $5.98; with molded hair, $4.98.

The Hungerford Plastics Corporation, one of the world's leading producers of flexible vinyl moldings, reports that they are tooling a broad line of Disney character dolls and toys to be ready this year.

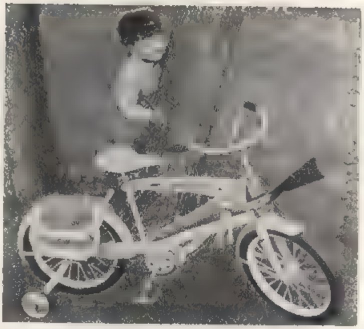
MULTIPLE PRODS. INTRODUCES NEW JUNGLE SET IN PLASTIC

Multiple Products Corporation, 55 West 13 Street, New York City 11, has introduced a new jungle set, item #177, called the African Warrior Canoe.

All the pieces in the set are made of unbreakable polyethylene plastic. The canoe measures 13" lengthwise and carries an armed hunter, several natives and the necessary hunting accessories.

The complete set, in assorted colors, comes individually packaged in a colorful full-view, self-display box. Packed three dozen to the carton, weighing 14 pounds, it retails for 49c

Hedstrom-Union Company Offers Davy Crockett Sidewalk Bike



The new Davy Crockett 16" sidewalk bicycle by Hedstrom is a timely item, catering to the demand of coonskin hatted moppets from coast to coast.

As illustrated above the bike features buckskin saddle bags and scabbard for the flintlock rifle. The cross-bar bears the name of the famous Indian-fighter, and a picture of him using his rifle is on the chain-guard.

Soon to be in the country's leading stores, the bike is expected by the manufacturers to be a big seller. Hedstrom-Union Company is located in Fitchburg, Mass.

Woodward Wight Now Listed as an Oakes Book Distributor

Ez Thayer, president of Oakes Consumer Catalogs, recently announced the addition of Woodward Wight & Company, Ltd., of New Orleans, to the growing group of companies who are distributing the Oakes Toy Book.

As a result of their decision to expand, the Woodward Wight Company recently constructed a modern display room which is illustrated above.

Oakes Consumer Catalogs' Toy Book Program is presented to dealers by 60 progressive toy distributors strategically located throughout the nation. Oakes toy catalogs are distributed in practically every toy market by dealers using these distributors' services.

Toys to be illustrated in the Oakes toy books are selected at meetings held during the Toy Fair each year.

The 1955 catalogs are now in the advanced stage of preparation, according to the publishers, and will be ready for distribution August 1.

"GRAND BANKS FISHING SCHOONER" BUILT WITH NEWEST PYRO KIT

The Gertrude L. Thebaud, the last and probably the fastest Fishing Schooner ever built, has now been designed into an authentic all-plastic construction kit by Pyro Plastics Corporation, 690 Chestnut Street, Union, N. J.

In recapturing a page of American sailing history, Pyro has given the Thebaud very fine detail, even to the rigging for the sails.

Dories that are lashed to the deck are only one of the many authentic details of the original Thebaud that are duplicated, right down to the exact nameplate.

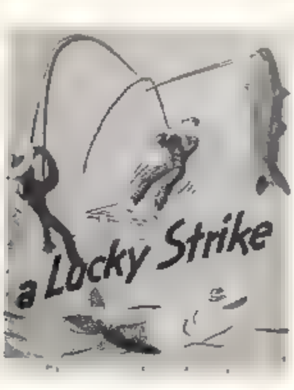
Like all Pyro Plastics Corporation Model Kits, the Thebaud is packaged in a four-color box with the ship reproduced in full color. Included in the detailed step-by-step instruction sheet is the story of the Thebaud and its historic races against the fishing schooner, The Bluenose.

The Thebaud is made to retail for $3.49.

H. FISHLOVE & CO. BRINGS OUT NEW ACTION NOVELTY

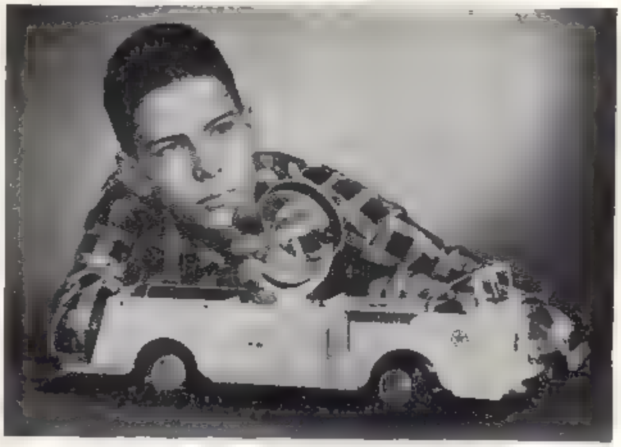
A new action novelty, operating on a principle of physics, is expected to be particularly amusing to fisherman and of sales interest to souvenir, premium, toy and novelty buyers.

Called "A Lucky Strike" it consists of a colorful plastic molded fisherman and a fish on a line of fine steel piano wire. When the fisherman is set upright on a table he rocks back and forth violently as though fighting a game fish.



Individually packed on a self-selling card or box, the novelty retails for about 49c. Manufacturer is H. Fishlove & Company, located at 712 N. Franklin Street, Chicago 10.

New Searchlight Truck Model Brought Out by C. W. Doepke



Companion Piece to Two Other Fire-Truck Numbers

A new searchlight truck modeled after those found in station houses across the country is in production at the Charles William Doepke Mfg. Company, of Rossmoyne, Ohio.

Built as a companion to other scale-model fire engines made by the company, the new light-throwing truck joins the aerial ladder engine and water pumper to create a trio of sturdy, manually-operated steel toys.

Like its companions, the new searchlight truck is scaled in the likeness of America-LaFrance equipment. As much detail as possible has been reproduced in the truck to retain the authentic touch desired by smallfry firechiefs.

The searchlight unit is mounted in the center. Operated by two flashlight batteries that supply power to the light, the self-contained section resembles the power generator of the real truck. Simulated controls are located on each side. The entire section is removable to replace the batteries.

Mounted on top of the generator is the big searchlight. On a yoke support, the light rotates 360 degrees as well as up and down to direct the beam. So accurate is the detail that cross hatch lines on the glass lens for focusing the beam have been copied from the real light. The parabolic reflector is made of spun aluminum, while a vertically mounted flashlight bulb supplies the light. An on-and-off switch is located atop the generator.

Finished in white baked enamel, the new toy has steerable front wheels and riding space in the rear for toy firemen. Retail price is $13.95.

Several new policies and price changes for 1955 have also been announced by the Doepke Company.

A new monthly publication, The Doepke Toy Merchandiser, will be published beginning in the spring. It will be designed to give dealers many pointers to help them sell Model Toys.

Also, it is reported, a new freight allowance ranging from 1 per cent to 3 per cent, depending upon the distance from Rossmoyne, Ohio, will be put into effect. Those dealers furthest from the factory will receive the highest allowance. Details are now being worked out at the factory and will be announced through the firm's representatives.

The 1954 MT Sports Car Kit has been reduced in retail price from $10.95 to $9.95. No changes have been made in the kit but the display carton has been redesigned to use less space on the dealers' shelves.

The Clarktor airport tractor and trailers has been slightly modified for 1955 and the price reduced from $9.95 to $6.95. The famous Heiliner earth scraper and mover has been reduced from $15.95 to $14.95. No other price changes are contemplated, it is added.

CARD MASTERS TO DISPLAY AT THE HOTEL McALPIN

Card Masters, Inc., 239 W. 66 Street, New York City 23, report that their conventional birthday and everyday card line has been enthusiastically received by the trade for its smartness, designing and values.

They are now offering their 1955 Christmas greeting card line, retailing from 2 for 5c to $1. A full price range of Christmas and religious box assortments, counter display cabinets and cellophane packages for the wholesale trade only, is being featured.

In addition they will also show their Easter, Mother's Day and Father's Day lines and two wire rack assortments with a simplified refill feature.

In addition to H. A. Frankel, D. S. Korn, M. H. Fuld and R. L. Silverman, both Martin Eagle and Paul Kopp have been added to the sales staff. Card Masters will display in Room 921, Hotel McAlpin, during the Toy Fair.

Gold-Plated Tonka Dump Truck Presented to Firm's President

This Tonka Toy Dump Truck is termed "literally worth its weight in gold." The truck, entirely gold-plated except for tires, was presented by employees of Mound Metalcraft, Inc., makers of the Tonka Toy line of steel trucks, to Lynn Baker, above, president of the firm, as a Christmas present and token of esteem.

Here, Mr. Baker exhibits his gold-plated truck, seated before a wall display of the Mound, Minn., company's large line of metal trucks and allied vehicles.

Four Additional Sales Reps Appointed by Capitol Records

"Name" records in the Capitol line

Capitol Records has announced appointment of four more representatives since PLAYTHINGS' February issue went to press. George Per[illegible], 1424-A Merchandise Mart, Chicago 54, will solicit wholesale toy jobber orders for Capitol's 25c and 99c Children's Records in the midwest states. J V Folsom & Son, 301 North Market St., Dallas 2, will handle these lines in Texas, Oklahoma, Arkansas and Louisiana. Sheldon Company, P.O. Box 3111, Greensboro, N. C., will be the representative in the southeastern area; and Alan F. Wells Company, 158 Social Hall Avenue, Salt Lake City 1, Utah, for the Rocky Mountain area.

Nat Attenberg, of Nat Attenberg & Son, Malden, Mass., who represents the two Capitol Kiddy lines in the New England and upper New York state area; Frank Shain recently appointed to handle the New York Metropolitan area, New Jersey, Pennsylvania, Maryland, Delaware and Washington, D. C.; and Earle Colee of Colee Sales Company, Los Angeles, who represents the line on the West Coast met recently in New York with executives of Capitol's national sales organization to discuss plans for the introduction of the lines to the wholesale toy trade at the Toy Fair where Capitol will exhibit in Room 1015, Hotel New Yorker

CLAY PLAY MODELING SET FROM STEWART CLAY CO.

Illustrated below is a new item from Stewart Clay Company, Inc., Department P, 137 Mulberry Street, New York City 13.

Known as Clay Play, the Student Modeling Set, the product is a $2.50 retailer and contains everything that's needed to carry out any modeling project - tools, clay, armatures, instructions and so forth

Further information is available direct from the manufacturer

FAMOUS NAMES ABOUND IN NEW CHILDREN'S BOOK-ELFS

Burl Ives, Wild Bill Hickok, Guy Madison, Sparky the Fire Dog . . . famous names abound in Rand McNally's latest Book-Elfs for small fry readers. The spring books, all just published, include four 25c Book-Elfs and one 15c Book-Elf Junior.

The nation's top singer of folk songs is represented by Sailing on a Very Fine Day, his first book for children. Ives originally wrote the whimsical nonsense verse about Mish the fish, Morse the horse, Kermit the hermit and their cohorts to amuse his five-year-old son. Retail: 25c

Guy Madison and Andy Devine, who are known to millions of young TV and radio fans as Wild Bill Hickok and his comical crony, Jingles, are featured in Wild Bill Hickok and Deputy Marshal Joey. This is the first children's book about the famed hero of the Old West using illustrations of the two movie stars Retail 25c

Sparky the Fire Dog, featuring the familiar mascot of the National Fire Protection Association, is published in cooperation with the current fire prevention campaign of the Advertising Council The story is about children who learn to prevent fires and in it boys and girls are urged to join Sparky's Fire Department. Retail: 25c.

Friends of Jesus, the only Book-Elf Junior on the list, is a new book by Dr. Mary Alice Jones, a prominent religious educator whose other children's books on Biblical subjects are used in homes and church schools throughout the nation. Retail: 15c

All of the Book-Elfs are illustrated in full color and the covers can be wiped clean with a damp cloth

MORTON GOULD JOINS STAFF OF BROWN-EDDY ASSOCIATES

Brown-Eddy Associates, Inc., manufacturers' representatives for the south, reports it is continuing to grow rapidly. Latest proof is the announcement from Fred X. Brownstein, president, that Morton Gould has been added to the firm's staff in a sales capacity. A man who has been in the selling field since 1935, Mr. Gould has wide experience in such varied fields as housewares, hardware, and toys.

In addition to his long experience in selling, he will bring to his new position personal knowledge of key cities within the Brown-Eddy territory, for Mr. Gould at one time or another has lived in St. Louis, New Orleans, and Dallas. Now he will make his home in Memphis with his wife and year-old daughter.

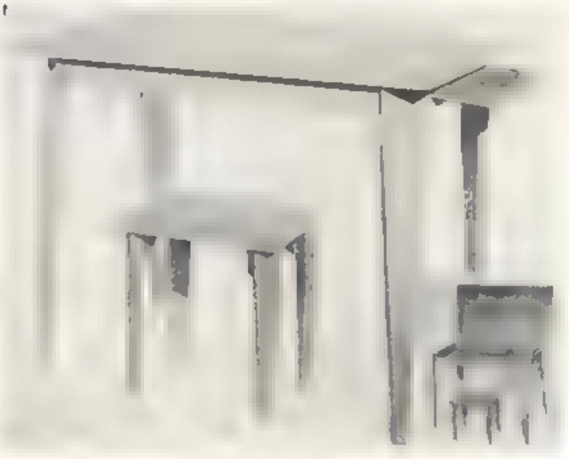
Mort Gould

At Brown-Eddy, Mr. Gould joins a successful sales force that covers 16 states, from Virginia to Florida, and from Kansas to Texas, with representatives strategically located in key cities. In Dallas, there is Jimmie Brooks; in St. Louis, Leo Fischel; in Atlanta, Walter Marx; and in Memphis, George Shillig and Fred Brownstein. In addition, Memphis boasts both the Brown-Eddy home office and permanent showrooms in the M & M Building. Other permanent showrooms of the firm are lo[illegible] Merchandising Mart Building in Dallas [illegible] Walter Marx's headquarters, 1250 [illegible] Drive, N. E., Atlanta.

"We are really delighted to add Morton Gould to our staff," Fred Brownstein said in making the announcement. "It does serve as a measure of our steady growth in the past few years, of course. But more than that, we feel that Mr. Gould will be a real addition to our sales force. He's the kind of man that has made us grow so fast—aggressive, experienced, and with a top reputation for sales and merchandising. And he feels the way the rest of us at Brown-Eddy do about the importance of [illegible] coverage and personal contacts with [illegible] and valued customers."

In turn, Mr. Gould [illegible] to Brown-Eddy. "I feel this is a great opportunity for me, personally," he said. "I've been over the Brown-Eddy lines thoroughly, and I was sure pleased to learn that we have five of the top lines in the country—and every one of them has shown a steady increase, year by year, since being represented by Brown-Eddy."

Standard Cabinet Co. Announces Line of Juvenile Furniture



The company's #503 Play Desk, a $9.95 retailer

The Standard Cabinet Company, Peru, Ind., manufacturer of household furniture, has announced its entry into the toy furniture field with the showing of their new line to their midwest salesmen.

The first four items to be put into production are now in stock and ready for delivery, according to Sam M. Harper, sales manager, who announced at the same time that the trade name "King Size" has been assigned to the line.

Mr. Harper said that toy furniture will be produced under the same conditions and to the same standards that have governed company production for the past 60 years. An extensive trade paper promotion is contemplated for the near future, it is added.

THREE-INCH STATUETTES OF BASEBALL PLAYERS

The All*Stars Statuette of Willie Mays (see cut) is one of the first series of 28 major leaguers to be produced by Robert Gould Inc., 200 Fifth Avenue, New York City.

Each statuette is approximately 3" in height and made from high impact polystyrene. They will be available to retail individually on a card at 15¢ each or 7 for $1; the latter assortment is packaged in a colorful acetate windowed box.

All*Stars Statuettes will be displayed in Rooms 513 and 538 in the Toy Center during the Toy Fair, according to the Gould announcement.

HARROW & GLUCKSMAN AUGMENT SAYCO DOLL'S SALES STAFF

Buyers who visit the Sayco Doll Corporation's spacious Toy Fair display in Rooms 950, 951, 952, 953, 954 and 955 at the New Yorker Hotel will find there Gene Roth, vice-president in charge of sales, ably assisted by two energetic young men.

Robert L. Harrow, a fast-moving six-footer, recently became a Sayco salesman and is looking forward to showing doll [illegible] the many Sayco innovations [illegible] 1955. Mr. Harrow brings to his new connection a valuable background of [illegible] experience acquired as a toy buyer at Interstate Department Stores. Previous to his connection with Interstate, Mr. Harrow had been associated with the doll industry in a manufacturing capacity.

Another young Sayco salesman, Arnold Glucksman, will also be on the job at the Sayco display during the Fair. Before coming with Sayco three years ago, Mr. Glucksman had been associated with Schranz & Bieber Company and independent retailers.

"In these fast-moving days we think it is important for every concern to have on their selling staff wide-awake, enthusiastic, young men who talk the language of the present-day generation. Youth and experience are of equal importance in today's merchandising and we are sure our new Sayco Doll men have just the right combination of both to be of constructive service to our many customers," says Mr. Roth.

Ideal Toy to Prune List of Wholesalers

The Ideal Toy Corporation has announced it is going into a program of resale price maintenance at the wholesale level and will cut its list of wholesale distributors "up to 80 per cent in some cities" in order to "maintain the prestige of its line." Last year Ideal's merchandise accounted for over $38,000,000 in retail sales or well over 4 per cent of the American toy industry volume, it is estimated.

According to David Rosenstein, president, the move has been under study for three years.

"It will involve thousands of wholesale distributors throughout the country and will take several months," Mr. Rosenstein stated, "but it's a job we feel must be done regardless of the many personal feelings involved. We believe that this program will be a pacesetter for all other national manufacturers in the toy industry."

Until this year, the extensive Ideal toy line of over 1,100 different dolls, plastic toys, summer inflatable equipment and stuffed animals has been available to all wholesale and retail distributors. The company reports that it has approximately 2,200 wholesalers on its books.

The new policy will establish selected distributors in many major cities. In certain areas, up to 80 per cent of the present wholesalers may be eliminated immediately.

B. F. Michtom

In other cities, a slower "weeding-out" process will be undertaken, according to Mr. Rosenstein.

The new program was formulated by B. F. Michtom, chairman of the board.

"The distributors selected," stated Mr. Michtom, "will be wholesalers who are able to deliver the entire potential of their city. As a result, we do not expect Ideal sales to decrease in 1955, although this new program may take a year or two to solidify. This is our own calculated risk.

"We intend to stop wholesalers who have been offering retailers special discriminatory discounts on Ideal toys as a wedge for getting orders on other merchandise.

"As wholesalers compete to undersell the Ideal line, we have been put under constant pressure to increase our discounts, which would have resulted eventually in a decrease in the quality of Ideal merchandise. Our new distributor program will eliminate that possibility. We think too highly of the consumer's faith in the Ideal brand name to let our line be less than the best.

"In addition, Ideal's new program should pay off in lower prices to the consumer," stated Mr. Michtom. "We will now be able to pre-test merchandise early in the season. This will increase our marketing and production efficiency and savings will be passed on to the public.

"Our new method of distribution will be supplemented by the biggest advertising campaign in our history," he continued. "Ideal is doubling its 1954 budget in newspaper and magazine advertising and will enter television this year on a much larger scale. Our campaign will stress the Ideal brand name as a consumer guarantee of quality, durability and play value. With selected distributors, we will also be able to provide local advertising and promotional support throughout the country."

BUGENHAGEN NOW PRESIDENT OF ALUMINUM GOODS MFG.

W. F. Bugenhagen was elected president of the Aluminum Goods Mfg. Company at the board of directors' meeting held February 8. He had been executive vice-president since 1951 and succeeds the late A. J. Vits.

The newly elected president started at the bottom and his progress took him through many departments to gain the fundamentals of the business. After a series of promotions he went into sales work and mastered the marketing techniques for the many channels of distribution through which the company's products flow.

W. F. Bugenhagen

In 1936 Mr. Bugenhagen was named general sales manager. Five years later in 1941 he was appointed vice-president in charge of sales. He was elected executive vice-president in January of 1951, and in 1952 became a member of the Board of Directors.

GENERAL ASSISTANT TO CLARK OF TOY ASSOCIATION APPOINTED

Stuart Hoover has joined the staff of the Toy Manufacturers of the U.S.A., Inc., in New York as general assistant to Horatio D. Clark, secretary of the trade association and an officer of the American Trade Association Executives.

The 33-year-old newcomer will work closely with Mr. Clark and John S. Lovingham, the latter's veteran aide, in association business and industry affairs. Growth of the industry and the association, with attendant increasing activities, prompted the appointment of Mr. Hoover it was stated.

Mr. Hoover was graduated from the University of California at Los Angeles in 1943. Later he served with the War Department in the Philippines. He has had considerable experience in merchandising and promotion in several media, and was for a time in production with the DuMont Television Network, in addition to work in advertising agencies. He also has had experience in toy invention, manufacture and promotion.

RED FEATHER

$83,733,747, or 28.9 per cent of the money contributed through the "united way" (Community Chests [illegible] system for voluntary youth services.

LINDBERG MODEL LINE DISPLAYED IN COPLON'S F.A.B. SHOWROOM

One of the feature attractions at the busy showroom of S. M. Coplon & Son, Room 256, 200 Fifth Avenue, New York City, is a colorful display of the entire line of Lindberg Scale-Model Assembly Kits. With characteristic enthusiasm, Bert Coplon says: "Never in all my experience in the toy business have I seen a line that is taking hold quicker or one which I enjoy selling more than these fascinating, precision-made products of the modern Lindberg plant at Skokie, Ill."

Bert Coplon

Bert is looking forward to passing along to his many friends who will visit the Toy Fair a wealth of merchandising ideas and suggestions that will help them develop hobby business in their stores by putting to full use the promotional potential of the many items in the Lindberg line.

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These new numbers all have the sales features common to all of Oak's Squeeze-Me Toys, they whistle when squeezed, are made of all-rubber, won't rust, are colorfast, and have no rubber odor or taste, the manufacturer states

Sold for 59c each in polyethylene bags, the new Squeeze-Me toys are also available in colorful window boxes at 69c each retail

United Specialties Offers New "Thunderbird" Coaster Wagons

United Specialties of Birmingham, Inc., of Alabama has pulled away from the "traditional" red trend in coaster wagons and introduced new finishes similar to those of the latest automobiles

These flambovant finishes come in three colors; bright, iridescent blue, green and gold. The bodies are accented by a soft pearl grey undergear and white sidewall wheels. The tires have extra wide tread

"Thunderbird," as the new wagons are called, have nyl-on-steel bearings and each body is carefully pressed, edges curled to insure safety as well as a streamlined design. Retail on the wagons is $10.95

United Specialties have added to their regular line of wagons, scooter and table and chair sets the #65, a medium size coaster wagon with tractor tires at no extra cost, and the #100BB, a full size coaster wagon with tractor tires and ball bearing wheels.

In their line of juvenile folding furniture, they are producing two new models· the Reverso-Top set in a new black and white that features a reversible top with a green slate board for extra play value, and a new "Circus Set" for the younger children. Designed to retail for $4.95, the latter stands 18" high with a table top finished in bright red and decorated with a circus motif. The set also features two sturdy stool type seats which match the design and finish of the table

Raizen of Transogram Visits Dragnet's Jack Webb on W. C.

Charles S. Raizen, left, president of Transogram Company, is shown with Jack Webb of "Dragnet" whom he visited during a recent trip to California. Transogram is licensed to manufacture and market puzzles, games and crime labs under the label of "Dragnet" and other names associated with the radio and TV program These include "Jack Webb," "Sergeant Joe Friday" and "Badge 714." The "Dragnet" television show has a reported audience of 40,000,000. About 1,300 fan letters are received by Jack Webb each week, mostly from youngsters up to age 13. The movie, "Dragnet," has been rated the 12th best film of 1954. All the items under license by Transogram are in production.

JR. COWBOY CATALOG FOR '55 RELEASED BY KEYSTON BROS.

Keyston Bros. of San Francisco, recently issued their 1955 Jr. Cowboy Catalog, a 24 page publication which gives the details on Keyston's complete western juvenile line —from holster sets to suits and accessories.

Pictured in full color are the cowgirl suits, bandanas, cowboy hats, and western belts. The balance of the catalog is in black and white Featured on the front page of the catalog is the Silverado, an all-metal holster set embossed with a western scene. It is available in two price ranges.

DAVY CROCKETT
DAVY CROCKETT
DAVY CROCKETT
DAVY CROCKETT

The Lasso 'em Bill line of cowgirl suits has been restyled in bright pastel colors. The cowboy suits are more heavily ornamented this year with specially designed chaps, bright spots, medallions, and conchas.

A full-page spread has been devoted to Davy Crockett suits, holsters and accessories, all in a backwoodsman motif

To aid the dealer in selling this merchandise, Keyston has devoted catalog space to showing the dealer modern display cases and methods of showing western merchandise

TWO NEW PATENTS FOR DOLLS ANNOUNCED BY HOWARD BLACK

Howard M. Black, well known inventor, advices that he has two new patented devices for dolls that are now available to manufacturers

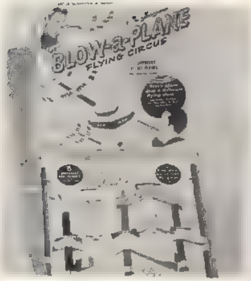
One is a doll-walking and doll-dancing device which can be inserted into any body or leg of either hard or vinyl plastic by making necessary adjustments in tooling. Not automatic or fixed, the walking dancing motions are controlled by the little mother

The other device enables doll head movement by which any doll can be made to literally shake her head "No" and nod "yes." Like the walking and dancing device, this is also controlled by the child

Mr Black announces that rights to use these patents are being granted to manufacturers by Norma Jean Wright, Licensing Agent, 5918 Metropolitan Plaza Los Angeles 36, Cal.

CLAIMS CASES

The VFW rehabilitation service insures active representation of claims of veterans and/or their dependents before the various government administrative boards.



Item #177, Blow-A-Plane

A $3 retailer, item #344

ROCKET SOCK-IT
DART GAME

'Zilly Zoo" #255 for 98c

New Items, Old Favorites from Kenner

Four entirely new toy items and two new infants' numbers, all set for June or early July delivery, have been added to the Kenner Products Company line for 1955 These six are in addition to a revamped model of the company's highly popular Fountain Brush Painting Set

Delivery on the last named, according to Joseph L. Steiner, president of the company, began the end of last month "This item," states Mr. Steiner, "has been a tremendous seller for us over the past two years and promises to be even bigger and better this year. It's been picked as a Prestige Toy by the Toy Guidance Council, Inc., and is going to be seen in many wholesaler and department store catalog.

'The Fountain Brush has proven itself to be a most popular way to paint with water color because there's no mess and no mixing of paints. In our new $1 set are six brushes plus a set of animal stencils and six new pictures. More value has also been added to the $2 number. Both sets have been packaged in sturdier, larger boxes than heretofore, and both will be widely promoted everywhere in the country'

The four new Kenner toy items are described as follows

First is the #344 "Rocket-Sock-it" gun and target game, a $3 retailer that features a five-barrelled gun which shoots five, safety cupped styrene rocket darts all at once or any one, two, three, four at a time. The self-scoring target (actually the bottom of the box itself) registers automatically, crediting the player according to his skill in dropping the plane

Second item is the #255 "Zilly Zoo," a $2 box item that contains seven high-impact plastic animals with come-apart and put-together-again heads, legs, bodies and tails. Such "Zilly" combinations as an elephant's body and a giraffe's head can be formed. Or, for the educational value, the youngster can be encouraged to assemble the animals correctly.

Third item toy is the #177 "Blow A-Plane," a 98c box number that includes five different jet-type plastic planes with two blow tube launchers. Each plane does a different flying stunt (loop-the-loop, spiral roll, circle, climb, glide, etc.) whether it's emitted via the tube or thrown by hand.

Fourth is the "Put-and-Stay" Creative Picture Kits, $1 and $2 retailers stock-numbered #166 and #266 respectively. Contents include hundreds of gaily imprinted pieces with which children can form circus scenes, abstract designs, words, buildings, cars, people and so forth on the playboard. The latter has a "furry" surface to which the pieces, which have "furry" backing, readily adhere

Kenner's past success with Nursery Birds and Nursery Butterflies, mobiles, have prompted the company to bring out a $3 98 companion item, the Fairy-Go Round. The latter, #400, combines color, motion and music. When wound for 30 seconds it plays for 15 minutes while, at the same time, five fairy figures revolve and cause the fairy queen's wands to strike five different chimes. The figures are made of sponge rubber covered with vinyl, thus making them washable

Also designed for the infants' market are Kenner's Nursery Plaques, wall decorations retailing at $1 98 All are made of lightweight plastic, in full dimension and color, and have been given a velvety surface. Titles of the five plaques are The Cow Jumped Over the Moon, Humpty Dumpty, Circus Scene, Now I Lay Me Down to Sleep and Little Bo-Peep.

'Humpty Dumpty" plaque

The $2 Deluxe Fountain Brush Set

FOUNTAIN BRUSH
Painting Set
ABC
LMN

"Little Bo-Peep" plaque

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Paul Lindberg, left, and sales manager W. S. Leslie, check over expensive full-color boxes that come high but prove their worth on retailers' shelves in terms of eye-appeal and sales.

Lindberg Models—"Truly Authentic"

By PATRICK GALVIN

AUTHENTICITY and packaging are the two major keys to rising sales and public acceptance of the Lindberg line of model aircraft and boats, in the opinion of Paul Lindberg, president of Lindberg Products, Inc., Skokie, Ill.

"But neither one is easy," says Mr. Lindberg. "They have to be planned for and worked at diligently, and there has to be a lot of knowledge backing them up. That's how the Lindberg line attained leadership, and that's how it will keep it."

Authenticity of the models starts with Mr. Lindberg himself, whose long background enables him to spot the misplacement of a rivet mark at a glance. Before starting the company in 1933 he was plant manager, supervisor and designer for Red Wing kits. After that for several years he was model editor and designer for *Popular Aviation* magazine. He is a private pilot himself, as is his plant supervisor, Gordon Christoph. Mr. Christoph is a former model manufacturer and a perennial mode laircraft contest winner.

It doesn't stop there. Mr. Lindberg has four staff engineers, all of them former model contest winners. And most of his mold makers are former contest winners.

"All this helps make our models truly authentic," Mr. Lindberg says. "And we think it is one of the most important contributions to authenticity. I don't think you can take just anybody, put them to work and expect them to really have the feel of model craft unless they have striven themselves to win contests. They get the feel of putting those curves in the right places, and there's no other way to get that feel.

"Because above all, we feel our models must be precise, and everything on them must be precisely to scale."

This has enabled Lindberg Products to come up with a lot of innovations. They pioneered in adding full-detail landing gear, bombs, rockets and flaps, in coming out with a detailed pilot, cockpit and seat, in providing minute riveting for more authenticity.

Mr. Lindberg at plant entrance.

line
PRODUCTS

"We couldn't do that without the kind of personnel we have," states Mr. Lindberg. "Many of these things originated with them, things they knew how to do and felt they could do well. From a management level we stick right with them. And we work closely with aircraft plants, get photos of everything as soon as they are released."

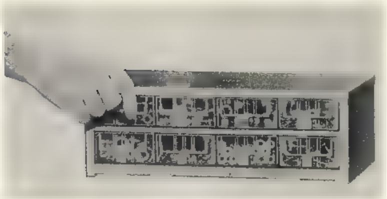
The other key, packaging, is largely a matter of finding a top-notch artist and being willing to pay the price for art work and for the finished full-color boxes. "We were fortunate in getting the services of Ray Gaedke, who is an old friend of mine," says Mr. Lindberg. "He does a beautiful job of drawing for our packages and we back him up with good printing. We could get the packaging job done for half the price, but when we talk to our dealers we realize a good package is worth almost any price."

Sales manager W. S. Leslie claims "these packages are a major factor in our salesmanship. Retailers tell us the package sells the product without any pushing from the sales clerks. After the first sale to a customer, authenticity keeps them moving."

Engineering, mold making and administration plus pilot production is done at the headquarters plant at Skokie. Another plant at Burlington, Wis., handles most of the production. Mr. Lindberg's goal is to be in a new plant with offices that will combine all operations in 50,000 square feet of floor space near Chicago by the end of '55.

Lindberg representatives include Harley Cook, San Francisco; Stanton Dennis, Atlanta; B. G. Coplon, New York; and C. W. Snyder, Huron, Ohio.

Hobbycrafts on parade



CABINETS WITH "SEE THRU" DRAWERS will answer many small-parts storage needs. The sturdy steel cabinet 4" high by 12½" wide by 6" deep has eight transparent plastic drawers which enable the user to spot at a glance the drawer in which the desired parts are stored. Adjustable crosswise and lengthwise dividers make it possible to set up various sized compartments in the drawers, which are 5⅞" long, 2¾" wide and 1-7/16" deep. Drawers have a safety catch so that they cannot be accidentally withdrawn. Slots are provided on the fronts for labels.

Finished in silver-grey baked enamel, the cabinet has rubber feet to protect desk and counter tops, and retails at $4.25. The manufacturer, General Industrial Co., 5738 N. Elston ave., Chicago, Ill., will send, on request, a free copy of catalog No. 25 describing this cabinet as well as larger models in its "See-Thru" line.

SKY RAIDER, a combination stunt and combat ship by Victor Stanzel & Co., Schulenburg, Tex., is designed to use the new Stunt Master Mono-Line Control unit. The new model, with wing span of 40", may be powered with Class "A", "B" and small "C" engines. It can be flown on control lines from 70' to 150' long, when powered with a .35 engine, for exceptional acrobatic and combat flying, according to the company. The Sky Raider is available in a completely prefabricated construction kit.

* * *

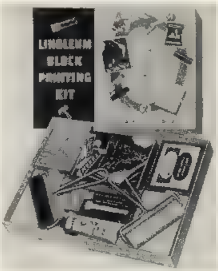
JET KING CARBON DIOXIDE CARTRIDGES are power packed CO_2 cartridges especially designed for jet planes, racing cars, boats, CO_2 motors, gas pistols, pressure fish spears and other appliances for propelling objects. They fit all standard makes of starting guns: length 2.535", diameter .735", neck length .250", neck diameter .343". The cartridges are guaranteed fully charged and protected from rust by green lacquer coating.

Manufactured by Kidde Mfg. Co., Inc., 35 Farrand st., Bloomfield, N. J., Jet King Cartridges retail at 95c for a box of 10. Packed six dozen to the case, weight is 56 pounds.

* * *

NEW LINOLEUM BLOCK PRINTING TOOLS and sets have been introduced by X-acto, Inc., 48-41 Van Dam st., Long Island City 1, N. Y. The feature of the new line is a complete popular-priced kit designed to place the ancient art of block printing within the reach of the average hobbyist.

Priced at $2.95, the kit includes a new X-acto linoleum cutting handle with five assorted blades, nine pieces of battleship linoleum with fused-gray non-glare surfaces (three are pre-sketched), a large tube of printers' ink, a solid rubber brayer to spread the ink, a square of heavy acetate on which to spread the ink, a wooden brayer to make perfect impressions from the inked blocks, a packet of colored printing papers, and a complete, step-by-step instruction folder.

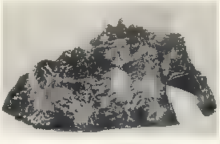


X-acto linoleum cutting tools, with special-design handles, are also available in these sets: one handle and five assorted blades at 89c; two handles and ten assorted blades at $1.75; an assortment of five cutters at 50c; an assortment of ten cutters at $1.

* * *

SECTION GANG CAR with its own motor operating from track power is from the Lionel Corporation, Irvington, N. J. The car reverses direction when buffer plates at either end strike an object, and, at the same time, little "gandy dancers" face the other way. The car is 4¾" long, and retails for $7.95.

* * *



A NEW MODEL TUNNEL scaled for HO trains has been added to the General Fibre line of realistic, snow-capped train tunnels. The No. 125 HO tunnel retails for $1.50 and measures 16" long by 10" wide and is 8" high. The line includes three tunnels for "O" and "S" gauge trains, retailing at $1, $2, and $3.50. All are molded of strong, durable fibre and are realistically decorated in green foliage mottled with white, and dashes of autumn colors.

Further information and catalog GFT can be obtained from Ed Miller, Room 359, 200 Fifth ave., New York 10, N. Y.

TILT-TAC-TOE INTRODUCED BY E. S. LOWE COMPANY, INC.

Almost everyone has played the age-old popular game of Tic-Tac-Toe, and now the E. S. Lowe Company, Inc., 200 Fifth Avenue, New York City 10, has just introduced a modern and exciting version of this game.

Tilt-Tac-Toe combines the best in Tic-Tac-Toe with new elements of skill and chance figured to hold appeal for all ages. It is made of sturdy colorful plastic and

measures over 12" long. The Tilt-Tac-Toe playing field operates on a spherical base, which gives added suspense to each play as the field slants, tilts, angles and moves, calling for skillful guidance of each ball as it rolls into position. Adroitly placed traps further jeopardize the player's chance of winning and add interest to the game.

Retailing for $1, Tilt-Tac-Toe will be advertised in the big *Life*-TV Christmas promotion and in other consumer magazines. It is packed in an individual colorful self merchandising box.

This item is just one of 12 new numbers now being released by the company.

ANDERSON SALES COMPANY REPS FOR KLAUBER GAMES

Anderson Sales Company, Inc., home office, 730 West 10 Place, Los Angeles 15, has been appointed exclusive sales agent for Klauber Games, Inc., 1625 South Michigan Avenue, Chicago 16, for the 11 western states and the city of El Paso, Texas.

Both Klauber Games and Anderson Sales are well known in the toy and sporting goods trade. Klauber manufactures action games and juvenile sporting goods and has been in business over 25 years.

Lee Klingerman, co-owner of Anderson Sales Company, announces that his concern is going to appoint major toy and sporting goods and hardware distributors in strategic areas to handle the line on an exclusive basis. Large western chains and major department stores will be serviced as direct factory accounts, all dealers will be referred to jobbers in their local areas.

The Klauber Line will be displayed at the Toy Fair in New York City in Room 1048, Hotel New Yorker, and personnel from Anderson Sales Company, including Herman Toelke, Pat Klingerman and Lee Klingerman, will be on hand to work with their customers.

Maco's "Commando" Assortments to Headline Toy Fair Exhibit

Harry Horowitz, of Maco Toys, 276 Nostrand Avenue, Brooklyn, N. Y., reports that their line of plastic guns is "hitting new highs in sales."

At the coming Toy Fair at the Hotel New Yorker, Maco will exhibit its fast moving Commando Sets and other plastic toy items. Mr. Horowitz stated that he has a surprise item that he will show at the Fair only to buyers who ask about it.

Maco will show in Room 1074 at the Hotel New Yorker.

Representing Maco are Gerry Kalmanson, 200 Fifth Avenue, New York City 10, in New York, Nat Berk Associates, 220 Fifth Avenue, New York City 10, in the east; Robert Slaven Company 209 South State Street, Chicago 4, in the midwest; Brown & Eddy Associates, M & M Building, Memphis, Tenn., in the south, and Invincible Sales Corporation, 2303 West 9 Street, Los Angeles 6, in the west.

A & H Opens Up New Showroom in F. A. B.; Full Line on View

MARCIE DOLLS

A & H Doll Mfg. Corporation, makers of one of the largest lines of miniature and character dolls in America, has recently opened its new showroom, Room 207, 200 Fifth Avenue Building, New York, where over 200 different dolls are displayed. The Marcie 8" Character Dolls, for example, come in over 80 different costumes. Also displayed are over 20 different Donna Dolls, 12" high, each in a unique, "Girl-Pleasing" adorable costume. Also on view are the 12 new Marcie Read-n-Play Dolls, famous child classics accompanied by the heroine in full costume.

Marcie Pin-Up Dolls, Marcie Daily Dolls, Dolls of Destiny, and the Marcie Undressed Dolls, complete the A & H doll family, presided over by Anne and Bill Fadden, who are always in attendance at the modern, beautifully decorated room.

Latest novelty in the A & H doll line, is the "Autograph-Greeting Doll" which can be personalized with an autograph in 23 kt. gold. The A & H main office and factory is at 43-12 50th St., Woodside, N. Y.

DANOV HEADS UP DANLEE; MANY NEW ITEMS PLANNED

The Danlee Company of 14408 Calvert Street, Van Nuys, Cal., one of the leading manufacturers of leathercraft and hobby kits, announces the appointment of Jack L. Danov as president and general manager.

Mr. Danov has had wide merchandising experience, having operated and set up the Roy Rogers Enterprises endorsement program and built that particular business to a point where twenty million dollars worth of merchandise a year was being sold bearing the Roy Rogers name, it is stated.

Jack L. Danov

In an interview, Mr. Danov stated that it was his plan to evolve new items for the hobbycraft field. Already some 44 items are listed by the Danlee Company, who are shipping merchandise through the entire United States and Canada, and as far west as the Philippine Islands.

The first step under the new set-up is the enlargement of the plant at the Van Nuys address and the opening of a second plant in Sunland, Cal.

In addition to the leathercraft line, Danlee contemplates the manufacture of woodcraft, feltcraft, corkcraft and jewelry crafts kits at popular prices ranging from 10c up to $1.

KERKER-PETERSON NAMED BY MOUND METALCRAFT, INC.

Appointment of Kerker-Peterson and Associates Minneapolis creative advertising firm, as counsel for the Tonka Toy line of scale model, steel trucks and equipment has been announced by L. E. Baker, president of Mound Metalcraft, Inc., Mound, Minn.

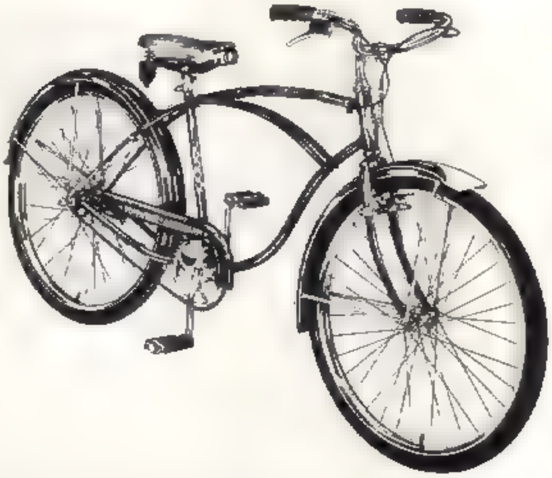
The Minneapolis firm will be responsible for all national trade and consumer advertising and publicity, Mr. Baker said, and will assist the firm in formulating various merchandising programs.

As national manufacturers of Tonka Toys, Mound Metalcraft, Inc., is one of the largest exclusive producers of all steel toy trucks, road equipment and similar items.

QUOTE, UNQUOTE

"Today you are betting your life on this country you live in. If we want to win the prize of national strength and security we've got to work together. Let's respect each other's race and color and creed. Let's make Brotherhood Week last all year."—Groucho Marx

New Middleweight Line Featured by Schwinn in 1955 Offerings



Schwinn in 1955 will spotlight the brand new middleweight line—sleek, trim, streamlined—with all the eye appeal and easy riding features of the lightweight, yet retaining the sturdy durability of the conventional balloon tire bike.

The middleweights offer an exclusive narrow design featuring the all-new 1.75 Schwinn Tornado high-pressure tires, three-speed gears, hand brakes, patented Schwinn cantilever frames and bright new opalescent finishes.

The models available in the middleweight line are the American, Corvette and Tiger. The complete Schwinn line is permanently on display at the showrooms of Julius Levenson, Inc., 7 East 17 Street, New York City.

Trade-and Public-Toy Show June 24-July 4 on Coast

A first in its field, the National Toy Show to be held in Los Angeles, June 24 to July 4 at Pan Pacific Auditorium, it was announced this month by Earl H. Hardage, general manager and Ab Schwartz, national sales manager of National Toy Show Inc.

A unique public-showing as well as a trade show has been undertaken for presentation to the public and the trade under one roof, for probably the first time in the history of the toy manufacturing business, it is stated.

Pan Pacific auditorium will be transformed into a veritable fairyland which will cater to kids from 6 months to 60.

The allocation of space for 350 American toy manufacturers as well as outdoor space for allied lines makes this the largest and most outstanding show of its kind ever held anywhere by or for the toy industry.

Under the supervision of Sidney A. King, manager of the world known Turnabout Theatre and Turnabout Juniors, the show will feature some outstanding TV and movie personalities in daily stage shows.

Many of the children's TV and radio programs have reportedly indicated a desire to air their programs from the auditorium during the course of the show.

Space is being reserved on a first-come first-served basis. Manufacturers wanting more definite information should contact Ab Schwartz at 1109 Highland, in Hollywood; or in New York, from February 29 through March 15 at the St. Moritz.

ECONOMY-PRICED HANDICRAFT KITS ANNOUNCED BY METAL GOODS CORP.

A completely new line of four low-priced handicraft kits has been developed by Metal Goods Corporation, 640 Rosedale Avenue, St. Louis 12 The kits are designed to appeal to handicrafters of all ages and skills.

Included in the line are two kits for embossing and tooling aluminum foil, a kit for stippling Mirror-Finish Aluminum, and one for making aluminum bracelets.

The kits are packaged in attractive, self-merchandising envelopes, with jumbo cellophane windows. Designs and instructions are printed on the package.

The kits range in price from 39c to 89c.

PURCHASE OF AUBURN MODEL TRAINS ANNOUNCED BY KUSAN

Kusan, Inc., Nashville, Tenn., has announced the purchase of Auburn Model Trains, Inc., of Auburn, Ind. Kusan has assumed active management of the company and will operate it under the new name, "Kusan-Auburn, Inc." Activities of this company will continue to be centered in Auburn.

The Auburn firm founded in 1948, has produced a high quality line of model electric trains, authentic in every detail Both its "O" gauge and the smaller scale "HO" gauge trains are said to represent the ultimate in realism. Outstanding examples of these trains are the all-aluminum diesel streamliners with interior lighting in every car. Automatic uncoupling, and die cast bases for greater stability are other outstanding features.

The freight sets are produced in an extensive line with authentic markings of the famous roads such as the New York Central, Sante Fe, Baltimore & Ohio, Pennsylvania and many others.

The products of the Auburn Company have previously been distributed almost entirely in the hobby field, and it is the plan of Kusan to extend distribution into the toy field through its national outlets

Officers of Kusan-Auburn, Inc., will be William R. McLain, president; C. A Horner, executive vice-president; Earl C. Horton, vice-president, production; Charles M. Anderson, vice-president, sales; O. B Hofstetter, Jr., secretary and treasurer Paul E. Hickman, formerly associated with the parent company, will act as sales manager of the train operations. All sales activties will be centered in the Nashville Office at 2716 Franklin Road.

Bunny Bear Hassock Shown on TV's "Ding Dong School"

The popular Miss Frances of the National Broadcasting Company children's television program, "Ding Dong School," is shown using the Ding Dong School Hassock on her show. The hassock, which was designed especially for children to perch on while they view Miss Frances' program, is a product of Bunny Bear, Inc., Everett, Mass., manufacturers of a complete line of baby's and children's accessories.

Art Tube Finger Paint Sets, A Parker Bros. Product

Parker Brothers' new Art Tube Finger Paint sets, it is reported, started selling even before the item went into production. A preliminary photograph was enough to convince buyers that the flexible polyethylene tubes and non-toxic nature of the paints were enough to make it a "best-seller." And recent developments have more than justified their first reactions, according to the manufacturer

Mothers, it is stated, have been quick to accept the unusual advantages of Parker Brothers' Art Tube Finger Paints. They like the fact that the paints are squeezed directly on the paper from the tubes, and are reassured by the statement that Art Tube Finger Paints contain no phenol They are termed appreciative, too, of the fact that these paints are easily removed from hands and clothing with water

The #130 set of Art Tube Finger Paints—including tubes of five different colors, a generous supply of special painting paper, spreaders and directions—retails for $1.50. The #131 set, with 10 tubes of all different colors, sells for $3.

FUNNY-FACED PETER PIE PAN INTRODUCED BY TRANSOGRAM

Transogram's new funny faced man, Peter Pie Pan, is in the form of a dozen vari-colored plastic play molds encased in a clear plastic pie pan. The facial features and the bow tie can be interchanged repeatedly to make a million funny faces

in the sand, on the floor, table or bed

For indoor fun the pie pan is used as the outline for each funny face, holding the different features in position. For beach or sand box play the same pan, inverted, can be used to mold sand pies on which to arrange sand features also molded from the various parts. Peter Pie Pan retails for $1

FISHER-PRICE LAYS PLANS FOR SPRING AD CAMPAIGN

Fisher Price Toys has again announced for 1955 their Spring Advertising and Promotion Program—one of the few year-around programs by any toy manufacturer. Encouraged some years ago by the marked increase in full, year-round toy departments and increased Fisher-Price Toy volume on a year round basis, the company initiated a spring advertising program in addition to their usual fall advertising. The program not only helps inspire interest in Fisher Price and toys in general during the spring season, but also, provides a consistent, repetitive Fisher-Price message to create latent consumer preference for this popular wood push and pull toy line.

Fisher-Price spring advertising will concentrate during the months of March, April and May in two widely read publications with a combined circulation of over 6,500,000 monthly copies: *Parents' Magazine* and *Ladies Home Journal*. Among the many good spring sellers, four have been chosen to represent the line the #140 Katy Kackler, #225 Musical Sweeper, the new #678 Kriss Kricket and new #420 Sunny Fish Dealer merchandising aids including counter cards, envelope stuffers newspaper mats and illustrations of toys with models are available for local tie-ins on request from Fisher-Price

Fisher-Price is featuring 19 "push n pull" toys for general spring sales and five brightly colored carts for Easter A spring and Easter Catalog showing full color illustrations of each individual toy with complete details of size and construction is available upon request. Requests should be sent to Fisher-Price Toys, Inc., East Aurora. N. Y

New, 1955 Model of Spitz Planetarium from Harmonic

A new 1955 model of the Spitz Junior Planetarium equipped with an electronically operated arrow attachment for pointing out constellations projected on the ceiling, is being manufactured and marketed by Harmonic Reed Corporation, Rosemont, Pa., at the same $14.95 retail price as older models

The new arrow indicator plugs into an outlet in the base of the planetarium The indicator projects a bright clear arrow that is effective for pointing out any of the 40 constellations or some 300 stars that the Planetarium can show The arrow is particularly useful in educational discussions in schools, by clubs or in the home The indicator attachment can also be converted to provide light for reading the accompanying booklet which identifies constellations and important stars

The planetarium and the indicator are made of tough unbreakable plastic attractively colored. The unit is easily operated by plugging it into any regular house current using any totally dark room

The Spitz Junior Planetarium, with its electronic arrow, is patterned after higher priced planetariums used by professional astronomers and costing from $1,000 to $200,000 Armand Spitz, famous astronomer, originated the idea for the item

It will be sold through department stores, toy dealers, and educational supply houses.

Goodee-Toy Display Boards Now Available from Excel

beautifully made
GOODEE-TOYS
latest model cars and trucks

Distributors are receiving new showroom displays from Excel Products Company, New Brunswick, N. J., maker of Goodee-Toys, a line of unbreakable metal cars and trucks.

The display board, in brilliant colors is designed to hold a sample of every model in the line. It can be hung from a wall, and is easel-backed for counter use. Copy includes construction details and the various prices

Suggested retail prices for Goodee-Toys are 10c, 29c and 59c The highest priced ones are motorized.

New Color Queen Mosaic Series Introduced by Associated Arts

Associated Arts of St. Paul, Minn., now producers of one of the largest lines of art and craft sets, announces another first with its new Color Queen Mosaic series, which utilizes one of the world's oldest art forms.

The Color Queen Mosaics consist of materials and patterns for creating simple designs as well as distinguished mosaics for use as pictures, boxes, trays, tabletops and wall decorations. The brilliantly-colored permanent plastic tiles can easily be worked into any shape or form, enabling even the most amateur hobbyist to create designs of beauty and permanence in an easy and rapid manner. Children can create the pictures and designs merely by placing the tiles side by side as they would building blocks.

Each set includes hundreds of accurately-cut plastic pieces in a variety of harmonious tints and colors based upon the well-known Associated Arts standard color system. Special adhesives, sets of scaled patterns and designs and full instructions are also included in the set.

Color Queen Mosaics will be shown for the first time, along with other new Associated Arts products, at the Toy Fair. Other products to be featured are the now well-known Color King, Color Princess, Color Prince and Color King, Jr., Painting sets, also the soon-to-be-released complete oil painting course under the Color Royal label. Associated Arts has representatives throughout the country.

Mr. Peepers Microscope Set to be Made by Skil-Craft

Mr. Peepers himself, Wally Cox, NBC-TV star, is shown above pursuing one of his chief vocations: microscope research. The Sunday night television headliner has lent his name to Skil-Craft Corporation, Chicago, who have fashioned and will show at the Toy Fair the Mr. Peepers Handy-Andy Microscope Set.

The new set, which will retail at $10, comes in a two-wing metal box colorfully lithographed with illustrations of Mr. Peepers and the contents. Containing everything the young scientist needs, the set is fully equipped with a deluxe microscope with a two-nose turret, and two interchangeable eye pieces—a total of four magnifications; prepared and blank slides, vials, labels, dissecting needles, an eye-dropper, stirring rod, test tubes and many other items.

FEDERAL FIBRE CORPORATION'S SPECIAL TAPERED TOTE BOX

The illustration below shows the new special nesting Tote Box made by Federal Fibre Corporation and designed for fast and efficient moving of stock, small parts, parcels, and so forth in stores, plants, storerooms and supply rooms.

It is made in several popular sizes. The model shown has a top 28" long and 15½" wide; a bottom 24" long and 11¼" wide; and a depth of 10½". It is mounted on hardwood runners but may be had with two fixed and two swivel 2" rubber casters.

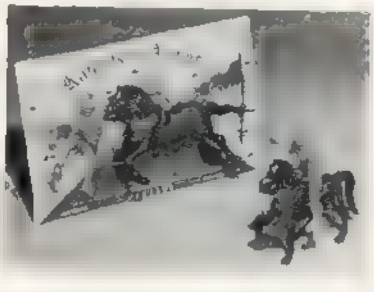
The tote box is constructed of hard vulcanized fibre with a heavy-gauge top channel covered with a stain-proof rubber channel. All corners are of reinforced metal. Supplied, too, is a web handle on each end for lifting; and a five-foot strap, as shown, for pulling the box along the floor.

A complete illustrated catalog of the many "Fedco" materials-handling items may be had by addressing the manufacturer direct at 3704 10 Street, Long Island City 1, N. Y.

KNIGHTS IN ARMOR SET FROM LIDO TOY COMPANY

One of the newest items to come from Lido Toy Company, 321 Rider Avenue, New York City 51, makers of popularly-priced plastic toys, is the #251 Knights in Armor, a 25c retailer (east of the Rockies).

Knights in Armor consists of a jumbo-size knight's charger, a knight and his battle implement—all of unbreakable plastic and mounted on an attractive multi-colored card.



Also available is the #250, which is the same as the #251 except that the three-piece set comes in a polyethylene bag with a colorful topper.

The complete executive and sales staff of Lido Toy is looking forward to greeting everyone at the Toy Fair, Hotel McAlpin, Room 551, and at 200 5th Avenue, Room 206, where the entire Lido line of new items and many old Lido favorites will be on display.

National Contest Under Way to Name Howdy's Bunny

Howdy Doody

Chief Thunderthud

Clarabell

The Howdy Doody TV show introduced a nationwide contest for the children of America on February 24. Boys and girls throughout the USA will be asked to "Name Howdy Doody's Easter Bunny" via one of Howdy's sponsors, Franco-American spaghetti (a division of the Campbell Soup Company) The thousands of prizes lined up is expected to result in another mail-pull of landslide proportions, judging from previous Howdy promotions. The prizes include

1. 200 Huffy convertible bicycles by the Huffman Mfg. Company of Dayton, Ohio.
2. 100 Howdy Gym Sets by the Gendron Wheel Company of Perrysburg, Ohio
3. 100 Zippy the Chimp and 100 Windy the Dog dolls by the Rushton Company of Atlanta, Georgia
4. 2,000 Chief Thunderthud Indian Headdress Sets by the Connecticut Leather Company of Hartford, Conn
5. 2000 Electric Doodler Sets by the Harett-Gilmar Company of Far Rockaway, N. Y.

From the contest's inception until March 19 the prizes will be featured in newspaper ads, as well as each week on the Howdy Doody television show itself. In addition, approximately 100,000 grocers will feature the contest prizes on case cards, window banners and shelf talkers. Sales representatives of the toy companies involved are preparing themselves for the demand for their items as a result of this [illegible]

Meanwhile, the Howdy Doody TV program continues to acquire new audiences, new laurels and new friends everywhere. Toy Fair time marks Howdy's eighth year on television, with over 1,800 performances to its credit reportedly a larger total than any other network TV program. Along with their long-run record, the Doodyville citizens can proudly proclaim they are the number one children's TV show according to all TV surveys, states Kagran Corporation, licensors for Howdy Doody

The year 1954 was the most successful in the merchandising operation of this fabulous puppet, it is disclosed. Many attractive new items were added to the Howdy Doody roster, and a new 28-page Merchandise Catalogue is being issued to buyers and jobbers.

Howdy Doody continues to make news on many other fronts as well:

Bob Smith, whose warmth and versatility have been vital ingredients in the show's magnetism and enduring success, is back on the air following his recent illness

The Peanut Gallery, the tiers of seats in Doodyville where 60 young visitors watch the program each day, still remains phenomenally popular, according to Kagran. Thousands of requests are received each week for the precious pasteboards, with some parents writing for tickets years in advance. Some have even sent birth announcements to NBC asking to be put on the waiting list; currently they have to wait over 30 months

Nineteen cities from coast to coast are now feeling the full impact of a merchandising program aimed at making the consumer aware of Howdy Doody fresh fruits and vegetables; and it has reportedly already gained the acclaim of parents through its effect on the eating habits of children.

A completely new version of Howdy Doody is now being seen on 14 television stations of the Canadian Broadcasting Corporation. Seven sponsors have already been signed in the space of a few short weeks, with several companies negotiating for the remaining three segments.

A "Doody Dime Day" a March of Dimes TV appeal to American children on the Howdy Doody show, resulted in a deluge of dimes with thousands of dollars collected and turned over to the National Foundation for Infantile Paralysis in their fight against Polio.

Thirty-one new stations have been added to the Howdy Doody line-up making for a total of 121 NBC-TV outlets throughout the country.

The Kagran Corporation, aware of the tremendous influence upon the 15 million youngsters who view the program daily (and the responsibilities to those viewers) state they are licensing only top quality merchandise, attractively designed and packaged and competitively priced.

THE HAWK MODEL COMPANY APPOINTS EYERLY ASSOCIATES

The Hawk Model Company, Chicago, manufacturers of scale model planes, have announced a change in their distribution policy

Eyerly Associates of Chicago and New York City have been appointed as sales agents for all states from the Colorado line to Maine, and southward through Kansas, Missouri, Kentucky and the Virginias

Throughout the hobby industry Hawk scale model plastic plane kits are known for their quality and authentic detail. Their first model was a Curtiss Racer, #600, introduced in 1945. Thus Hawk became pioneer makers of plastic scale model planes, a commodity that has since sold in countless millions all over the globe

But in 1945 the hobby trade did not look with favor on plastic planes—they believed balsa wood construction was the only type acceptable to consumers. Sales were small in volume and few in numbers with consignment a necessary part of every transaction

After a discouraging six months Hawk decided to try again, with their second plane a Gee Bee XI. Customer interest was still disappointing, but showing signs of improvement. By the end of their first year in business they knew Hawk scale model plane kits were here to stay.

Today, 10 years later, approximately 25 scale model planes comprise the Hawk line, with their Curtiss Racer still reported enjoying a much greater annual volume than during its introductory year

Richard Mates, president of Hawk Model Company, announced that in placing sales responsibilities with Eyerly Associates, the Hawk line would automatically be made available to traditional toy outlets. Mr. Mates further stated that a recent survey clearly indicates this broadening of their distribution will assure greatly increased volume

Packages are being revised for greater eye-appeal, and exciting new kits will, it is said, be introduced at their Toy Fair exhibit in the Grand Ballroom of the Hotel New Yorker. Incidentally, this will be the first showing by the Hawk Model Company at any Toy Fair.

Permanent displays will be maintained at 1107 Broadway, New York City, and in the Merchandise Mart, Chicago. William Rummel, Sr., and son, Bill, will be in charge of all eastern sales

BRONCO-MODELCRAFT, INC. GEARING UP FOR TOY FAIR

Bronco Modelcraft, Inc., 55 West 17 Street, New York City, announces they are readying their showroom for the Toy Fair rush. "We expect," the company states in their announcement, "that many buyers are going to be on the lookout this year for craft kits—the public is daily becoming more 'hobby and model' conscious.'

Special attention will be given, the manufacturer promises, to those dealers who wish to enlarge their hobby department and also to those who want to get started in a modest way to cash in on the increasing interest in model building and hobbycraft.

Salesmen for Glolite and jobber, at far right, look over a modification of Twinkl-Glo Lights, a top seller last year.

From Ideas to Items at Glolite

THE ILLUSTRATIONS on this page are descriptive, in part, of the way in which the Glolite Corporation Chicago, approaches the business of supplying the trade and the public with an ever-increasing array of attractive sales-appealing Christmas tree lights and decorations The company now produces more than 75 distinct items many of which are the decorative type that change from year to year.

Though the latter items admittedly have a peak selling season, management and production functions and responsibilities are carried out the year around at Glolite And because the company recognizes that in a highly competitive industry survival hinges on ingenuity and the ability to anticipate and meet the demands of the market, Glolite is constantly on the look-out for new ideas that can be translated into new, highly saleable items

The step-by-step procedure from idea to finished item is necessarily flexible but more or less follows these lines:

First an idea is presented, either by someone within the Glolite organization, or by an outsider. Then management considers the idea's virtues and/or shortcomings; if the verdict is positive, the idea is taken over then by designers, the product engineers, who make up "blueprint" after "blueprint" until they come up with just what's desired

Now, engineering and fabrication take over For the purpose, Glolite's main plant in St. Joseph, Mo., is among the nation's finest manufacturing operations. Whether it be production line goods or a special one-time performance, the facilities are geared to turn out the merchandise

Tops on the agenda at the plant is the fabrication of pilot models of the item. These are used for sampling and the results are then tabulated. Management, if it decides to go ahead, takes another careful look at the item and perhaps adds or subtracts a design feature

Once the new item goes into production all the promotional resources of the Glolite organization and their advertising agency are put to work. Ads begin running in the leading national magazines and a program of jobber and dealer promotional activities is put into motion

A case in point is Glolite's Twinkl-Glo tree lights, which successfully passed through the incubation stage described above and then were heavily and dramatically promoted from one end of the country to the other Thus, by Christmas last year, Glolite had sold every Twinky-Glo light it had produced.

For Christmas, 1955, the company promises more new "hot-sell" items—items conceived and turned with the same painstaking care as was the Twinkl-Glo assortments

Arthur Weyh, Coast-to-Coast buyer, inspects new numbers.

Glolite executives look over mock-up model of a new item.

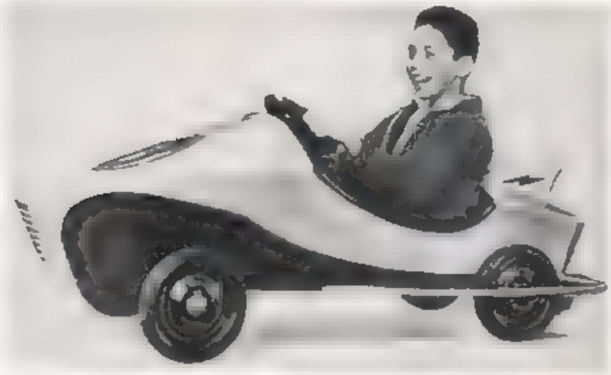
Effanbee's "Dy-Dee" Doll Set in "Popsicle" Brands Contest

At a recent meeting at the Effanbee Doll Company offices Bernard H. Baum, president, is shown above proudly showing the new "Dy-Dee" Doll and Wardrobe Kit which is to be promoted nationally in the coming "Popsicle" Famous Brands Contest.

Seated is Joseph Felix, of the Joe Lowe Corporation, for "Popsicle," who is about to conclude the agreement for 1,000 "Dy-Dee" Dolls; and Richard G. Gaines, account executive of Paris & Peart, the advertising agency handling the Joe Lowe promotions. In the picture Mr. Baum describes how the new Effanbee "Dy-Dee" Doll weeps real tears, drinks from a bottle, cup or spoon, sips from a straw, blows bubbles, closes her eyes, shows her rose and has a carrying case with a complete [illegible]-piece wardrobe.

Mr. Gaines, in explaining to Mr. Baum the details of the $100,000 "Popsicle" Famous Brands Contest, starting this spring, told of the gigantic advertising program that is designed to sell "Popsicle" nationally in leading Sunday Comics, in *Life*, *Look* and the *Saturday Evening Post* and in top juvenile magazines. Heavy billboard coverage in over 350 markets and promotion via the Pinky Lee television show are also scheduled.

Soap Box Derby Racer Kit by Fair-Craft Corporation



A soap box Derby Racer Kit is now being manufactured and marketed by Fair-Craft Corporation, 7691 Washington Avenue, West Haven, Conn.

This complete kit reportedly makes it possible for any youngster to assemble his own attractive Sport-Car Derby Racer. Simple hand tools, plus a few hours spent on assembly, are said to insure perfect results.

Until recently youngsters have had to purchase the individual parts, wheels, etc., with the finished racer oftentimes lacking the safety of positive steering and braking, it is stated. Now, the new Fair-Craft Racer Kit, which retails for $29.95 (said to be less than the purchase price of the individual parts), insures safe, positive steering and quick-action brakes.

The Kit comes complete with pre-cut parts, front end assembly—engineered for safety, ball bearing wheels, puncture proof, semi-pneumatic tires and step-by-step instructions.

16-PUPPET DISPLAY RACK FROM GUND MFG. COMPANY

The Gund Manufacturing Company, 200 Fifth Avenue, New York City 10, announces that their Walt Disney Hand Puppets, already highly-popular sellers, are enjoying triple the normal volume everywhere they have been displayed on the point-of-sale rack pictured here.

Sixteen all different Disney characters, among them eight old favorites (Mickey, Pluto, Donald Duck, Dopey, Peter Pan, Captain Hook, Wendy and Tinker Bell) and eight newcomers (Tramp, Lady, Dachie, Pedro, Thumper, White Rabbit, March Hare and Pinocchio) are displayed on the new rack.

All puppets have molded vinyl heads colored with non-toxic vegetable dyes and color-fast printed percale bodies. A hidden voice maker for each is an additional feature. The retail on each puppet is $1.

SECOND BOOK AUTHORED BY DALE EVANS ROGERS

The Fleming H. Revell Company announces the publication February 14 of a second book by Dale Evans Rogers, "My Spiritual Diary." A daily account of the experiences of Mrs. Rogers and her "King of the Cowboys" husband during their 1954 visit to the British Isles, the book brought such heavy advance orders that a second printing to follow the first of 50,000 copies was ordered three weeks before publication date.

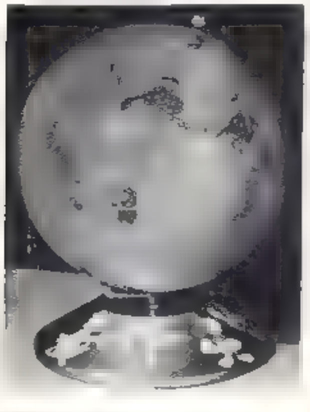
"My Spiritual Diary" follows by almost exactly two years the publication of Mrs. Rogers' first book, "Angel Unaware" (March 16, 1953), the story of the Rogers' daughter, Robin Elizabeth, who died in 1952. "Angel Unaware" has sold more than 400,000 copies, with all author's royalties going to the National Association for Retarded Children.

Mrs. Rogers is assigning the royalties from "My Spiritual Diary" to a new clinic for retarded children at Children's Hospital in Los Angeles, the first such clinic in the nation.

Mrs. Rogers' literary success adds still another facet to the already remarkably varied joint career of herself and her husband. Top-rated Western stars in TV, radio, movies, rodeo and personal appearance tours, they are also outstanding in the field of personality brand merchandise. Total retail sales approached $35,000,000 last year on the 360 items produced in their names by 47 manufacturers.

RAND McNALLY, DISNEY TEAM TO PRODUCE NEW-TYPE GLOBE

To help youngsters more readily grasp important facts about their world and make it fun, the Walt Disney Educational Studios in conjunction with Rand McNally have brought out the Walt Disney-Rand McNally World Globe



A new and approved educational device, the globe has Disney characters sprinkled over the surface of the world at important "information" points. Mickey, Donald, Pluto, Goofy all join in the fun. Their startling antics — and what they say in sprightly rhyming couplets—help introduce millions of Disney fans to important world facts

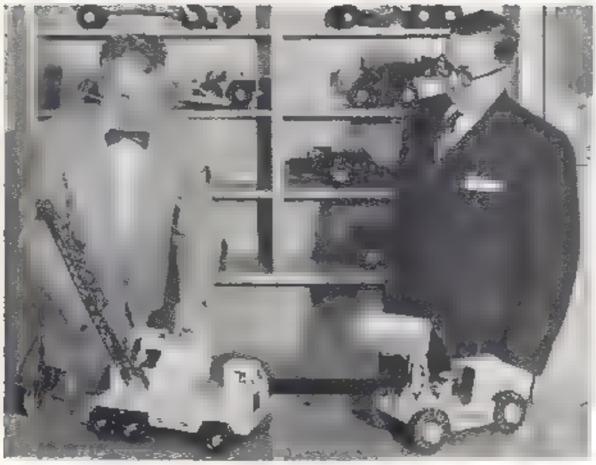
In addition, the 8" globe is an important reference furnishing for any child's room. Colorfully and accurately produced, the globe is smartly styled and can carry more place names than any 8" globe heretofore A new, sprucely-styled base carries additional pictures in color of Disney characters in action

FOUR ANIMAL SQUEEZE TOYS INTRODUCED BY NAT'L LATEX

New this year in the National Latex line is an assortment of four new vinyl float and squeeze toys: Gilly the Fish, Sammy the Whale, Tillie the Turtle and Wally the Walrus. Each character has a whimsical look in his eye and features a whistle voice for "talking" or "blowing bubbles All are spray-decorated with long lasting non-toxic colors especially developed by the manufacturer.

Each of the four toys is packed in an attractive gift window-box that has its own distinctive scene printed on the outside—a pond for the turtle, a sea scene for the whale, a river scene for the fish, and a far north scene for the walrus. The inside of each box is also illustrated with an appropriate background scene

Ny-Lint Has 2 New Items; Cutting Prices on Some Nos.



Rags Klint, left, and Barney Klint, admire the new Speed Swing and Michigan Shovel which will be added to their '55 Ny-Lint line.

At the 1955 Toy Fair Ny Lint Tool and Manufacturing Company of Rockford, Ill., will introduce two new toys to increase their line of popular real-action scale models to a total of nine items. All seven of last year's numbers, "which proved to be excellent sellers in 1954," will be retained and offered again this year. By virtue of manufacturing economies, the prices of some of these established items will be reduced for this year's buyers, it is announced.

The first of the new items is the #2000 Speed Swing, a scale model authorized by the manufacturers of the prototype, Pettibone Mulligan Company. The toy has a broad, heavy base which runs on four big 3¾" rubber tires and supports the motor housing, seat, and swivel pedestal for the bucket arm. This pedestal contains an ingenious jack mechanism by which the bucket is raised and lowered. A catch on the realistic toggle cylinder releases the bucket for dumping. The whole pedestal can be swiveled to any position and has a latch to hold it in the forward position only. With all this motion, the toy presents versatile entertainment for youngsters from 3 to 12 years of age. It is ruggedly built of 20-gauge or heavier sheet steel, with welded assembly for long life. Finish is sprayed baked-enamel in brilliant orange color with chrome trim. The retail price is $7.95; for the 11 western states $8.35.

The second new item is the #2200 Michigan Shovel, authorized by the Clark Equipment Company. This also is an extremely versatile toy and has a particularly clever bucket mechanism which provides realistic pick-up and dump action. A very broad base, supported on six rubber-tired wheels, is heavy enough so the shovel will really work at the full boom extension. To add to the solidity, two adjustable screw jacks on extension arms slide out from a channel in the platform. The winch house swivels freely to any position and contains two hand cranked winches, one for the boom and one for the bucket. Easy-working release pawls control position as required. When the bucket is dropped into a pile of sand or other material, a smooth-working catch engages the center pivot so that the clamshell closes on the load automatically when it is raised, in exactly the same manner as on a big shovel. When the bucket is raised to the boom a release is actuated and the bucket opens to drop the load The entire action is controllable from the cab, so the young operator can copy the motions of a big machine. Like all other Ny-Lint Scale Model Toys, the Michigan Shovel is of rugged, welded steel construction, 20-gauge or heavier, finished in sprayed baked-enamel. Platform and cabs are bright yellow, the boom a brilliant blue. The retail price is $9.95, for the 11 western states $10.45

The Ny-Lint showings at the Toy Fair will be in Rooms 616 and 608 at the Hotel New Yorker, and in Room 450 at the 200 Fifth Avenue Building

Representatives on hand will include Rags Klint, Barney Klint, Bill O'Brien, Ted Sexton, Jim Melton, Ralph Heatherington, Leo Scherrer, J. Warren Wiley, Leslie Allen, Harold Hanna, and Allen Dillon. New literature and other sales aids for 1955 will also be available to buyers at these showings.

WILKENING APPOINTS THE LAVENSON BUREAU

Wilkening Manufacturing Company, Inc., Philadelphia, announces the appointment of the Lavenson Bureau of Advertising, Inc., of that city, to handle advertising and public relations for their new Consumer Products Division. A trade and consumer advertising program is being planned for their line of unusual toys to be marketed at popular prices under the brand name, "Mr. Wiggle"

Bill O'Brien Ted Sexton, Alice Cole

General view of new display rooms

Ny-Lint in New Showroom at Mdse. Mart

Ny-Lint Tool & Manufacturing Company of Rockford, Ill., celebrated the beginning of this new year by opening a new sales office and display room at 1410 The Merchandise Mart, Chicago. The new quarters were specially rearranged and redecorated to meet the requirements of the Rockford firm.

Ny-Lint's midwestern representatives who occupy these quarters, go by the name of O'Brien-Sexton Associates. The principals of the organization are not only thoroughly acquainted with the toy field, but have also had five years experience with Ny-Lint Toys particularly. They are well known to hundreds of toy buyers in the midwestern states of Minnesota, Wisconsin, Illinois, Iowa, Missouri, Kentucky, Indiana, Ohio, and Michigan, states they have covered regularly.

The person in charge of these handsome new offices is the beautiful and capable Alice Cole, who is always on hand with a pleasant welcome for friends of the firm who may call in person or on the telephone. The principals in the firm are Bill O'Brien and Ted Sexton.

FLEXITE REPORTED LEADING LIGHT IN "DOLL FACE" TRADE

After only three years in business, the Flexite Plastic Novelty Company has become a leading manufacturer in the "doll face" industry. Their plastic face with the "3-D look" was described as an immediate success.

Like the man who made a better mousetrap, Flexite's ingenuity in the design of these new faces attracted numerous leading doll and stuffed toy manufacturers, large and small. Among the many who are being supplied by Flexite are Knickerbocker Toy, Gund Mfg. Company, Esther Miller Creations and A & I Mfg. Co.

Bob Blaustein

Flexite offers many other services, such as toy accessories, slush molded animal faces, custom-vacuum forming and advertising displays. Executives of the firm are Joseph Dorfman, decorating; Samuel Toukelowitz, production; and Robert Blaustein, in charge of sales.

The company is located at 591 Broadway, New York City.

MINIATURE REVERE WARE LAUNCHED AT CHICAGO SHOW

Miniature Revere Ware—a brand new line of seven utensils of copper and stainless steel that are exact replicas of the renowned cooking utensils—was introduced to the trade at the opening of the 1955 National Housewares Exhibit here by Revere Copper and Brass Inc.

The miniature, or toy, line includes a 1¼" covered sauce pan, a 1⅝" covered sauce pan, a 2" covered sauce pan, a 4½" open skillet, a covered sauce pot, a coffee pot and a whistling tea kettle. It will be sold in sets of various sizes, retailing at the prices of $4.95, $9.95 and $14.95 respectively.

The miniatures will be packaged in colorful cartons similar to large Revere utensil sets. The interior display panel features an illustration of a mother and daughter looking at the utensils and bearing the legend "Just Like Mom's."

"In our opinion the new miniature ware can be sold as a housewares item as well as a juvenile product," C. M. McCreery, vice president in charge of Revere's Rome Manufacturing Company Division said. "We plan to merchandise it this way, as a companion piece to the regular line and make it available at the store on the same counter."

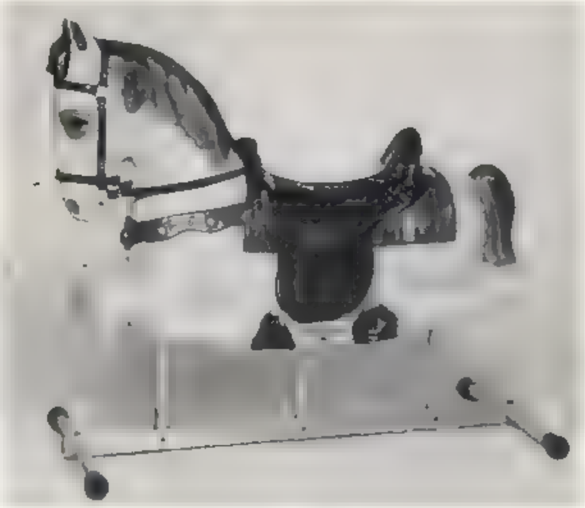
PUZZLE FUN BOOK LATEST ADDITION TO SEAHORSE LINE

The newest Seahorse Activity Play Book to be added to the line by the publisher, The Seahorse Press, Pelham, N.Y., is entitled the "Puzzle Fun Book," authored by Frances W. Keene.

A $1 retailer, the book has 128 pages; size of the page is 8¼" by 11¼". Suitable for youngsters 8 to 14, the Puzzle Fun Book is described as having every imaginable kind of puzzle: rebuses, mazes, mysteries to solve, musical puzzles and dozens of others—some to be done with a pencil, others not. There are also keyed pictures to color and color dots to follow. Cross-words are present, too, but in a form that gives the young child a fair chance to complete the whole puzzle.

PUZZLE
FUN BOOK

Wonder "Mare" Latest Addition to the Wonder Products Line



The Wonder "Mare," a brand new addition to the Wonder Horse line of spring-suspended hobby horses, is being introduced by Wonder Products Company.

The Mare is molded of durable plastic in the natural color of the Golden Palomino. Bridle and saddle are brown. It is mounted on a sturdy wood frame.

The Mare is 18¾" high, 34½" long and 8½" wide. It is fair traded, in all states where legal, at $19.95.

Other models are: the bright red Wonder Horse Regular, the original spring-suspended hobby horse, made of wood, the Wonder Horse DeLuxe, molded of plastic in the color of the Palomino and available on either steel or wood base, and the Wonder Pony for children one to three, a junior-size plastic Palomino.

All the models in the Wonder Horse line have patented "Magic Spring Action." This gives a rocking, bouncing motion that is said to help build strong bodies and develops coordination.

F. J. Koller is general manager of Wonder Products Company.

MILT GREY ANNOUNCES RESIGNATION FROM REVELL

Completely to the surprise of the toy and hobby industry, was the recent announcement by M. K. "Milt" Grey, of his resignation as vice-president and a member of the board of Revell, Inc.

During his years as director of merchandising, Revell has risen to be one of the nation's largest manufacturers of plastic model kits, with world wide distribution and recognition. Mr. Grey, a strong believer in heavy emphasis at the point of purchase, created many novel innovations in merchandising.

His emphasis on "self-selling" was responsible for the revolving "Carousell" unit, now in profitable use in over 20,000 stores; the "Bull's-Eye" Floor Merchandiser, a compact "hobby department" in less than 8 square feet of space; the soon-to-be announced "Serve-n-Sell" Merchandiser for plane kits, and many others. His annual "Hobby Day on Father's Day" was the first major attempt to develop off-season selling in the hobby industry, it is claimed.

Interviewed at his office, 324 South Rodeo Drive, Beverly Hills, Cal., Mr. Grey emphasized that his parting from Revell was on the friendliest basis. "I merely took a step I have been contemplating for a long time: to offer guidance and counsel on marketing and merchandising to a few manufacturers who have faith in the future of the industry and want to make their plans accordingly. Once I came to that decision, I took the advice I frequently advocated . . . full speed ahead."

Milt Gray

Regarding his future plans, he stated that in the few days since the announcement of his resignation many intriguing projects have been brought to his attention, but that no definite announcement will be made until early April.

DAYER APPOINTED GENERAL SALES MANAGER BY N. Y. TOY

Howard A. Dayer has been appointed general sales manager of the New York Toy & Game Manufacturing Corporation. Harold V. Dorgan, who held this post until recently, is now located in Lawrence, Mass., in full charge of product development both for New York Toy and its subsidiary, Lawrence Tackle Manufacturing Company.

Howard A. Dayer

Mr. Dayer, for the past seven years with Banner Plastics Corporation, and before that with Harmonic-Reed and Magnus Harmonica Corporation, will operate out of New York Toy's headquarters, 200 Fifth Avenue, New York.

WINTRISS INTRODUCES NEW MASTER VOICE ASSEMBLY

Reported making a 'big noise' in the toy field is the new, improved Master Voice Assembly developed by Wintriss Inc., for installation in dolls and toys. This new type of voice assembly eliminates side holes in the neck block or the need for locating the hole in the skin of dolls. Factory pre-assembled, the assembly uses only single block insertion by means of a hoppered press, which is good for latex, vinyl, and rubber bodies as well as all types of squeeze toys. The special hoppered press, which incorporates an automatic feeding device, inserts the voice assembly into the toy or doll, is available to manufacturers, according to Wintriss.

For doll manufacturers using vinyl, another Wintriss specially engineered automatic machine punches the air hole and inserts and fastens the voice assembly in the body in the doll factory.

"There is no voice handling or damage, and no buckram screening is necessary, yet the installation is safe and permanent for baby's use," Bernard Wells, sales manager stated. Wintriss, Inc., is now located at 20 Vandam Street, New York City 13, and stocks one of the largest assortments available of ready-made "Master" Voices for toy and novelty manufactuers. A voice may be developed by the Wintriss sound engineers free of charge for any manufacturer desiring one to solve a special voice problem; and with this new type of assembly, less expensive, and faster installation results in greater production of the toy, it is claimed.

ELSIE THE COW "SQUEEZE-ME" TOY FROM OAK RUBBER CO.

Elsie the Cow will soon join Rudolph the Red Nosed Reindeer, Bugs Bunny and other such famous animal characters in a line of children's "Squeeze Me Toys" manufactured by the Oak Rubber Company of Ravenna, Ohio.

Licensing of the Ohio company to manufacture and sell the new Elsie toy was announced by Edward Peguillan, manager of Borden's Elsie Enterprises. The new 'Squeeze-Me" item will be one of a number of Elsie toys and novelties to be offered to the general public.

Elsie Enterprises allows selected manufacturers to bring out such items under special agreement. Licensees of such toys and novelties receive the benefits of Borden's heavy promotion of Elsie, both as an advertising character and as a live cow which has been touring the country for the past 16 years.

DAVY CROCKETT TO JOIN RAND McNALLY TITLES

Rand McNally will publish a historically authentic juvenile book of the adventures of Davy Crockett, American Hero—#511—in the 25c Elf Book format, illustrated with colorful action pictures by William Timmins.

The author of the book is Bruce Grant, authority on frontier scouts, indians, and early pioneer life. Publication date will be early this month, it is advised.

PARENTS, PLEASE NOTE

Here are some pointers from the Bicycle Institute of America, trade association of the industry, for parents in helping their youngsters to ride the new 1955 American bikes properly. The ball of the foot—not the instep, or heel—should be on the pedal. Knees should be kept close to the frame when pedaling. Knee joints should operate like a hinge. When they bend normally, they function more efficiently and make riding easier.

New '55 Christmas Items Being Shown by Glolite

To add fuel to the "banner year" predicted by the Glolite Corporation in the last issue of PLAYTHINGS, this company has introduced several new items for 1955 Christmas Season.

One of the new Glolite items is #912, the Custom Tailored Trim Lites which reportedly make it easy for amateur decorators to achieve professional results. Illustrated here, the Trim-Lites feature a specially placed add-on plug which centers over doors for easy attachment to auxiliary decorations. An add-on plug at one end and a tri-plug at the other permits easy decoration outlets. It is complete with 12 weatherproofed C9½ assorted color outdoor lamps and insulated staples. Packaged in an attractive display box and packed 10 to a standard carton which weighs 18 pounds, Trim-Lites retail at $6 each.

outdoor
TRIM-LITES

Another item, also pictured here, is the GLO-rious Angel, #537. This 8" tall, stately angel is made of molded plastic and has clear wing tips and a full halo. A versatile ornament, the silvered angel can be used on a tree top, table, wall or as a mantel decoration, and comes complete with lamp, cord and plug. Boxed in a colorful cellophane front display, it is packed 24 to a carton. Weight is seven pounds and the retail price is $1.70.

Item #1519 is Glolite's new Musical Belfry Bells. It is a cathedral-type belfry in traditional design and colors. The three-toned bells ring out a tuneful Merry Christmas greeting to the background strains of "Ave Maria." Equipped with lamp, cord and plug, the item is packed one per shipping carton, weighing 4½ pounds and retails at $10 each.

Still leading in the line is the Glolite illuminated Christmas tree introduced in 1935. Another top item which was introduced last year is the "Twinkl-Glo" tree light sets for indoor use. Now, in 1955, Glolite has added the "Twinkl-Glo" tree lights for outdoors and the "Twinkl-Glo" trees.

Other items introduced by Glolite for 1955 include: Outdoor Trim-Lite sets, simulated wrought iron Outdoor Lanterns, illuminated silver metallic Angels, an illuminated Altar and Church and Outdoor Candles.

NY-LINT INTRODUCES NEW ITEM, SCALE MODEL MICHIGAN SHOVEL

Pictured herein is Ny-Lint's newest scale model the #2200 Michigan Shovel.

Constructed of 20-gauge and heavier welded steel, with durable sprayed baked-enamel finish, the Michigan Shovel is 31½" long, 7½" wide, and 20¼" high. The bucket takes a good full "bite," then trips automatically when raised to the boom. The long sturdy boom raises and lowers, and the whole housing pivots on the rugged extra-braced chassis. The front wheels are steerable.

A scale model authorized by the Clark Equipment Company, the Michigan is packed individually in a 200-pound test carton, six units to a standard shipping carton, weighing 124 pounds per dozen. The retail price is $9.95, except in the west where it sells for $10.45.

Ny-Lint Tool and Mfg. Company is located at 1823-16th Avenue, in Rockford, Ill.

PEVERELLY ADDS TO SALES LINE

A. O. (Gus) Peverelly, Manufacturers' representative, of East Poultney, Vt., announces that he has taken over the sales in New England and northern New York State of the #743 Christmas Manger Set made by Wells Badger Corporation of Milwaukee, Wis.

NEW SALES REPS NAMED BY HOBBYLINE TRAINS

Three new sales representatives have been appointed by HObbyline Trains, now giving the manufacturer, John A. English Company, Inc., West Trenton Avenue, Morrisville, Pa., complete national coverage.

In the southwest Russell D. Jessee, of Atlanta, a veteran in the field, has been added. Philip Lascoe, of Houston, has been given the four southwest states. Mr. Lascoe is a relative newcomer who has already shown his ability in the field. Ken Roberts & Associates will represent HObbyline Trains in the West.

Russell D. Jessee

Philip Lascoe

These appointments augment HObbyline's previous representation, which remains the same for 1955 Albert H. Prow in New York and Albert C. Bissell in Chicago.

DRAPER-MAYNARD RELEASES 1955 CHRISTMAS FOLDER

Draper-Maynard Company, 4861 Spring Grove Avenue, Cincinnati 32, has just released its Christmas folder, which contains the list prices of hundreds of sport equipment items.

The cover shows Santa Claus wearing real ermine whiskers and surrounded by athletic equipment.

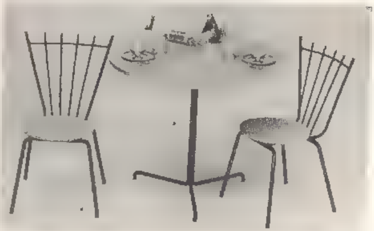
The company reports that folders are available from wholesalers who handle the line. Also, additional copies may be obtained from Draper-Maynard at the above address.

Parris Mfg. Makes "Long Toms" for Tenn. Boy's Drill Team

A group of coonskin-capped Kadets from Savannah is shown above with their Tennessee "Long Toms," cork-shooting muskets specially designed for the boys' drill team and manufactured by Parris Mfg. Company, Memphis, Tenn.

Known as the "Kadets of America," this group is sponsored by the local Lions Club.

Gabriel Brother Named Eastern Reps for Ironmaster's Line



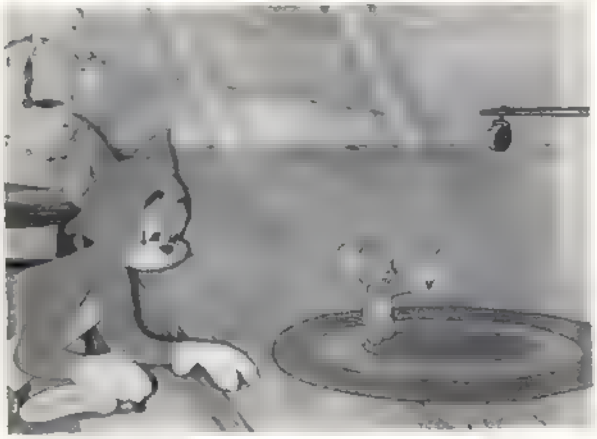
Bert and Dick Gabriel of Gabriel Brothers, manufacturers representatives, Room 207, 200 Fifth Avenue, New York City 10, announce that their firm has been appointed Eastern sales representative for Ironmasters, Inc., of Brooklyn, N. Y.

The Ironmasters line consists of a group of highly styled, especially designed, wrought iron furniture adapted to the needs of today's children. Similar in appearance and construction to the line of adult furniture that Ironmasters has been manufacturing for some time, it is designed to be used wherever adult furniture is used indoors as casual living units or individual pieces, or in patio groups out of doors. It is distinctive in its styling with *House and Garden* colors being used for the table tops and seat paddings and upholstery, the manufacturer informs.

The "TV Diner" is a small wrought iron chair which comes equipped with a removable tray that can be used for writing, playing, or eating. It is called the answer to many parents' problem as to how to feed their children in front of the TV set at dinner time. The line also includes a "Kiddie Klub Chair," and two attractively designed furniture groupings, the "Ring-'Round Set" and the "Carousel Set." Each of these sets consists of a highly styled table with a melamine plastic top, in *House and Garden* colors, and two chairs.

Gabriel Brothers also announce that two salesmen have joined the firm. Ed Lewis, Jr., formerly of Holle Toy Company and at one time an assistant in the toy office of A.M.C., will cover the New York department stores and resident buying offices, as well as New Jersey and Pennsylvania, excluding Philadelphia and Pittsburgh. Jack Muchnikoff formerly was a manufacturers' representative in the east, will cover some of the wholesale accounts in New York City, Brooklyn, and Queens in addition to all of New England. Gabriel Brothers now has four full time salesmen in the eastern area.

MGM Cartoon Characters to Feature Many Halco Costumes



The J. Halpern Company, 810 Penn Avenue, Pittsburgh, announces that it has tied in with MGM's Academy-Award-winning cartoon characters, Tom and Jerry, Barney Bear and Droopy the Dog. For the first time, states the company, Hallowe'en costumes with designs featuring these popular characters are to be made available to the trade.

To be shown at the Toy Fair, the costumes will be available in small, medium and large sizes for children and teen-agers ranging from 4 to 14—and at a popular $2.95 retail price.

It is felt by J. Halpern that with the millions of youngsters who follow the cartoon characters in movies and via the medium of comic books every week, the MGM designs for Hallowe'en are certain to win plenty of favor when the next witch and globin season rolls around.

This new addition to the Halco line will be "pre-sold" in *Parents' Magazine* and will have the backing of a full-scale, hard-hitting promotional and merchandising program.

Full details on the costumes will be available during the Toy Fair at J. Halpern's showroom headquarters in Room 404 in the 200 Fifth Avenue Building, New York City. Or inquiries may be mailed to the company direct in Pittsburgh.

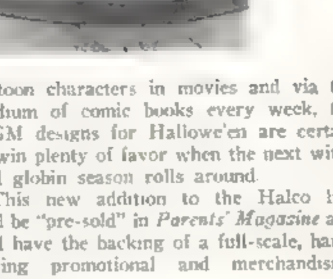
DISNEY CAKE DECORATIONS, BASKETS BY BEST PLASTICS

John and Sam Lattuca of Best Plastics Corporation have announced they have acquired the rights to use Walt Disney Characters. Now in production are Plastic Party Baskets, under the trade name of Mickey Mouse's Musical Tri[illegible], etc., Birthday Cake Candle Holders and Cake Decorations. The Birthday Cake Decorations, reproductions of Pluto, Mickey Mouse, Minnie Mouse, Daisy Duck, Donald Duck and Huey, Louie and Dewey, are packed in attractive window Display Box. The set consists of 1 Huey, Louie and Dewey Center piece, six Disney characters as Candle Holders and seven Candles—14 pieces in all.

Mr. Lattuca is certain that with the big Disneyland TV promotion now in full force on a national scale, there is no question that dealers everywhere should enjoy a large volume business on Best Plastics' new items.

A cordial welcome invitation to all buyers to stop in at Room 852, Hotel New Yorker during the Toy Fair, where Jim Keeley is in charge, is extended. Eastern representatives Nat Berk and George Roeder will also feature the Best line in Rooms 1236 and 1237, also at the Hotel New Yorker.

The company also announces that they have recently appointed the following representatives: Norman Cooper, 927 Argyle Street, Chicago, covering the midwest; Deimar and Kirk Company, 17 E. 64 St., Savannah, Ga., the south; Ted Koffman, 1206 S. Maple Avenue, Los Angeles, the west, Paul Hughes, 2109 Ridgeview Road, Columbus, Ohio, the central states; and Flanery Sales Company, Merchandise Mart, Dallas, the southwest. Best Plastics' main office and factory is located at 945 39 Street, Brooklyn 19, N. Y.



CLAIMS CASES

The VFW rehabilitation service insures active representation of claims of veterans and/or their dependents before the various administrative boards of government agencies.

AL MORITZ ANNOUNCES ADDITION TO FACTORY

Al Moritz & Associates, well-known manufacturers of "Kiddie-Gym" playground equipment, sand boxes, etc., have recently built a large addition to their factory at Ladysmith, Wisc. Al Moritz, during a recent conversation with a PLAYTHINGS' representative, stated that it was very fortunate that the extra manufacturing space had been added because his firm is enjoying the biggest year in its 30 year history.

Al Moritz

In addition to the wide range of steel gyms, slides, see-saws and sand-boxes made by this well-known firm, it is interesting to note that "Cal's Colt," which has been popular as an indoor as well as outdoor toy since its introduction to the toy trade, is now in its 26th year of manufacture. The 1955 line, which embodies a wide range of new models, is more extensive than ever.

Al Moritz is joined by his able assistant, Miss Ann Mullen, in extending a hearty invitation to their many toy-buying friends to pay them a visit during the Toy Fair at their spacious New York showroom, 1107 Broadway. In addition to its New York City display, this well known line is also being shown at 1355 Market Street, Suite 989, San Francisco.

DAISY DOLLS FOR 1955 UNVEILED AT HOTEL McALPIN

Daisy Doll Corporation will take the wraps off many new and novel doll creations at their Toy Fair display, Room 517, Hotel McAlpin. Following a year which rang up record production figures, the firm announces it is preparing for a still larger sales volume during the coming year.

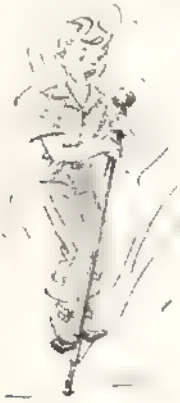
Made to offer buyers of popular-priced dolls utmost values, the new 1955 Daisy Doll line includes every wanted specialty: walking dolls, vinyl dolls, rooted hair dolls and "everything in rubber dolls," it is announced.

Ever since its formation some years ago the Daisy Doll Corporation has specialized in promotional numbers for chain stores and other large-quantity users. Their spacious plant at 636 Broadway is equipped for cost-cutting volume production; the full line will be on display at that address following the Toy Fair and throughout the year.

JIGGLE-STILTS, TETHER-BALL NEW EDUCATIONAL PROD'S ITEMS

Having completed a successful year in which their Hi-'N-Lo Bouncer All-Aluminum Pogo Sticks and Hi-'N-Lo Stilts are said to have made merchandising history, Educational Products, Inc., of Newark, N. J. is offering several new items with the same promotional possibilities.

For the stilt-walking child who desires an adventurous thrill, the company is promoting their novel Jiggle Stilts (patent pending). The novice can walk on these stilts as on the Hi-'N-Lo Stilts. Then after he has mastered the art of stilt walking, a slight adjustment will enable him to safely dance, glide or bounce at will.



Special emphasis will be placed on the promotion of the company's new popular-priced Tether Ball game, which has been designed with features to provide both indoor and outdoor use. This item should develop into an outstanding item for both individual and family play. It is strongly-constructed and attractively-packaged in such a manner that it can be advantageously merchandised with a minimum of shipping and reshipping expense.

In the spotlight again will be the Hi-'N-Lo bouncer Pogo Stock, which reportedly proved itself an outstanding reorder item during 1954, and continues to be in good demand during the first months of 1955. Manufactured with care for details, this jump stick features heavy-duty oil-treated springs, a rubber ball safety top, heavy base shafts and extra heavy rubber crutch tips which cannot be knocked off while the jumper is in motion.

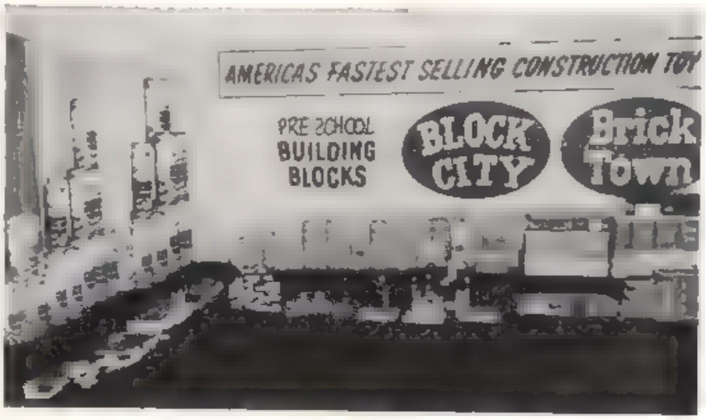
A novel and exciting ball game will round out the line for 1955, the company adds.

Luttinger and Weil, Inc., Room 356, Fifth Avenue Building, New York City, are national sales and marketing representatives for Educational Products, Inc. In addition to being shown in their quarters, the line will be on display in Room 321, Hotel McAlpin, during the Fair.

MORE THAN A HOME

The V.F.W.'s National Home for Widows and Orphans at Eaton Rapids, Mich., is really a community in itself. It has individual homes, a hospital, recreation center, chapel, swimming pool, nursery and guest house.

Plastic Block City Offers Toysi n Smaller Shippers


AMERICAS FASTEST SELLING CONSTRUCTION TOY
PRE SCHOOL BUILDING BLOCKS
BLOCK CITY
Brick Town

"A line designed with the jobber in mind" is being presented at the 1955 Toy Fair by Plastic Block City, Inc. The firm is exhibiting in Room 468, Hotel McAlpin, and in their New York showrooms at 12 East 41 Street.

In an announcement from the Chicago home office, Patrick J. Buckley, Plastic Block City president said, "We are simplifying our three lines of construction toys, Block City, Brick Town, and Pre-School Building Blocks to make it easy for every jobber and retailer to order stock, display and sell. In addition, we are packing all sets in smaller, easily handled shipping cases."

Mr Buckley explained that the reduced size of shippers will facilitate wholesaler warehousing. In most cases, he explained, jobbers will not have to break cases even when shipping to small retailers. Every shipping carton will contain a counter card, window streamer, and [illegible] price sheet.

The Block City line, designed for youngsters 5 years old and up, will consist of four sets. Set #B-300, "The M[illegible]" contains 152 pieces and retails for $[illegible]. #B-500, "The Beverly Hills," 278 pieces, sells for $4.95. At $7.50, is #B-750, "The Chicagoan," containing 472 pieces and at $15, #B 1500 with 950 pieces. All sets are packed in sealed tubes and contain roofing material and a [illegible] instruction book.

"Our fastest growing new toys," Mr Buckley said, "are Pre-School Building Blocks. These big, colorful interlocking plastic blocks are excellent for children from two to six." Pre-School Building Blocks are packed in sealed tubes. Set #PS-195 contains 32 pieces and retails for $1.95. Set #PS-295, retailing at $2.[illegible]5, has 56 parts.

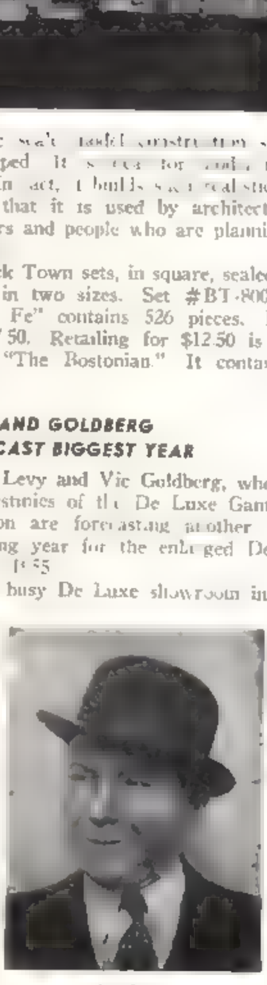
Rounding out the Plastic Block City line are the Brick Town scale model construction sets. "Just as Pre-School Building Blocks are designed as a Block City starter set, the Brick Town sets appeal to youngsters (and adults) who want a more extensive building set," Mr Buckley explained. "Brick Town is the most authentic scale model construction set ever developed. It is scaled for model railroad use. In fact, it builds such realistic structures that it is used by architects, contractors and people who are planning new homes."

Brick Town sets, in square, sealed tubes, come in two sizes. Set #BT-800, "The Santa Fe" contains 526 pieces. It sells for $7.50. Retailing for $12.50 is #BT-1000, "The Bostonian." It contains 860 pieces.

LEVY AND GOLDBERG FORECAST BIGGEST YEAR

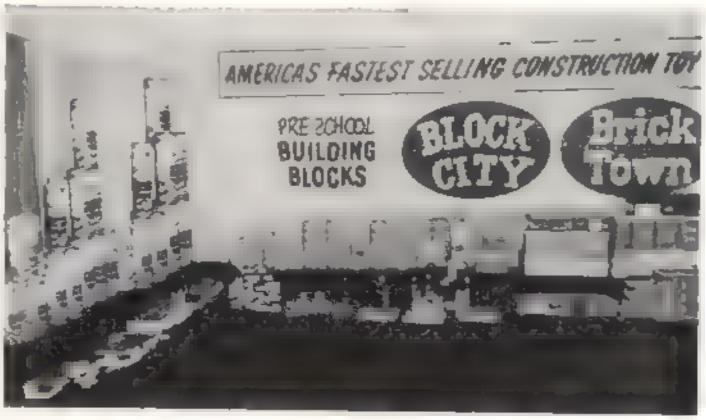
Joe Levy and Vic Goldberg, who guide the destinies of the De Luxe Game Corporation are forecasting another record-breaking year for the enlarged De Luxe line in 1955.

The busy De Luxe showroom in Room 458, 200 Fifth Avenue, New York City, is again highlighted with a colorful display of an augmented line of De Luxe play-gymns and wading pools. Also, much in evidence and waiting for inspection by Toy Fair visitors, will be the many other De Luxe lines, including bowling alleys, backboards, educational toys, novelty wood toys, and a full assortment of boxed toys. Ably assisting Joe and Vic during the Fair, will be Bill Balzer and Harry Levy.



Joe Levy

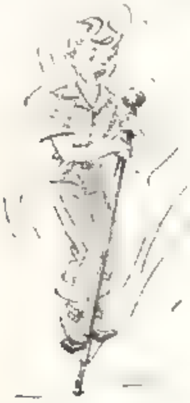
Plastic Block City Offers Toys in Smaller Shippers


AMERICAS FASTEST SELLING CONSTRUCTION TOY
PRE SCHOOL BUILDING BLOCKS
BLOCK CITY
Brick Town

JIGGLE-STILTS, TETHER-BALL NEW EDUCATIONAL PROD'S ITEMS

Having completed a successful year in which their Hi-'N-Lo Bouncer All-Aluminum Pogo Sticks and Hi-'N-Lo Stilts are said to have made merchandising history, Educational Products, Inc., of Newark, N. J. is offering several new items with the same promotional possibilities.

For the stilt-walking child who desires an adventurous thrill, the company is promoting their novel Jiggle Stilts (patent pending). The novice can walk on these stilts as on the Hi-'N-Lo Stilts. Then after he has mastered the art of stilt walking, a slight adjustment will enable him to safely dance, glide or bounce at will.



Special emphasis will be placed on the promotion of the company's new popular-priced Tether Ball game, which has been designed with features to provide both indoor and outdoor use. This item should develop into an outstanding item for both individual and family play. It is strongly-constructed and attractively-packaged in such a manner that it can be advantageously merchandised with a minimum of shipping and reshipping expense.

In the spotlight again will be the Hi-'N-Lo bouncer Pogo Stock, which reportedly proved itself an outstanding reorder item during 1954, and continues to be in good demand during the first months of 1955. Manufactured with care for details, this jump stick features heavy-duty oil-treated springs, a rubber ball safety top, heavy base shafts and extra heavy rubber crutch tips which cannot be knocked off while the jumper is in motion.

A novel and exciting ball game will round out the line for 1955, the company adds.

Luttinger and Weil, Inc., Room 356, Fifth Avenue Building, New York City, are national sales and marketing representatives for Educational Products, Inc. In addition to being shown in their quarters, the line will be on display in Room 321, Hotel McAlpin, during the Fair.

MORE THAN A HOME

The V.F.W.'s National Home for Widows and Orphans at Eaton Rapids, Mich., is really a community in itself. It has individual homes, a hospital, recreation center, chapel, swimming pool, nursery and guest house.

"A line designed with the jobber in mind" is being presented at the 1955 Toy Fair by Plastic Block City, Inc. The firm is exhibiting in Room 468, Hotel McAlpin, and in their New York showrooms at 12 East 41 Street.

In an announcement from the Chicago home office, Patrick J. Buckley, Plastic Block City president said, "We are simplifying our three lines of construction toys, Block City, Brick Town, and Pre-School Building Blocks to make it easy for every jobber and retailer to order stock, display and sell. In addition, we are packing all sets in small, easily handled shipping cases."

Mr. Buckley explained that the reduced size of shippers will facilitate wholesaler warehousing. In most cases, he explained, jobbers will not have to break cases even when shipping to small retailers. Every shipping carton will contain a counter card, window streamer, and [illegible] price sheet.

The Block City line, designed for youngsters 5 years old and up, will consist of four sets. Set #B-300, "The M[illegible]" contains 152 pieces and retails for $[illegible]. #B-500, 'The Beverly Hills,' 278 pieces, sells for $4.95. At $7.50, is #B-750, "The Chicagoan," containing 472 pieces, and at $15, #B 1500 with 950 pieces. All sets are packed in sealed tubes and contain roofing material and a [illegible] instruction book.

"Our fastest growing new toys," Mr. Buckley said, "are Pre-School Building Blocks. These big, colorful interlocking plastic blocks are excellent for children from two to six." Pre-School Building Blocks are packed in sealed tubes. Set #PS-195 contains 32 pieces and retails for $1.95. Set #PS-295, retailing at $2.95, has 56 parts.

Rounding out the Plastic Block City line are the Brick Town scale model construction sets. "Just as Pre-School Building Blocks are designed as a Block City starter set, the Brick Town sets appeal to youngsters (and adults) who want a more extensive building set," Mr. Buckley explained. "Brick Town is the most authentic scale model construction set ever developed. It is [illegible] for model railroad use. In fact, it builds such realistic structures that it is used by architects, contractors and people who are planning new homes."

Brick Town sets, in square, sealed tubes, come in two sizes. Set #BT-800, "The Santa Fe" contains 526 pieces. It sells for $7.50. Retailing for $12.50 is #BT-1000, "The Bostonian." It contains 860 pieces.

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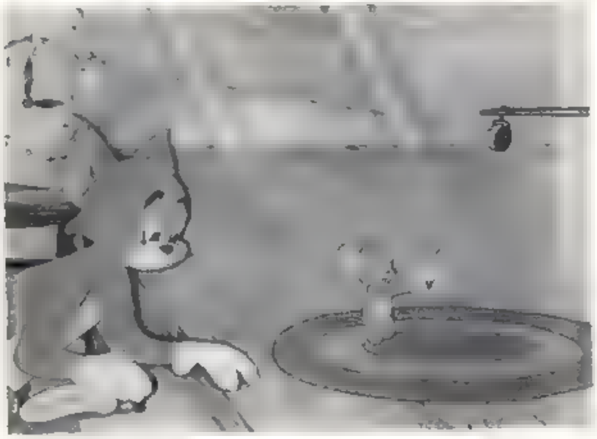
Joe Levy

MGM Cartoon Characters to Feature Many Halco Costumes



The J. Halpern Company, 810 Penn Avenue, Pittsburgh, announces that it has tied in with MGM's Academy-Award-winning cartoon characters, Tom and Jerry, Barney Bear and Droopy the Dog. For the first time, states the company, Hallowe'en costumes with designs featuring these popular characters are to be made available to the trade

To be shown at the Toy Fair, the costumes will be available in small, medium and large sizes for children and teen-agers ranging from 4 to 14—and at a popular $2.95 retail price

It is felt by J. Halpern that with the millions of youngsters who follow the cartoon characters in movies and via the medium of comic books every week, the MGM designs for Hallowe'en are certain to win plenty of favor when the next witch and globin season rolls around.

This new addition to the Halco line will be "pre-sold" in *Parents' Magazine* and will have the backing of a full-scale, hard-hitting promotional and merchandising program

Full details on the costumes will be available during the Toy Fair at J. Halpern's showroom headquarters in Room 404 in the 200 Fifth Avenue Building New York City. Or inquiries may be mailed to the company direct in Pittsburgh

DISNEY CAKE DECORATIONS, BASKETS BY BEST PLASTICS

John and Sam Lattuca of Best Plastics Corporation have announced they have acquired the rights to use Walt Disney Characters. Now in production are Plastic Party Baskets, under the trade name of Mickey Mouse's Musical Tri [illegible] Birthday Cake Candle Holders and Cake Decorations. The Birthday Cake Decorations, reproductions of Pluto, Mickey Mouse, Minnie Mouse, Daisy Duck, Donald Duck and Huey. Louie and Dewey, are packed in attractive window Display Box. The set consists of 1 Huey, Louie and Dewey Center piece, six Disney characters as Candle Holders and seven Candles—14 pieces in all

Mr. Lattuca is certain that with the big Disneyland TV promotion now in full force on a national scale, there is no question that dealers everywhere should enjoy a large volume business on Best Plastics' new items

A cordial welcome invitation to all buyers to stop in at Room 852, Hotel New Yorker during the Toy Fair, where Jim Keeley is in charge, is extended. Eastern representatives Nat Berk and George Roeder will also feature the Best line in Rooms 1236 and 1237, also at the Hotel New Yorker

The company also announces that they have recently appointed the following representatives: Norman Cooper, 927 Argyle Street, Chicago, covering the midwest; Deimar and Kirk Company, 17 E. 64 St., Savannah, Ga., the south; Ted Koffman, 1206 S. Maple Avenue, Los Angeles, the west, Paul Hughes, 2109 Ridgeview Road, Columbus, Ohio, the central states; and Flanery Sales Company, Merchandise Mart, Dallas, the southwest. Best Plastics' main office and factory is located at 945 39 Street, Brooklyn 19, N. Y

CLAIMS CASES

The VFW rehabilitation service insures active representation of claims of veterans and/or their dependents before the various administrative boards of government agencies

AL MORITZ ANNOUNCES ADDITION TO FACTORY

Al Moritz & Associates, well-known manufacturers of "Kiddie-Gym" playground equipment, sand boxes, etc., have recently built a large addition to their factory at Ladysmith, Wisc. Al Moritz, during a recent conversation with a PLAYTHINGS' representative, stated that it was very fortunate that the extra manufacturing space had been added because his firm is enjoying the biggest year in its 30 year history.

Al Moritz

In addition to the wide range of steel gyms, slides, see-saws and sand-boxes made by this well-known firm, it is interesting to note that "Cal's Colt," which has been popular as an indoor as well as outdoor toy since its introduction to the toy trade, is now in its 26th year of manufacture. The 1955 line, which embodies a wide range of new models, is more extensive than ever

Al Moritz is joined by his able assistant, Miss Ann Mullen, in extending a hearty invitation to their many toy-buying friends to pay them a visit during the Toy Fair at their spacious New York showroom, 1107 Broadway. In addition to its New York City display, this well known line is also being shown at 1355 Market Street, Suite 989, San Francisco

DAISY DOLLS FOR 1955 UNVEILED AT HOTEL McALPIN

Daisy Doll Corporation will take the wraps off many new and novel doll creations at their Toy Fair display, Room 517, Hotel McAlpin. Following a year which rang up record production figures, the firm announces it is preparing for a still larger sales volume during the coming year.

Made to offer buyers of popular-priced dolls utmost values, the new 1955 Daisy Doll line includes every wanted specialty—walking dolls, vinyl dolls, rooted hair dolls and "everything in rubber dolls," it is announced

Ever since its formation some years ago the Daisy Doll Corporation has specialized in promotional numbers for chain stores and other large-quantity users. Their spacious plant at 636 Broadway is equipped for cost-cutting volume production; the full line will be on display at that address following the Toy Fair and throughout the year.

REGAL GAMES INTRODUCES AUTOMATIC BINGO GAME

Finger-Tip Magnetized Bingo, a new, patented completely automatic bingo game with built-in finger-tip number markers and a magnetic barrel for number drawing, is now available from Regal Games Mfg. Company, Chicago.

BINGO
BINGO

Numbers are mixed in the miniature barrel. When the barrel is opened, a magnetized number automatically appears on the lid. These numbers are slid into the grooved master panel board where they remain in place in easy view. Individual cards are marked by simply covering called numbers with built-in "finger-tip" sliding windows, eliminating the bother of loose markers.

Included in each Finger-Tip Magnetized Bingo Game are 75 plastic numbers and a large grooved master board which securely holds numbers after they have been called. The game is available in two sizes, the #750 model of 12 cards and the #500 model containing six cards, with the option of buying extra cards. Each game is packaged in six-unit cartons in eye-catching gold lettered boxes. For use by clubs or at parties, the Finger-Tip Magnetized Bingo Game is durable enough for many years of enjoyment, the manufacturer contends.

"MR. PEEPERS" APPOINTED GROUP PLANETARIUM HEAD

Wally Cox, considered by many to be the alter ego of Mr. Peepers, name of the popular comedy series in which he stars three Sundays out of four on NBC-TV at 7:30 P.M., EST, has been appointed president of the newly-formed Junior Planetarium Association. The honor is a fitting one, since Cox, in the guise of Robinson J. Peepers, is probably the best-known "science teacher" anywhere in these United States.

The new Junior Planetarium Association, which is accepting applications from youngsters throughout the world, is being sponsored by the Harmonic Reed Corporation of Rosemont, Pa., inventors and manufacturers of the Spitz Jr. Planetarium, a small hardy plastic scale model for home, school and club use. The planetarium projects over 400 stars and constellations accurately and comes equipped with an attached electronic pointer and a book of detailed instructions.

Tom Liversidge, president of Harmonic Reed, in announcing the appointment of Cox, estimated that the association would probably total about 100,000 in the U.S.A., Canada and some 10 foreign countries by the year's end.

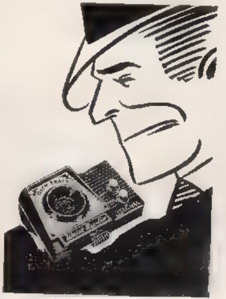
Remco's Official Dick Tracy Wrist Radio "Going Strong"

OFFICIAL ELECTRONIC
DICK TRACY wrist radios

Remco's sales manager, Phil Cohen, and president, Saul Robbins.

Remco Industries is now delivering one of the most exciting toys it has ever presented on the toy market, according to Philip Cohen, sales manager of the Newark, N. J., firm.

According to Mr. Cohen, reaction to the item at the Toy Fair, and from initial shipments made, has been phenomenal. Sales on this item have been probably the greatest in Remco's history, he states, and the anticipation is that Remco will have another hit similar to the Radio Station, again this year.



"Calling headquarters

The item, the Dick Tracy Wrist Radio is a completely pre sold item, in the sense that every child and parent in the United States knows and has heard of this item, Mr. Cohen asserts.

It includes two complete Official Dick Tracy Wrist Radios. There is voice communication between both sets, a battery-operated secret code buzzer signal system and a battery-operated click system. The set comes complete with a wire, plug-in and battery, all ready to operate, and is retailed at $3.95.

SIX NEW REPRESENTATIVES NAMED FOR "MR. WIGGLE"

Six new representatives have been named for the new spring toy "Mr. Wiggle," according to William Loeb, vice-president, Wilkening Manufacturing Co., Phila. This completes the national representation of Mr. Wiggle, Mr. Wiggle's Fire Engine, and Mr. Wiggle's Cata-puller.

Sid Jaross, 3770 Almazon, Dallas, Texas, will cover Texas, Oklahoma, Louisiana and Arkansas. Mr. Jaross, who has been in the toy business for more than 10 years, has been a manufacturer's representative in that area for the past seven years, Mr. Loeb advises.

Working in association with Hugh Kenney, Merchandise Mart, Chicago, are Charles Bobrick; F. W. "Bill" Neal, 4500 Tomahawk Road, Prairie Village, Kans., who will cover Iowa, Nebraska, Kansas and Missouri, and John Kelcher, who will cover Illinois, Wisconsin, Minnesota and eastern Iowa.

Mac Hanson, 523 Bryn Mawr, N. W., Atlanta, Ga., will represent the company in the southeast, including Mississippi, Alabama, Florida, Georgia, Tennessee and the Carolinas. Mr. Hanson, who has been in the toy business 19 years, was formerly toy buyer for Montgomery-Ward, and director of marketing for the Junior Toy Corporation.

The West Coast representation will be handled by Victor Petrone, Merchandise Mart, Los Angeles, who will cover California, Washington, Oregon, Nevada and Hawaii.

Malcolm Medill and Leighton Medill, Medill Sales Company, 1314 Wazee Street, Denver, Colo., will work out of Denver, and Robert Wright will work out of Salt Lake City.

DANOV HEADS UP DANLEE; MANY NEW ITEMS PLANNED

The Danlee Company of 14408 Calvert Street, Van Nuys, Cal., one of the leading manufacturers of leathercraft and hobby kits, announces the appointment of Jack L. Danov as president and general manager

Mr Danov has had wide merchandising experience, having operated and set up the Roy Rogers Enterprises endorsement program and built that particular business to a point where twenty million dollars worth of merchandise a year was being sold bearing the Roy Rogers name, it is stated.

Jack L. Danov

In an interview, Mr Danov stated that it was his plan to evolve new items for the hobbycraft field. Already some 44 items are listed by the Danlee Company, who are shipping merchandise through the entire United States and Canada, and as far west as the Philippine Islands

The first step under the new set-up is the enlargement of the plant at the Van Nuys address and the opening of a second plant in Sunland, Cal.

In addition to the leathercraft line, Danlee contemplates the manufacture of woodcraft, feltcraft, corkcraft and jewelry crafts kits at popular prices ranging from 10c up to $1

KERKER-PETERSON NAMED BY MOUND METALCRAFT, INC.

Appointment of Kerker-Peterson and Associates Minneapolis creative advertising firm, as counsel for the Tonka Toy line of scale model steel trucks and equipment has been announced by L. E. Baker, president of Mound Metalcraft, Inc, Mound Minn

The Minneapolis firm will be responsible for all national trade and consumer advertising and publicity, Mr. Baker said, and will assist the firm in formulating various merchandising programs.

As national manufacturers of Tonka Toys, Mound Metalcraft, Inc., is one of the largest exclusive producers of all steel toy trucks, road equipment and similar items.

QUOTE, UNQUOTE

"Today you are betting your life on this country you live in. If we want to win the prize of national strength and security we've got to work together Let's respect each other's race and color and creed. Let's make Brotherhood Week last all year."—Groucho Marx

New Middleweight Line Featured by Schwinn in 1955 Offerings

Schwinn in 1955 will spotlight the brand new middleweight line—sleek, trim, streamlined—with all the eye appeal and easy riding features of the lightweight, yet retaining the sturdy durability of the conventional balloon tire bike.

The middleweights offer an exclusive narrow design featuring the all-new 1.75 Schwinn Tornado high-pressure tires, three-speed gears, hand brakes, patented Schwinn cantilever frames and bright new opalescent finishes

The models available in the middleweight line are the American, Corvette and Tiger The complete Schwinn line is permanently on display at the showrooms of Julius Levenson, Inc., 7 East 17 Street, New York City

Trade-and Public-Toy Show June 24-July 4 on Coast

A first in its field, the National Toy Show to be held in Los Angeles, June 24 to July 4 at Pan Pacific Auditorium, it was announced this month by Earl H Hardage, general manager and Ab Schwartz, national sales manager of National Toy Show, Inc

A unique public-showing as well as a trade show has been undertaken for presentation to the public and the trade under one roof, for probably the first time in the history of the toy manufacturing business, it is stated

Pan Pacific auditorium will be transformed into a veritable fairyland which will cater to kids from 6 months to 60

The allocation of space for 350 American toy manufacturers as well as outdoor space for allied lines makes this the largest and most outstanding show of its kind ever held anywhere by or for the toy industry

Under the supervision of Sidney A King, manager of the world known Turnabout Theatre and Turnabout Juniors, the show will feature some outstanding TV and movie personalities in daily stage shows.

Many of the children's TV and radio programs have reportedly indicated a desire to air their programs from the auditorium during the course of the show

Space is being reserved on a first-come, first-served basis. Manufacturers wanting more definite information should contact Ab Schwartz at 1109 Highland, in Hollywood, or in New York, from February 29 through March 15 at the St. Moritz

J. G. Gokey, left, board chairman, and President W. A. Wenner.

This pegboard served as the vehicle for displaying the entire line.

Structo Presents Broader-Than-Ever Line

Structo Manufacturing Company, Freeport, Ill., came to the recent Toy Fair with a new and expanded line of steel, aluminum and zinc toys, including transports, trailers, a "Live-Action" fire engine, road-building toys, trucks and miniature cars.

The broadening of the Structo line gives this 43-year-old exclusive toy manufacturer a wide range of items: from 29c die-cast metal cars approximately 6" long to large complete assortments including several deluxe toys running up to 27" in length.

The toys were shown in a spacious new air-conditioned location, the North Ballroom, on the Mezzanine Floor of the Hotel New Yorker. Additional display area and dramatic exhibits added to the convenience of the large group of buyers visiting the Structo space.

Structo's president, W. A. Wenner, expressed enthusiasm concerning the "overwhelmingly favorable reaction" of buyers to the new line.

GERBER FOODS TAKES OVER GERBER PLASTIC COMPANY

Gerber Plastic Company, of St. Louis, manufacturer of an extensive line of plastic playthings for babies and children, on May 4 became a wholly owned subsidiary of Gerber Products Company, of Fremont, Mich., a leading processor of baby and junior foods.

Albert J. Gerber

Despite the similarity of names there was no connection between the two companies prior to the merger.

Gerber Plastic will continue to operate in St. Louis as a completely separate company, and Albert J. Gerber will continue in his present capacity as president.

The Gerber Baby, famed trademark used on all Gerber baby foods, will be featured in advertisements promoting the Gerber line of toys, which includes a number of exclusive items made of soft plastic so as to be safe for infants and toddlers.

Albert Gerber said the affiliation has already resulted in stepped-up expansion plans for both products and output. He added that new advertising and promotion programs are now being prepared.

Among the individual items that will be promoted extensively are Jingle Blox, the first polyethylene blocks; Dig 'N Build Set, all-polyethylene sand pail and shovel; "Safety League" Sport Toys, toys of the stuffed type, made of soft Gerlon Foam; "Terry" Blox and others.

KILGORE REELECTS OFFICERS AT ANNUAL BOARD MEETING

Following the recent annual meeting of Kilgore, Inc., at Westerville, Ohio, B. R. Gehring, president and general manager, revealed certain plans for the next 12 months period which "promised to carry the company to even higher sales levels." At the meeting the directors reelected Mr. Gehring as president; Warren C. Armstrong, vice-president; J. L. Marquard, treasurer; Walter D. Watkins, secretary and assistant treasurer.

All operations for the company in 1954 were reported as very satisfactory. In the toy field where Kilgore has long been a leader in the manufacturing and sale of toy cap pistols and paper caps, substantial gains were made. Its nationwide selling organization is reporting wide acceptance of newly conceived of packaging and display for both toy pistols and caps.

All manufacturing operations of the company are carried on at its two plants in Westerville, Ohio.

HEAD OF MERCANTILE FIRM, WALTER KRAEMER, DIES AT 46

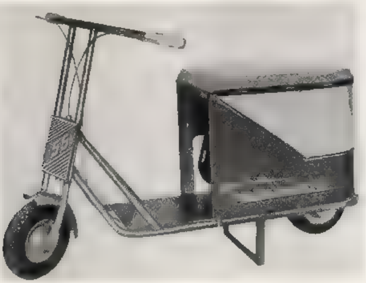
PLAYTHINGS regrets to inform the trade of the sudden death of Walter Kraemer on May 12, in New York City. In his 46th year, Mr. Kraemer had been actively engaged in the toy business practically all his adult life.

A toy buyer for R. H. Macy & Company of New York for 13 years, Mr. Kraemer left that company to join the Army during the last war. After his Army service, he became associated with Stern-Morgenthau Company, taking charge of their export and import toy department. In 1950, Mr. Kraemer established his own firm, the Kraemer Mercantile Company, and continued his activities as a specialist in toys and allied merchandise.

Walter Kraemer

Mr. Kraemer is survived by his wife, Sylvia and a young son.

53-Inch Scootmobile Averages 100 Miles Per Gallon of Gas



Something brand new in low cost motorized transportation is offered in the Model 55 by Scootmobile, 4152 W. Eleven Mile Road, Berkley, Mich.

Priced at $135 list, FOB factory, the Scootmobile 55 has a low operating cost - 100 miles to a gallon of gasoline—and a low maintenance cost The 2 H.P., 4 cycle air cooled engine is of a nationally famous make, according to Scootmobile. When repairs are necessary, parts are easy to obtain at low cost, it is claimed

Scootmobile's sturdy tubular steel frame is supported by two rugged ball bearing wheels equipped with large easy-riding tires and tubes carrying 30 pounds air pressure. The motor and running gears are completely enclosed by a functional and decorative shroud finished in two-tone lacquer (green and white) with chrome trim. This supports the large foam rubber lid-type seat, large enough to hold two

For ease of operation, Scootmobile has an automatic clutch with belt and chain drive. The parking stand is sturdy and permits the engine to warm up at full speed. The throttle control is on the handle bar; the brake pedal's centered for operation of either foot

Scootmobile has an overall length of 53"; wheelbase, 43", overall height, 34", height at seat, 26" width, 14"; carrying capacity, 250 pounds

Scootmobile has been designed primarily for use by youngsters who need transportation for school and daily chores. Factory speed setting is to 25 miles per hr. maximum. In addition, Scootmobile can be adapted to many commercial and industrial uses for servicemen, foremen, inspectors, messengers, collectors, inter-department deliveries, etc., it is stated.

A free descriptive folder is available from the manufacturer

Ardee Adds New Sets to Line to Keep the Dolls in Style

Doll sets, meticulously made to simulate today's children's and women's fashions to the last detail are being added to the extensive line of doll clothes manufactured by the Ardee Company.

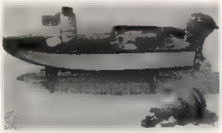
Shown are four of the "dollie daintics" matching deluxe sets which contain (l. to r.) dress, stole and belt; coat, hat and belt; dress and hat, dress and pants Each retails from $1.29 to $1 79 in five sizes from 14" to 23".

A free display rack and window streamers are offered to stores carrying the line. An eight-page catalog showing the entire line in photography is available from Ardee on request

ARKANSAS TRAVELER BOATS IN MODEL SCALE OFFERED

The new Arkansas Traveler scale model boats which were previewed at the recent New York and Chicago Boat Shows are now available to the trade, states Southwest Manufacturing Company, Box 2339, Little Rock, Ark

According to the manufacturers, these are the only miniature outboard boats which are true copies of the full size originals. Made of light-gauge aluminum, 17" long, they are true-scale models of the popular Arkansas Traveler 12 ft. Sportsman, one of the country's best known outboard boats. They are scaled to fit and operate with the flashlight battery-driven miniature outboard motors which have been on the market for the past few years and can also be run with miniature internal combustion motors.

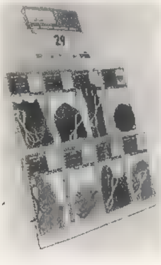


Not a kit, these little boats are completely fitted out including a convenient battery clip and are ready to run on installation of motor and batteries

The retail price on the Arkansas Traveler is $5 95.

NEW RACK MERCHANDISER FROM HANDICRAFT PRODS.

A new rack merchandiser with an assortment of inexpensive leather kits is now available from Handicraft Products Company. The rack deal is packed in one carton as a complete unit with all merchandise already in place on the rack, so the dealer has only to lift out the rack, place it on the counter and start selling



There are 56 inexpensive kits in the assortment with a total retail value of $17 44. The rack is included free and regular trade discounts apply. Further information may be obtained from the sales representative, Ed B Miller, Room 359, 200 Fifth Avenue, New York City 10.

TOY news and new TOYS

DAVY CROCKETT CHUCK WAGON ANNOUNCED BY STEGER PRODS.

Two announcements have been received from Steger Products Mfg. Corporation, Steger, Ill., one describing their newest item, the Davy Crockett Chuck Wagon and the second outlining the details of their new "Five-Star Program" for 1955.

Shown here, the Chuck Wagon is a quality-made item that combines the name Davy Crockett with the workmanship typical of all Steger products. The wagon's canvas top bears a large bold illustration of Davy Crockett in buckskin holding his rifle ready for action. Over him is his name spelled out in large letters.

DAVY CROCKETT
STEGER

According to Vincent R. Trabucco, Steger president, one of the most important features of the "Five-Star Program" is that the entire line has been revamped but the quality. And the price structure is termed versatile enough to satisfy any budget.

"Our first consideration was quality, and this we have faithfully maintained," he said. Described as modern and smooth in style, the new line of wagons, autos, jeeps and Irish mails comes in bright new color combinations and stresses new construction features.

Another aspect of the "Five Star Program" is a merchandising contest, at the consumer level, which is built around a total cash award of $1 000. The prizes are graduated down from a first prize of $500 to four $10 prizes. Each Steger product will carry a merchandise hang tag imprinted on two sides, one side of which will carry all contest rules and serve as an entry blank.

After reviewing the many innovations and improvements in the new line, Mr. Trabucco said, "I'm firmly persuaded that this time Steger really has something for everyone. Both consumers and dealers will get more out of the Steger line, because Steger has put more into it."

Gym-Dandy Gyms in Dallas

This spacious, well arranged toy department featuring Gym-Dandy Steel Gyms and Slides provides a conception of the modern architecture that has converted Titche-Goettinger's of Dallas into one of the most attractive department stores in the southwest.

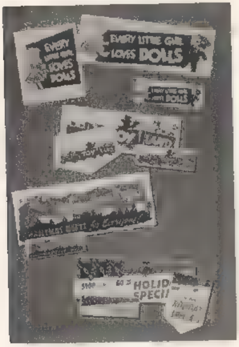
The popular Gym-Dandy Steel Gyms and Slides shown in the toy department are manufactured by Universal Mfg. Company, Inc., Shreveport, La. These gym sets are sold in leading stores throughout the United States and Canada.

New England Reps' Club

On May 2 at Steuben's Restaurant, Boston, a group of New England resident manufacturers' agents got together with a view to forming an organization of New England representatives. At this meeting a committee was appointed consisting of Joseph Gross, Lester Saipe and Bob Burns to report at the next meeting with a proposed constitution. Any other resident toy manufacturers' agents in New England interested in joining should get in touch with any of the three mentioned above.

Pictured above, reading from left to right, are Al McLeod, Albert Cortell, Joe Gross, Bob Davin, Harold Finn, Gus Peverelly, Bob Blatt, Norm Rich, Bob Stiller, Charlie Robinson, Lester Saipe, Kip Young and Bob Burns.

DEALER AIDS



Holiday displays for promotional use available

Christmas promotional displays featuring pennants, posters, and streamers for every need are available through H. Wm. Pollack Poster Print Inc., Buffalo 6, N. Y.

New display cards offered by Superior company

Two new display cards are now being distributed to dealers by Superior Bowling & Billiard Supply Corp., manufacturer of folding pool tables and tennis tables.

Size 11"x14", in bright orange and black, the cards are easled for display in windows or on Superior tables inside the store. One card is devoted to pool tables exclusively, the other to table tennis tables.

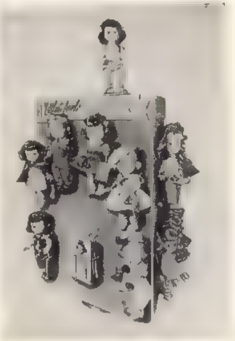
The firm also has a free floor stand which enables the retailer to set up a pool and tennis table department in only three or four feet of floor space.

Dealers may obtain free display cards by writing Superior at 1750 Webster ave., Bronx 57, N. Y.

MAKE YOUR HOME COMPLETE
with a
Superior
TABLE
FUN FOR ALL THE FAMILY!
Superior
POOL TABLES

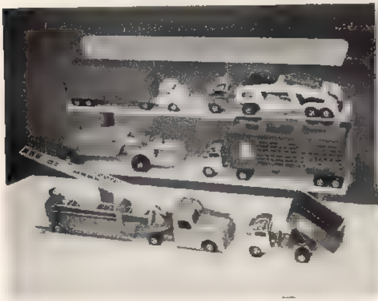
Introduces revolving display unit for R & B dolls

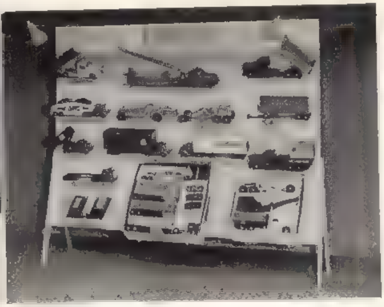
R & B Doll Co., 200 Fifth ave., New York, N. Y., has announced a new counter or floor revolving display unit that takes up less than two square feet of counter space.



The unit effectively shows Littlest Angel dolls and 18 Littlest Angel outfits. It is supplied free with purchase of dressed doll display assortments, each consisting of 18 dressed dolls and the free revolving display unit.

According to R & B, a stock of Littlest Angel dolls and clothes placed next to the unit can provide semi-self-service.





Two new display merchandisers available from Structo Manufacturing

Two new toy display-merchandisers for department stores and dealers have been developed by Structo Manufacturing Co., Freeport, Ill., for its trucks, trailers, transports, and road-building toys. The units are said to be attractive, compact, easy-to-use fixtures.

The floor unit stands by itself on sturdy legs, which are removable for use of the unit as a wall display. A large Duron pegboard background provides maximum display for 12 to 15 toys. Two lights provide proper illumination. The floor display is 7' 6" high, 8' wide and 22" deep.

The counter unit has three shelves which display a total of six toys. Open construction permits full view. Dimensions of the unit are 48" long, 20" deep, and 30" high.

Both units are finished in green and natural wood, topped with eye-catching signs lettered in red. Both are available for use at no cost, with a minimum merchandise order.

GLOBE SPORTING GOODS LINE HANDLED BY HENRY KATZ

In the February issue of PLAYTHINGS a selection of some of the outstanding lines in the Henry Katz Office showed an illustration of a ball and glove that should have been credited to the Globe Sporting Goods Company

To set the records straight we show here

one of the new numbers in the Globe line—a baseball glove display unit—four gloves to the display, packed three displays to a shipping carton. This special packing is available for all gloves in the line over $3.98.

The Globe line includes packaged sets of junior sized gloves with major league styling to retail from $.98 to $3.98. Genuine leather "Super-Grip" Baseball Gloves and Mitts start at $1.98 in all models. A complete line of sporting goods with football, basketball, boxing and hockey items is also manufactured by this firm. Globe Sporting Goods is represented in the toy trade by the Henry Katz Sales Organization at 200 Fifth Avenue, New York City. The complete line can be seen in the Henry Katz Showroom in Room 540.

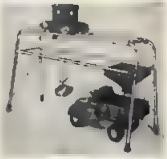
INDIAN TRADERS' 1955 ITEMS TO BE INDIVIDUALLY BAGGED

Indian Traders, "On the Shores of Silver Lake," Rochester, Minn., announce that their new 1955 line of hand-crafted authentically designed tom-toms for the toy trade will be individually packaged in plastic bags

The line will consist of five popularly-priced (49¢-$2) tom-toms; "Make-It-Yourself Tom-Tom Kits," retailing at $1 and $2; Indian Play Outfits consisting of tom toms and headdresses in an attractive window box to retail at $2 and $4, and Children's Indian-styled Beaded Belts, Beaded Dolls, Horn Dance Rattles and Feathered Headdresses

The Indian Traders line will be represented by the following: Ward Francis Company, on the west coast, Ben G Thigpen, in the southwest; The Dennis Company, in the southeast; Walter & Arthur Krenzien in the midwest. A New York representative is to be announced

Six Additions to Tonka Line to Be Shown at Toy Fair



Six additions to the Tonka Toy line of metal trucks and allied toys for 1955 include a new long wheelbase truck chassis and an aerial sand loader, hailed by the company as the finest toy of this type ever built within the price range

All new models, with the company's improved present line, will be shown at the Toy Fair. The additions bring the total number of Tonka Toys to 22.

The aerial sand loader, a departure from the firm's traditional line of factual scale metal trucks and road building equipment, is patterned after the huge overhead loaders in use at the iron ore docks on Lake Superior. Made of heavy 20-gauge steel and aluminum tubing, the aerial loader consists of a cab mounted on four trolley wheels that traverse, by remote winding, the length of the aluminum rails. Slung under the cab is a weighted clamshell bucket which is opened and shut from a control on the cab and raised or lowered by a second. The bucket's action is so authentic that it will easily pick up a full load of sand, marbles or a flat coin from a tabletop. The cab is fire engine red. Rubber feet sheathe the legs. The toy is designed for use indoors with marbles or outdoors in sand.

Retailing at $12.95 the aerial loader is 19[illegible] high [illegible] wide and [illegible] long, individually packed six to a shipper. It is also available packaged with the Tonka Toy scale model dump truck #180-4 as a load-and-dump set, #825-5, to retail at $15.95 as the Aerial Sand Loader Set.

Another new Tonka Toy 1955 model is the Lumber Truck, an authentic long wheelbase reproduction of a yard lumber hauler, with a non-slip grid bed surface, snubbing chain, stakes, and, as a special "live" feature, rollers that can be turned by hand to unload the lumber

The Stake Truck has six realistic and removable side stakes and a tailgate. The stake bed mounts on the same cab and chassis as the Lumber Truck and these two truck beds and cab, together with the new Tonka Toy Pickup Truck, comprise the Builders Supply Fleet package that features interchangeable bodies on the two long-wheelbase trucks. The Pickup Truck, with a drop tailgate and chain, is factually modeled after light duty trucks used by building trades contractors. All are made with 20-gauge steel, carefully formed to scale, and have plated wheel discs, headlights, bumpers, and grills. The large rubber tires are deeply treaded. Retail prices are as follows: Lumber Truck, #0850-5 $5.98; Stake Truck, #086[illegible]-5 $4.98; Builders Supply Fleet, #087[illegible]-5 $10.95 For literature and information write Mound Metalcraft, Inc. Dept KP, Mound, Minn.

BALL AND GLOVE COMBO FROM CHILDLORE COMPANY

Illustrated below is the new #505 Big League Trainer Mitt being offered this year by Childlore Company, 331 Southwest Boulevard, Kansas City, Mo.

The #505 is described by the manufacturer as being one of the first "self-teaching" sporting goods toys—a ball and glove combination that will enable a youngster to play "catch" by himself.

Each mitt is individually packaged in a pliofilm container closed with a baseball diamond seal. Standard packing is two-dozen units weighing eight pounds per standard carton. The suggested retail price is 98c.

RED FEATHER

$44,975,800, or 15.5 per cent, of the monies given to the Community Chest are spent on family welfare services.

Jackie Gleason
(as "Ralph Kramden")

Lassie
(Herself)

Buster Crabbe
(as "Capt. Gallant")

Stone Associates Licensing Gleason, Lassie, Gallant

WALKING by Room 537 of New York's Hotel Plaza, you might at any time suddenly hear four men's voices cry "AWAY WE GO!" And indeed the occupants of #537 have gone far—from the merchandising world of 27-inch puppet Howdy Doody to the merchandising world of several TV giants. For these men now handle all the product licensing for Jackie ("Away We Go") Gleason, currently the hottest name in show business with TV's #1 rating and contracts covering his next 18 years on TV, "Lassie," prize-winning children's show and movie great, and "Captain Gallant of the Foreign Legion," newest TV adventure hit for kids among others

The four very enthusiastic men would be Stone Associates, headed by Martin Stone, working with his brother Allan, Milton P. Kayle and Edward Kean. Though Stone Associates was formed just three months ago, the members are no strangers to each other From 1947 to February, 1955, they worked hand in-hand on all the merchandising and many program phases of Kagran Corporation's Howdy Doody property. As president of Kagran, Martin Stone initiated the first merchandising activity in television through the use of the Howdy puppet, and with Allan, who was Kagran's merchandising V. P., developed Howdy until it became one of the most successful licensed characters in the United States. During that period they also handled the merchandising operation of Gabby Hayes, Jackie Robinson, Sonja Henie and Kool's Willie the Penguin. Mr. Kayle, who previously had been on the White House staff under President Truman as special assistant, served as counsel and merchandising director for the Kagran properties, and Mr. Kean wrote nearly 2,000 Howdy scripts, songs and commercials, as well as working with Allan Stone on the creation of show characters, merchandising and premium items

In February of this year, Martin sold his entire stock interest in Kagran Corporation to NBC and 24 hours later Stone Associates was open for business, with Allan, Kayle and Kean joining immediately. On the first day, Martin conferred with Jackie Gleason and the officers of Gleason's newly formed merchandising company, VIP Corporation. As a result, Stone Associates are now the exclusive licensing agents in all merchandising, endorsements and promotions for Jackie. Based on the Gleason licenses issued by Stone in just the few months since, TV's top comedian bids to become a hot name in merchandising, too, for 1955.

Among the toy firms which are licensed to produce Gleason items are: Empire Plastics Company, a junior-size bus driver's outfit; I. S. Sutton & Sons, Brooklyn N. Y., stuffed dancing dolls with plastic faces; Transogram Company, board and novelty games; Utopia Associates, Inc., a Story-Stage item, Wolverine Supply & Mfg Company, a metal lithographed bus, and several others

In addition, negotiations are in progress on many other items involving Gleason, the "Honeymooners" (the name of his Buick show this fall) and the various characters he portrays: Ralph Kramden the Bus-Driver, The Poor Soul, Reggie Van Gleason the Third, Rudy the Repairman, Joe the Bartender and Charlie Bratten, "The Loudmouth."

Having started the Gleason operation rolling, the Stones are now at work in a similar merchandising and service arrangement for the properties of Television Programs of America, leading film producer and syndicator. The TPA agreement authorizes Stone to license all products for these current TV shows: "Lassie," recent winner of the Academy of TV Arts and Science "EMMY" award as the best children's program of 1955; the Buster Crabbe series, "Captain Gallant of the Foreign Legion," which was filmed in Africa and Paris and stands out as the first new "twist" on the cowboys-and-rustlers theme, the "Spade Cooley Show" and "The Adventures of Ellery Queen." Stone will also merchandise three new TPA series now being filmed, "The Count of Monte Cristo," "Tugboat Annie" and "Leather Stocking Tales." Stone is also handling all endorsements personal appearances and promotions for the shows as well as creating all premiums and servicing local and national sponsors.

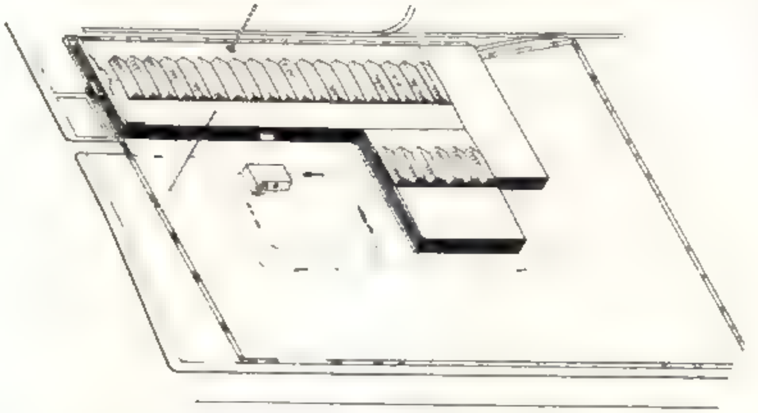
The Stones are now drawing up a program for the merchandising of Lassie items that will encompass a great variety of fields. High on the list are Lassie dolls, toys, records games, children's and adults' apparel, puzzles, inflatables and others. A national Treasury Department promotion centered exclusively around Lassie has been set for a late fall kick-off. Details are now being worked out, but it is already definite that Lassie will fly to Washington, D. C., in the fall for the kick-off ceremonies to be conducted by Secretary of the Treasury George Humphrey, and that Lassie Savings Stamps Certificates will be readied for every schoolchild in the country, along with a 15-minute Lassie bond drive film to be distributed to every school Lassie is telecast Sunday night at 7:00 P.M., E.S.T on the CBS network, sponsored by Campbell's Soups. Lassie's most recent national rating was a lofty 30.4

Captain Gallant of the Foreign Legion is on the NBC-TV network Sundays at 5:30 P.M., E.S.T. for Heinz 57 Produced in Morocco in cooperation with the French Government, the series features actual Legion troops, with hordes of camels, horses, deserts and Legion forts The show stars Buster Crabbe, Olympic swimming champ, and features his son "Cuffy" as the "Junior Legionnaire" that every kid would like to be. The Stones plan items featuring both Captain Gallant and Cuffy, with Gallant playsuits, Legion "Kepi" hats, rifles and guns, tents, binoculars, sand goggles, coloring sets, story and comic books, medals, dolls, buttons, games, toys and others heading the list.

The Stones will service licensees completely at every level. Their operation includes an art department for the creation and design of items, labels and drawings to be used on such items and the packaging, advertising, display and promotional material for them; a creative department for assisting the manufacturer in the design of special, new items and the adaptation of previously manufactured items to fit the Stone properties; publicity and advertising staffs to service manufacturers for trade magazines, trade fairs and general publications; and a promotion staff whose contacts with department stores, buyers and all facets of the trade will maintain a continuing exploitation of licensed items. In addition, through their handling of all premium items for these properties' sponsors, the Stones promote and circulate licensed items at the TV level

What with Mr. Gleason, Captain Gallant, Lassie and the others, Stone Associates figure to have a busy few years ahead of them Indeed, as the Stones say when asked about their properties, "They're a dan-dan-dandy group!"

F. C. Castelli, Sr., Reports on Purchase of Modern Factory



Frank C. Castelli, Sr., has again made news in the toy industry, this time with the purchase of a one-story modern plant in the Delaware Valley, an industrial section located just south of the Tacony-Palmyra Bridge and close to the New Jersey Turnpike and the main line of the Pennsylvania Railroad.

It is stated that this new plant will enable the F. C. Castelli Company to [illegible] at a minimum cost because it is large enough for all the firm's activities—engineering, tooling, fabrication, finishing, shipping and receiving—to be carried out under one roof.

F. C. Castelli, Sr.

In the very short time since he reassumed full management of the F. C. Castelli Company, Mr. Castelli is reported to have succeeded in his pledge to come up with a larger and better line than ever for 1955. His catalog for this year will contain 22 items, seven of which are brand new.

Because of his background of 40 years in industry—in tool machine designing, metal stamping, finishing, engineering, and so forth—Mr. Castelli finds himself well equipped to check constantly the quality of product and workmanship at his plant and thus virtually guarantee the high production standards that have come to be identified with his name.

On the sales side, it has been announced by Austin C. Marshall, sales manager, that James R. Cavanagh & Associates will represent the F. C. Castelli Company in the midwest. This appointment follows the announcement last month (see PLAYTHINGS, February, 1955) of the designation of Scheuer Sales, Inc., 200 Fifth Avenue, New York City, as the company's representatives in the east.

Other Castelli representatives are Colee Sales Company on the west coast; A. [illegible], in the mountain states; Coursey & King in the south; and Hughes-Stock in the southwest.

CUTIE DOLL CARRIAGES FROM N. Y. TOY & GAME

New York Toy and Game Mfg. Company, 200 Fifth Avenue, New York City, has just announced the introduction of Cutie Doll Carriages. Launched as the "Forward Look" in doll carriages, the line is represented in all popular price ranges.

Initially, four models are being featured: a folding doll stroller with a vinyl body and detachable sleeping bag; a town-and-country model with roomy body extension and adjustable seat; a coach with a body and hood of sturdy, modern fabric and a deluxe coach with such special features as padded draft rails, duchess gear and colorful new fabrics.

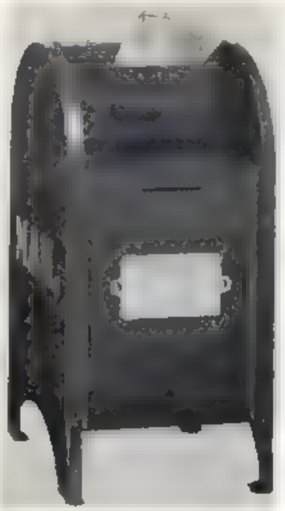
Most models come with the exclusive Q T Lok (Pat. Pending) which assures rigidity of the frame and easy, snap action folding. Coach models feature the exclusive Q T Lok and a new hood well design that also serves as a wind shield.

Cutie doll carriage frames are of heavy steel finished in rust-resisting baked enamel. Pushers are chrome plated tubular steel, and on deluxe coach the duchess gear is also of chrome plated tubular steel. Wheels on all models but one are wire spoke with semi-pneumatic rubber tires.

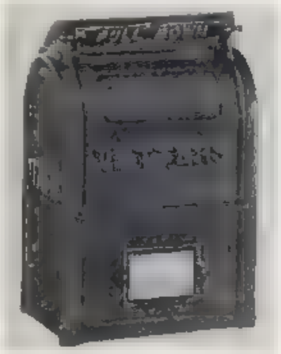
Authentic in design and construction, Cutie doll carriages are equally noteworthy for their styling and popular pricing.

TWO NEW BANK MODELS FROM SUPERIOR STATIONERY

The Superior Stationery Company, 700 N. Michigan Avenue, Chicago 11, advertised as the manufacturer of "the biggest little bank in the world," has announced the introduction of two new models: the U. S. Letter Box Bank and the All American Mail Box Bank. Both are precision built authentically detailed scale models of the familiar, official receptacles for mail that are found on streets all over the country.



The postal-green #P-100 Letter Box Bank, made of high-impact polystyrene, is 5" high, 3-7/16" wide and 2" deep. It has a swinging door for coins, a savings chart, and a removable bottom secured by a sturdy lock. A key comes with each bank. Individually boxed, the P-100 is packed two or four dozen to a shipper; gross weight is about four pounds a dozen.



The #S-250 Mail Box Bank is similarly postal green in color and is 9" high, 4-5/16" wide and 4-7/16" deep. Constructed of cold rolled sheet steel that has been spot welded, the S-250 has a swinging door for bills, a slot for coins, a savings chart, and rubber tipped legs to protect tables or dresser tops.

"Withdrawals" from the bank are made at the bottom, which is held in place by lock and key. Packing is one dozen banks per shipping carton; weight is about 22 pounds.

TILT-TAC-TOE INTRODUCED BY E. S. LOWE COMPANY, INC.

Almost everyone has played the age-old popular game of Tic-Tac-Toe, and now the E. S. Lowe Company, Inc., 200 Fifth Avenue, New York City 10, has just introduced a modern and exciting version of this game

Tilt-Tac-Toe combines the best in Tic-Tac-Toe with new elements of skill and chance figured to hold appeal for all ages. It is made of sturdy, colorful pastic and measures over 12" long. The Tilt-Tac-Toe playing field operates on a [illegible] base, which gives added suspense to each play as the field slants, tilts, angles and moves, calling for skillful guidance of each ball as it rolls into position. [illegible] placed traps further jeopardize the player's chance of winning and add interest to the game

Retailing for $1, Tilt-Tac-Toe will be advertised in the big *Life*-TV Christmas promotion and in other consumer magazines. It is packed in an individual colorful self-merchandising box

This item is just one of 12 new numbers now being released by the company.

ANDERSON SALES COMPANY REPS FOR KLAUBER GAMES

Anderson Sales Company, Inc., home office, 730 West 10 Place, Los Angeles 15, has been appointed exclusive sales agent for Klauber Games, Inc., 1625 South Michigan Avenue, Chicago 16, for the 11 western states and the city of El Paso Texas.

Both Klauber Games and Anderson Sales are well known in the toy and sporting goods trade. Klauber manufactures action games and juvenile sporting goods and has been in business over 25 years.

Lee Klingerman, co-owner of Anderson Sales Company, announces that his concern is going to appoint major toy and sporting goods and hardware distributors in strategic areas to handle the line on an exclusive basis. Large western chains and major department stores will be serviced as direct factory accounts; all dealers will be referred to jobbers in their local areas.

The Klauber Line will be displayed at the Toy Fair in New York City in Room 1048, Hotel New Yorker, and personnel from Anderson Sales Company, including Herman Toelke, Pat Klingerman and Lee Klingerman, will be on hand to work with their customers

Maco's "Commando" Assortments to Headline Toy Fair Exhibit

Harry Horowitz, of Maco Toys, 276 Nostrand Avenue, Brooklyn, N. Y., reports that their line of plastic guns is "hitting new highs in sales"

At the coming Toy Fair at the Hotel New Yorker, Maco will exhibit its fast-moving Commando Sets and other plastic toy items. Mr. Horowitz stated that he has a surprise item that he will show at the Fair only to buyers who ask about it.

Maco will show in Room 1074 at the Hotel New Yorker.

Representing Maco are Gerry Kalmanson, 200 Fifth Avenue, New York City 10, in New York; Nat Berk Associates, 220 Fifth Avenue, New York City 10, in the east; Robert Slaven Company 209 South State Street, Chicago 4, in the midwest, Brown & Eddy Associates, M & M Building, Memphis, Tenn., in the south; and Invincible Sales Corporation, 2303 West 9 Street, Los Angeles 6, in the west.

A & H Opens Up New Showroom in F. A. B.; Full Line on View

MARCIE DOLLS

A & H Doll Mfg. Corporation, makers of one of the largest lines of miniature and character dolls in America, has recently opened its new showroom, Room 207, 200 Fifth Avenue Building, New York, where over 200 different dolls are displayed. The Marcie 8" Character Dolls, for example come in over 80 different costumes. Also displayed are over 20 different Donna Dolls 12" high, each in a unique, "Girl-Pleasing" adorable costume. Also on view are the 12 new Marcie Read-n-Play Dolls, famous child classics accompanied by the [illegible] in full costume.

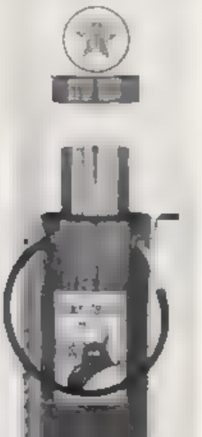
Marcie Pin-Up Dolls, Marcie Daily Dolls, Dolls of Destiny, and the Marcie Undressed Dolls, complete the A & H doll family, presided over by Anne and Bill Hadden, who are always in attendance at the modern beautifully decorated room

Latest novelty in the A & H doll line, is the "Autograph-Greeting Doll" which can be personalized with an autograph in 23 kt gold. The A & H main office and factory is at 43-12 50th St., Woodside, N. Y.

NEW, 3-FOOT HIGH TOYS ANNOUNCED BY J. W. K.

J. W K. Industries, Douglassville, Pa., reveals that they have expanded their line this year and invite all buyers to see same during the Toy Fair in Room 1151 at the Hotel New Yorker.

This year, it is announced, the Gaso Pump will be manufactured under the Texaco trademark, an added sales lure. To operate the pump, the youngster turns the handle and the gas level cylinder goes up and down to simulate the flow of gasoline, and a bell rings, clocking off the gallons. Retail on the pump, now to be called the Texaco Gasoline Pump, has been set at $5.95.



The new Electric Stop Light makes the young bike or wagon owner conscious of good driving practices. He can make the light signal red or green by means of a dial, or he can cause a bell to ring. The retail price of the Stop Light is $6.95 complete with batteries.

The new Railroad Crossing Gate rounds out the line of new J. W K. playthings (all of which stand about three feet high). With this toy, the child turns the handle and the Crossing Gate goes up or down and a warning bell sounds. Retail price $5.95

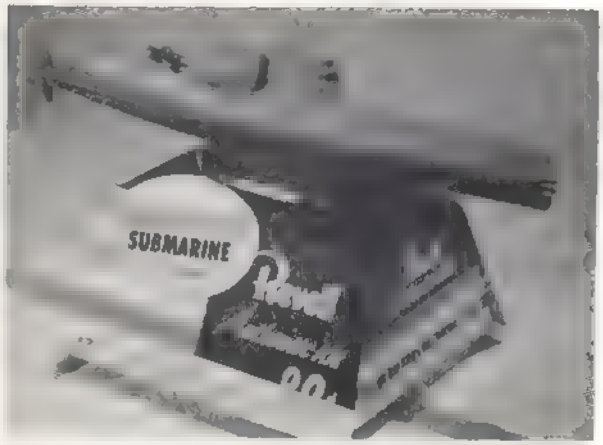
SIX NAMED IN GABRIEL SONS' SALES STAFF EXPANSION MOVE

To handle the expected demand for the 1955 Gabriel line, supplemented by 62 additions, Samuel Gabriel Sons & Company have expanded their sales staff

The appointees and their territories are as follows·

James Becker, covering New England Walter Perlmutter, New Jersey, Philadelphia, Maryland, Delaware and Washington, D. C., Richard Ford, Texas, Oklahoma, Arkansas and Louisiana: Robert Bimblick, North and South Dakota, Nebraska, Kansas, Missouri, Iowa and Minnesota; Dan Printz, San Francisco; and Robert Sagad, Los Angeles

Revell's Model of the Nautilus Incorporates All Latest Details



New as the international publicity on the Long Island Sound, N. Y., tests of the world's first atomic-powered submarine *U.S S. Nautilus*, Revell's authentic scale model has been revised to incorporate all the latest additions to the famous vessel and is now available with a free three color sales-boosting display stand.

'Revell believes in living up to its Authentic Kit' name," affirms President Lewis H Glaser, "so when the Navy revised the actual *Nautilus*, we revised our model to match every detail. Now, with a guided missile, launching ramp, cylindrical hangar, rocket tubes and new official U. S Navy colors, the Revell "Nautilus" is a superbly handsome model deserving more attention than ever before. Our specially designed counter display base, printed on four sides in bright red, yellow and Navy blue on white, is even more attention-demanding than the headlines the prototype has been making. It brings the model directly to the point of purchase with the 89 cent price clearly visible."

The colorful display base, which measures 7" x 7½" at the bottom, is constructed of sturdy cardboard, providing a secure stand for the model and effectively setting off the new colors of the vessel The red and gold plastic support for the "Nautilus" rests in the Navy blue top side of the cardboard stand. The actual model is now regulation Navy grey and green with a red guided missile

Sales-tested in strategic locations, the new dealer display base already has an outstanding profit-increase record. The base is offered free of charge, packed in introductory deals or free on request from Revell or its jobbers, as another Revell service to retailers, it is announced

CHEST OF BOATS, ASSORTMENT, OFFERED BY THOMAS MFG. CORP.

One of the latest toys forthcoming from Thomas Manufacturing Corporation, 80 Canton Street, Newark 5, N. J., is the #328 Chest of Boats, an assortment of colorful 8½" floating plastic boats

CHEST of BOATS

The chest, 15" long, 11" wide, and 10" high, is a brightly-colored corrugated boxboard piece that opens up to serve as a sales-appealing counter display piece Copy on the chest tells quickly that the boats are molded of durable, break-resistant, high-impact plastic and that they are good for year-round fun—at the [illegible], in the tub, or in the backyard wading pool

Packing is four chests to a master carton; shipping weight, about 22 pounds. The boats, in assorted color combinations have a suggested retail of 39c each

The Chest of Boats can be seen at the Thomas showroom in the 200 Fifth Avenue Building, New York City.

COLOR THE KEYNOTE FOR SOUTH BEND TOYS IN '55

It is reported there are new [illegible] new folding doll carriages [illegible] furniture and much, much more [illegible] in the '55 South Bend Toy Manufacturing Company line. But, it is said, the major emphasis is on color

The complete South Bend line includes children's doll carriages, table and chair sets, croquet sets, and baby folding strollers and is on permanent display at the showrooms of Julius Levenson, Inc., 7 East 17 Street, New York City.

MUSKETEER'S JR. FENCING SET ANNOUNCED BY MULTIPLE PRODS.

Multiple Products Corporation's latest toy innovation for youngsters in a wide age range is the #301 Musketeers Junior Fencing Set

Described as completely harmless, the set offers a pair of 26" replicas of the foils used by those famed fencing masters, the Musketeers. Multiple's foils, however, have flexible, plastic blades, each neatly rubber tipped for complete safety. The color combinations feature silver-finished blades with hand cup guards and hand grips in smart, assorted two-tones.

Retailing for 79c, the set comes mounted on a colorful card complete with cut-out hearts plus instructions and illustrations on the art of fencing

The Musketeer's Junior Fencing Set comes packed three dozen to the carton weighing 20 pounds.

HARTMAN ANNOUNCES NEW ITEMS, IMPROVEMENTS IN GENERAL LINE

Hartman Manufacturing Company, 2717 Sidney Street, St. Louis 4, announces they will introduce several new items in doll carriages and strollers at the Toy Fair this year. Among them are: chrome tubular sleeper strollers with adjustable dashers and backrests, doll carriages with tubular gear and a fully padded rail; paneled sleeper-strollers, and two new shopping strollers in attractive plaids.

Along with these new items, Hartman is also stressing the improvements that have been wrought in the standard line. New textured fabrics in gay colorful combinations; realistic, "baby-like" doll products; automatic locks; and the feature of collapsibility in all numbers, for easy storage, are the points that will be brought to the attention of the trade

The company is now completely settled in its new plant. A one-floor operation, it has modern production and handling facilities all installed in line with Hartman's aim to present consistently high-value baby and doll lines.

K. B. Doll Corporation Moves Their Plant and Showrooms

The K. B. Doll Corporation has just removed their factory and showrooms to a new location at 27 West 23 Street, adjacent to the 200 Fifth Avenue Building Toy Center, New York City. Over 30,000 square feet of space are afforded K. B. Doll in the new location

Makers of the well-known line of Barbara Jo Dolls, the company also manufactures a complete assortment of other dolls of all types and description.

Management and production at K. B. Doll Corporation remains in the capable hands of the Knoepfler brothers and the Goldsteins (see photo above) all of whom have been well-known to toy buyers for a period over two decades The four invite all their many friends to visit them in their new quarters and look over the new line, which will be on display there as well as in Room 1142, Hotel McAlpin, during the Toy Fair

HAROLD BELL NOW SALES DIRECTOR ON LONE RANGER

Harold Bell, former sales manager of the Character Merchandising Division of Walt Disney Productions, has announced his resignation from that firm. He is now affiliated with The Lone Ranger as sales director

During Mr Bell's association of over five years with Walt Disney Productions, he worked with a great many toy manufacturers using the characters in manufacturing and advertising. He is credited with helping build up the sales volume of many of these companies and being responsible for the development of their merchandising and promotional programs

Harold Bell

Interviewed together with Henry Saperstein, president of H G. Saperstein, Inc., Harold stated that he is happy to be associated with the merchandising and advertising activities of this long favorite Western hero. High-geared and powerful promotional plans that will reportedly offer licensed manufacturers unprecedented opportunities are underway. "Hank" Saperstein, who is well known in the toy trade and handles Ding Dong School, Super Circus and Mary Hartline as well, adds that "big things are doing with The Lone Ranger" and invites their many friends to discuss the program with them in detail They will be registered at the New Yorker Hotel during the Toy Fair

GOULD INC. APPOINTS SALES REPRESENTATIVES

Robert Gould Inc., manufacturers of All-Stars Statuettes of famous baseball players, has announced appointments of the following sales representatives

Those appointed were Lawrence Schmidt in the east; Paul Corby out of Detroit; Herman Altshuler, Chicago; Alvin Goldstein, St Louis; Del Taylor, Minneapolis; Nate Levine, Dallas; Jack Garver, out of Memphis; Bernard Farber Atlanta, Mountain States Sales out of Denver and Phoenix; and Quimby and Wooton on the west coast

RECORD OF SERVICE

In 1954 the VFW rehabilitation service handled more than 140,000 favorable claims for disabled veterans.

Jack Barry of TV presents . . .

Altman's window display of Winky Dink Kits

Two-Million Winky Dink Kits Sold to Date

The photo above shows a recent window display at Altman's, New York City. Featured are the Winky Dink Kits, which continue to be reported as top sellers in stores all over the country. Maker of the kits is Standard Toykraft Products, Inc., 95 Lorimer Street, Brooklyn 9, N. Y.

Sales of the kits reached the two-million mark not long ago, a mark that was given due notice on the twice-weekly "Winky Dink and You" CBS-TV network show supervised by emcee Jack Barry Mr Barry played host on the occasion to a New York seven-year-old who was the recipient of the two-millionth Winky Dink kit

Winky Dink, which is played at home by the youngsters while they watch the TV show of the same name, comes in two sizes. One size contains four colored crayons, a tinted plastic transparent sheet to cover the television screen, and an erasing cloth. The other is a super-kit consisting of a television game book, a special plastic window for participation in the program, a large box of assorted colored crayons, an erasing mitt, a jigsaw puzzle and plastic doodles in assorted colors and geometric shapes for use with the Winky Dink Game Book.

Although the puckish Winky Dink, his adventures and his bright chatter, are one of the program's delights, the big attraction for children is in doing the drawings. The drawings are made under the direction of Mr Barry with "magic" crayons, which the tots share among themselves as they fashion animals, buildings and all sorts of novel creations

EDDIE VOGT NOW CONNECTED WITH UNEEDA DOLL COMPANY

Morris Sklarsky, president of Uneeda Doll Company, Inc., announces that J Edward Vogt has joined their sales staff

"Eddie" as he is best-known to the buying fraternity, brings to the Uneeda Doll Company a broad experience in doll and toy merchandising. Back in 1922 "Ed" entered the electric train field. However, he started selling dolls in 1941 and found this particular branch of the toy industry so much to his liking that he has been identified with doll merchandising ever since

Eddie Vogt

He will cover the middle-west territory for the Uneeda Doll Company, a section of the country where he is a familiar figure to doll buyers

The Uneeda Doll Company line for 1955 will feature a completely modernized line of vinyl, latex, and plastic popular-priced dolls, including "Toddlers," "Walking Dolls," "Baby Trix," and a new surprise number which will be shown for the first time at the Toy Fair

The firm's permanent showroom, Room 511 200 Fifth Avenue, New York City, will be staffed by [illegible] and Dan Sklarsky The special Toy Fair Exhibit at the Hotel McAlpin will present the complete line in Rooms 1091-93-95 where Morris Sklarsky and Mr. Vogt will be on hand to greet Toy Fair visitors

ELECTRICAL TURNTABLES FEATURE OF IDEAL'S NEW FAB SHOWROOM

A completely redesigned showroom called "one of the most modern in the Fifth Avenue Building" will greet visitors to the Ideal Toy Corporation next month

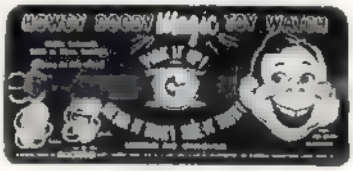
Featuring electrical turntables, true color deluxe flourescent lighting and dramatic black and white display cases to accentuate the toy colors, the Ideal showroom is expected to be completed prior to The Toy Fair in March

According to B. F. Michtom, chairman of the board, the new showroom will provide additional comfort for buyers as well as more space for the display of the extensive Ideal line

The showroom is being designed by Sidney Dauman of the firm Displays by Dauman. Noted for his theatrical and television work Dauman has designed sets for Faye Emerson, Red Buttons, Lili St Cyr and many other productions seen on CBS-TV

HOWDY DOODY MAGIC TOY WATCH NEW ORIGINAL PROMOTIONS' ITEM

A new item has been added to the Howdy Doody Line which is distributed by Original Promotions, 1107 Broadway New York City. It is a carded Howdy Doody Magic Toy Watch which is reported to hold particular appeal for youngsters two to six years old



The patented ticking device that is used makes it possible to see the watch tick as well as hear it. The dial shows Howdy Doody, with a luminous head in motion in a TV setting

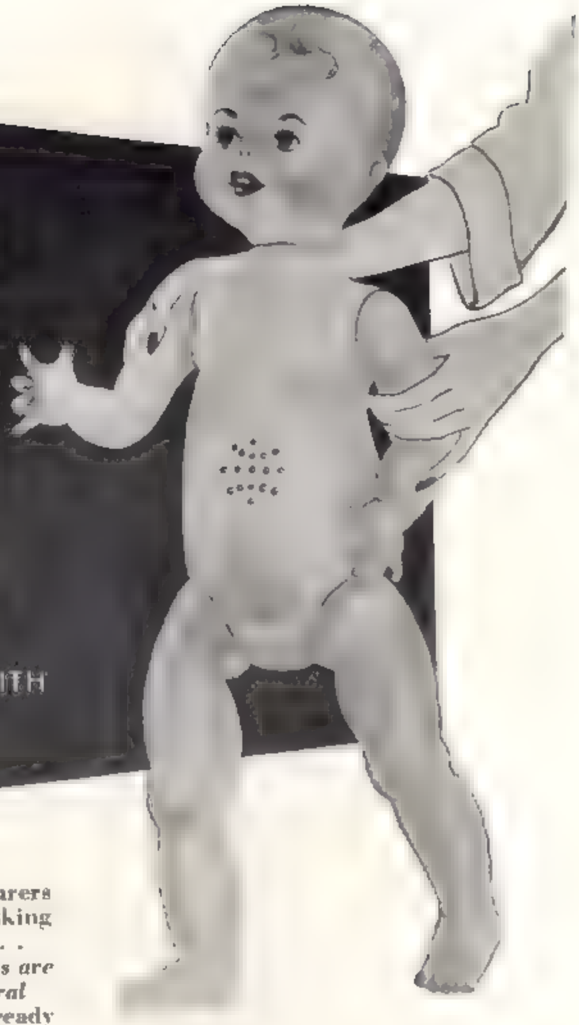
The animated display fixture supplied to buyers shows Howdy on a rocking horse in continuous motion. This animated window card is termed by the manufacturer "the key to volume sales the year 'round."

NEEDY ORPHANS

Would you like to help a homeless child? If you would, contribute to the annual Buddy Poppy campaign conducted by the Veterans of Foreign Wars during the week of Memorial Day, part of the proceeds go to support the VFW National Home for widows and orphans at Eaton Rapids, Michigan.

ARTISTIC-EASTERN still set the Pace in serving the Doll Industry

WALKING DOLLS WITH FLEXIBLE KNEE MOTION



For years, discerning doll manufacturers have looked to Artistic-Eastern for the finest in walking doll bodies. *The reasons are very plain to see . . . these doll bodies are life-like; the walking mechanisms are more efficient and are completely enclosed in natural formed bodies and legs.* That's why they meet with ready customer acceptance. We repeat . . . with Artistic-Eastern's solid reputation in the industry, you can't miss.

LEADING AMERICAN DOLL MANUFACTURERS DEPEND ON ARTISTIC-EASTERN FOR . . .

Complete line of Vinyl bodies from 14" to 23".

Complete range of walking dolls with Vinyl or Plastic heads from 10" to 30".

Complete selection of Vinyl and Plastic Heads comprising more than 200 characters and sizes.

Complete selection of standard baby, toddler, and girl dolls from 8" to 30".

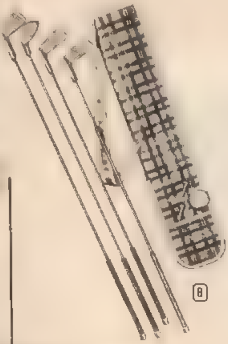
NOTE TO BUYERS

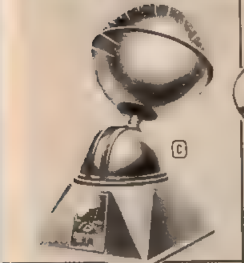
Make sure the dolls you'll buy this year will be the finest the market offers — specify dolls with bodies and parts by Artistic-Eastern.

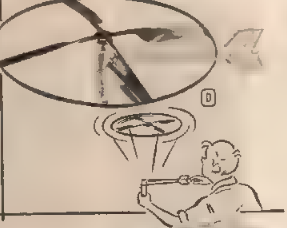
ARTISTIC DOLL CO. • EASTERN DOLL CORP.

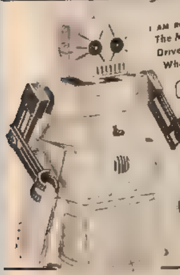
All Injection and Slush Molding Done in Our Own Plant

37-43 GREENE ST.
NEW YORK 13, N. Y.
Tel.: CA 6-1535









Proven Popular Toys

A IDEAL'S "SAUCY WALKER" DOLL

A doll that has everything—does everything! She walks, sits, cries—she turns her head from side to side, rolls her eyes as she walks. Lovely Saucy Walker steps right into everyone's heart. Has Saran hair—wash it, curl it, set it! Style it like her "mama's". She brings her own curlers with her. Made of plastic—fully jointed doll. Walking mechanism is fully enclosed—foolproof with no winding, nothing to break. Just take her hand and she walks with you. Dressed in lace-trimmed dress; slip, panties, socks, and shoes

82154A867 –23 in. high. Shpg. wt. 5 lbs. . Retail $13.00
82100A533—17 in high Shpg. wt. 3 lbs. . Retail $ 8.00

B LI'L DIVOT GOLF SET

Give him a head start at America's favorite sport! All the fun and excitement of the fairways packed into a deluxe junior golf set. Set has driver, putter, midiron, and mashie—26 to 28 in. long. Each club is made with bright high-impact, solid-aluminum head on electroplated steel shaft—topped with easy-grip rubber handle. Eye-catching plaid twill bag with handy shoulder strap—water repellent. With two tees and 1⅝ in. sponge rubber ball—everything necessary to learn fundamentals. Packed in polyethylene bag—provides dustproof protection.

85274A170—Set. Shpg. wt. 2 lbs. . . . . .Retail $2.59

C SPITZ JUNIOR PLANETARIUM

You'll see stars and love it! Scientifically designed planetarium appeals to the whole family; thrills space-minded youngsters. Shows stars exactly as they appear in the sky—projects all major constellations. Only two adjustments—for seasons and time zones. Teaches basic principles of astronomy accurately, easily. Perfect gift for scouts, club members, teachers—no age limit on enjoyment of this toy. 7½ x 7½ in. base. With 32-page book on stars. Works on ordinary household electrical current—110-120 volts, AC-DC

87541A997—Shipping weight 3 lbs. . . . . .Retail $14.95

D SPACE COMMANDO FLYING SAUCERS

Fly them high, fly them indoors or out! Exciting saucers fly 100 ft. up or horizontally! Simple to work. All you do is put saucer on launcher and pull the string. Saucer takes off, circles, and lands. Fuselage strings rewind themselves. Set of two Space Commando launchers, 4 flying saucers. Made of brightly colored plastic—pliable and safe for indoor play as well as outdoor fun. Appeal to children in all age groups and they're simple to operate.

81317A133—Set. Shipping weight 1 lb . . .Retail $2.00

E ROBERT THE ROBOT—REMOTE CONTROLLED

Mechanical man scaled down to playroom size! Robert walks, talks—moves backward and forward, right and left. Moves his hands up and down, clutches objects—all by remote control. Easy-to-operate remote control box—crank with trigger control mechanism. Flick switch on Robot's chest and his eyes and antenna light up—turn crank and he talks with the aid of a plastic record. Chest in his body with tools for battery replacement. Made of tough plastic in realistic metallic finish. Moves on 4 wheels. 14 x 6 x 6¼ in.

81319A400—Shipping weight 3 lbs. . . . . .Retail $6.00

G BUDDY "L" HYDRAULIC DUMPER

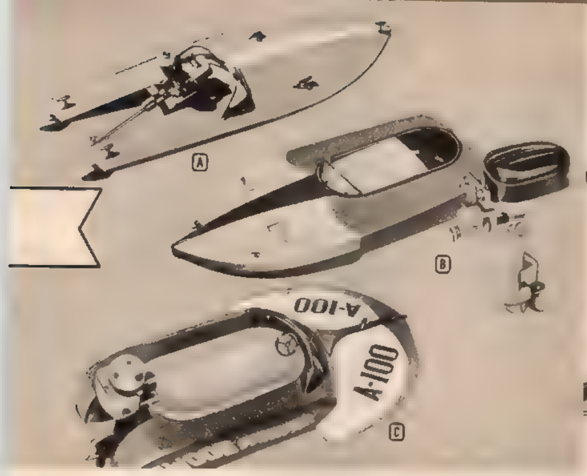
Large-scale fun for sand-pile contractors. Truck is realistically designed to please youngsters. Has self-energizing hydraulic piston and special knuckle linkage—raises dump body extra high, allows load to slide out rear chute door. Just like real-life models! Universal favorite with the "car conscious" crowd. Designed to last—heavy-gauge steel construction with durable baked-on enamel finish, eye-appealing colors. Smooth-rolling rubber tires with hard-grip treads, plated hub caps. Measures 22½ x 9 x 14 in. (Shovel not included)

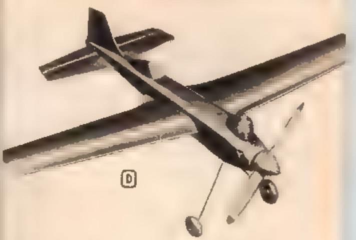
87161A667—Shipping weight 10 lbs. . . . . .Retail $10.00

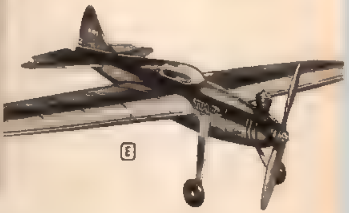
H 5-PIECE ROAD-BUILDER SET

For the first time, a complete set of road-building equipment in one package! Junior road builders will have hours of creative enjoyment building and altering play-size highways with scale models of equipment actually used in road construction and maintenance. Includes a carefully designed roadgrader, dump truck, steam shovel, and 31-in. tractor-and-carry-all trailer combination. Packed in a handy storage box 27 in. long, 16¾ in. wide, 7¼ in. high. Heavy steel construction throughout to give years of educational play. A quality set to entertain the modern youngster

81289A997—Set. Shpg. wt. 18 lbs.. . . . . . .Retail $14.95







A AQUAMITE POWERED SPEEDBOAT

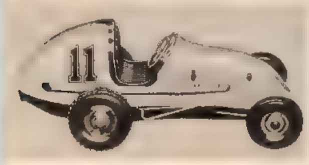
Powered by Aquamite "hot-throttle" Wen-Mac .049 motor (included)—fast starting and sure. Has twin rudders for stability Race it straight-away or in circles—skims over the water! Unsinkable construction—made of straight-grain pine in gloss enamel finish. 12 in. long, 5 in. beam. Wt. 1 lb.
81371A597—Assembled.........Retail $9.95

B SPORTSTER POWERED MOTORBOAT

Streamlined and fast—skims over water like a real boat! Tapered semi-V bottom for extra speed—transparent windshield. Detachable outboard motor fits on back—powered by flashlight batteries (batteries not included). Made of lightweight but durable metal in bright enameled finish. 15½ in. long Shpg. wt. 1 lb.
81331A695—Assembled........Retail $10.50

C ATWOOD MOTOR SPEEDSTER

It's speedy and packed with fun! Powered by rugged 2-cycle .049 outboard engine (included). Speeds of 15 to 20 miles per hour! Motor attaches to boat with screw—easy to put on and take off. Lightweight aluminum with non-sinkable watertight compartment. Red, white, and blue finish. 16½ in. long, 8½ in. beam. Shpg. wt. 2 lbs.
87512A950—Assembled........Retail $14.95



"OFFIE" MOTORIZED RACER

Streamlined tether racer -scale model of real racer! Races fast with speeds as high as 30 to 35 miles an hour—powered by quick-starting .29 roller-bearing motor (included). Precision die-cast body and frame with bright 4-color enameled finish. Has special racing windshield and steering wheel. Rubber-tread tires, hand fuel pump, hand brake, wheel guard—all accessories and parts authentic. 10 in. long and 5 in. wide Shpg. wt. 2 lbs.
81368A1663—Assembled.......Retail $24.95

D AEROMITE POWERED PLANE

Flies in circular course — controlled from ground. Powered by Baby Spitfire 1-cylinder .049 engine — oversized gas tank for prolonged flight. Stout nylon threads work elevators to make plane loop and stunt. Control cord is included. Made of high-impact plastic —18 in. wing spread, 13 in. fuselage. Shpg. wt. 1½ lbs.
81249A597—Assembled......Retail $9.95

E THIMBLE-DROME FLYER

Climbs, flies, and stunts—control it from the ground. Powered by Space Bug .049 engine with fine class 1½A motor. Complete, symmetrical airfoil for high lift—wings contoured to cut the air. Plastic body with aluminum wings. Includes control kit, easy-to-operate handle. 24½ in. wing spread, 18 in. long. Shpg. wt. 4½ lbs.
81252A1250—Assembled....Retail $19.95

G TD-3 PLANE BUILDER KIT

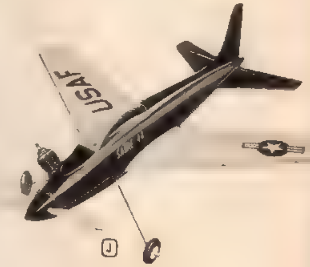
Build the plane yourself—it really flies! Does loops, wing-overs, climbs, dives, and stunts—quick on the takeoff. Powered by Thimble-Drome Jr. gasoline engine (included)—controlled from ground. Made of high-impact plastic—streamlined body with tail assembly raised over area of wing turbulence. 73 sq. in. wing area. Wt. 2½ lbs.
81373A685—Kit............Retail $10.95

H SPACE BUGGY PLANE KIT

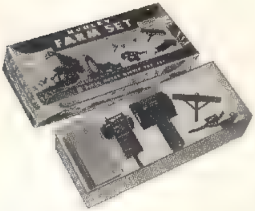
Ready to assemble and fly in an hour! Flies up to 10 minutes without refueling—powered by instant-starting Space Bug Jr. engine (included). Guide it from the ground. Self-aligning controls—plywood elevator and formed push-rod. Balsa body and wings—all parts keyed. Hardware included. 17 in. wing spread, 15 in. overall. Shpg. wt. 1 lb.
81384A4S417/435—Kit.......Retail $6.95

J SABRE 44 PLANE KIT

Authentic in detail—fun and educational to build! It really flies—loops and stunts like a real fighter. Powered by Herkimer .049B gasoline engine (included) with big tank for long flight time. Has handle and reel for easy control from the ground. Made of high-impact plastic for strength—two colors. 14 in. wings. Shpg. wt. 2½ lbs.
81365A663—Kit.............Retail $9.95



FARM SETS – TRACTORS



METAL FARM SET

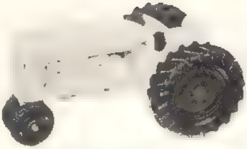
This set consists of all metal toys such as farm tractor, plow, cultipacker, spreader and farm wagon. All parts are interlocking. All toys have red finish with bright aluminum trim and are equipped with heavy black rubber wheels. 6/ct. Wt. 18 lbs. No. 50.

STOCK No. 71—85158★

HUBLEY MFG. CO.

L41-95 T Retail $2.98 ea.

Inv.__________ Pur.__________



METAL TRACTOR

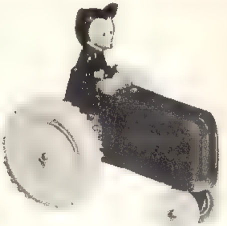
This is a sturdy metal farm type tractor with bright red finish and brilliant aluminum trimming. The engine and chassis have very realistic detail. Equipped with heavy duty treaded rubber wheels. Measures 5½" long. No. 456.

STOCK No. 71—85166

HUBLEY MFG. CO.

Z5-39 T Retail $ .59 ea.

Inv.__________ Pur.__________



RUBBER TRACTOR

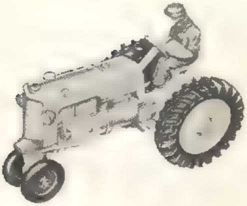
Colorful rubber tractor with Disney's Mickey Mouse or Donald Duck in driver's seat. Tractor is 4¾" long by 4⅞" high. Beautifully finished and detailed. Packed 12 per carton. No. 12020

STOCK No. 71—85167

SUN RUBBER CO.

B5-39 F Retail $ .59 ea.

Inv.__________ Pur.__________



RUBBER TRACTOR

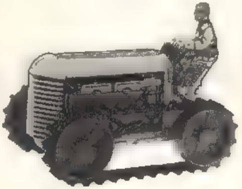
Large rubber Farm tractor with red body, silver engine and blue and silver trim. Driver and tractor are realistically detailed. Measures 7⅜" long, 5" high, 3⅞" wide. Packed 12 per ctn. No. 562.

STOCK No. 71—85171

AUBURN RUBBER CO.

E3-52 V Retail $ .79 ea.

Inv.__________ Pur.__________



CLIMBING TRACTOR

Diesel type climbing caterpillar tractor made of sturdy steel with lithographed steel parts and rubber tread. Has long-running clock spring motor with brake and key attached. 5" long, 3½" wide, 3¾" high. 12/ctn., wt. 5 lbs. No. 354.

STOCK No. 71—85173

LOUIS MARX & CO

V7-65 X Retail $ .98 ea.

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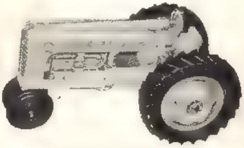

METAL TRACTOR

This is a very accurate replica of the modern farm type tractors. Well made of heavy metal with bright red finish and colorful aluminum trimming. Rear wheels are colored bright yellow. Tractor has realistic engine details. Equipped with heavy duty treaded rubber tires. Measures 7¼" long. 12/ctn. Wt. 14 lbs. No. 473

STOCK No. 71—85176

HUBLEY MFG. CO.

H1-65 G Retail $ .98 ea.

Inv.__________ Pur.__________

TRACTORS

TRACTOR & MOWER SET

Realistic tractor and mower combination made of lithographed steel. Tractor is equipped with long-running motor, brake and key are attached. Tractor has wide rubber treads. 5" long, 3½" wide 2¾" high. No. 384

STOCK No. 71—85186

LOUIS MARX & CO.

P7-97 J Retail $1.49 ea.

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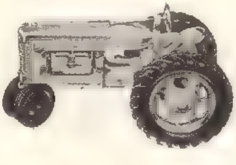


FARM TRACTOR

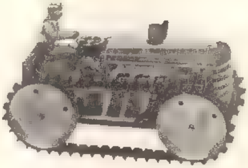
Durable metal construction. Red with aluminum trimming. Realistic engine details visable on both sides. Spring action driver's seat. Front wheels operated by steering wheel. Metal wheels with treaded, rubber tires. Twelve to carton, wt. 29 lbs. No. 490.

STOCK No. 71—85188

HUBLEY MFG. CO.

W31-30 E Retail___ $1.98 ea.

Inv.______ Pur ______



CLIMBING TRACTOR

Modern design climbing sparkling tractor equipped with rubber treads and brake. Has clock spring motor that enables tractor to climb over obstacles and pull loads. Sparks emitted through exhaust pipe. 8½" long, 3½" wide, 5¼" high. No. 903.

STOCK No. 71—85189

LOUIS MARX & CO.

G71-30 J Retail ____$1.98 ea.

Inv ______ Pur______

TRACTOR-LOADER

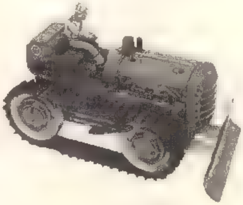
All metal tractor-loader with bright motor mechanism and steering wheel. Realistic engine details, spring seat, steering wheel operates front wheels. Side lever raises, lowers and dumps loader 13" long. 16/ctn., wt 19 lbs. No. 500

STOCK No. 71—85198★

HUBLEY MFG. CO

R71-95 E Retail $2.98 ea.

Inv.______ Pur.______



DIESEL TRACTOR

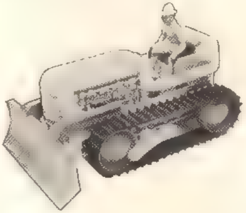
High type caterpillar diesel tractor made of lithographed steel. Equipped with wide rubber treads and powered by strong clock spring motor with brake. Sparks emitted from exhaust pipe. 10¾" long, 5⅜" wide, 5⅛" high. 6 and 12/ctn., wt. 11½ and 21¼ lbs. No 953

STOCK No. 71—85199

LOUIS MARX & CO.

H71-95 S Retail___ $2.98 ea.

Inv.______ Pur.______



REVERSING TRACTOR

Diesel-type bulldozer made of steel with rubber treads. Automatic mechanism makes dozer go forward and reverse in back and forth motion like real tractor. Blade is adjustable Measures 10" long, 6⅛" wide, 6" high. 6/ctn., wt. 10½ lbs No. 4619

STOCK No. 71—85200

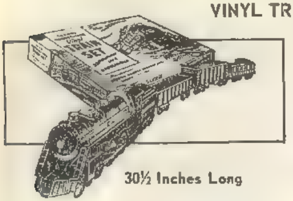
LOUIS MARX & CO.

R81-95 E Retail $2.98 ea.

Inv ______ Pur ______

Auburn Rubber

VINYL TRAIN SET



30½ Inches Long

True design miniatures, molded from rubber-like vinyl. Durable, scratch-proof, safe, unbreakable. Set has an engine-tender, coal car, gondola and caboose in assorted colors. Positive hitch connections. No track needed. Five color display box.

No.	Retail	L.P.L.	P.L.
EG30-525	$1.89		

Pkd. 12 ea. - 21 lbs.

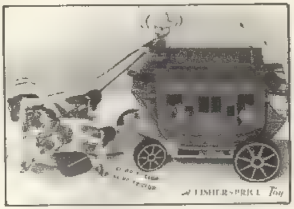
Fisher-Price

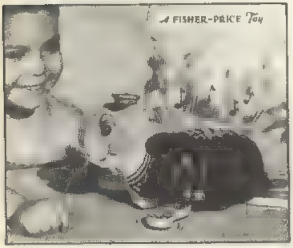
GOLD STAR STAGECOACH

15½ inches long, 8½ inches high. Horses gallop with clippity-clop sound, driver sways on seat. Gold box and coach body have hinged lids. Separate mail pouch.

No.	Retail	L.P.L.	P.L.
EG30-175	$3.00		

Pkd. 12 ea. - 33 lbs.





Fisher-Price

TIMMY TURTLE

Gay musical notes sound from inside the bright-colored high-impact shell. Sturdy wood construction, hardwood wheels and cap, vinyl visor. His legs swing and his tail wags. 11½ inches long, 9 inches wide, 6¼ inches high.

No.	Retail	L.P.L.	P.L.
EG30-150	$2.50		

Pkd. 12 ea. - 21 lbs.

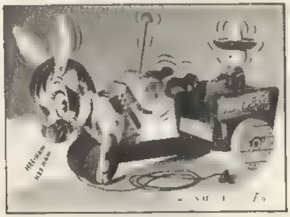
Fisher-Price

BUCKY BURRO

13½ inches long, 7½ inches high and 4¾ inches wide. Mechanism is safely concealed in the sturdy cart. Burro bucks up and down, his acetate ears flap and his spring tail swings. The driver bounces on a safe spring.

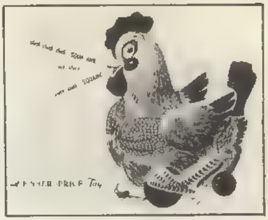
No.	Retail	L.P.L.	P.L.
EG30-166	$2.50		

Pkd. 12 ea. - 20 lbs.



Fisher-Price

KATY KACKLER



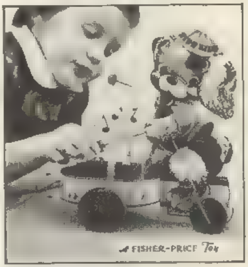
The red hen that goes "cluck-cluck-cluck-squawk" as her feet move and her wings flap. 9½ inches high, 7¾ inches long.

No.	Retail	L.P.L.	P.L.
EG30-140	$2.50		

Pkd. 12 ea. - 20 lbs.

Fisher-Price

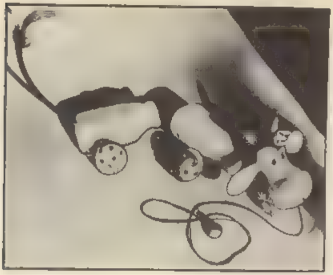
FIDO ZILO



As the front platform pivots, Fido swings his arms up and down, hitting all four zilo keys with his spring-connected wood mallets. Full color lithos permanently laminated to all wood construction. Zilo keys bright nickel finished. 10 inches high, 9 inches long, 6 inches wide.

No.	Retail	L.P.L.	P.L.
EG30-707	$2.00		

Pkd. 12 ea. - 22 lbs.



Tigrett Industries

BOSSY THE COW

Molded of sealed polyethylene plastic in assorted colors. As Bossy is pulled along the entire structure revolves, bells ring. Body consists of 2 milk bottle shapes. Soft, washable. 24 inches long, 6 inches wide. Complete with pull cord. In a beautiful display box.

Retail $1.98

No.	L.P.L.	P.L.
EG28-101		

Pkd. 12 ea. - 7½ lbs.

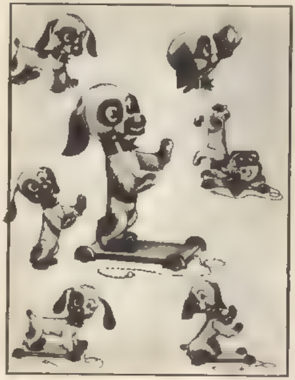
Eldon Mfg. Co.

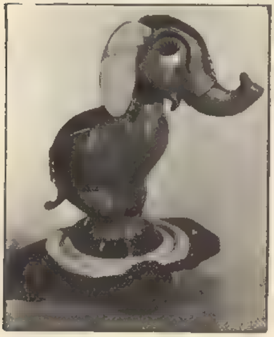
"TRICKSY" THE ACROBATIC PUP

Stands 16½ inches high. Does over 100 tricks, on or off his platform. Squeeze his nose and he barks. His racy scooter clickety-clacks when pulled along. Made with special "girder" molded construction. All 4 legs and neck are jointed. Special peg feature allows pup to stay put in any position. Pup is tan color with red nose, platform is green.

No.	Retail	Pkd.	Each
EG29-B11T	$3.98	1 ea.	

Weight 2 lbs.





Alladin Plastics

CHUMBO THE ELEPHANT

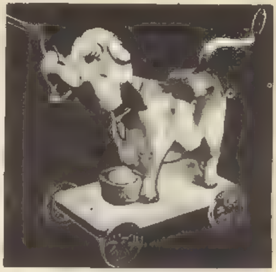
Chumbo is 16½ inches tall overall, 6 inches wide, 11 inches long. When pulled along he turns completely around in 18 inches, moves his head up and down every 9 inches. Squeeze his rubber trunk and he "trumpets." Body of sturdy plastic, ears of soft vinyl. Colorfully decked out, right down to the golden toenails.

No.	Retail	L.P.L.	P.L.
EG29-737	$3.98		

Pkd. 6 ea. - 18 lbs.

Alladin Plastics

CASSIE THE COW



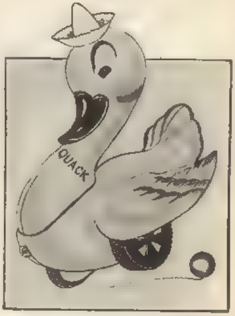
A large plastic pull toy with sound. The handle and nose ring increase play value. Pull or push her-it's all the same. Lift the handle and up goes her head and tail. She opens her mouth and "mooooos". Vinyl ears add to play value. It is made of molded shock-resistant high impact Styrene. 10 x 6½ x 16 inches. Each in a box.

No.	Retail	L.P.L.	P.L.
EG29-780	$3.98		

Pkd. 6 ea. - 18½ lbs.

Alladin Plastics

DUDLEY THE DUCK

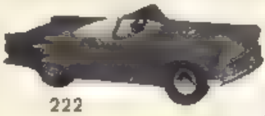


When pulled along wings flap up and down, head and neck move forward and back, beak opens and closes with a loud "quack." 12 inches high, 16 inches long. Made of high impact plastic with treaded rubber tired wheels.

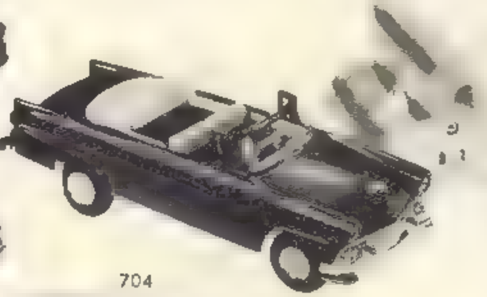
No.	Retail	L.P.L.	P.L.
EG29-785	$3.98		

Pkd. 6 ea. - 16 lbs.

A.M.T.-GENERAL-IDEAL FRICTION & REMOTE TOYS

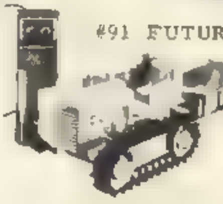

222

134


704

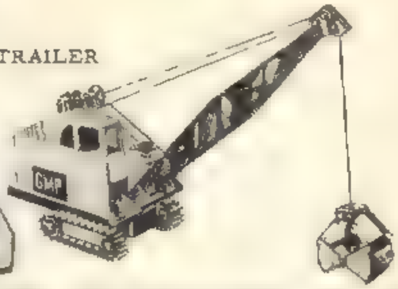
#91 FUTURA

#119 TELEPHONE TRUCK


#114 TRACTOR AND TRAILER

707

3 car assembly Kit



#130 ELECTRO-MAGNETIC CRANE

333

136

300

'55 PLYMOUTH

ALUMINUM MODEL TOYS, INC.

ALUMINUM MODEL TOYS, presents the 55' line of 1/25th actual car size (approximately 8" long.) scale model cars. Injection molded of finest Tenite plastic. Bright metal bumpers and grills gleam like the big cars. Mounted on sturdy metal chassis with rubber tired disc wheels. Driven by Fly Wheel motor, actuated by Hand.

TWO TONE COLORS with FLYWHEELS

#133	Ford Victoria Sedan	1.50
#134	Studebaker Starliner Sedan	1.50
#136	Buick Roadmaster Sedan	1.50
#137	Dodge Royal Lancer Sedan	1.50
#138	Cadillac Coupe de Ville	1.50

CONVERTIBLES with FLYWHEELS

#222	Ford Thunderbird	2.00
#333	Ford Sunliner	2.00
#444	Buick Century	2.00

TWO TONE COLORS with INTERIORS

#55F	Ford Victoria	2.00
#66D	Dodge Royal Lancer	2.00
#77C	Cadillac Coupe de Ville	2.00

REMOTE CONTROL MODELS

Two-Tone with Interiors:

#700	Ford Victoria Sedan	7.00
#704	Ford Sunliner Convertible	7.00
#705	Buick Century Convertible	7.00
#706	Dodge Royal Lancer	7.00
#707	Cadillac Coupe de Ville	7.00
#708	Ford Thunderbird Convert.	7.00

REMOTE CONTROL MODELS

With-out Interiors:

#600	Ford Victoria Sedan	5.00
#601	Studebaker Starliner Sedan	5.00

THREE CAR ASSEMBLY KITS

#500	Three Car Assembly Kit	5.00
#501	Three Car Assembly Kit	5.00
#300	Body Styling Kit Ideal for the boy 8 yrs. and up. Style the car of your dreams.	3.00

DEALER DISPLAY & STOCK RACK

#25	Counter Display & Stock Includes 24 assorted 55' model Cars.	42.50

GENERAL MOLDS AND PLASTICS CORP.

A complete line of battery operated remote controlled toys that are terrific values plus hours of enjoyment and action play. Brings remote control to the low priced field in scale models.

#51	"Run-Rite Motor" For use with 11/2 to 3 v. to power toys-displays etc.	1.50
#61	Fire Chief Special Remote Control, 11" long.	3.00
#71	Hard-Top Convertible Remote control, 11" long	3.00
#81	Gee-I-Jeep, Remote Control	2.00
#91	Futura Remote Control, plus actual steering.	6.00
#100	2 in 1 Assembly Kit Make one of two remote control Kits.	3.00
#114	Powerhouse Tractor & Trailer Powerful Crawler Tractor with Remote Control-plus trailer. Will pull other toys.	5.00
#119	Bell Telephone Installation Truck	2.00

GENERAL MOLDS AND PLASTICS CORP.

#122	Stake Trailer Remote Control with Jack Knife action, 14" long.	4.95
#124	Electric Ladder Fire Truck Ladder raises-lowers-swings plus remote control & Jack Knife action.	9.95
#130	Electro-Magnetic "Big Jim" Crane For the first time a remote controlled crane-Boom raises & lowers-bucket opens-closes trips. Crane runs forward and backward.	14.95
#150	Fire Engine-Remote Control	4.95

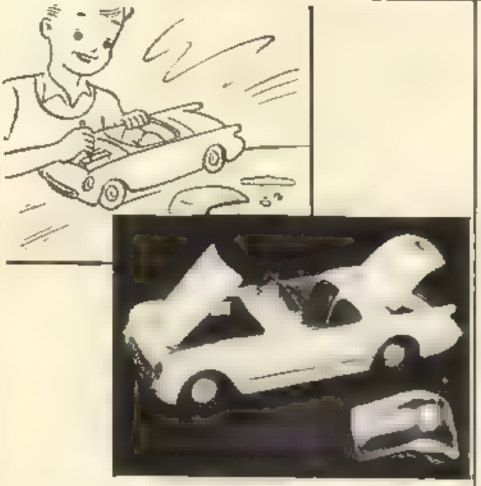
IDEAL MODELS, INC.

IDEAL MODELS INCORPORATED
Three new scale replicas of 55' Cars. Models are true in every way-color-detail-chrome-tinted windows etc. These three 2-tone cars include Flywheel motor with Nylon gear, for smooth running.

PONTIAC 55'	1.50
PLYMOUTH 55'	1.50
CHRYSLER 55'	1.50

REMOTE CONTROL ASSEMBLY KIT

FRICTION·ASSEMBLY & REMOTE CONTROL VEHICLES



IDEAL TOY CORPORATION

The makers of the famous IDEAL toys are now producing eleven scaled foreign cars and sport cars in assembly kit form. These cars are assembled with screws, and may be put together and taken apart as many times as desired. These cars are 8" long and are authentic in design down to the smallest detail.

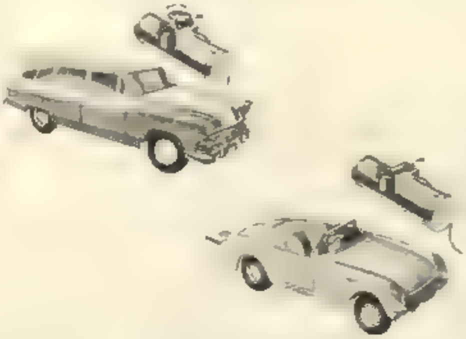
#3064	Pegaso (Spanish)	1.00
#3068	Rolls Royce (British)	1.00
#3079	Mercedes Benz (German)	1.00
#3082	Jaguar (British)	1.00
#3084	Ferrari (Italian)	1.00
#3702	Ford Thunderbird (U.S.)	1.00
#3703	Talbot (French)	1.00
#3706	M G Sports Car (British)	1.00
#3707	Porsche (German)	1.00
#3708	Indianapolis Racing Car	1.00
#3083	Corvette Has battery operated lights, Dummy motor-which you can put oil in-and water in the radiator.	4.00
#3701	S.S. United States 184 pieces to assemble. Comes with twin lights and wiring equipment.	9.98
#3054	Fix-it Fire Engine & Aerial Ladder Metal & Plastic for strength & durability plus minitue detail. Elec. searchlight-Extendable ladder-Rubber tires & removeable wheels	11.98
#3012	Fix-It Covertible A complete assembly kit with tools, jack etc.	2.98
#3062	XP-600 Fix-It Convertible The dream car of the future, lights work-horn blows-tools jack etc.	5.98
#3704	Dragnet Police Car Scale Model Chevrolet with police emblem-Siren-and flasher light.	1.98

Sparked by the most beautiful full color process 2 pc. boxes on the market

Reg. U. S. Pat. Off.
TRU-MINIATURE

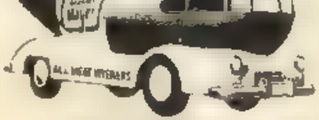
TRU-MINIATURES are the answer to a child's dream to own something 'Just like Dad's" They're authentic scale models. All car models are motorized with the precision built, action packed Spin-Torque motor. A Tru-Miniature exclusive. Tru-Miniatures are made of strongest, high-impact plastic materials available. They have an exceptional combination of realism and play value.

500	Red Cross Ambulance Siren-Motor	1.50
2354	Yellow Cab-Motor-Billboard	1.50
3355	Chevrolet Sedan-Motor	1.50
3455	Chevrolet Corvette-Motor	1.50
3655	Chevrolet Sport Coupe-Motor	1.50
3755	Ford Country Sedan-Motor	1.50



REMOTE CONTROL→ELECTRIC

621	Chevrolet Corvette	4.00
622	Chevrolet Sedan-with power steering	5.00
623	Chevrolet Sport Coupe-with power steering	5.00
626	Ford Country Sedan-with power steering (Batteries not included in above four numbers)	5.00



REVELL TOYS

REVELL PLASTICS

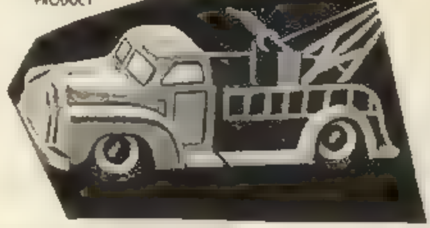
Tractor Wagon	.79
Motor Grader	.79
Dump Wagon	.79
Trio-One each above in gift box	2.49

GARDENING TRUCK SET

Revell's
PLUMBER'S TRUCK

Backfiring 1917 Ford	2.98
Backfiring Hot Rod	1.98
Young Plumber Play Set	1.98
Young Gardener Play Set	1.98
Young TV Serviceman Play Set	1.98
Trio Gift Play Set, Contains 1 each of 3 play sets	5.95
Piggy Wiggle-Tail Bank with Bank Vault Nose	.98

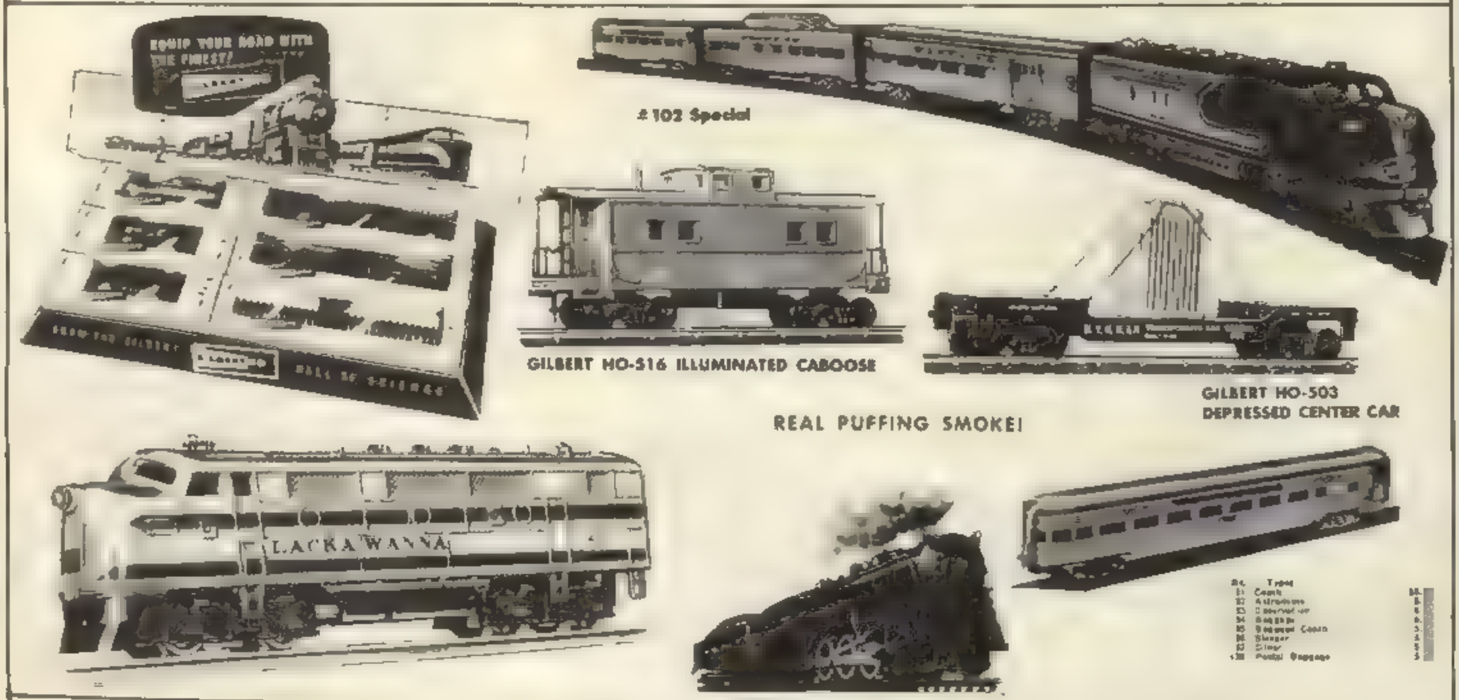
AN
IRWIN
PRODUCT



IRWIN PLASTICS

Unbreakable Truck	.79
Unbreakable Wrecker	.98
#641 Dream Car	1.49

A.C.GILBERT "HO" READY TO RUN TRAINS



#102 Special

GILBERT HO-516 ILLUMINATED CABOOSE

GILBERT HO-503
DEPRESSED CENTER CAR

REAL PUFFING SMOKE!

Gilbert HO Scale

GILBERT "HO"TRAIN SETS

Gilbert's American Flyer "HO" train sets are just like the big trains of which they are perfect scale models. These Locomotives puff real Smoke, timed with the action of the driving rods. They also have sound effects, the choo-choo sounds synchronized with the smoke puffs. Couplers are rated "Best in the Field" by N.M.R.A. These couplers not only look like real couplers, but are fool proof in operation. They were developed and approved by the "HO" Coupler Committee of the National Model Railroad Association. Years of experimenting was put into the "X2-F" HO Coupler. Detail on AC Gilbert "HO" scale equipment is superb. Locomotives are detailed down to the smallest detail such as Steam Pipes-Ash Pan-Rivet Heads-Sand Domes-Drive Rods plus other details. All "HO" equipment is accurate 9/64" Scale.

#HO-310 Diesel Freight Train Set 24.95
Consists Of: G.M. Diesel "A" Unit Freight Car-Gondola-Caboose-12 sec. Curved Track—Terminal Track-Straight Track Rerailer and illustrated instructions.

#HO-330 "Hudson" 4-car Freight Train Sets 49.95
Consists Of: N.Y.C. 4-6-4 Hudson w/choo-choo & smoke Loco. & Tender-Cement Car Cattle Car-Depressed Center Flatcar-illuminated caboose-12 sec. Curved Track-Terminal Track-Straight track Rerailer-4 pc. smoke set and illustrated instructions.

#HO-320 Penn. Switcher Freight Train Set 39.95
Consists Of: Penn. 0-6-0 Switcher & Tender-Hopper Car-Tank Car-Caboose-12 Sec. Curved Track-Terminal Track-Straight Track-Rerailer-4 pc. smoke set and illustrated instructions.

AC GILBERT "HO" LOCOMOTIVES

#HO-420 Gen. Motors Diesel "A" Unit. 8-wheel power drive. 15.95

#HO-425 Gen. Motors Diesel "B" Unit. Dummy—No power 7.95

#HO-433 Pennsylvania 0-6-0 Switcher Loco. 29.95
Beautiful detail and a real worker in any yard or side track. Has smoke & choo-choo installed.

#HO-443 Hudson 4-6-4 Locomotive & Tender 36.95
N.Y.C mighty smoke puffing Hudson with Choo-choo sound effects. A bearcat for performance.

"HO" ROLLING STOCK

Gilbert "HO" scale model rolling stock are loaded with detail. True prototype coloring and numbering plus spring Trucks-Equalized wheel action-9/64" scale-"X2-F" HO Couplers and extra detail such as rivet heads-ladders-sliding doors-hatches-and-caboose is illuminated.

HO-500 Tank Car-Gulf	2.95
HO-501 Hopper Car-CB&Q	1.95
HO-502 Cattle Car-MKT	2.95
HO-503 Depressed Center Flat Car NYNH&H	2.95
HO-504 Refrigerator Car-PEE	2.95
HO-505 Gondola Car-N&W	1.95
HO-510 Cement Car-Monon	1.95
HO-516 Lighted Caboose-Reading	3.50

AMERICAN FLYER "HO" ACCESSORIES

HO-650 Power Pak-recommended for HO Train Sets	12.95
HO-700 Girder Bridge	2.95
HO-701 Pass & Wayside Station	2.95
HO-106K Bridge Kit	1.25
HO-253 Roadside Diner	2.50
HO-257 Talking Station	12.95
HO-259 Station with Whistle	9.95
HO- 25 Smoke Cartridges (doz)	.95

"HO" TRACK EQUIPMENT

American Flyer "HO" Track and Switches are manufactured by Atlas Tool Co. See Listing Under ATLAS in the "HO" Railroad Section of this catalog.

HERKIMER TOOL AND MODEL

HERKIMER'S "HO" TRAIN SETS

Ready to run-out of the box "HO" Streamliners--all aluminum streamline cars---with a beautifully detailed Santa Fe Diesel Power Unit. Each set a complete one less power pack.

#101 "THE COMMUTER" Train Set 29.95
Santa Fe Diesel A Unit, Baggage Coach, Day Coach, 36 x 44 Track Oval.

#102 "THE SPECIAL" Pass. Train Set 39.95
Santa Fe Diesel A Unit, Baggage Coach, Astradome, Observation, 36" x 52". Track Oval.

#103 "THE DELUXE" Pass. Train Set 49.95
Santa Fe Diesel A Unit Powered, B-Unit Dummy, Baggage-Car, Diner, Astradome, Observation, 36" x 52". Track Oval.

#111 OK POWER PACK 10.95
Will operate any HO train set--Powerful, dependable, compact Positive forward & reverse control.

HERKIMER ALUMINUM CARS

OK offers completely assembled streamlined cars in eight body styles. Designed for trouble-free operation on short radius curves. These cars can be added to all-train sets.

#131	Coach	5.95
#132	Astradome	6.95
#133	Observation	6.95
#134	Baggage	5.95
#135	Baggage-Coach	5.95
#136	Sleeper	5.95
#137	Diner	5.95
#138	Postal-Baggage	5.95

American Flyer Trains

With exclusive REAL TRAIN features

(A) AMERICAN FLYER "SILVER ROCKET" TWIN MOTORED DIESEL FREIGHT – With air chime whistle 80" long, 180" of running track. Includes, two motored Diesel "A" unit Diesel "A" unit with air chime whistle, remote control for whistle depressed center car with reel, gondola, depressed center car with generator and floodlight, box car, oil tank car, illuminated caboose, 12 pcs 10" curved track, 6 pcs. 10" straight track, 18 track locks, electric uncoupler, lock-on track terminal, instruction manual.

T-263C4330 **Estab. Retail $64.95**

(A)

(B) AMERICAN FLYER "PACEMAKER" FREIGHT TRAIN – With choo-choo sound, red glowing smoke, air chime whistle; 72" long, 180" of running track Includes engine, tender with air chime whistle, smoke set remote control for whistle log car with logs, depressed center car with reel, box car depressed center car with generator and floodlight, oil tank car, caboose with light, 12 pcs 10" curved track, 6 pcs. 10" straight track, 18 track locks, electric uncoupler, lock-on track terminal, instruction manual.

T-262C3664 **Estab. Retail $54.95**

(B)

(C) AMERICAN FLYER "METEOR" PASSENGER TRAIN – With choo-choo sound and real red glowing smoke; impressive high-wheeler, 66" long with 160" of running track Includes engine, tender with stoker, smoke set, green express and mail car, green baggage and club car, green Pullman car, green lounge and observation car, 12 pcs. 10" curved track, 4 pcs 10" straight track, 16 track locks, electric uncoupler, lock-on track terminal, 100 watt transformer with circuit breaker instruction manual.

T-261C2997 **Estab. Retail $44.95**

(C)

(D) AMERICAN FLYER "SILVER COMET" DIESEL FREIGHT TRAIN – Replica of eye catching blue and silver Alco Diesel, sturdy and dependable. Set includes Diesel "A" unit engine, metal car with floodlight depressed center car with reel, log car, boom and work car, 12 pcs 10" curved track, 2 pcs. 10" straight track, 14 track locks, electric uncoupler lock-on track terminal, 50 watt transformer with 3 binding posts, instruction manual. Train is 54" long and has 140" of running track.

T-260C2664 **Estab. Retail $39.95**

(D)

(E) AMERICAN FLYER "SILVER BULLET" FREIGHT TRAIN This scale model puffs real red glowing smoke and sounds off with authentic choo-choos as it speeds around the tracks. 32 pieces, 34" long 120" of running track. Set includes engine, tender, smoke set, wrecker car and crane, boom car carrying wheels, 12 pcs 10" track, car uncoupler, lock-on track terminal, 50 watt transformer with three binding posts instruction manual Engine and tender in satin silver finish

T-259C1530 **Estab. Retail $22.95**

(E)

(F) AMERICAN FLYER "SILVER BULLET" PASSENGER TRAIN – There is nothing more thrilling than the sight and sound of this electric train as it choo-choos around the track, glowing smoke puffing from its stack 22 pieces, 39" long, 120" of running track. Set includes engine, tender, smoke set, two coaches, 12 pcs. 10" curved track, car uncoupler, lock-on track terminal, 50 watt transformer with three binding posts, instruction manual Satin silver finish.

T-258C1530 **Estab. Retail $22.95**

(F)

(G) JR RAILROADER TRAIN PLATFORM – Only train platform engineered for rugged endurance, stability compact storage. Specifically designed for electric trains, yet perfect as play, hobby or dining table. Steel braced legs prevent side sway, leg locks prevent buckling center braced hardboard top extra strong. 6' x 4' x 30", 2" thick when folded. Green lacquered. (Sh Wt. 30 pounds.) (F.O.B. Penna.)

T-122C1665 **Estab. Retail $34.95**

(G)

BMC JUVENILE WHEEL TOYS

Ruggedly built heavy gauge steel vehicles [illegible] made by American Machine & Foundry Co.'s BMC Division. Styled and engineered to take toughest punishment. Features scientifically applied infra-red baked enamel finishes [illegible] long lasting. All models have ball bearing assemblies [illegible] extra bearings in more expensive items.

(J) KIDDIE TRACTOR — Built like expensive models with bicycle type chain drive . . . adjustable seat. Front tires 8" rubber . . . rear 9¾" heavy duty tractor type, semi-pneumatic . . . 35" long. Bright red dominant color with white stencilling, black frame and front fork. (27 lbs.)

T-161C1561 **Retail $24.95**

(K) KNEE-ACTION TRACTORS — Feature exclusive massive front fork with genuine knee action . . . bucket seat on suspension spring. Completely guarded bicycle type chain drive . . . 8" front, 10" rear semi-pneumatic tires. 40" long, 28" high, 21" wide. Realistic operating lever. Finish vermilion with white trim.

T-163C2261 DELUXE MODEL — Rear step plate and mudguards . . . operating lever on chain guard. (40 lbs.) **Retail $33.95**

T-162C1891 SENIOR MODEL — No rear step plate or mudguards . . . operating lever on hood. (34 lbs.) **Retail $28.95**

(L) BLUE STREAK SPORTS CAR — Handsome and streamlined in light blue with white trim. Silver painted head lamps and bumpers . . . plated hub caps, hood ornament. Push pedal drive with adjustable pedals . . . 7½" solid rubber tires. Tough fiber seat pad. 35" long, 18" wide. (31 lbs.)

T-164C1294 **Retail $20.95**

(M) JETLINER STATION WAGON — Deluxe wagon with bicycle type chain drive, extra bearings for smoother ride. Surf green body, ivory trim, brown rear box for toys, etc. plaid finish seat. 40" long x 19" wide. Chrome plated hub caps, ornament, headlamps. (35 lbs.)

T-165C2177 **Retail $30.95**

(S) SPEEDBALL SPECIAL RACER — A streamlined beauty in bright yellow, white trim, red lettering. 41" long x 19" wide. 8" front, 10" rear wheels, semi-pneumatic tires . . . adj. push pedal drive with ball bearings. (33 lbs.)

T-167C1784 **Retail $27.95**

(U) HOOK & LADDER — Chain-drive and pedal-drive models with sturdy, heavy-gauge steel rear step for extra rider. Deluxe throughout. Plated, lanyard-operated bell. Bright vermilion with white lettering, trim. Tough fiber seats.

T-166C2394 JETLINER HOOK & LADDER — 40½" long . . . chain-drive . . . 7¼" semi-pneumatic tires . . . plated hubcaps, headlamps. (37 lbs.) **Retail $36.95**

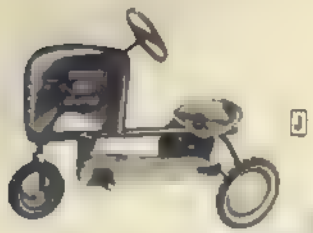
T-170C1741 CHALLENGER HOOK & LADDER — 39" long . . . pedal-drive . . . solid rubber tires . . . plated hubcaps. (34 lbs.) **Retail $27.45**

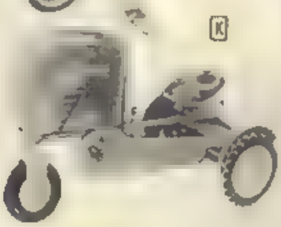
(V) DUMP CART Attachment for Tractor or other wheel toys. Welded construction . . . sturdy metal box . . . tubular frame. Steel handle to raise, lower body. Supports 100 lbs. Bright red with yellow lettering. Solid rubber tires. (15 lbs.)

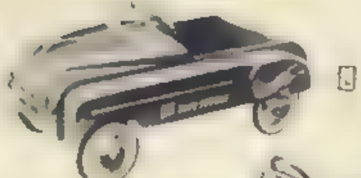
T-169C891 **Retail $14.95**

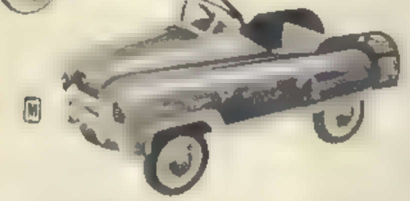
(W) ROAD KING WAGON — Finest of all wagons . . . made of heavy gauge steel with safety edges. Ball bearings in all wheels . . . big 10" x 1¾" semi-pneumatic tires . . . plated hubcaps. Distinctive, easy-steering handle is reinforced 1-pc. construction. 35" long x 17" wide. Red body and wheels, black trim, white lettering. (34 lbs.)

T-168C1011 **Retail $38.95**









"Ride 'Em" STEEL TOYS

Built to take plenty of punishment . . . straddle "pushmobiles."

(N) "RIDE 'EM" LOCOMOTIVE — Handlebar steering, all rubber tires . . . hand-operated whistle and bell . . . luggage space in coal tender. Made of auto body steel stock . . . will support adult weight. Red and black enamel finish . . . 28" long x 12½" high.

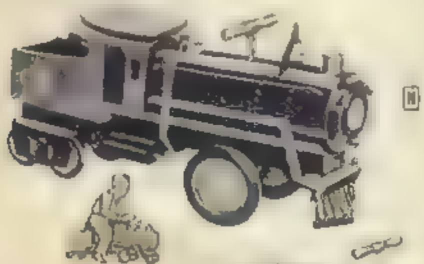
T-132C972 **Estab. Retail $14.00**

(P) "RIDE 'EM" TRACTOR — Real, lever-operating bulldozer . . . large rear air-cushion rubber tires on steel disc wheels . . . easy steering. Hard-baked red enamel finish . . . 25" long x 12" high.

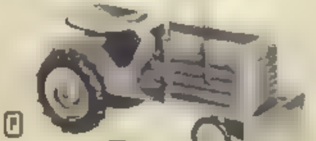
T-131C791 **Estab. Retail $12.00**

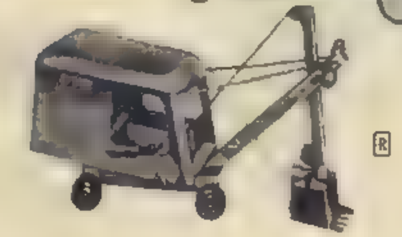
(R) "RIDE 'EM" POWER SHOVEL — Brand new favorite in bright orange, green and black enamel. Handlebar steering . . . operating scoop with dump mechanism. Housing rotates on turn-table . . . top forms comfortable seat. 24" long.

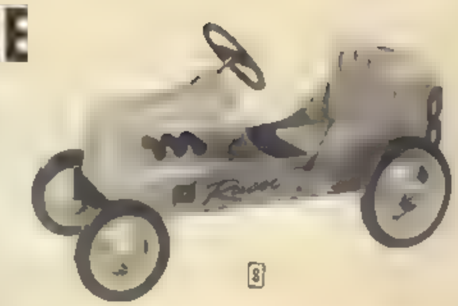
T-143C498 **Estab. Retail $7.00**

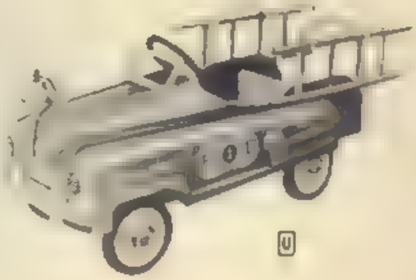


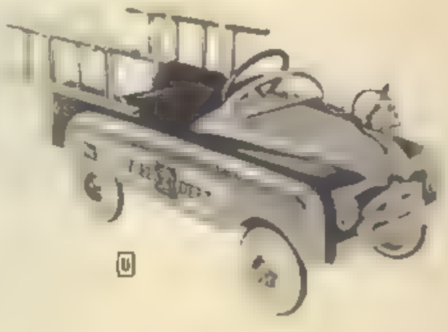
KEYSTONE

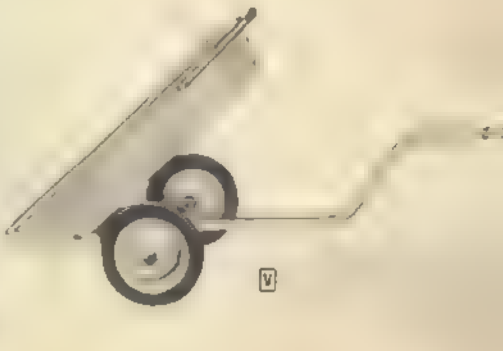


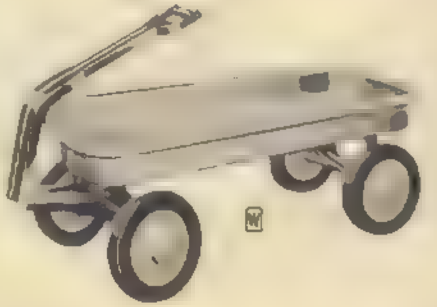


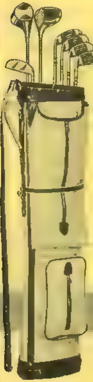












JOHNNY FARRELL 8-PIECE MEN'S GOLF OUTFIT

A complete golf outfit that consists of Johnny Farrell registered matched set of 5 irons and 2 woods plus durably-built golf bag.

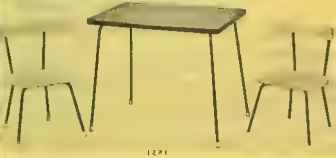
IRONS—(2, 5, 7, 9 & Putter) Stainless steel head with sand-blasted straight line scoring. Chrome-plated 5-step "Damascus" steel shaft. Brown leather grooved spiral grip.

WOODS—(Driver & Spoon) Persimmon head in Mahogany finish with brown fibre face insert and Keystone sole plate. Chrome-plated 5-step "Damascus" steel shaft. Perforated brown leather spiral grip.

BAG—9-club model of sturdy beige canvas with oxblood trim. Has roomy ball pocket sweater strap, zipper traveling hood which doubles as shoe pocket, padded shoulder sling and comfort-grip handle. 17½ lbs.

No. 4S-4359. Dealer's per set **35.50**
Less 2% Net........................ **34^{79}**

78.50 VALUE!



THAYER "METALEG" TABLE & CHAIR SET

Children will love this streamlined table and chair set, styled to complement any nursery or playroom. Unbreakable metal legs are rubber tipped. Mar-resistant plastic table top contrasts beautifully with blonde chair seats and new posture curved backs. Table 26" x 20" x 21½" high. Chair seats 12¼" wide x 10¾" deep. Chair back 9" high. Blonde finish 38 lbs. (#1531).

No. 10T-4335. Dealer's each **12.50**
Less 2% Net........................ **12^{25}**

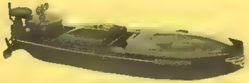
22.95 VALUE!

Big Savings

ON GIFT SELECTIONS

. . . *WHILE STOCKS LAST*

ORDER TODAY!

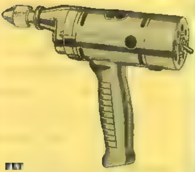


WIND-UP OUTBOARD MOTOR BOAT

Cruises along the water with grace and ease. Simple winding of knob on rear starts motor. Powerful mechanical spring is released and power boat glides on its way. Will not sink. Hull of California redwood with beautiful Mahogany finish. Brightly lacquered deck. 14" x 4¾". 1 5/6 lbs. (#L3)

No. 8T-3555. Dealer's each **1.99**
Less 2% Net........................ **1^{95}**

3.95 VALUE!

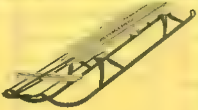


¼-INCH ELECTRIC DRILL

Precision engineered, sturdily built and perfectly balanced. ¼" hand-type chuck. Fan-cooled AC-DC powerful motor with 1600 RPM no-load speed. Die-cast construction. Comfortable pistol-grip handle. Convenient toggle switch 6-ft cord. Chrome and brushed finish. Only 2¾ lbs.

No. 2B-1010.
Each **7.97.** Less 2% Net............ **7^{81}**

TERRIFIC VALUE!

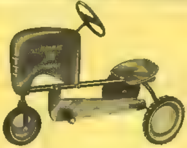


GARTON ESKIMO SLED

Streamlined undergear—rear of sled is lower than front. "T"-shaped grooved runners of best crucible steel have curled ends for added safety. Seasoned clear grained select hardwood top, strongly braced and fastened with plated rivets—no nails. Extra heavy side rails. Streamlined steering bar and holder. Runners and metal parts in bright red enamel finish. Front 7" high, rear 5½" high. 45" long. 8½ lbs.

No. 9T-3859.
Each **2.99**
Less 2% Net............ **2^{93}**

5.50 VALUE!



BMC KIDDIE TRACTOR
with Chain Drive

Will support 175 lbs. 26" high, 19" wide, 35" long with guarded bike-type chain drive and ball bearings in sprocket and rear. Semi-pneumatic tires, front 7½x1¼", rear 9¾x1¼" (tractor type). Nylon bearings in front wheel. Adjustable bucket seat. Heavy gauge steel construction with red finish and white trim 27 lbs.

No. 9T-4090. Each **10.98**
Less 2% Net............ **10^{76}**

21.95 VALUE!

REVELL TOYS

HIGHWAY PIONEERS

at .69

H-38 - 1914 Stutz "Bearcat"
H-52 - MG Model TD
H-56 - Jaguar XK 120
H-60 - 1932 Ford Hot Rod

at .89

H-54 - 1913 Mercedes-Benz
H-71 - 1929 Bentley

LATE MODEL CARS

at 1.00

H-1200 - Cadillac El Dorado
H-1201 - Chrysler 4-door Sedan
H-1202 - Ford Convertible
H-1203 - Buick

H-1206 - GIFT SET
1 each of above cars

H-1206 - Per set 5.00

FIGHTER PLANES

at .79

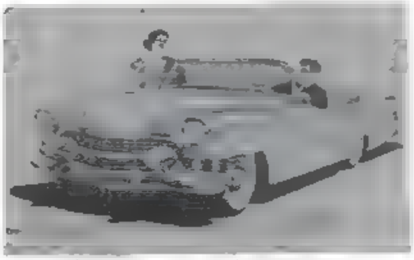
H-210 - F94C Starfire intercepter
H-211 - F-7U-3 Cutlass
H-212 - F9-F8 Cougar
H-213 - D-558-2 Skyrocket
H-214 - S55 Helicopter
H-215 - F84F Thunderstreak

GIANT BOMBERS

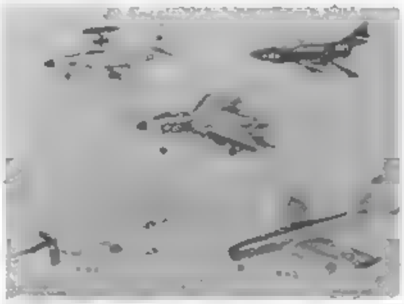
at .98

H-205 - B-36 Bomber
H-206 - B-47 Bomber
H-207 - B-52 Bomber
H-208 - B-29 Bomber
H-216 - B-25 Bomber
H-218 - B-24 Bomber

H-219 - 219 DC7 Transport



H-1200 — 1955 CADILLAC



H-200 Series — U.S. FIGHTER PLANES

H-200 Series — U.S. BOMBERS

MINIATURE MASTERPIECES

at 1.00

H-505 - Covered Wagon
H-507 - Chuck Wagon
H-510 - Ranch Wagon

SHIPS —

Military and Civilian

H-301 - Battleship Missouri	2.00
H-302 - Chris-Craft	.89
H-304 - PT-Boat	.89
H-305 - Destroyer Sullivans	1.29
H-306 - Cruiser, Baltimore Class	1.69
H-307 - Aircraft Carrier, Roosevelt	2.49
H-308 - Guided Missile Submarine Nautilus	.89
H-312 - S.S. United States	2.00
H-316 - Battleship New Jersey	2.00
H-415 - Flying Cloud	2.00

GIFT SETS

G-310 - Admiral's Fleet	6.95
G-311 - Victory At Sea	4.95
H-309 - Motorized Missouri	4.95
G-226 - Five Great Planes	4.95
G-209 - Strategic Air Command Bombers	3.95
H-220 - Airport Set	2.00

ANTIQUE GUNS

at .69

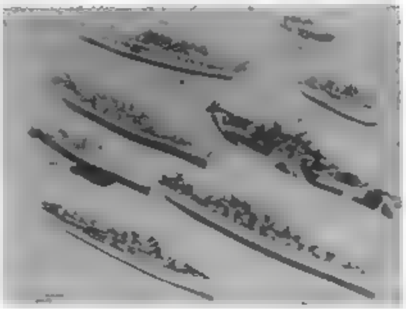
H-602 - Derringer

at 1.00

H-600 - Pepperbox
H-601 - Dueling Pistol
H-603 - Colt

H-218 GIANT BOMBER

H-312 — S.S. UNITED STATES

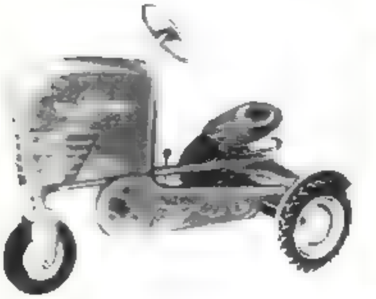


H-300 Series — U.S. SHIPS

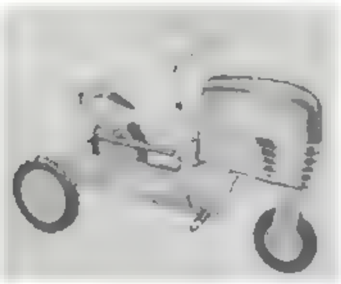
BMC

AMF JUVENILE WHEEL GOODS

TRACTORS



No. T-510 - TRACTOR
Chain drive, knee action. 30.00



No. T-515 - TRACTOR
Two-speed, chain drive 32.95

No. T-520 - DELUXE TRACTOR
Chain drive. 32.95

No. T-525 - DELUXE TRACTOR
Two-speed, chain drive. 36.98

JUVENILE AUTOS

No. A-528
JET LINER HOOK AND LADDER, with Speed-O-Matic Chain Drive. 33.00

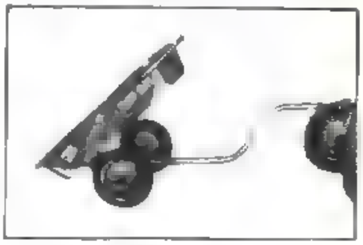
No. A-534
(Not illustrated)
SPORTLINER STATION WAGON, with Speed-O-Matic Chain Drive 33.00

No. A-528

TRACTOR ATTACHMENTS

Not Illustrated:
No. B-400
FIRE FIGHTER
15.00

B-875
TRAILER
10.50



No. C-930
DUMP CART 12.00

L & F (MADE BY BMC)

C-920
TRACTOR SENIOR HEAVY DUTY

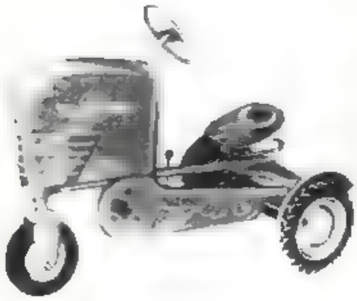
No.		Each
225	MASCOT TRACTOR - Chain Drive, 26" x 19" x 35"	16.98
920	SCOUT TRACTOR - Heavy Duty, Chain Drive, 28" x 21" x 40"	22.50
703	FIRE CHIEF AUTO - Pedal Drive, 35" x 18"	16.00
702	HOOK & LADDER AUTO - Pedal Drive	21.00

C-702
CHALLENGER
HOOK AND LADDER

BMC

JUVENILE WHEEL GOODS

TRACTORS



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Chain drive, knee action.
30.00

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Two-speed, chain drive
32.95

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Chain drive. 32.95

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Two-speed, chain drive. 36.98

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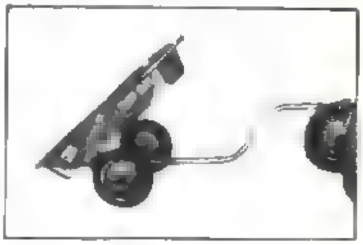

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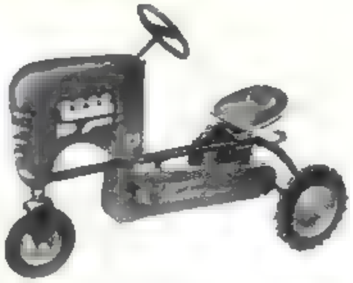

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702	HOOK & LADDER AUTO - Pedal Drive	21.00

C-702
CHALLENGER
HOOK AND LADDER

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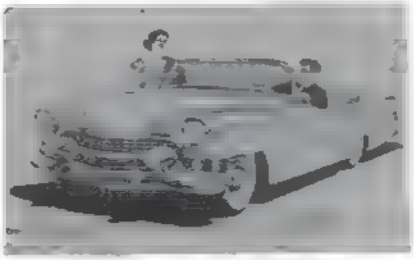
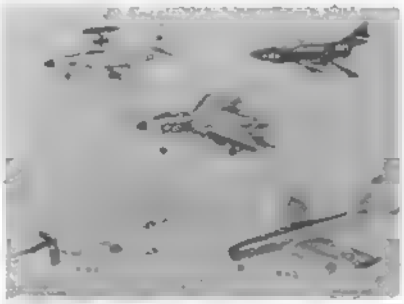
H-216 - B-25 Bomber
H-218 - B-24 Bomber

H-219 - 219 DC7 Transport



H-1200 — 1955 CADILLAC



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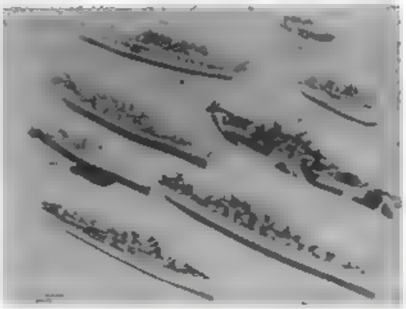


H-300 Series — U.S. SHIPS

OLD FAVORITES—STILL GOING STRONG!

B. T. & T.

BRUMBERGER TELEPHONE & TELEGRAPH SETS

—and plenty of surprises!

• EDUCATIONAL • SAFE • ACTION-PACKED
• BATTERY OPERATED • PRICED TO SELL

RING UP your cash register. These sensational toys are the fastest moving staples in the business. Realistic—designed for mass appeal—and priced to sell fast!

#211

BRUMBERGER
intercom
PHONES
PERSON-TO-PERSON
BATTERY OPERATED

#211—BRUMBERGER INTERCOM DESK TELEPHONES

Eye catching! Fun for all! Attractive, toy telephone set that actually works! A quick-sale item—watch them move!

Two desk-type dial telephones. Operate on standard flashlight batteries. Real buzzers! Push buttons for signalling. Ideal for person-to-person calls from room to room, house to garage, basement to attic. All steel. Blue hammertone finish. Individually packaged to include 2 desk phones, approximately 50 feet of wire, instructions and factory guarantee. Attractive, sales promoting display comes with every master carton. Packed 1 dozen to a master carton. Shipping weight: 36 lbs.

Suggested Retail Price . . . $7.50

#150

WALL PHONES
PERSON-TO-PERSON
WALL PHONES

#150—BRUMBERGER WALLPHONES

A complete, low priced phone system that will delight every boy and girl. They work like real phones. Operate on standard #6 Dry Cell batteries. Easy to set up. Individually packaged with hookup wire, instructions and guarantee. Packed 1 dozen to master carton. Shipping weight: 23 lbs.

Suggested Retail Price . . . $4.50

WESTERN UNION DELUXE TELEGRAPH SETS

The best sellers! Loads of action. They flash! They buzz! They click! Complete sets for sending and receiving. Expertly designed with International Code colorfully lithographed on each set. All steel. Plenty of educational appeal and low-priced fun. Attractively packaged in display carton. Fast moving action toys, ideal for variety, auto supply, hardware and drug stores too.

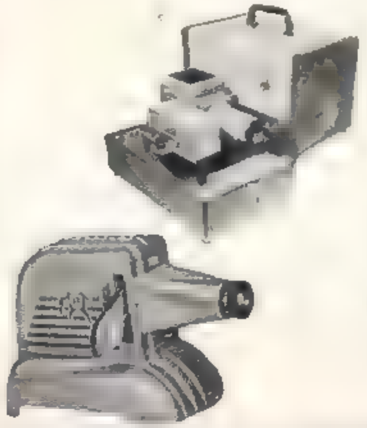
Suggested Retail Price . . . $1 to $3.29

#200

WESTERN UNION
De Luxe
Radio-Telegraph Signal Set

#165

WESTERN UNION
TELEGRAPH
SIGNAL SET



If you sell any photographic products or if you are looking for **diversification** and new lines . . . come to room **953**, Hotel McAlpin and see the famous fast selling photographic products manufactured by **Brumberger**. This year featuring the all new **automatic Rocket** [illegible] color slide projector complete with changer and carrying case for only **$59.50** and the fabulous versatile **Riviera** that projects all types of slides retailing at **$59.50**.

BRUMBERGER SALES CORP.
34 Thirty Fourth St., Brooklyn 32, N. Y.
Sole Sales Organization for S. B. MFG. CORP.

IN OUR
51st YEAR
EST. 1904

PINKY LEE AND J. FRED MUGGS JOIN HILL TOYS FOR 1955

Gaining momentum in a program of presenting highly promotional new numbers, Hill Toys has announced the addition of Pinky Lee and J. Fred Muggs numbers to their line. These two famous names are added to a list which already includes Roy Rogers and Ding Dong School.

All of these personalities are stars of NBC television programs with a following of millions of loyal viewing fans from coast to coast, and have a proven, powerful appeal, it is stated.

Pinky Lee stars five times a week the year around on the Pinky Lee Show. He has reportedly rocketed to tremendous popularity in a relatively short time, and his pulling power has been evidenced by the heavy response to direct premium offers.

J. Fred Muggs is the scene-stealing chimp on the NBC "Today" show. Muggs has cast his irresistible charm over millions of viewers, and captured the attention of the whole world on a recent highly-publicized globe-girdling trip.

The new Pinky Lee and J. Fred Muggs numbers will be shown at the Hill Toys showroom in Room 463, 200 Fifth Avenue, during the Toy Fair.

Another recent addition to the Hill Toys line is the Ding Dong Bell, a replica of the Ding Dong School trademark. The bell is used by "Miss Frances" Horwich on the NBC morning program to open and close her show, which is seen five times a week. Introduced late in 1954, the Ding Dong Bell was a sell-out on virtually every counter on which it appeared, Hill reports.

The Hill Toys Roy Rogers numbers, under the impetus of heavy consumer promotion, enjoyed a big success which is expected to be exceeded in 1955, the company adds.

A well-known Hill Toys number, the telephone, will appear in a completely redesigned form and is expected to add considerably to the consistently good volume enjoyed by the Hill telephones.

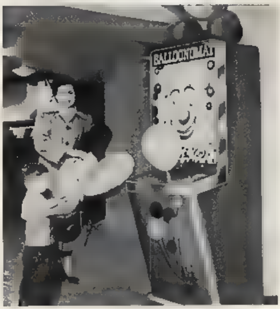
Howard Bessell has announced that a new warehouse was being completed at the Hill Toys factory in East Hampton, Conn., which will greatly improve the firm's service to its many outlets.

With the new promotional numbers added to a generally redesigned and revitalized line of pull toys, hobby horses, riding and action toys, Mr. Bessell states he anticipates a big year for all Hill Toys in 1955.

IN CIVIL DEFENSE

"To a very great degree," says Henry L. Buckhardt, chief, Morale, Welfare, and Recreation, Office of the Secretary of Defense, "the success of the total national defense effort in the years to come will be measured by the extent to which such agencies as the American Red Cross carry on their work."

24x18-Inch Machine Vends Balloons—and Inflates 'em



An excitingly new Automatic Merchandiser has just made its bow in retail stores. It's the Balloon O-Mat, which vends a gaily colored balloon for a dime and then blows it up.

Store management is said to be elated at the wonderful customer response to this unique and dramatic method of merchandising. Said one store spokesman, "We are especially pleased for we can now sell balloons profitably the year 'round in any part of the store—without selling cost and no shrinkage." "Balloon-O-Mat provides an easy way to merchandise what has hitherto been a 'hard-to-merchandise' commodity."

Balloon-O-Mat is compact, needs just 24" by 18" of floor space. A gay, circus color finish, a large illuminated clown on the front panel, and a flashing plastic balloon display on top feature the machine.

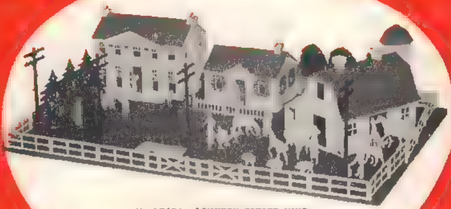
Balloon-O-Mat units have been on test operation in two of the Macy stores for the past several months, reportedly with continued customer acceptance. Multiple installations in the various Macy affiliate stores are now in progress. Installations are likewise to be made in principal cities across the country—and at no capital cost, it is emphasized.

Manufacturer is Capitol Projector Corporation, 556 West 52nd Street, New York City 19, manufacturers of Midget Movies, Mechanical Horses, Miniature Carousels and various other types of coin-controlled devices widely used by stores throughout the country.

SLIM JIM COUNTER CARD FROM PIONEER RUBBER

Another attractive assortment of Qualatex Balloons from the Pioneer Rubber Company, 180 Tiffin Road, Willard, Ohio, is the new Slim Jim Counter Card shown here.

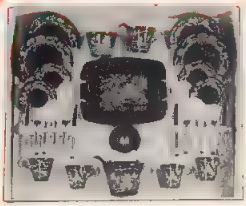
Order #75-C, the card comes with three-dozen 5c balloons in a variety of colors. The styles and the sizes—when inflated are Spirals, 3" by 37"; Airships, 3" by 38", Nobbies, 3" by 39" and 3" by 40"



No. LT404 COUNTRY ESTATE UNIT

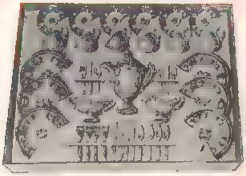
Southern Colonial with Figures, Cape Cod Cottage, Barn and Silo, 1 Fence 3 Maple Trees, 3 Spruce Trees, Farm Set, 2 Telegraph Poles Packed in color illustrated set-up box

GROW WITH *Banner*



No. 2425 PAGODA TEA SET

29 pieces—service for 4. Molded in ebony plastic with gold decoration. Tableware in gold Metaltone finish. Box size: 21 x 17 x 4.



No 1816 JUNE ROSE TEA SET

40 pieces—service for 6. Colorful rose design on white plates and saucers, tea pot, sugar bowl, creamer and cups molded in blue with white handles. Tableware in silver Metaltone finish Decorated display box—size. 17 x 4 x 21

Banner
PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J.

•

Permanent N. Y. Showroom:
200 Fifth Ave., Rm. 513

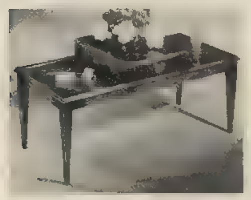
REPRESENTATIVES:

New York Office Fred Wershaw Robert Gould

Mid-Atlantic & New England: Jerome Messinger, New York City, N. Y.
Midwest: James Cavanagh, 209 St. State St., Suite 1613, Republic Bldg., Chicago, Ill.
Southern: Brown-Eddy, Inc., M & M Building, Memphis 3, Tenn.
Brown-Eddy, Asso., Merchandise Mart, Suite 332, Dallas, Tex.
Western. A H Greenburg, 1206 So Maple Avenue, Los Angeles 15, Cal.
Banner Export Company: Walter Kramer, New York City, N. Y.

Barton Mahogany Occasional Tables

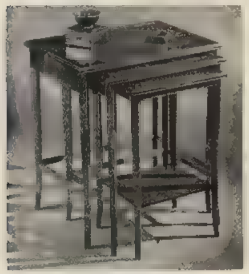
All the charm of 18th Century styling plus Barton craftsmanship make these tables something to treasure. Here is authentic design, Genuine Honduras Mahogany, attractive hardware and a beautiful finish. All drawers are large. These tables will enhance the appearance of any room. All pieces F.O.B. Mich.



COCKTAIL TABLE

Dimensions Top 19" x 39", height 15". Has inset glass top. Sh. wt. 35 lbs

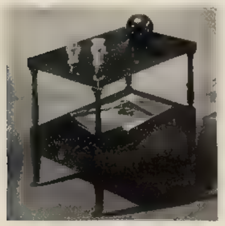
2F1025X2125 .... List **$31.95**



NESTED TABLES

Has inset glass on all tables. Suspended tables on fingertip slide smallest of three tables has shelf. Dimensions Top of largest table 16½" x 22½" height 26 Sh wt. 31 lbs.

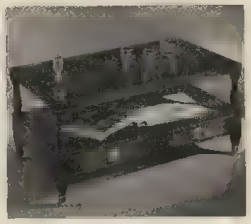
2F1028X2660 .... List **$39.95**



CHAIRSIDE TABLE

Has drawer and casters. Dimensions: Top 16" x 25", height 22". Sh. wt. 30 lbs.

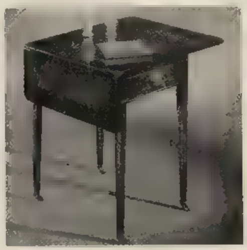
2F1031X2125 .... List **$31.95**



COCKTAIL TABLE

Has glass inset top glass lifter two drawers and casters Dimensions Top 22½" x 38½", height 17" Sh wt 50 lbs

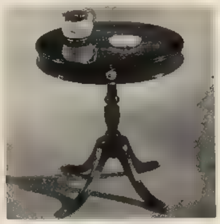
2F1026X3325 List **$49.95**



PEMBROKE TABLE

Dimensions: Top, closed 17" x 2[illegible], open 31½ x 2[illegible], height 26 Sh. wt 35 lbs.

2F1029X2125 List **$31.95**



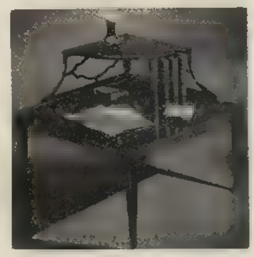
DRUM TABLE

Dimensions. Top 25" diameter, height 26" Sh. wt. 35 lbs.

2F1032X2125 .... List **$31.95**

SAME AS ABOVE except top 28" diameter, height 28" Sh. wt. 30 lbs.

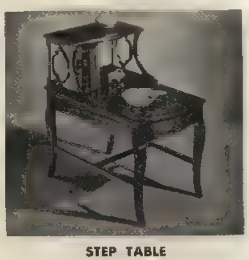
2F1033X2660 .... List **$39.95**



CORNER TABLE

Dimensions. Top 30" x 30", height 26". Sh. wt. 30 lbs

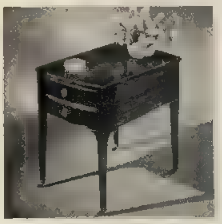
2F1027X2660 .... List **$39.95**



STEP TABLE

Dimensions Top 16' x 25, height 26" Sh. wt. 25 lbs

2F1030X2125 List **$31.95**



COMMODE TABLE

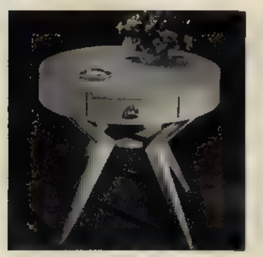
Dimensions: Top 17" x 25", height 24". Sh. wt. 32 lbs.

2F1034X2660 .... List **$39.95**

DELIVERY APPROXIMATELY 3 TO 4 WEEKS

Barton Modern Occasional Tables

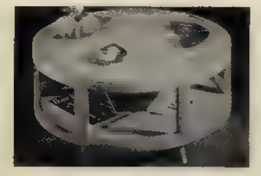
The Bartonian Group by Barton is a smart group of conservative modern crafted in luxurious limed oak. These are tables that are designed with the dignity of good taste and clean cut distinction. Notice the many functional features and the elegance of simplicity which tie in perfectly with today's mode of casual living. All pieces F.O.B. Mich.



DRUM TABLE

Dimensions: top 32" diameter, height 27". Sh. wt. 50 lbs.

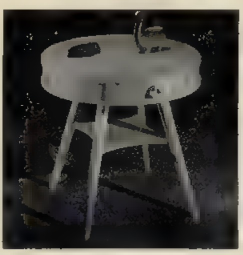
2F1035X3325 ....List **$49.95**



ROUND COCKTAIL TABLE

Dimensions top 36" diameter, height 15½" Sh. wt. 60 lbs.

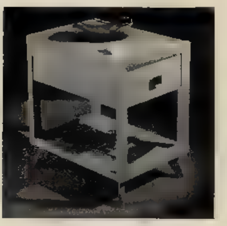
2F1036X3995 List **$59.95**



DRUM TABLE

Dimensions top 28 diameter, height 27" Sh wt. 40 lbs

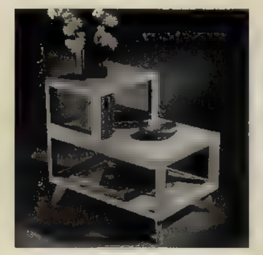
2F1037X2925 .... List **$43.95**



LAMP TABLE

Dimensions top 16' x 22", height 24". Sh. wt 30 lbs.

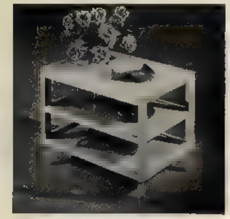
2F1038X1995 .... List **$29.95**



STEP TABLE

Dimensions: top 17" x 28", height 24". Sh. wt. 25 lbs.

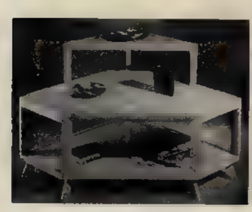
2F1039X1995 List **$29.95**



CHAIRSIDE TABLE

Dimensions: top 17" x 25", height 20". Sh. wt. 25 lbs.

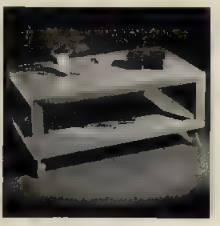
2F1040X1860 ....List **$27.95**



CORNER TABLE

Dimensions top. upper 20" x 20", lower 32" x 32", height 26". Sh. wt. 45 lbs.

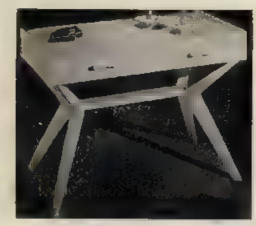
2F1041X2660 ....List **$39.95**



COCKTAIL TABLE

Has inset glass top. Dimensions: top 20" x 36', height 16". Sh. wt. 35 lbs.

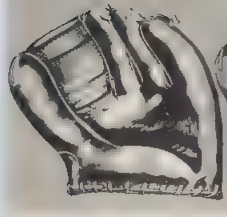
2F1042X1995 ....List **$29.95**



CONSOLE TABLE

Dimensions: top 18" x 36", height 28". Sh. wt. 45 lbs.

2F1043X3000 ....List **$45.00**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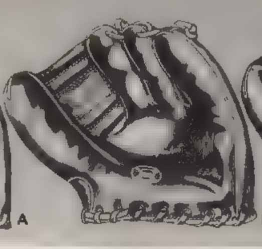
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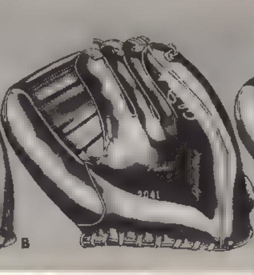
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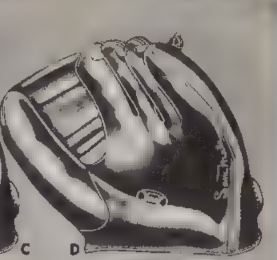

D

SPALDING....Young America's Choice

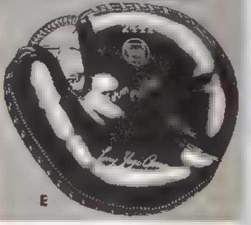
(A) REACH TRIPLE PLAY GLOVE . . . by Spalding. Large size glove made of full oiled glove leather, fully lined. Full welted streamlined fingers. Rolled leather binding and laced heel. Solid web in trap, tied down. Laced-in crotch. Finger tips are laced. Full size pocket. Right hand player. Wt. 2½ lbs.
H2362W800 Retail **12.35**

(B) JUNIOR TRIPLE PLAY GLOVE . . by Spalding. Made of oiled glove leather with full lining. Full welted, regular fingers. Flat imitation leather binding. Solid web in trap, tied down. Lacing in heel and finger tips. Good action; flexible. Right hand player. Wt. 2 lbs.
H2363T400............Retail **6.25**

(C) ALVIN DARK PROFESSIONAL GLOVE . . . by Spalding. Large size, made of oiled glove leather. Fully lined; fully welted throughout. Streamlined fingers. Autographed by Al Dark, captain and star infielder for the New York Giants. Rolled leather binding and laced heel. Solid web in trap, tied down. Fingertips are laced. Full size pocket, easy, flexible action. Laced-in crotch. Expertly padded and formed for dependable and long-lasting service. Right hand player.
H2606T800 Retail **12.35**

(D) SAM MELE GLOVE . . by Spalding. A terrific value! Made of fully lined and welted oiled glove leather. Streamlined fingers. Flat imitation leather binding, closed heel. Solid web in trap, finger tips laced. Flexible and dependable; expertly made by Spalding craftsmen. Right hand player. Wt. 2 lbs.
H2682T400. ....Retail **6.25**

(E) "YOGI" BERRA MITT . . by Spalding. Laced hinge model autographed by the Yankee's great catcher. Made of tan mitt leather, oiled palm. Three finger pockets. Imitation leather binding Adjustable lined wrist strap. Laced crotch and finger loops. Right hand player. Wt. 2½ lbs.
H2683T865............Retail **13.25**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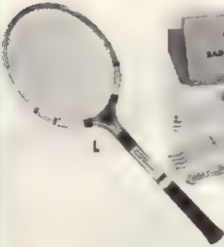
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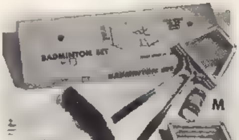
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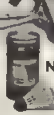

N

(L) "SERVICE" TENNIS RACKET . . . by Regent. An official size tennis racket made of five-ply construction and genuine leather grip. An extremely fine value for the heavy use given tennis rackets by beginners, children and others. Quality, long-lasting stringing; colorful windings. Selected wood frame with a highly attractive high gloss finish that will last the life of the racket. You can be sure that the beginner will start out properly with this top-value tennis racket by Regent.
H217R297. . Retail **4.95**

(M) DELUXE REGENT DOUBLES BADMINTON SET. 4 nylon-strung laminated Regent rackets with cushion grips; two double presses, 20′ net; 3 plastic shuttlecocks, posts, rules. Wt. 12 lbs.
H2140R1440...........Retail **23.95**

REGENT DOUBLES SET. 4 Monark rackets; 20′ taped top net, 2 shuttlecocks; poles and rules. Laminated rackets, silk strung. Wt. 9 lbs.
H2141R890 ....Retail **15.50**

REGENT SINGLES SET. As above, but 2 rackets, 18′ net, 1 shuttlecock Wt. 7 lbs.
H2142R492 .... Retail **7.95**

(N) REGENT CARLTON PLASTIC SHUTTLECOCKS. 3 to tube. Sold in units of 4 tubes.
E2111R290 4 Tubes Retail **4.20**

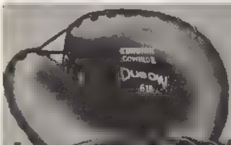
(F) JOE TIPTON CATCHER'S MITT . . . by Dubow. A medium sized mitt, made of genuine tan cowhide. Hand made pad, greased palm laced all-around; adjustable wrist strap. Expertly shaped. R.H. player. Wt. 2 lbs.
H2607W397 ....Retail **5.95**

(G) PREACHER ROW FIELDER'S GLOVE . . . by Dubow. Deep set. Professional model of tanned cowhide. Adjustable pocket lace; solid ball trap, interlaced fingers. Greased pocket, full cowhide lining. Welted throughout. Rolled leather binding. Broken-in and ready. R.H. player. Wt. 2 lbs.
H2608W730 ..... . Retail **10.95**

(H) RANSOM JACKSON FIELDER'S GLOVE . . . by Dubow. Full-size. Greased pocket; fully oiled. Leather lined; solid ball trap. Leather interlaced fingers. Broken-in. R.H. player. Wt. 1½ lbs.
H2609W397 Retail **5.95**

(J) BOB RUSH FIELDER'S GLOVE . . . by Dubow. Deep set 3 finger model. Tan cowhide leather lined, full oiled Solid ball trap. Interlaced fingers. R.H. player. Wt. 1¼ lbs.
H2610W330. . ..... Retail **4.95**

(K) GIL HODGES BASEMAN'S MITT. Youth's model. Genuine full-oiled cowhide. Leather lined and laced all around. Adjustable wrist strap. For right hand player. Wt. 1½ lbs.
H2611W397 .... Retail **5.95**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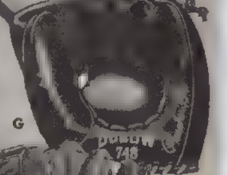
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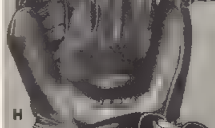
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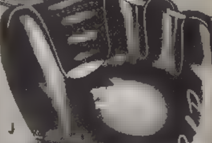
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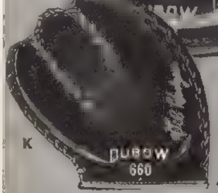
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Five-finger regular model—large size for accurate fielding! Made from fine tan cowhide with full leather lining and welted seams—fully oiled. Leather-laced wrist and finger tips. Vinyl binding. Felt pad with hand-formed heel. Grip Tite pocket
41156A560—Shpg. wt. 1½ lbs...Retail **$8.50**

Wilson glove as above but for southpaw.
41157A560—Shpg. wt. 1½ lbs..Retail **$8.50**

B WILSON TED WILLIAMS GLOVE

A modern "Pacesetter." Four-finger model made of fine cowhide with full leather lining. Leather-laced wrist and finger tips—fully welted seams and flat binding. Grip Tite pocket—felt pad with stuffed heel. Fully oiled Regular model
41205A400—Shpg. wt. 1½ lbs .Retail **$6.45**

Wilson glove as above but for southpaw.
41206A400—Shpg. wt. 1½ lbs..Retail **$6.45**

C WILSON GIL HODGES MITT

Baseman's model—scoops up the ball with ease! Fine tan cowhide—leather bound. Leather-laced palm and crotch—adjustable finger loop. Adjustable shearling-lined leather wrist strap—felt pad. Greased palm. Mitt is fully oiled. Regular model.
41213A880—Shpg. wt. 1½ lbs..Retail **$13.50**

Wilson mitt as above but for southpaw.
41214A880—Shpg. wt. 1½ lbs..Retail **$13.50**

D WILSON COWHIDE TRAPPER

For the stars of tomorrow! Good grade cowhide, fully oiled and inner greased. Leather-lined palm—flexible stiffeners in fingers and thumb. Adjustable wrist strap and crotch lacing. Leather finger loop and roll-style binding. Regular model.
41164A600—Shpg. wt. 1½ lbs..Retail **$8.95**

Trapper mitt as above but for southpaw.
41165A600—Shpg. wt. 1½ lbs. Retail **$8.95**

E LES MOSS CATCHER'S MITT

A large size mitt—by Wilson! Made of high-quality cowhide, specially tanned. Features scientifically shaped felt pad with "Snap action" for flexibility—closes over the ball with ease and snaps open for the next one Grease-set pocket and welted crotch—rolled leather binding. Spiral-wound web lacing and leather trap divider. Leather-laced shearling wrist pad.
41168A1040—Shpg. wt. 2¼ lbs. Retail **$16.00**

G HOBIE LANDRITH CATCHER'S MITT

A Wilson favorite—for young Major Leaguers! Made of selected tan cowhide that takes hard wear. Has famous "Snap action" lacing at side for sure catching. Molded pocket is grease set. Leather trap divider and spiral-wound web laces for big league performance and durability. Shearling-lined wrist pad—felt padding.
41208A640—Shpg wt. 2¼ lbs..Retail **$10.00**

DEEP SET POCKET
740

CARL FURILLO GLOVE

Dubow designed—it's a modern fielder! Five-finger model made of select tan cowhide—fully leather lined. Solid ball trap—leather-laced heel. Deep-set greased pocket is adjustable—laced for individual fit. Leather-welted. Rolled leather binding. Oiled. Wt. 1½ lbs.
41148A645—Regular **$9.95**
41149A645—Southpaw **$9.95**

AL DARK GLOVE

Made by Dubow! Large-size—four-finger style. Made from fine tan cowhide—fully lined in leather. Extra-large ball trap—deep-set greased pocket for fast fielding Leather welt seams, rolled binding—leather-laced heel. Built-in pad. Fully oiled. Shpg wt. 1½ lbs.
41145A480—Regular **$7.45**
41146A480—Southpaw **$7.45**

BOB LEMON GLOVE

Designed for sure catching—by Dubow! Large professional model with five fingers—made of fine tan cowhide. Fully leather lined leather-welted seams and rolled binding Solid ball trap and deep-set greased pocket to hold the hardest hit ball. Leather-interlaced fingers and laced closed heel Oiled
41144A495—Wt. 1½ lbs...**$7.65**

SID GORDON GLOVE

Made for hard play—by Dubow! 5-finger model designed from tough tan cowhide—full leather lining Large solid ball trap—deep-set greased pocket. Leather-interlaced fingers and leather welt seams throughout for long service—closed heel. Fully oiled. Shpg wt. 1½ lbs.
41142A395—Regular **$6.45**
41143A395—Southpaw **$6.45**

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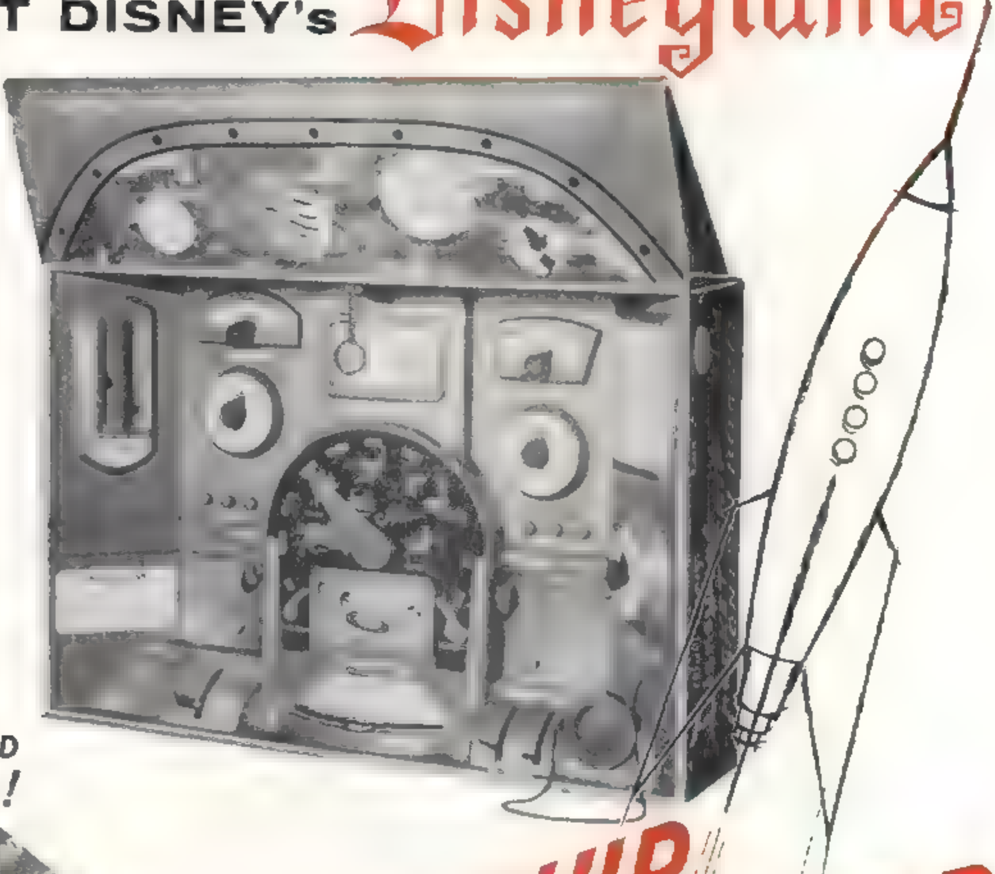

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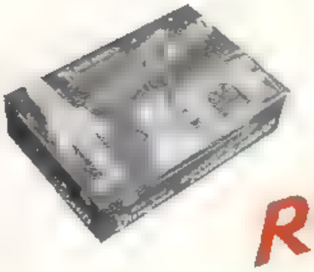

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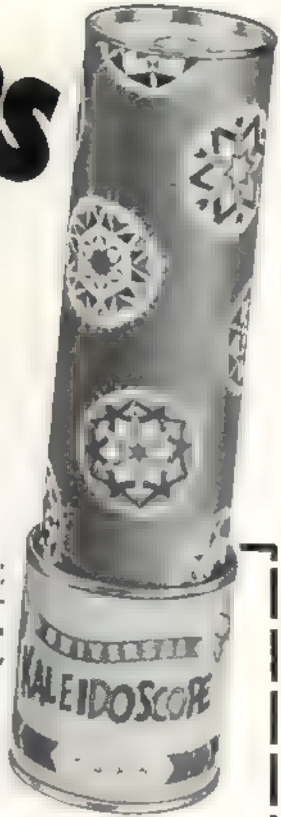
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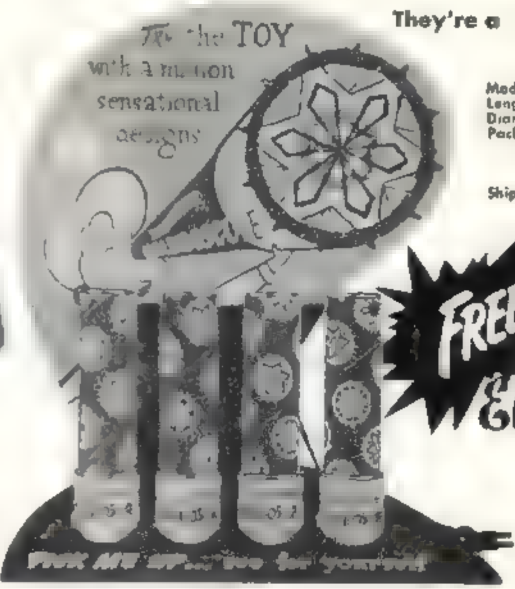
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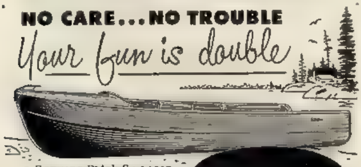

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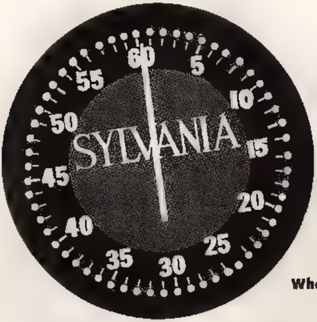

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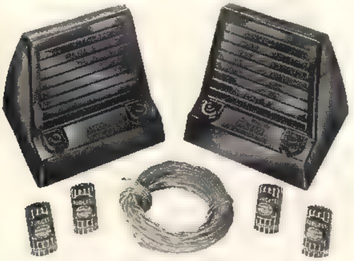

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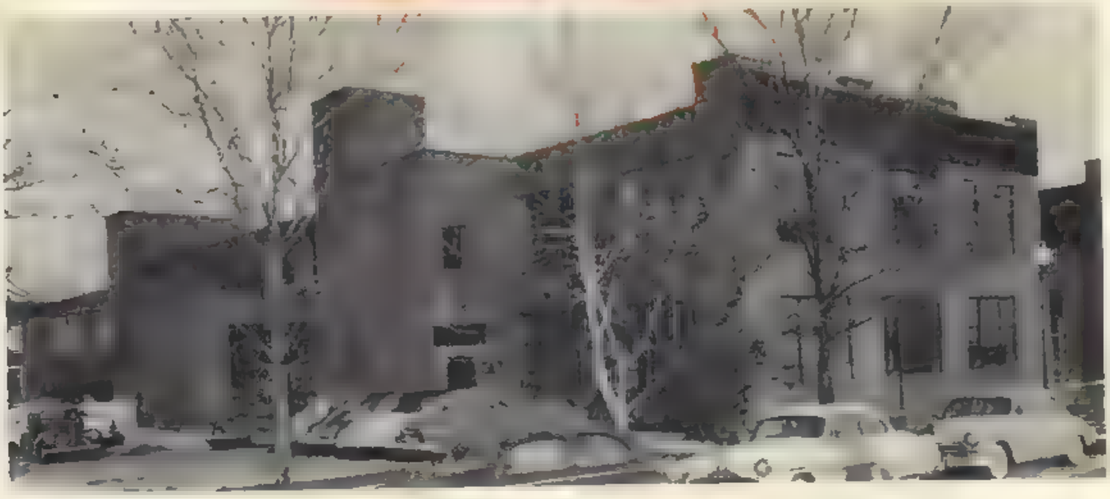

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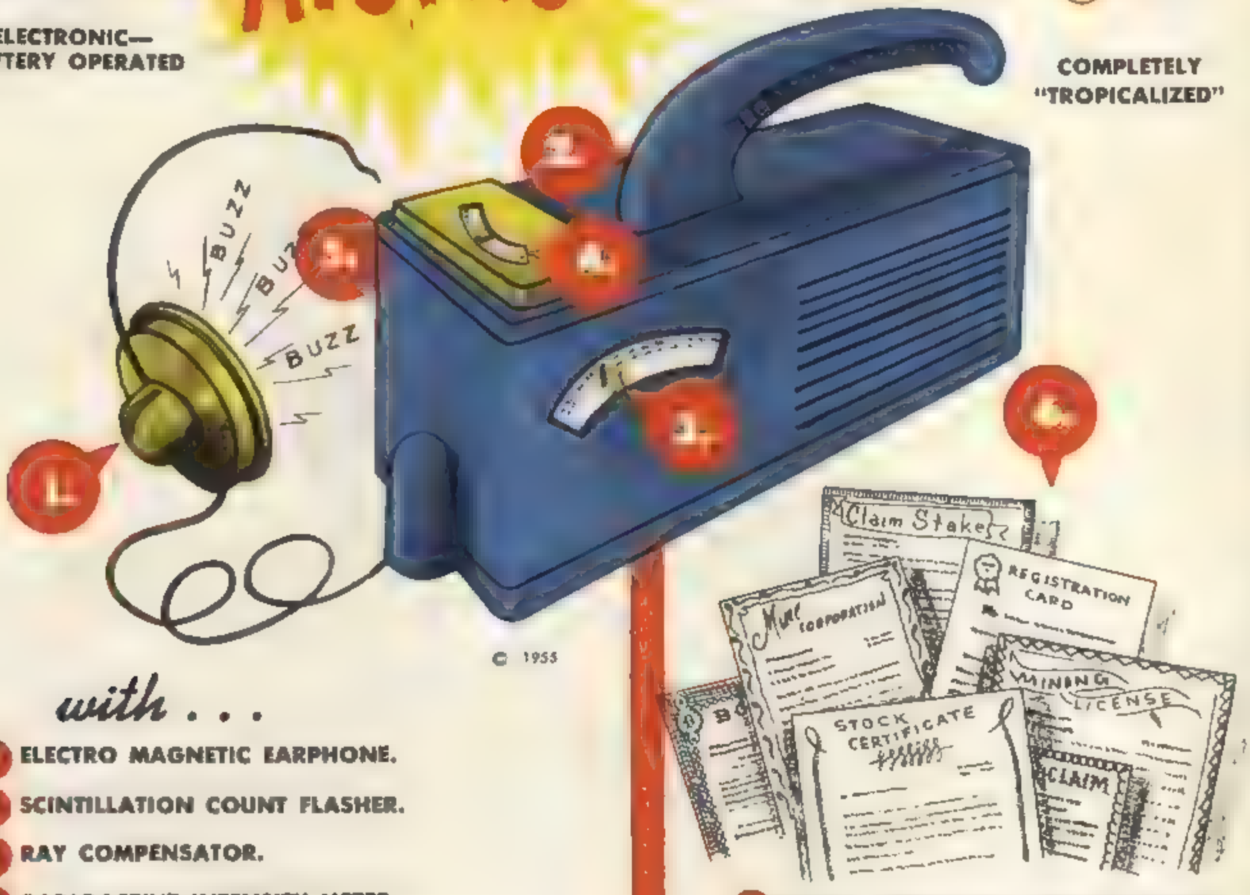
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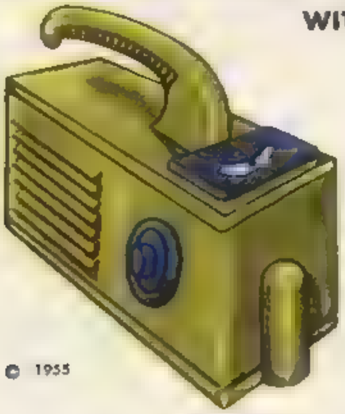

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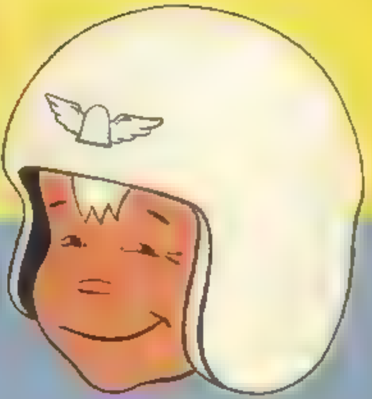

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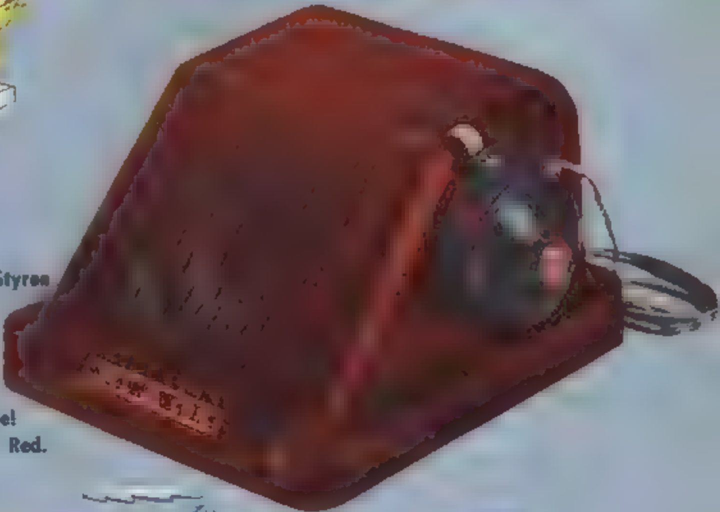

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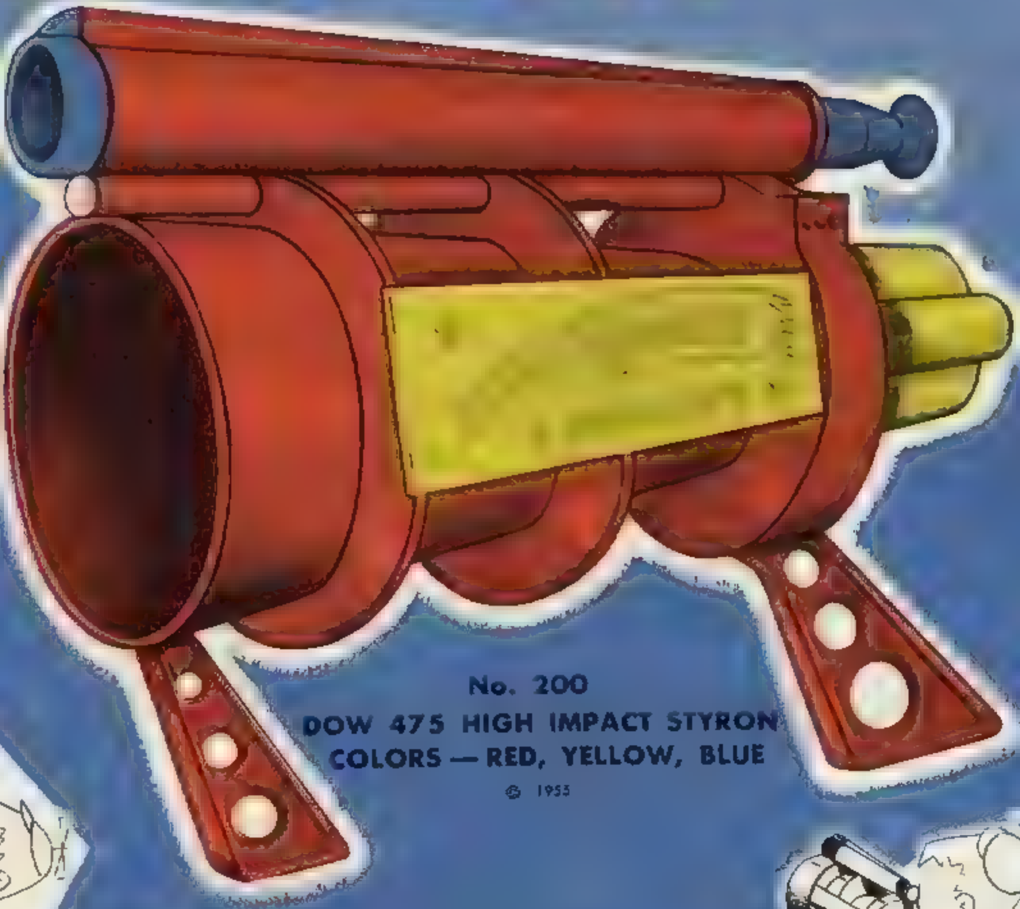

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DOW 475 HIGH IMPACT STYRON
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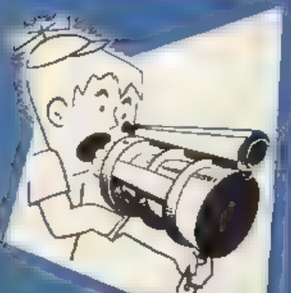
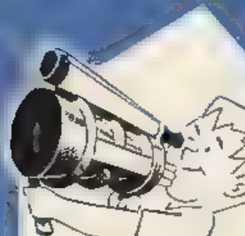
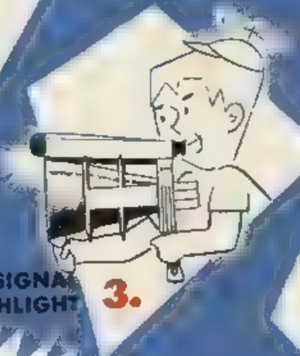


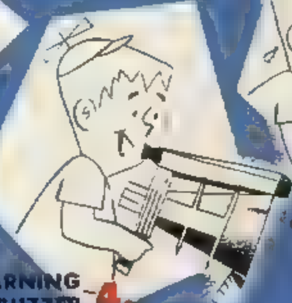
CONTROL MEGAPHONE 1.



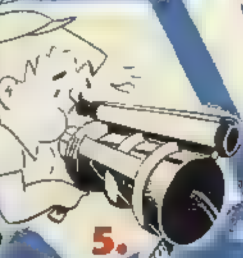
SEARCHING TELESCOPE 2.



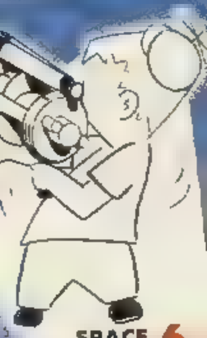
SIGNAL FLASHLIGHT 3.



WARNING BUZZER 4.



ALARM SIREN 5.



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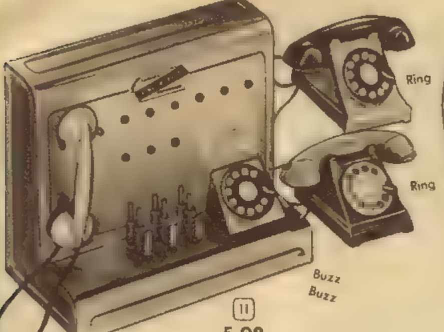

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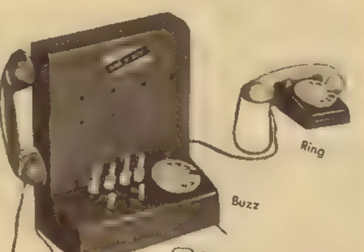

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AMAZING "OFFICE MODEL" SWITCHBOARDS THAT REALLY WORK!

They "buzz" for attention . . . "Operator" plugs in calls and rings party-line phones

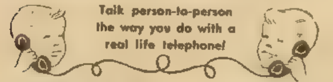
11. DELUXE SWITCHBOARD keeps small fry off your phone—they'll be too busy putting in calls of their own A popular gift last Christmas at 6.98! 3 levers "buzz," 6 plug-ins for 9 jacks, plus plastic dial and phone. 2 brightly colored all-plastic phones connected with cord. To ring—push knobs forward. To buzz—push knobs back. All working parts completely enclosed. Batteries included. Polished metal. Size 11⅞x11⅞x6¼-inches.
35 Y 6015—Shipping weight 5 pounds 8 ounces.. ...**5.98**

12. A production marvel—the lowest priced switchboard made! Easy to operate and lots of fun. 4 plug-ins for 6 jacks, plastic dial and switchboard phone to make outgoing calls 2 levers buzz when pushed forward, ring when pulled back. Bright colored plastic phone has dial attached. No batteries needed—an easy-turning hand switch rings bell All working parts enclosed Makes a Christmas present they'll enjoy all year long
35 Y 6031—Size. 8x9½x4⅞-in. Ship. wt. 3 lb. 6 oz . . .**2.79**

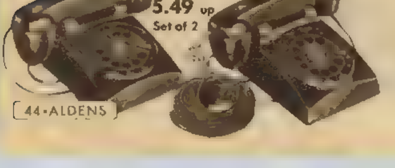
SHOWN AT RIGHT: Business toys that will fascinate every youngster . . . priced low!

1. PRINTING PRESSES Print your own newspaper at home—all the family, neighborhood doings! Everything you need—tools, press, complete instructions.
"ACE" PRESS. Prints 2-column 5½x7½-in. paper. 600 pieces of type, 16 type slots, 20 picture dies. Ink, brush, inked ribbon, 50 sheets paper, tools, etc. Printer's Journal
35 Y 6019E—9⅛x11⅜x1/16. Mailable. Ship. wt. 11 lb **8.98**
"STAR" PRESS Prints sheets 1½ to 3½x7-in. 400 pieces rubber type, 6 pictures, 12 type slots. Ink, paper
35 Y 6018—11⅜x6¾x5⅛-in. Ship. wt. 3 lb. 4 oz **5.69**
"CUB" PRESS. Prints 3½x5½-in. sheets. 200 pieces type, 8 type slots, 2 pictures. Red trimmed metal.
35 Y 6017—8½x4½x3½-in. Shipping wt. 1 lb. 13 oz.. .**2.79**

4-6. CASH REGISTERS like those used in real stores. Press keys—cash drawer opens quickly, ringing the bell, and tabs pop up indicating the amount registered
4. JR NATIONAL CASH REGISTER—8 numbered and one "No Sale" key. Mahogany grain finish. Heavy steel.
35 Y 6007—Size 5½x6x6¾-in. Ship. wt. 1 lb. 14 oz **1.98**
5. BETTER CASH REGISTER—Red metal. 13 keys, 2 rows. Window shows correct sale 1c to 1.00. Play coins incl.
35 Y 6009—Size 6½x7½x9¼-in. Ship. wt. 2 lb. 9 oz. **2.59**
6. DELUXE "TOM THUMB." So realistic! Chrome front, Black krinkle finish, Red trim. Master control key, 5-section cash drawer, 13 keys 1c to 1.00 Play coins.
35 Y 6010—Size: 6x7x7½-in. Ship. wt. 3 lb. 15 oz. . . .**3.69**



Talk person-to-person the way you do with a real life telephone!



13
5.49 up
Set of 2

2. DIAL TYPEWRITER. Easy to operate! Dial to letter wanted, press, and a sharp capital letter is typed. Two standard ribbons—Red and Black, 40 steel characters, alphabet, numbers, punctuation. Line spacer, 2 inking pads. Takes 8½x11-in. paper. Youngsters quickly start to compose notes and letters. 11⅝x7⅝x4¾-inch size
35 Y 6013—Shipping weight 2 pounds 14 ounces.... .**3.69**
3. ADDING MACHINE—really works. Children learn to add the fast, entertaining way Mother can borrow it to balance the budget—helps Dad with his income tax. Strong heavy gauge metal, lithographed enamel finish Shows total in 4 windows, adds up to 9,999
35 Y 6008—Size 9x6x4-in. Shipping weight 1 lb. 11 oz. **1.79**

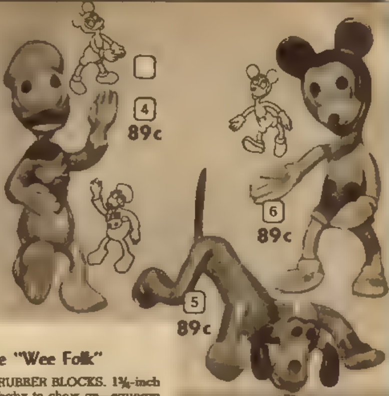
7. ARITHMETIC QUIZ—Improve math with fun! Press lever at side—4 arithmetic questions appear on "blackboard." For right answer, raise cover directly above question. (Example: above 8 ÷ 2, "4" appears when lid is lifted) Colorful steel game, 6½x7x4-inches. Add toys to your Easy Monthly Payment Account, details page 242.
35 Y 6026—Order now! Shipping weight 1 lb. 12 oz...**1.79**
8. RINGING PHONE. Give 'em their own phone—keep real one free for grown-ups! Realistic plastic toy phone rings, dial whirls back into place! Gray base, ear and mouth pieces—Red dial and receiver. Size: 5x3-5/16x3¾-inches. Aldens thrift-priced for gift giving.
35 Y 6000—Shipping weight 12 ounces..................**95c**

9. TELEVISION PHONE. Press buzz, and pictures rotate mechanically in base of phone. Dial for putting through calls. Ivory colored plastic. Red trim. 4⅛x6⅛x4¼-inches.
35 Y 6024—Hours of fun for children. Ship. wt. 1 lb......**1.49**
10. RINGING TELEPHONE. All steel in new colors. Dial springs back. Sound device in mouthpiece. Shiny bells.
35 Y 6001—Size: 4¼x7-inches. Shipping wt. 1 lb 4 oz. ..**89c**

AT LEFT: Dial, ringing phone sets—like real

13. Just like real—except no coin box! 2 modern shape, adult-size phones, dial-cradles Dial one—bell rings on other Completely electronic—4 standard batteries incl Use indoors, outdoors—50-ft cable, plug-ins included Fully guaranteed!
35 Y 6032—Shipping weight 4 pounds 4 ounces **6.95**
INTERCOM telephone outfit, like above without dial, bell.
35 Y 6027—Shipping weight 2 pounds 2 ounces **5.49**

Baby loves to watch them flutter in breeze
3
2.89



CRIB TOYS Nursery Gift Novelties for the "Wee Folk"

1. SWISS BELLS that tinkle gayly—keep baby amused and occupied for hours! Five plastic bells are firmly attached to adjustable band—fits any crib, play-pen, or buggy! Non-toxic in pastel shades of Green, Blue, Pink, Yellow, White
35 Y 6070—Adj. to 42-in. Wt. 9 oz..... 89c

2. CRIB CIRCUS exerciser with thrills galore! Gala Red plastic bar with Blue-White trim, fastens securely to crib sides Reach-provoking elephants suspended from each side. Exercising ring in center. Fits up to 36-inch crib. 10½-inch bar
35 Y 6066—Shipping weight 9 ounces.. 1.79
SMALLER CRIB CIRCUS with 1 elephant in center. Fits up to 24-inch crib. 5½-inch bar
35 Y 6067—Shipping weight 7 ounces . 89c

3. NURSERY BIRDS MOBILE — colorful group of 7 beautiful birds. The slightest breeze will move these birds all day. Bodies of washable vinyl plastic, wings of acetate plastic. Support and hanger of sturdy steel—can be used anywhere—birds hang on nylon cords—come ready to use!
35 Y 6065—Shipping weight 1 lb. 10 oz..2.89

4-6. BENDEE TOYS — Hilarious, brightly colored foam rubber Walt Disney characters bend into any position, then "freeze." Make them assume any pose—they'll hold position until moved Safe for infants because only pure vegetable non-toxic coloring is used Flexible wire frame.

4. DONALD DUCK. Blue cap, jacket Orange back White body About 7 in high.
35 Y 6063—Shipping weight 5 ounces 89c

5. PLUTO, THE PUP! Regular 1.39 value! Black tail, ears. Orange body. 9-in. long.
35 Y 6054—4½-in. high. Ship. wt. 5 oz 89c

6. MICKEY MOUSE. Black ears, buttons. Red pants, White body About 7-in. high.
35 Y 6062—Shipping weight 5 ounces 89c

7. CUDDLY PLUSH 'N CORDUROY bear Bed 'n bath pal for tots 9 months to 5 years old. Brown rayon plush arms and legs. Blue corduroy body topped by big plump Blue ears. Wears big bow All washable—foam rubber stuffing makes it float
35 Y 6069—Abt. 12-in. high. Wt. 14 oz.. 1.89

8. PURE FOAM RUBBER BLOCKS. 1¾-inch square Safe for baby to chew on—squeeze or bounce—unbreakable! Animal pictures, letters, and numbers on the sides—can be used to teach your child to identify familiar objects. Build and learn at the same time with a safe educational toy in pastel shades of Blue, Pink, Yellow, Green.
35 Y 6057—14 Blocks Wt. 1 lb. 1 oz. 1.69
35 Y 6056—7 Blocks. Ship. wt. 11 oz.. ..89c

9. PLAY PEN SPORT BALL KIT—Four infant-sized balls made of strong lively rubber. Set includes 3¾-inch diameter softball, 2⅛-inch baseball, 5½-inch long football, 2½-inch bright Red tennis ball.
35 Y 6068—Wt. 1 lb. 5 oz.......Set of 4. 89c

10. PLASTIC RATTLES — set of 4! Three glamorous little fish rattles and a rocking lamb that "swishes as it rocks." All in Pinks and Blues — safe to taste, easy to wash hard plastic. Lamb is 3⅛-inches. Fish are 3⅛-inches, 5-inches, 5¼-inches high.
35 Y 6055—Ship. wt. 14 oz.... Set of 4. 89c

11. BARNYARD TRIO. Set of three animal charmers for ideal, first baby gifts. Perfectly safe—no sharp corners, bright non-toxic colors, no pieces to dislodge and swallow All soft, washable seamless latex. White piggy and puppy, with Yellow chick. Each is about 4½-inches high
35 Y 6060—Ship. wt. 9 oz.......Set of 3. 89c

12. ALL RUBBER CRIB SET. Winsome set of nursery animals and dolls in molded soft rubber. "Wiggy Wags" the dog is dressed in hand painted Red suit "Bonnie Bear" in Yellow dress. "Susie-So-Soft" the kitty is dressed in painted Orange dress and shoes. Nude baby doll has thumb in mouth All about 5½-inches tall Washable
35 Y 6061—Ship wt 12 oz Set 1.69

13. "HUEY, DEWEY, AND LOUIE"—Floating soap tub of vinyl plastic. Donald Duck's nephews in soft harmless floating soap tub: non-toxic. Light touch makes the ducks quack. Attractive Red, Blue, Yellow, White. Tub with ducks is 4¾-in. high, 6-in diam.
35 Y 6071—Ship. wt. 15 oz...............1.39

Order your Christmas gift selections now!

7
Completely Washable Foam-rubber stuffed bear
1.89

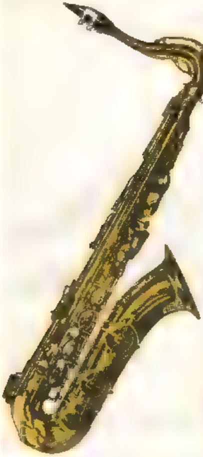
9
89c set
Soft Ball

Squeak
Squeak
12
1.69 set

13 1.39
Honk
Honk

Benetone Series of Quality Instruments

Items on This Page Shipped F.O.B. Chicago or New York Except Where Otherwise Designated



Super Artist B♭ Tenor Saxophone

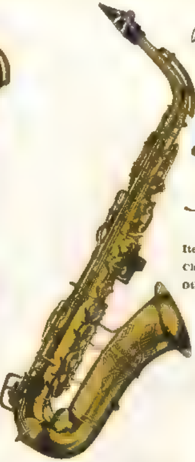
2405MF20825—A favorite for superior solo work, with its rich, true tenor tone — achieved only thru fine French type construction. Easy standard fingering, with automatic high E and F keys. Action superbly lightning fast. In gleaming gold lacquer finish. Quality mouthpiece, lyre, neck strap.
Mfr's. Sugg. Retail $350.00

Artist B♭ Tenor

2406MF17875—Master crafted in Paris, for excellence in full, powerful tone and intonation. Be pleased with lightning fast action, durable reinforced construction. Mouthpiece, lyre, neck strap.
Sugg. Retail $300.00

Artist E♭ Baritone

2407MF24750—Important instrument for school band, dance, orchestra. Round, powerful tone, traditional fast French action. Artist mouthpiece, lyre, neck strap.
Sugg. Retail $395.00



Super Artist E♭ Alto Saxophone

2408MF17188—Modern, latest key guard construction, rich, smooth brilliant tone, even true registers. Standard fingering includes automatic high E F keys; unique action. In beautiful gold lacquer finish. Mouthpiece, lyre, neck strap.
Sugg. Retail $295.00

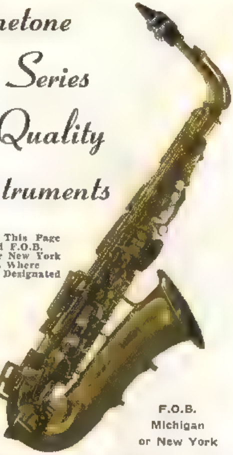
Artist E♭ Alto

2409MF19750—Finest tone, action, intonation, to please the best musician! French crafted, reliable, reinforced construction. Selected mouthpiece, lyre, neck strap.
Sugg. Retail $250.00

Deluxe Saxophone Cases

Gladstone models, heavily lined, compartments. Bound edges, post handles, durable vinyl covering.

For	Mfr's. Sugg Retail
2410MF1750—Alto Sax.......	$30.00
2411MF2063—Tenor Sax.....	37.50
2412MF4375—Baritone Sax...	75.00



F.O.B.
Michigan
or New York

Imported E♭ Alto Saxophone

2329MF13500—Unparalleled, flexible tone, easy technique. Exact pitch, tonal quality guaranteed with new type integral tone holes. Large bore bell, body, for tonal resonance. Lacquered brass finish. **Sugg Retail $225.00**

2330MF1500—Alto Sax Case, luggage Gladstone, heavily padded, silk plush lined. **Sugg. Retail $30.00**

Imported B♭ Tenor Saxophone

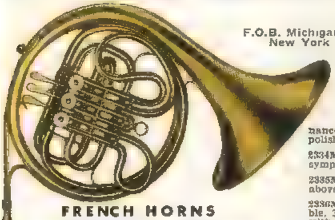
2327MF15000—Highest standards, assuring easy best performance. New integral tone holes, large bore bell, body, hard bronze alloy keys. Lacquered brass finish. **Sugg. Retail $250.00**

2328MF1625—Tenor Sax Case, Gladstone luggage type, heavily padded, silk plush lined. **Sugg. Retail $32.50**

American Made Alto Sax

2310MF16200—In E♭, perfect flexibility, key strength, best features. New larger bell and bore for tonal resonance. Hard bronze alloy keys. Easy play octave mechanism, new integral tone holes, long screw cross hinges, modern key design. In luggage type Gladstone case, padded, silk plush lined
Sugg Retail $275.00

2309MF18725—American Made B♭ Tenor Sax, and Case, as above. **Retail $317.50**



FRENCH HORNS
AMERICAN MADE

F.O.B. Michigan or New York

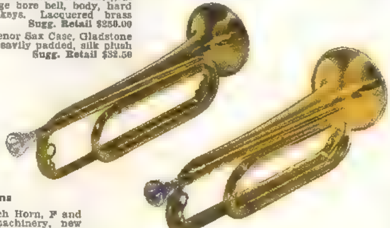
French Horns

2333MF10500—Single French Horn, F and E♭. Modern precision machinery, new fabrication methods, supply valve that is smooth, responsive, positive. String action, easy adjustment. Superlative resonance, tonal range. Nickel valves. Brass, highly polished, Perma-lacquered. **Retail $175.00**

2334MF11125—Single Horn, B♭, preferred by many symphony players. Like above. **Retail $185.00**

2335MF15000—Double Horn, F and B♭. Like above. **Retail $250.00**

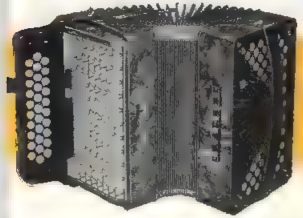
2336MF2500—French Horn Case. Single or Double, 3-ply veneer covered in black keratol, lined with finest quality fleece. **Retail $50.00**

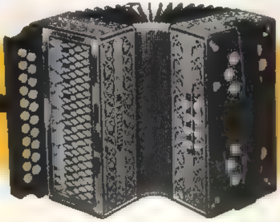


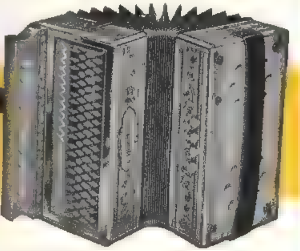
Bugles

2413MF910 The standard drum corps bugle, made in U.S.A. Sturdy, easy blowing, built in G with slide to F. Heavy, polished brass, strongly reinforced. Nickel plated mouthpiece, chain. Bell diameter 4½".
Sugg. Retail $13.00

2414MF1120—U. S. Regulation Bugle, extra heavy brass, built-in large bore for extra volume, resonance. Fine polished finish. Nickel plated mouthpiece, chain. Bell diameter 4½" **Sugg. Retail $16.00**







HOHNER BUTTON ACCORDIONS—GERMAN STRADELLA MODELS

2324MF5313—With 3 rows, 31 White Button treble keys; 2 rows, 12 button bass keys. 2 sets steel treble reeds, 3 sets steel bass reeds. Closed keyboard Ebony finished. Frames and panel of highly polished Maroon celluloid. Bellows, 18 deep folds, contrasting colors. Reinforced edges imitation leather, metal

2325MF3125—Has 2 rows of 21 White Button trebles, 2 rows of 8 white bass keys. Closed keyboard. 2 sets steel treble, 2 steel bass reeds. Highly polished lattice work grill gallery, modernistic design. Case, glowing natural oak finish. 16 deep fold bellows in harmonious colors. Reinforced edges, metal corner

2326MF1875—There are 10 White Button treble keys, 4 bass keys. Closed keyboard, 1 set of steel treble, 2 sets steel bass reeds. Attractive modernistic gallery, natural oak finish case. Bellows have 12 deep folds in harmonious colors, Reinforced edges, metal

Catalina . . .

ITALY'S FINEST PROFESSIONAL ACCORDIONS

Not only is the beauty of their streamlined bodies matched by expert workmanship and superior materials of inner construction—but they are designed and built for real service. Musicians the world over acclaim Catalinas for Dependability . . . delight in their quality . . . know them as the finest accordions made in their respective price ranges . . .

CATALINA 120 BASS

2354MF10625 -This pleasing model, 41 key, 120 bass, is light, compact, easily handled by teenagers or ladies. No sacrifice of rich full musical tone, because it has genuine Catalina hand finished reeds! Traditional construction throughout assures long service, lasting beauty. Has 2 sets hand finished reeds in treble, 4 sets in bass. Two automatic treble switches, fingertip style Keyboard length is 18", body length 16". Includes padded straps, deluxe luggage type case Specify choice: Jet Black, White Pearl, Red and White Pearl finish. Weighs 15¾ lbs. Ship. wt. 33¾ lbs. **F.O.B. New York or Chicago.**

Mfr's. Sugg. Retail $190.50

CATALINA STUDENT

2355MF3813—A 12 bass accordion that is ideally small in size and price—a scaled-down professional model with many big-accordion features. It is a real musical instrument in every detail, from perfectly tuned reeds to superb Catalina body construction. Has 25 keys. 12 basses 2 sets of hand finished reeds in treble. 4 sets in bass. Bellows are extra large, keyboard is 12½". Includes extra durable case padded adjustable shoulder straps. Weighs 7½ lbs. Ship wt 19½ lbs Specify choice: Jet Black or White Pearl finish **F.O.B. New York or Chicago**

Mfr's. Sugg Retail $75.00

Rated Top Quality
in True Musical
Performance,
Beauty, Tone and
Construction—for
over 30 Years . . .

CATALINA GRAND

2356MF15938—The most popular multi-switch accordion with a tremendous variety of tonal effects. Specifically designed for the young professional or concert musician, it offers maximum performance, proportionate to its minimum weight and size! Sturdy Catalina construction. Has 41 treble keys, 120 basses. There are 3 sets of hand finished reeds in the treble. 4 in the bass, with 7 automatic pre-set treble switches, 1 bass switch. Fingerboard length is 19", body length 16½". Includes shoulder straps and deluxe case. Weighs 18 lbs. Ship wt. 36 lbs. **Specify choice: Jet Black, White Pearl or Red and White Pearl finish. F.O.B. New York or Chicago.**

Mfr's. Sugg. Retail $325.00

EACH CATALINA COMES
FULLY COVERED BY
MFR'S. GUARANTEE
OF SATISFACTION

CATALINA SPECIAL

2357MF14688—Superior tone, extra strong construction and new modernistic design make this a most practical instrument for either the professional or student. Has a great variety of tone changes—necessary and valuable in professional work—provided by its bass and treble switches. Finest body construction is used throughout. There are 41 piano keys, 120 basses, with 3 sets of Catalina steel reeds in the treble, 4 in the bass. Also 5 automatic treble switches, 2 bass switch. Keyboard length 18¼"; body length 16½". Complete with padded shoulder straps, deluxe case. Weighs 16½ lbs. Ship. wt. 34½ lbs. **Specify choice of Jet Black or White Pearl finish. F.O.B. New York or Chicago.**

Mfr's. Sugg Retail $275.00

Fine Structure makes Catalina a sound investment

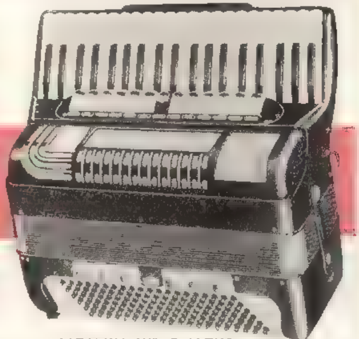
Reeds Made of finest Swedish blue steel, formed fitted tuned by skilled workmen

Reed blocks — Finest violin spruce, laminated with seasoned hardwood for protection [illegible] er changes.

Bellows—All handmade, with premium priced materials throughout [illegible] with greatest precision to avoid air leakage

Body — Beautifully designed, with 3 ply laminated hardwood, reinforced corner blocks, [illegible] pearl

Switches — All pre set no duplication greatest tone variety. Switch slides are sandwiched between aluminum sheaths to prevent binding

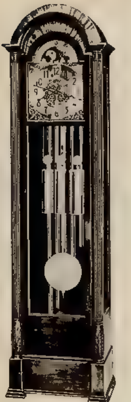


CATALINA ARTIST

2358MF35000 Distinguished beauty-power of tone! 21 thrilling tone variations are at your command by means of convenient unfailing Catalina automatic switches. Compact, streamlined design affords maximum playing ease and comfort. Traditionally strong construction, perfected workmanship make this tops in its field. Has 4 sets of hand finished, hand tuned reeds in the treble, a piccolo set, and 5 sets in the bass. Also 7 automatic treble switches 3 bass switches, extra-deep-fold bellows. Fingerboard length is 20¼", body

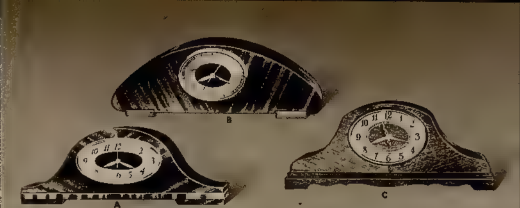
CATALINA SUPER ARTIST

2359MF65625 The ultimate in superior performance and construction! Designed for the most critical concert artist, professional musician—it is unsurpassed in tone quality, tone variety and range There are 13 automatic fingertip treble switches, a master switch, 7 automatic bass switches, for many beautiful exciting tone effects! Master crafted reeds dual tone chambers, design, dependable construction, all add up to quality There are 41 piano keys, 4 sets of hand tuned treble reeds, a piccolo set, and 5 sets of reeds in the bass. Keyboard length is 21", body length 19", Includes deluxe shoulder



BENNINGTON FLOOR CLOCK. Sheraton-Colonial style. Honduras mahogany; top trim of sunburst matched Avodire veneer. Gold dial; moving moon shows various phases of lunar month. Full-toned Westminster chimes. Five tubular bells. Telechron motor. 79¾"x 21⅜"x14". Wt. 249 lbs. F.O.B. Ohio.
26-1734-S-35670.. Retail **615.00**

Important: All charges for servicing and setting up floor clock must be sustained by dealer.



All Revere clocks sound 4 notes on the ¼-hr.; 8 on the ½-hr.; 12 on the ¾-hr.; and 16, with a separate deep note on the hour.

Revere Chiming Electric Clocks

(A) MANTEL CLOCK. Charmingly styled to display decorative harmony of design. Honduras mahogany case with matching striped front and base. Cut-out center dial is silver-finished with black numerals and gold hands. The melody of the Westminster chimes is accurately reproduced in this stunning timekeeper. 7⅛" high, 19½" wide. Wt. 11 lbs.
26-1724-3300 .. Retail **55.00**

(B) MANTEL CLOCK. Smart modern styling is offered in this handsome timekeeper. Constructed of the finest textured woods. Silver-finished dial, cut-out center, raised gold numerals and hands. Each quarter hour is announced by the Westminster chimes played on Symphony Chimetone rods. 6½" high, 19" wide. Wt. 11 lbs.
26-1720-3480 Mahogany **58.00**
26-1721-3720 Blonde . **62.00**

(C) MANTEL CLOCK. On a table or mantel, this smartly styled creation will bring beauty into the home. Rich mahogany case, silver-finished dial, cut-out center. Gold color hands and bezel. Full-toned Westminster chimes announce quarter hours, and a full melody sounds on the hour and separate deep note counts the hour. 6¾" high, 16½" wide.
26-1710-3120 Wt. 7 lbs. .**52.00**

(D) MANTEL CLOCK. Simplicity of design will harmonize with the finest setting. Honduras mahogany case. White dial with sunburst design in black and gold. Black numerals, gold color hands. Westminster chimes. 11⅛" high, 8½" wide.
26-1713-3600 Wt. 9 lbs. .Retail **60.00**

(E) MANTEL CLOCK. An inspiration in design. Westminster chimes played on Symphony Chimetone rods. Mahogany case, silver-finished dial, black Roman numerals and gold color hands. 10⅛" high, 7⅛" wide. Wt. 9 lbs.
26-1715-3300............Retail **55.00**

All Herschede Westminster chimes sound 4 notes on the ¼-hr.; 8 on the ½-hr.; 12 on the ¾-hr.; and 16, with a separate deep note, on the hr.

Herschede 8-Day Keywind Clocks

BANJO WALL CLOCK. Ever popular model with authentic Colonial styling. Decorative case is made of rich, polished mahogany with a charming, colorful painting on the sturdy glass front. Lever time movement is imported. 26" high, 7¼" wide. Wt. 8 lbs.
26-1775-2015......Retail **32.50**

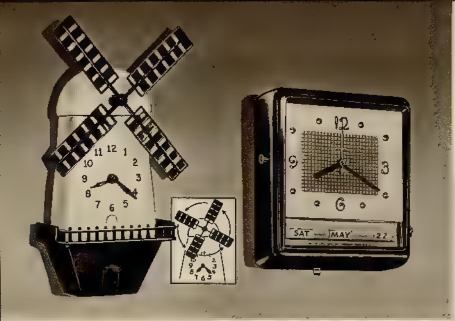
(F) WESTMINSTER MANTEL CLOCK. Mahogany case with fine period styling. Silvered dial; pendulum, imported movement. Golden-toned Westminster chimes sound each ¼ hr. 11¼"x13¾". Wt. 11 lbs.
26-1760-4500.. . Retail **75.00**
Same as above, with hr. and ½-hr. Ding-Dong strike.
26-1761-3300 Retail **55.00**

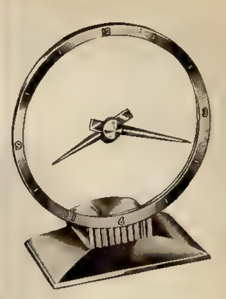
(G) WESTMINSTER MANTEL CLOCK. Dependable timekeeper in decorative mahogany case. Silvered dial; pendulum, imported movement. Golden-toned Westminster chimes sound each ¼-hr 8"x 13¾". Wt. 11 lbs.
26-1770-3900 ...Retail **65.00**
Same as above, with hr. and ½-hr. Ding-Dong strike.
26-1771-2700..... Retail **45.00**

(H) TAMBOUR CLOCK. Beautifully grained mahogany case. Silvered dial, black numerals, pendulum, imported movement. Westminster chimes sound each ¼-hr. 9" high, 18¾" wide. Wt. 11 lbs.
26-1765-3900..... Retail **65.00**

Same as above, with hr. and ½-hr. Ding-Dong strike.
26-1766-2700 .. . Retail **45.00**

All clocks on this page are subject to Federal Excise Tax



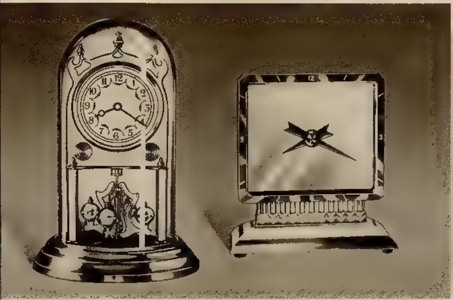


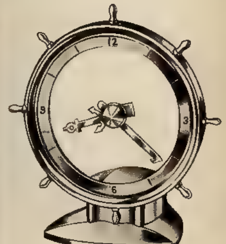
Eye-Appealing, Accurate Electric Clocks

WINDMILL CLOCK. Does more than keep precision, split-second time 24 hours a day. Action packed every minute—its windmill turns perpetually! Brings a quaint Dutch touch to any room. Appeals to Mom, Dad and the kids. Features a licensed Westinghouse self-starting electric movement fully guaranteed for an entire year Attractively finished plastic case is 12" high. Wt. 2 lbs. State color code letter when ordering. **A** Red & White, **B** ..Yellow & White, **C** .Black & White.
26-1593-537 ....Retail **8.95**

LUX DATE MINDER CALENDAR CLOCK. Tells the day, tells the date, tells the time—automatically! Beautifully styled and superbly crafted Lustrous polystrene case, raised polished brass numerals and hour dots on an off-white background. Center panel and calendar in gray. Self starting electric movement operates on 110 volt, 60 cycle, AC current. Size: 6 1/16"x7 3/16". State color code letter when ordering. **A** .Red, **B.** White, **C**...Yellow, **D.** Bronze.
26-1800-660 (Each) Wt. 2½ lbs.
26-1800-630 (6 or more)........Retail **9.95**

JEFFERSON "GOLDEN HOUR" ELECTRIC CLOCK. Years ahead in styling, thanks to its unique "see-thru" dial, classic modern design. Durable cast base and dial are heavily plated with 24-Kt. gold in a soft, satin finish. Trim, slim hands and numerals specially treated with radium for easy time telling—day or night. Operates on 110-120 volts, 60 cycle, AC current. U.L. approved. Overall size: 8⅛" high, 5⅞" wide, 7 1/16" diameter.
26-1840-T-1473 (Each) Wt. 4 lbs.
26-1840-T-1437 (3 or more).. ..Retail **23.95**





MASTERCRAFTERS "ANNIVERSARY CLOCK." So fascinating, so quaintly beautiful it captivates the attention of all who see it. Ball pendulum rotates rhythmically as clock tells precision time. Combines all the beauty of an old age favorite plus the additional advantages of modern electric precise timing: no winding, no sensitive adjustments, no continual attention. Ivory-tone dial gaily decorated with a petite floral motif. Pillars, facade, base and ornamented four-point pendulum in a highly polished gold finish. Removable clear glass dome completely encases its movement. 12" high, 8" diameter. Wt. 6¾ lbs.
26-1825-1617..................Retail **26.95**

MASTERCRAFTERS "FANTASY" ELECTRIC CLOCK. Operation is both baffling and intriguing. Hour and minute hands seem to be suspended in mid air as they tell the time—are actually affixed to a clear crystal glass. Sleek modern styling accentuated by simplicity of design. Handsome, gold plated metal case for additional "eye appeal"; assures a note of smartness wherever used—in the living room, den, bedroom or office. Hour and minute hands in matching gold plated metal. Precision made, self-starting electric movement fully guaranteed for an entire year. U.L. approved. Overall size: 8½" high, 8¼" wide, 4½" deep. Wt. 5 lbs.
26-1841-T-1497 ....Retail **24.95**

JEFFERSON "GOLDEN HELM" ELECTRIC CLOCK. A brand new creation in timepieces, it's done in a decidedly different nautical motif—looks particularly attractive in a den or office. Base and outer ring are 24-kt. gold plated; inner ring is satin chrome. Features easy-to-read navy blue numerals. With individually machined wheel spokes—detailed hands that seem to float over its crystal clear dial. Factory tested to assure precision accuracy; operates trouble-free on 110-125 volts, 60 cycle, AC current. Overall height 7 11/16". Face diameter 7 15/16". Base 4⅝".
26-1842-1842 (Each) Wt. 4 lbs.
26-1842-1797 (3 or more) **29.95**

BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES

OPPORTUNITY. 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion band.

Y3100 Retail....$62.50

CITATION COPLEY. Men's 17 jewel 10K yellow gold filled case. Expansion band, fancy crystal.

Y4250 Retail....$85.00

VOYAGER. 17 jewels, guaranteed waterproof, yellow rolled gold plate top, stainless steel back, self-winding movement, "Reminds Itself to Wind Itself," sweep second hand, luminous hands and dial, matching ex band.

Y3800 Retail....$71.50

LAWRENCE. 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion band.

Y2975 Retail ...$59.50

SAILFISH. Men's 17 jewel. Waterproof, Shock-resisting, Dustproof. 10K yellow R.G.P top, steel back. Expansion band. Sweep second hand.

Y3000 Retail....$67.50

A

B

C

D

E

F

G

A. **EMBRACEABLE ANNE.** "The Smartest Way to a Woman's Heart," 17 jewels, 10K yellow gold filled case, watch and bracelet combined.

Y4000 Retail.....................$71.50

B. **CITATION COUNTESS.** 17 jewels, 14K yellow gold case, 14K gold applied dial, matching expansion bracelet.

Y4400 Retail.....................$85.00

C. **EMBRACEABLE SKY.** 17 jewels, 10K rolled gold plated bezel, stainless steel back. White or yellow, specify.

Y3300 Retail.....................$62.50

D. **LADY HILL.** 17 jewels, 14K yellow gold case, 14K gold applied dial, matching expansion bracelet.

Y3575 Retail.....................$71.50

E. **LADY GLORY.** 17 jewels, rolled gold plate top, stainless steel back, matching expansion bracelet. Yellow or white.

Y2975 Retail.....................$59.50

F. **CENTRAL LADY CARRIE.** 17 jewels, 10K yellow rolled gold plate top, stainless steel back, expansion band.

Y1500 Retail..................... $29.75

G. **LADY JANE.** 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion bracelet.

Y2500 Retail.....................$49.50

YORKSHIRE—*The Watch For Men*

AUTO-KING. 17 jewel movement. Fully automatic, winds by itself by movement of wrist. Anti-magnetic, water, shock, and dust resistant. Stainless steel back and expansion band.

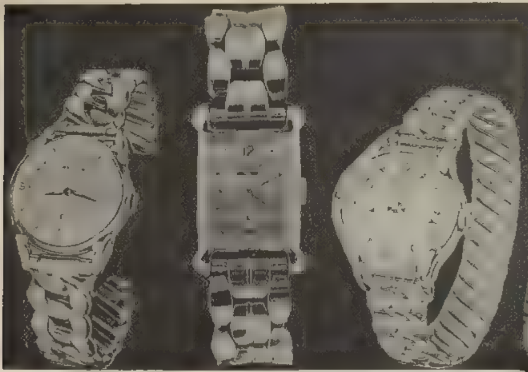
Y2250 Ret. $49.50

CHRONOGRAPH. For accurate timekeeping and precise timing. Gives second, minute, hour. ⅕ second stop-watch with 30 minute register, 17 jewel movement, stainless steel back and expansion band. Tachometer scale.

Y2250 Retail... $49.50

BENRUS

OFFICIAL WATCH OF FAMOUS AIRLINES



OPPORTUNITY. 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion band.

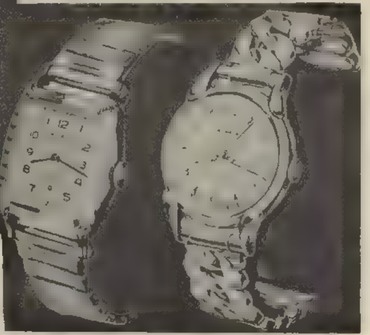
Y3100 Retail....$62.50

CITATION COPLEY. Men's 17 jewel 10K yellow gold filled case. Expansion band, fancy crystal.

Y4250 Retail....$85.00

VOYAGER. 17 jewels, guaranteed waterproof, yellow rolled gold plate top, stainless steel back, self-winding movement, "Reminds Itself to Wind Itself," sweep second hand, luminous hands and dial, matching ex band.

Y3800 Retail....$71.50

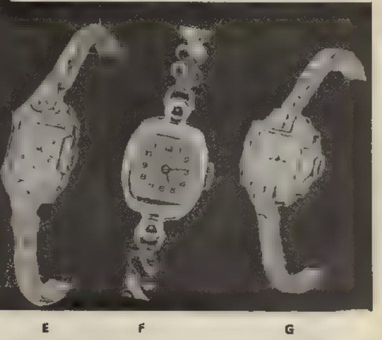


LAWRENCE. 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion band.

Y2975 Retail...$59.50

SAILFISH. Men's 17 jewel. Waterproof, Shock-resisting, Dustproof. 10K yellow R.G.P top, steel back. Expansion band. Sweep second hand.

Y3000 Retail....$67.50



A. EMBRACEABLE ANNE. "The Smartest Way to a Woman's Heart," 17 jewels, 10K yellow gold filled case, watch and bracelet combined.
Y4000 Retail....................$71.50

B. CITATION COUNTESS. 17 jewels, 14K yellow gold case, 14K gold applied dial, matching expansion bracelet.
Y4400 Retail....................$85.00

C. EMBRACEABLE SKY. 17 jewels, 10K rolled gold plated bezel, stainless steel back. White or yellow, specify.
Y3300 Retail....................$62.50

D. LADY HILL. 17 jewels, 14K yellow gold case, 14K gold applied dial, matching expansion bracelet.
Y3575 Retail....................$71.50

E. LADY GLORY. 17 jewels, rolled gold plate top, stainless steel back, matching expansion bracelet. Yellow or white.
Y2975 Retail....................$59.50

F. CENTRAL LADY CARRIE. 17 jewels, 10K yellow rolled gold plate top, stainless steel back, expansion band.
Y1500 Retail.................... $29.75

G. LADY JANE. 17 jewels, yellow rolled gold plate top, stainless steel back, matching expansion bracelet.
Y2500 Retail....................$49.50

YORKSHIRE—*The Watch For Men*

AUTO-KING. 17 jewel movement. Fully automatic, winds by itself by movement of wrist. Antimagnetic, water, shock, and dust resistant. Stainless steel back and expansion band.

Y2250 Ret. $49.50

CHRONOGRAPH. For accurate timekeeping and precise timing. Gives second, minute, hour. 1/5 second stop-watch with 30 minute register, 17 jewel movement, stainless steel back and expansion band. Tachometer scale.

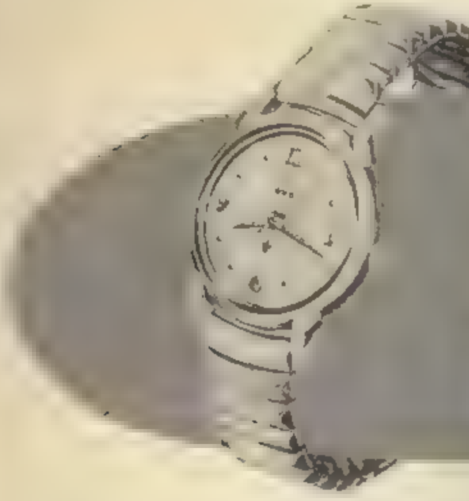
Y2250 Retail... $49.50

BENRUS

A carefully chosen assortment of the world's most wanted watches — in a variety of styles and prices Every watch a creation of lasting beauty . . . a masterpiece of modern watchmaking.

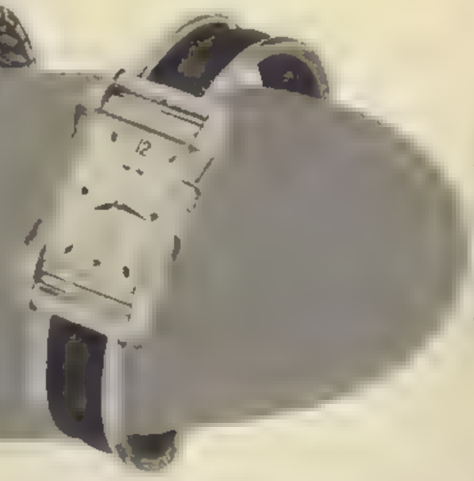
Benrus Waterproof Watches have been tested at the equivalent of 60 feet of water and are guaranteed waterproof. To retain their waterproof quality, crystal must remain intact. They should be serviced regularly by a competent watchmaker, using genuine Benrus parts, and crown gasket replaced if necessary.

These watches are offered for premium use, prize and incentive awards only



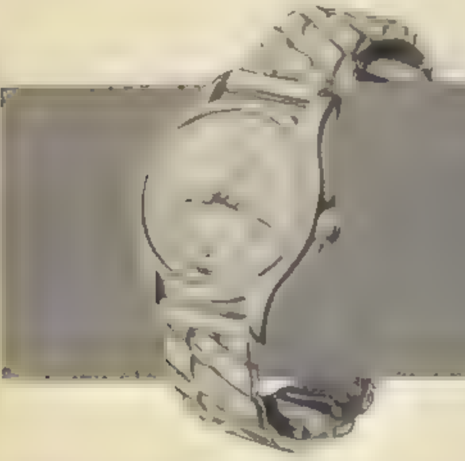
the superb INDICATOR YALE — The most modern of all wristwatches for men! Precision 17 Jewel automatic self-winding movement . . full winding by normal armswing motion. Features new Power Reserve Indicator on dial. Richly styled face, sweep second hand. all 1955 refinements. Beautiful 10K yellow gold filled case and matching expansion band. An elegant gift or presentation watch.

J-679C5995 **Estab. Retail $100.00**



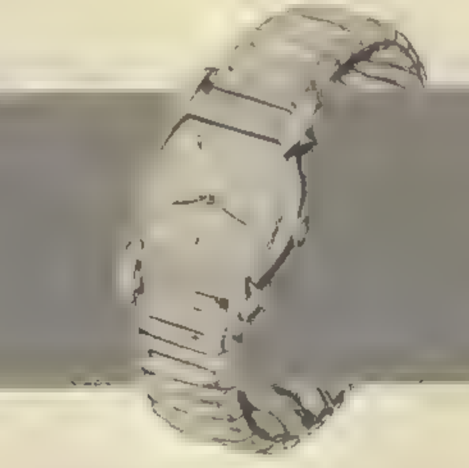
CITATION CRAIG — Handsome watch of stunning modern design . . . perfectly styled for every occasion Fine 17 Jewel movement, stick and numeral dial second hand. 10K yellow gold filled case and matching expansion band with genuine leather inserts.

J-688C4290 **Estab. Retail $71.50**



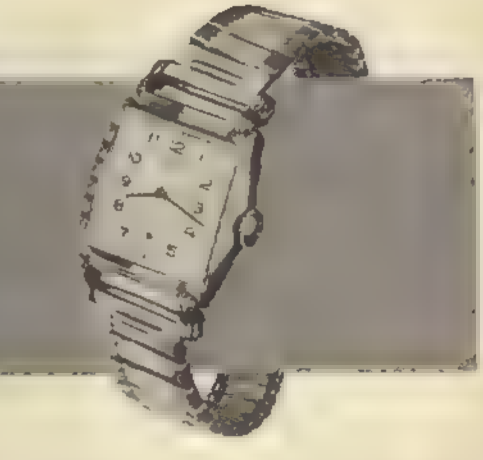
VOYAGER — The automatic self-winding, 17 Jewel movement "reminds itself to wind itself." Waterproof case has handsome yellow rolled gold top, corrosion resistant stainless steel back. Luminous hands and dial, sweep second hand. Matching expansion band.

J-676C4360 **Estab. Retail $71.50**



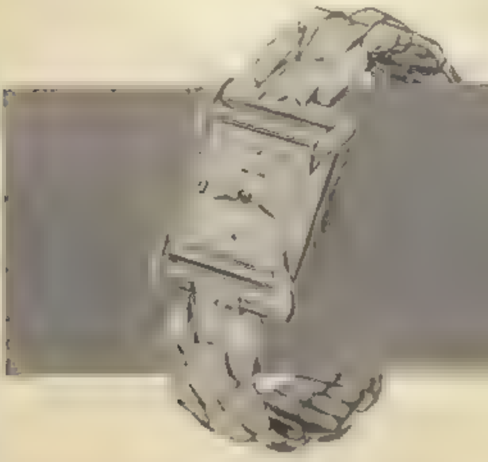
RUGBY — Richly styled in all details, this handsome economy-priced Benrus draws flattering attention everywhere. 17 Jewel movement, yellow rolled gold plate top, stainless steel back. Distinctive matching expansion band.

J-680C2385 **Estab. Retail $39.75**



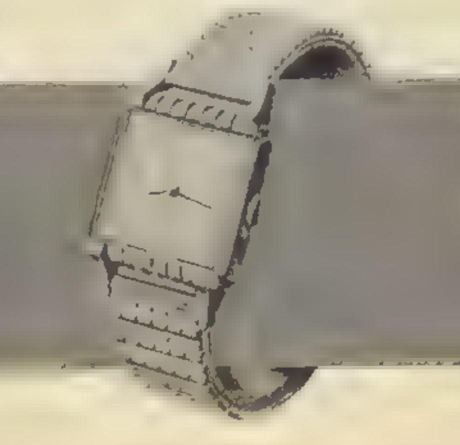
LAWRENCE — Distinctively styled with square, easy-reading dial, full numeral markings and second hand. Tooled top is yellow rolled gold plate . . . back of stainless steel. Fine 17 Jewel movement for perfect time-keeping. Especially handsome expansion band.

J-687C3565 **Estab. Retail $59.50**



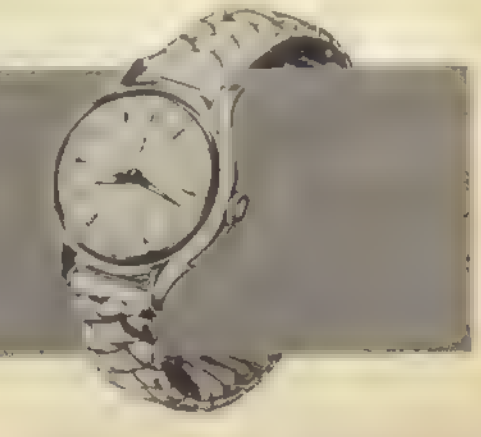
CITATION CORSAIR — Gracefully styled in the masculine manner — an eye-catching watch in any company Precision 17 Jewel movement and elegant 14K gold applied modern dial 10K yellow gold filled case. Matching expansion band designed for wrist freedom.

J-818C5545 **Estab. Retail $92.50**



JOLSON — Features square, easy-reading dial in case which follows traditional Grecian design motif. Modern and masculine 17 Jewel movement yellow rolled gold plate top and contrasting stainless steel back. Matching expansion band is handsome and comfortable.

J-681C2990 **Estab. Retail $49.50**



SEA BARON — This popular 17 Jewel watch is Guaranteed Waterproof, with handsome, serviceable case of stainless steel. Sweep second hand . . . luminous hands and dial, matching expansion band. Available with either of two dials.

J-685C2695 LIGHT DIAL **Estab. Retail $45.00**
J-685aC2695 BLACK DIAL **Estab. Retail $45.00**

(J) HOOVER DELUXE - "Beats, as it sweeps, as it cleans —finest Hoover ever built. Die-cast aluminum head . . . 12" wide nozzle which adjusts height automatically Toe-release lever . . . 3-position handle . . . dirt finder wide-angle lamp. Employs cloth covered fiber [illegible] Throw-Away dirt bag . . . use each several weeks

E-301C8772 HOOVER DELUXE CLEANER **Estab Retail $116 95**

E-302C1722 DELUXE ATTACHMENT SET with HANDY KIT . . . tools have push-button latches incl. alum. ext. tubes, flex. hose, crevice tool, furniture brush, floor brush, dusting brush, blower, 90° elbow converter **Estab Retail $22 95**

E-303C99 THROW-AWAY BAGS, pkg. of 8 **Estab. Retail $1 35**

(K) HOOVER "LARK" — New, lightweight Hoover upright with same triple-action, many other features of Deluxe . . . weighs under 15 lbs. Automatic nozzle, 3-position adj handle, foot operated switch. Employs Throw-Away dirt bags. Lift-up cover plate for visible front connection of attachments

E-304C6372 "LARK" UPRIGHT CLEANER **Estab Retail $84 95**

E-305C1046 "LARK" ATTACHMENT KIT . . . Flex hose, alum. ext. tube, crevice tool, fabric brush. **Estab. Retail $13.95**

E-306C99 THROW-AWAY BAGS, pkg. of 12 **Estab. Retail $ 1.35**

(L) HOOVER AERO-DYNE Fingertip suction regulation . newly engineered "Litter-Gitter" nozzle...triple exhaust-air filter system. Carry handles on top and end . . . step-on switch . . . uses throwaway bags. Complete with 9' flex hose, 2 alum. ext. tubes, rug nozzle, floor and dusting brushes, fabric and crevice tools in handy storage kit

E-307C6746 **Estab Retail $89 95**

HOOVER
LARK
J
K
L
DELUXE
TANK

Work-Saving household aids every home should have

(M) REGINA TANK — Easy to operate . . . simplifies all cleaning tasks . . . uses paper dust bags. Perfect vacuuming plus dusting, spraying, waxing, demothing, sweeping, polishing. Foot-operated switch . . . powerful suction. U/L appr. Complete with 10-pc. deluxe cleaning set—dust brush, upholstery nozzle, wall/floor brush, 7' flex hose, felt floor polisher, can of deodorant radiator tool, spray gun, air purifier, demother unit

E-369C5397 **Estab. Retail** [redacted]

(N) BEE-VAC — Motor Brush Hand Cleaner has powerful suction to get all dirt from upholstery, bedding stair carpets, clothing, auto interiors. Well balanced . . weighs only 5¼ lbs. Easy to use. Long 20' cord.

E-368C1847 **Estab. Retail $28.45**

(P) REGINA ELECTRIKBROOM — Specially designed for easy daily use...a complete lightweight 6¾ lb. vacuum cleaner that also does the work of carpet-sweeper, dust mop, upholstery brush, broom—better and faster Carpet to hard floor to upholstery without attachments Ideal for stairs Dirt cup empties like ash-tray. Hangs up compactly on any hook. 1/6 HP, AC/DC, 15,000 RPM motor

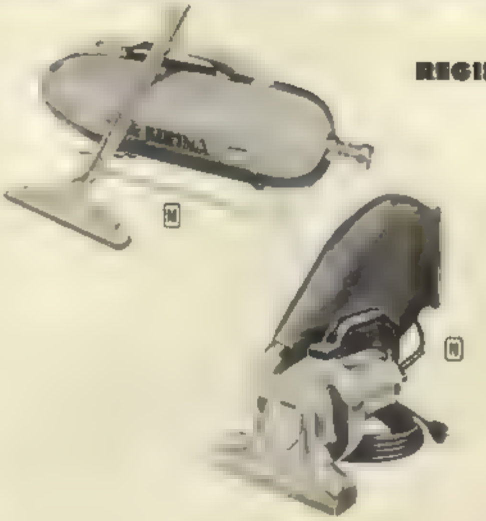
E-370C3247 ELECTRIKBROOM **Estab. Retail $49 95**

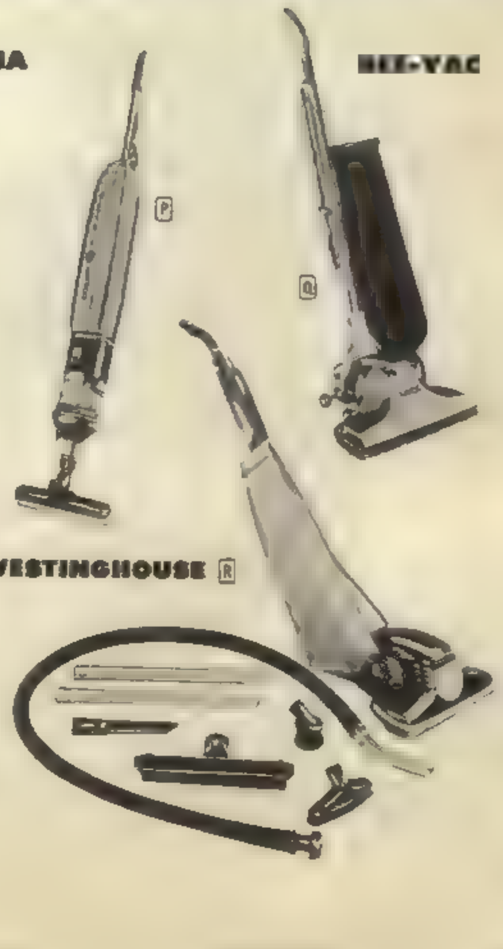
E-371C1200 ELECTRIKBROOM ATTACHMENT KIT —For special chores . . . includes hose, drapery, upholstery tool, cleaning brush, dusting brush, long extension tube, crevice tool. **Estab. Retail $18.50**

(Q) BEE-VAC UPRIGHT — Self adjusting, fully automatic nozzle . . . 3-position handle . . . built-in spotlight. Easy emptying dirt bag with no-spill valve at bottom. Nameplate snaps off head for simple front connection of attachments. U/L appr

E-365C4131 BEE-VAC UPRIGHT **Estab. Retail $68 85**

E-372C1080 DELUXE ATTACH. SET — 7' flex. hose, 2 extension wands, swivel nozzle, upholstery and dusting brushes, crevice tool, moth-repellant cartridge, liquid sprayer for wax, insecticides, shampoos, paints, etc **Estab. Retail $16.65**





(R) WESTINGHOUSE CUSTOM AUTOMATIC UPRIGHT — Completely automatic . . . no knobs, levers, triggers. Nozzle automatically adjusts to right cleaning height . . . handle adjusts to any position incl. storage automatically. Employs Toss-Away bags, each good for 4-5 wks. cleaning . . . user never touches dirt. (4 incl.)

E-191C4872 CUSTOM AUTO. UPRIGHT CLEANER **Estab. Retail $74.95**

E-190C5847 CUSTOM AUTO. UPRIGHT CLEANER WITH 7-PC ATTACH. SET SHOWN **Estab. Retail $89 95**

E-190C5262 in lots of 3)

E-193C1485 CUSTOM DELUXE 12-PC. ATTACH. SET **Estab Retail $23.95**

E-194C67 TOSS-AWAY BAGS, Pkg. of 4 . . . fit all Westinghouse, many other Upright Cleaners **Estab. Retail $1 00**

BEN COOPER

ALL FABRIC !

WALT DISNEY HALLOWEEN COSTUMES

TRAMP

LADY

TO RETAIL AT 1.98

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A TERRIFIC LINE OF ALL FABRIC NOVELTIES at $1.50 - $1.98 -$2.98 and up

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WORLD FAMOUS Blue Ridge Dinnerware MADE IN TENNESSEE BY AMERICA'S FINEST POTTERS

Beautiful, distinctive off-white semi-porcelains—lovely hand-painted patterns under mirror-like glaze. Unconditionally guaranteed against all detergents. Years and years of lasting service

COMPOSITION OF SETS

20-PIECE – 4 each: Cups, Saucers, 9¼" Plates, 6" Plates, 5" Sauce Dishes. Weight—12 lbs.

35-PIECE – 6 each: Cups, Saucers, 9¼" Plates, 6" Plates, 5" Sauce Dishes, 1 Open Vegetable Bowl, 1–11" Platter, 1 Creamer, 1 Sugar and Cover Weight 25 lbs

53-PIECE – 8 each: Cups, Saucers, 9¼" Plates, 6" Plates, 5" Sauce Dishes, Lug Soups; 1 Open Vegetable Bowl, 1–13" Platter, 1 Creamer, 1 Sugar and Cover. Weight—35 lbs.

HAND-PAINTED TUMBLERS TO MATCH DINNERWARE – Rich beautiful colors fired on at high temperature for permanency

DISMAYED ROOSTER DISHES – For cheerful moderns. Hand-painted cock in natural colors . . . red, yellow, green, black with red border-line. Uniquely bright and colorful

G-101/20C650	20-PIECE SET	Retail $9.95
G-101/35C1335	35-PIECE SET	Retail $19 95
G-101/53C2050	53-PIECE SET	Retail $30.95

MATCHING TUMBLERS – Sets of 8

G-218C350	11 OZ. SIZE	Retail $4.75
G-219C325	5 OZ. SIZE	Retail $4 25
G-220C325	SHERBET	Retail $4.25

COLONIAL BOW KNOT DISHES – A richly colored leaf and blossom pattern in chartreuse, brown and green. Lightly fluted edge with green motif. Newest decorator creation

G-102/20C585	20-PIECE SET	Retail $8 95
G-102/35C1195	35-PIECE SET	Retail $17 95
G-102/53C1825	53-PIECE SET	Retail $27 50

MATCHING TUMBLERS – Sets of 8.

G-221C299	11 OZ. SIZE	Retail $4.00
G-222C275	5 OZ. SIZE	Retail $3.75
G-223C275	SHERBET	Retail $3 75

DISMAYED ROOSTER

COLONIAL BOW KNOT

SKYLINE FLORAL

SKYLINE FLORAL DISHES – Broken sprays arranged in charming floral border motif. Rose, blue and yellow flowers . . . green leaves. An always-fresh and sunny pattern

G-103/20C615	20-PIECE SET	Retail $9.25
G-103/35C1245	35-PIECE SET	Retail $18 95
G-103/53C1895	53-PIECE SET	Retail $28.95

MATCHING TUMBLERS – Sets of 8

G-224C299	11 OZ. SIZE	Retail $4.00
G-225C275	5 OZ. SIZE	Retail $3.75
G-226C275	SHERBET	Retail $3.75

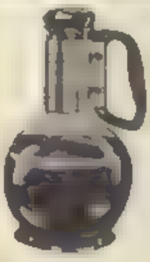
MOUNTAIN CHERRIES DISHES – Red cherries and green leaves framed in two circles . . pale harmonizing chartreuse shadow border. Graceful and bright, yet conservative too.

G-104/20C635	20-PIECE SET	Retail $9 50
G-104/35C1315	35-PIECE SET	Retail $19 95
G-104/53C1995	53-PIECE SET	Retail $29.95

MATCHING TUMBLERS – Sets of 8

G-227C299	11 OZ. SIZE	Retail $4.00
G-228C275	5 OZ. SIZE	Retail $3.75
G-229C275	SHERBET	Retail $3.75

A


B

MOUNTAIN CHERRIES

D

Silex

Genuine PYREX Glass

"AIKEN" VACUUM COFFEEMAKER

(A) For a finer-filtered brew, perfect every time . . . maximum economy. Platinum-stripe bowls, "Lox-In" glass filter, pop-up bowl release. Luxury scorchproof handle. Make coffee over any heat source. Complete with Upper Bowl Holder, decanter cover, cup markings.

G-183C410	AIKEN COFFEEMAKER – Black Trim	Estab. Retail $5 95
G-184C410	AIKEN COFFEEMAKER – Red Trim	Estab. Retail $5.95
G-185C965	AIKEN SET WITH DELRAY ELECTRIC STOVE – Aiken Coffeemaker with black trim complete, plus new Delray Electric Stove with high, off, warm heat control, thermostat, cord. Brews perfect coffee, maintains at correct drinking temp. automatically.	Estab. Retail $12.95

(B) SILEX CARAFES – Distinctly decorated in black and gold. Anodized aluminum neckband matches gold stripes on Pyrex glass bowl. Black plastic handle and stopper. With plastic table mat.

G-114C280	8-CUP SILEX CARAFE	Estab. Retail $3 95
G-116C310	12-CUP CARAFE	Estab. Retail $4 45
G-186C319	16-CUP CARAFE	Estab. Retail $4 95

(C) SILEX CANDLELIGHT SERVICE – Set of four 2-Cup Silex Carafes (as described) and 4 Coffee Warmers modern wrought finish with 3-hr. candles. Gift packaged

[redacted] Estab. Retail $8 95

C

SINGLE STROKE MANUAL JUICER

(D) JUICE KING Extracts all juice from citrus fruits . . . smart, modern, easy to clean. All gleaming chrome . . . rubber encased steel handle. Patented 'Juice-All' strainer eliminates pulp . . . interlocking deep-well cup, strainer base for highest efficiency. Stands 9½" high

C-181C838	CHROME JUICE KING	Estab. Retail $11.95
C-180C628	SAME JUICE KING—bright, bonded enamel with chrome head	Estab. Retail $8 95

Eureka Deluxe

A
SWIVEL TOP
HASSOCK
B
C
UPRIGHT

(A EUREKA ROTO-MATIC – The wonderful new swivel top canister-type vacuum cleaner. Cleans entire rooms without moving . . . floor, walls, furniture, moldings. No dust-bag to empty . . . uses throwaway paper bags . . . triple filtering. 20% greater suction power plus revolutionary new "3-D" rug nozzle for super-cleaning action. Side Clips for clipping tools to cleaner . . . right there when needed . . . easy to attach and use. Steel canister, diecast aluminum swivel top. Simple single speed toe-touch switch. Powerful 4/5 HP, 17,000 RPM motor with forced air cooling.. quiet rubber-mounted. With rug nozzle, upholstery nozzle, crevice tool, dusting, floor and wall brushes, flex. hose, 2 steel wand sections. Sparkling red and silver finish.

E-439C4897 ROTO-MATIC VACUUM CLEANER **Estab. Retail $69 95**

E-440C500 ROTO-DOLLY – New metal dolly, fits bottom of cleaner, has 4 easy-rolling casters. **Estab. Retail $7.50**

E-441C45 PKG. OF 3 FILTERS **Estab Retail 69c**

(B) E-494C995 HASSOCK CHEST – Holds Roto-Matic and attachments . . . handsome in any room. **Estab Retail $19 95**

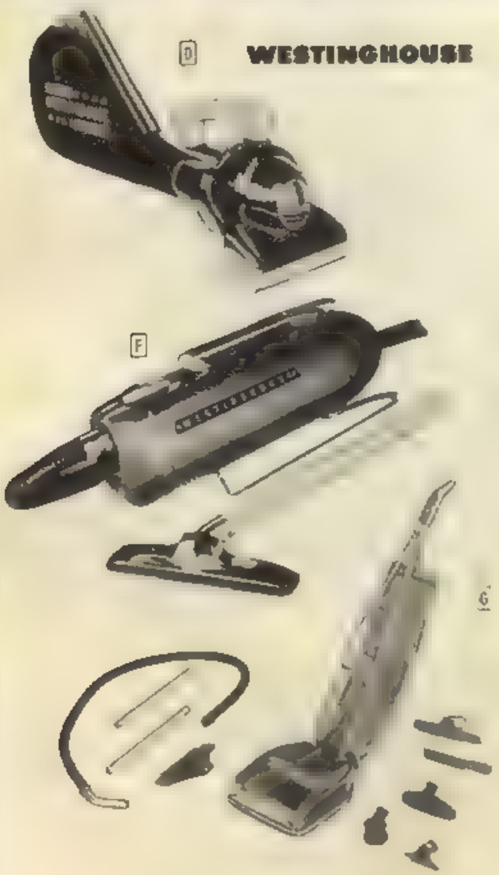
(C) New EUREKA AUTOMATIC – Fully automatic upright with exclusive 1954 features. Walks forward on most rugs . . . user merely guides. Nylon "[illegible]lator" instead of bristle brush gets deepest embedded dirt. Accessory Waxer Polisher for finest professional floor linoleum tile polishing. Features vertical 2 speed ½ HP motor, upper and lower ball bearings, 12½" width nozzle, 1-pc. aluminum handle adj. to 3 positions by toe-switch. napped-weave cam-locking dust bag, diecast alum. fan, headlight. Front-top converter for visible connection of attachments.

E-442C5757 EUREKA AUTOMATIC **Estab. Retail $89 95**

E-443C1646 DELUXE ATTACHMENT SET in Carry Case–Ext. hose, converter, wands, crevice tool, upholstery and molding brushes, etc. **Estab. Retail $21 95**

E-444C450 MOTOR DRIVEN WAXER POLISHER ATTACH.–Replaces regular nylon brush for professional quality waxing-polishing. **Estab Retail $7 50**

Nationally Advertised Vacuum Cleaners of All Types . . .



(D) WESTINGHOUSE HAND-VAC – Designed for small apts., trailers, cottages . . . for stair tread, upholstery, furniture, car and other uses. Does thorough job . . . weighs 5 lbs. . . . long cord.

E-197C1806 **Estab Retail $26.95**
(**E-197C1671** in lots of 3)

HAND-VAC CONVERTER Handle converts Westinghouse Hand-Vac to lightweight upright . . . automatically controls nozzle height.

E-198C594 **Estab. Retail $7 95**

(E) BEE-VAC TANK CLEANER/PURIFIER – Vacuums, purifies, sprays, deodorizes, moth-treats, polishes . . . quiet, self-lubricating. Uses paper disp. bags. Extra high suction with twin fan system. Complete with germ trap, 8' hose, 2 ext. wands, wide rug nozzle, nozzle brush, swivel nozzle, floor polisher, dust brush, crevice tool, moth-repellant cartridge, liquid sprayer.

E-364C4055 **Estab Retail $67 60**

(F) WESTINGHOUSE DYNA-MATIC–Complete with 12 pc. attach. set in compact Handi Help storage and carry kit. Power and balanced suction for single-stroke cleaning. Has radio interference eliminator. Dirt collects in Toss-Away paper bag . . . 4 incl. with cleaner.

E-195C4547 **Estab. Retail $69 95**
(**E-195C4137** in lots of 3)

E-196C67 TOSS-AWAY BAGS, pkg. of 8 **Estab. Retail $1 00**

(G) WESTINGHOUSE SUPER-AUTOMATIC UPRIGHT – The new deluxe Model FA-12 . . . features combination suction, flexing, brushing, vibrating action for easier surface and deep-down cleaning. Has automatic nozzle, automatic handle, automatic brush-roll . . . large, flat styled head needs less than 5" clearance. Has new exclusive ATTACH ADAPTER which allows visible, front connection of attachments. Handsome finish is grey bronze and nickel. Complete with 7-pc. attach. set. Uses Toss-Away bags.

E-337C6750 **Estab Retail $125 00**
(**E-337C6250** in lots of 3)

(H) BEE-VAC REGULAR TANK – Economy priced tank cleaner with most features of E-364 Bee-Vac . . . U/L approved. Effectively handles all home cleaning chores like more expensive cleaners. Complete with germ trap, [illegible] swivel-coupled hose, handle tube, rug nozzle, dust nozzle, dust brush, crevice tool. Uses paper disp. bags.

E-363C3491 **Estab. Retail $56.20**

E-338C60 DISPOSAL BAGS – Pkg. of 6 for Bee-Vac tank clnrs. **Estab Retail 90¢**

GRUMMAN

After several seasons of restricted production due to aluminum shortages and the business of moving their plant, the Metal Boat Company, (Division of Grumman Aircraft Engineering Corporation) at Marathon, New York, will have its full line in production for 1955.

The 8½-foot dinghy (Rhodes design) will be back in production and available for Spring.

The new 13-foot Fisherman, for motors of 15 h.p. or less, will also get into production. Its specifications read: length overall 13′4″, maximum beam 56″, transom width 46½″, depth bow 25¼″, depth center 20¼″, depth stern 18⅓″, weight 160 pounds.

Right: The Wizard 17-foot Sea Queen is built in one piece of fiberglass. The shelter cabin makes it an excellent practical utility boat. It is built in the company's plant at St. Joseph, Michigan

Left Albright Industries, Inc., Charlotte, N. C., build this 15-foot Riviera runabout. Other utility, deluxe and custom outboard models are available in addition to a 17-foot inboard

Left: New styling is reflected in the Aristo Craft line built by Atlanta Boat Works, Atlanta, Ga. Models range from a 12-foot runabout to an 18-foot cruiser, all outboard-powered. New this year is a 15-foot utility that has the lines of a runabout

Below: The new 14-foot Deluxe Utility Curly-Craft introduced by Northwestern Boat & Mfg., Detroit, Michigan. They also build outboards

An outstanding boat both in appearance and performance will be the DeLuxe 14-foot outboard Runabout complete with forward deck, midship bridge and windshield. In water tests carrying up to a 25 h.p. outboard motor it made little difference as to how many are in this boat (one or six) passengers, for it holds a fine trim. It banks well and a following sea seems to have no effect on its performance. Specifications read: length overall 14′6″, maximum beam 62½″, transom width 53½″, depth bow 31½″, depth center 24″, depth stern 21½″, weight 255 pounds.

SALERNO SHIPYARD

Now available in Florida are fiberglass boats, built in various sizes and with different styles, by Salerno Shipyard, Inc., located at Salerno, Fla. Four sizes with ten models are offered the public. The sizes are 15½ feet, 18 feet, 22 feet and 26 feet.

The 15½-foot boat is designed for use as an outboard, to be powered with a 10 to 25 h.p. motor and is made as a runabout, powered with a 60 h.p. Gray engine. This boat is made either with or without a skeg. For those boatmen who "trail" their boats, a skeg is permanently installed by the manufacturer to protect the propeller, etc., in loading and unloading the boat from a trailer, also designed and manufactured by Salerno Shipyard, Inc.

As in the 15½-foot size, two models are offered in the 18-foot size—either the Deluxe or the Fisherman. The 18-foot fiberglas boat can be equipped with a 60 h.p., 75 h.p. or 100 h.p. engine. A skeg is also furnished with this boat.

This boat makes a splendid utility boat, and manuevers easily. With a 60 h.p. engine, speeds of 22 m.p.h. are attained. Also available for hauling the 18-footer is a trailer designed and manufactured by Salerno.

The next size is the 22-footer powered by either a 100 or 115 h.p. Gray. This boat is available as an open fishing boat (either the Deluxe or Fisherman Model) or as a cruiser, with berths for two, enclosed toilet and galley.

The largest of the Fiberglas family is the 26-footer. This boat is also available as an open fishing boat in either the Deluxe or Fisherman Model; or as a cruiser. This boat is powered with any Gray engine from 115 h.p. to 165 h.p. or can be made into a twin-screw craft.

FEATHER CRAFT

The versatile silver fleet of aluminum Feather Craft boats for 1955 has four all-new hulls and numerous refinements. It starts with an 8-foot dinghy tender, spans a wide selection of cartopper, flat, vee, and round bottom fishing and sport runabouts, and this year will feature a convertible 18-foot outboard Cruisette as well as the 22½-foot cruiser. A written factory warranty, attesting to sound construction, materials and workmanship, covers a ten-year period.

New for 1955 is the sound-proofed Cruisette, an 18½-foot convertible cruiser. Sound-proofing as well as extra safety is afforded by the double-walled hull lined with high buoyancy Styrofoam. The large cockpit, roomy enough for comfortable family overnight cruising, closes in with a snug convertible top, side and back curtains for complete privacy; and adaptable for four berths; or opens completely for basking in the sun.

The versatile Cartopper, a trim, round bottom new craft for '55, combines feather weight and top performance with low horsepower outboard motors. Weighing a scant 89 pounds, it is completely portable and, with all-aluminum construction, requires little maintenance.

Meeting the need for a fast, open-water boat is the Super Chief, a roomy 16-footer with comfortable seating for six. Streamlined pullover forward deck lessens wind resistance while maintaining ample freeboard even when fully loaded.

Workhorse of the Feather Craft fleet is the Riverboat, ideal for commercial and pleasure fishing. Designed for minimum draft and utilizing square, landing-craft type bow, the 16-foot Riverboat is a big, rugged utility boat with maximum usable space.

Continuing in the Feather Craft line is the Voyager, a complete luxury outboard cruiser with four collapsible berths, compartmented head and galley; the fleet Voyager and Deluxe Runabout and a host of pleasure and fishing boats such as the Skipper, Favorite, Camper and others.

CUSTOM HYDROCRAFT

Speed and stability are well known features of twin-hulled craft and when these are combined with modern styling, comfort and performance you get Custom Hydrocraft. Built in San Diego, Calif., this builder specializes in twin-hulled boats. The Sea Cat Jet model, in 12, 14 and 16-foot lengths, can be used for racing or trolling with equal facility. The sailing models, called Sea Kittens, in 8, 10 and 12-foot lengths, will operate with sail or outboard engine, while the Hydroplay model in the same sizes makes a snappy craft for racing service.

In larger sizes the 16-foot Sea Cat is a sailing one-design racing craft as well as a pleasure craft. It has shown itself faster than larger boats, and when used with an engine becomes a safe and speedy motor craft. Larger sailing and motor models in 20 and 40-foot sizes are in process of development.

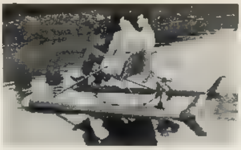
A fiberglass version of the Sea Jet and the Hydroplay Hot Rod models have been developed.

RAY GREENE

With a view toward minimum maintenance, Ray Greene & Co Toledo Ohio are building their Rebel class sloops, as well as their 9- and 10-foot sailing and rowing dinghies, and a 14-foot outboard of fiberglass. The only wooden boat in their production schedule is their 12-foot Nipper, a neat little catboat with 100 feet of sail

The Rebel class supplies a 16-foot comfortable racing and family boat with good speed and heavy weather qualities. It is easy to sail, and roller reefing gear permits shortening sail while under way. The weight of a fiberglass boat is considerably less than a comparable wooden hull so that it can be easily transported by trailer. Mast is of aluminum and weighs about 25 pounds so one man can step or unstep it without difficulty. Fleets of Rebels have been established in many areas and regattas have been arranged between these fleets.

The small Nipper in wooden construction is also a popular class boat.



The Water-Skeeter, made by Cool-O-Matic, Trucksville, Pa., can be driven by outboard or by foot pedals turning paddles. Weight is 175 pounds, pontoons of sheet or stainless steel

GUNDERSON CATAMARAN

Some excellent and clever modern versions of the South Seas catamarans have been developed during recent years. Catamarans have become known for their speed, seaworthiness and stability. The Gunderson Catamaran Company, Belmar, N. J., are offering kits in 8, 10 and 12-foot sizes for use with sail or outboard engines. The sizes are actually deceptive since their wide beam and double hulls produce greater usable space and carrying capacity.

The design has been well thought out so that the assembly of the kit should offer no difficulties, even to the amateur. The craft is made up of the twin hulls with a large platform between them. The parts are separable so that they may be carried from place to place by car. The boats offer unusual safety, and lively sailing and outboarding. Since they are almost as wide as they are long they are roomy and steady.

ENTERPRISE MARINE

A little utility boat which was first introduced to the boating public at the 1954 Miami Motor Boat Show is the 18-foot Hurricane built by Howard Abbey and distributed by Enterprise Marine Co., of Miami, Fla. This boat has a length of 18 feet and beam of 7¾ feet. It can be supplied as an inboard utility with a Gray engine of 60 or 75 h.p. and can also be arranged for use with the large 25 h.p. outboards. It is an excellent sea boat and in tests in heavy seas, has logged a consistent 23 miles. The outboard model has done 25 miles with the large 25 h.p. engine. Many of these boats are now in service and have been found to be ideal for skin diving, water skiing, and fishing.

Left: Gehrlein's Production Tooling Corp., Lindenhurst, L. I., N. Y., has this 26-foot Sea Skiff. She sleeps four and has separate head. Speeds to 40 m.p.h. with twin screws optional. This boat has teak decks

SEAMAN SEACRAFT

Seaman Seacraft Co., Roslyn, L. I. N. Y., announces the construction as a stock boat, of a new 30-foot auxiliary sloop. This new auxiliary was designed by William H. Tripp, Jr. The accommodations work out very well for extended cruising. She has sleeping accommodations for four, an enclosed head and compact galley with stove, sink and ice chest. Auxiliary power can be supplied with engines from 5 to 25 h.p. This new Seaman 30-footer has an exceptionally pleasing profile with her tall modern sloop rig, nice overhangs fore and aft and generous freeboard. Her construction is of the highest quality and materials used are the finest available, with white oak framing, mahogany planking and all bronze screw fastened. Dimensions are: L.O.A. 30 feet 5 inches; L.W.L. 20 feet 0 inches; Beam 8 feet 6 inches; Draft 4 feet 3 inches; Displacement 6370#; Sail area 424 square feet.

The 19-foot Seaman Lightning for the 1955 season will be the same high quality sailboat of past years. Her all-glued construction has proven most satisfactory.

This company also offers a 24-foot sport cruiser, designed by W. H. Tripp, Jr. Her beam and freeboard make her an able cruiser that will get you there and back in a hurry. Power is optional, single or twin, with speeds to 30 m.p.h. or higher.

Above: Seaman Seacraft's new 30-foot auxiliary has sleeping accommodations for four

Enterprise Marine Company's 18-foot Hurricane has optional inboard or outboard power. 33 m.p.h. with 75 h.p. inboard; 25 m.p.h. with 25 h.p. outboard

EXA —SINGLE LENS REFLEX

From the makers of the world famous EXAKTA VX comes this outstanding 35mm camera, complete with two lenses . . . a 50mm (normal) f/2.9 MERITAR coated lens in focusing mount—2½ ft. to infinity, and f/4.5 100mm telephoto lens, flash unit and leather case . . . at a sensationally low price The direct single lens viewing and focusing feature plus the quick interchangeability of lenses makes this the most versatile camera in its class . . . a wonderful gift for the serious amateur Wt. 7½ lbs.

$49.00 PROFIT

CAMERA with 50mm Westar f2.8 lens.	$85 00
TELEPHOTO f4 5 Westar 100mm	40.00
FLASH UNIT	7 95
LEATHER CASE	10.00
Retail Price	$142.85

C-1356X9395

EDINEX STEREO with matching f3.5 lenses

A fine precision camera from the famous Wirgin factory in West Germany. Two f3.5 hard coated lenses in perfectly synchronized shutters take twin pictures of identical quality — sharp, brilliant for amazing 3-dimensional results. Equipped with famous VARIO SHUTTER — speeds to 1/200 second. Automatic film transport has foolproof lever action advance. Centered optical viewfinder Camera is synchronized for flash. Standard stereo size - 16 stereo pairs on 20 exposure 35mm film Wt 4 lbs.

C-1370 — MODEL 11A with COUPLED RANGEFINDER. Speeds to 1/200. Built in timer for self-portrait's

C-1370X5595 LIST 79.95

C-1371 — MODEL 1A. Speeds B, 1/25, 1/50, 1/200

C-1371X4995 LIST 69.95

C-1359 — LEATHER CASE

C-1359X789 LIST 10.95

Imported EDINA 35mm Camera

—with f2 8 or f3 5 coated lens

Made by master craftsmen in the West Zone of Germany. Needle sharp lenses in precision shutters assure perfect pictures every time Other features are automatic film transport, synchronized flash; built-in frame counter; optical view finder; depth of focus scale

WITH F3.5 LENS	WITH F2.8 LENS
Vario Flash Shutter 1/25-50-200 sec.	Velio Flash Shutter 1/10-25 100-200
C-1352X2247	**C-1351X2847**
LIST $29 95	LIST $37 95

FLASH UNIT C-1354X357 LIST $4 75
LEATHER CASE C-1355X522 LIST 6 95

Imported EDIXA 35mm Camera

—with Coupled Rangefinder

The Edixa Anniversary Model gets right down to the essentials of fine 35 mm photography. Precision workmanship throughout, in the best tradition of one of the finest factories in Europe. Coated 50mm f2.8 anastigmat lens in famous Pronto flash shutter, with speeds of 1/25-50-100-200 seconds. Features include coupled rangefinger, delayed action timer; automatic film transport and shutter cocking device. built-in visual frame counter

C-1353X3713 RETAIL LIST $49.50

FLASH UNIT C-1354X357 LIST $4.75
LEATHER CASE C-1355X522 LIST 6 95

AUTOMATIC SLIDE CHANGER

Converts most every projector to an automatic projector

One simple movement of lever changes slide and advances magazine to next position. Changer is supplied with one magazine and metal frames for 36 slides Each model is specifically designed—be sure to specify make and model of projector when ordering

C-1613X1195 RETAIL LIST $14.95

Extra Magazine with 36 metal frames
C-1614X189 RETAIL LIST $2 25

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Ansco SUPER REGENT

with coupled rangefinder

Fast lens, fast shutter, top performance All metal construction A super camera at a super value!

- **with sensational LVS Compur shutter.** 1/500 sec., MX synchronized flash.
- Four-element f/3.5 Solinar lens
- lens coupled rangefinder
- Automatic film transport

C-1327X6844 RETAIL LIST $89.50

C-133X561 Flash Unit Retail List $7.95
C-1328X688 Leather Case LIST 9.75

Ansco 35MM MEMAR OUTFIT

A jewel of a camera — beautifully gift packed in luggage-type case with flash unit, roll of Anscochrome and everready camera case. Easy to use with fast 3.5 precision lens and terrific new film advance lever—one flick and you're ready for the next shot. Has double exposure eliminator . . . even has timer for self portraits

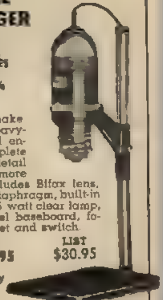
C-1334X4301 RETAIL LIST $56.25

C-1325X3021	Camera Only	LIST $39.50
C-1326X491	Camera Case	LIST 6.95
C 133X561	Flash Unit	LIST 7.95

STORE-AWAY COMPACT

FEDERAL ENLARGER

FOR ALL NEGATIVES UP TO 2¼ x 3¼

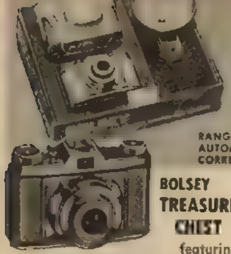


A famous make rugged heavy-gauge steel enlarger complete in every detail — nothing more to buy. Includes Bifax lens, click-stop diaphragm, built-in red filter, 75 watt clear lamp, 12 x 14 steel baseboard, focusing target and switch.

NO.	LIST
C-2050X2295	$30.95

Sensationally Low Priced!

BOLSEY *Fine* CAMERAS



BOLSEY TREASURE CHEST

featuring the New EXPLORER 35mm Camera with f/2.8 Lens and Rapid Wind Lever

Everything 35mm fans want in a miniature camera . . . high speed, color corrected f/2.8 45mm Steinheil lens . . . action tested Gauthier shutter — B to 1/200th second . . rapid wind system that transports film, counts exposures and cocks shutter, all in one operation. Beautifully packaged with genuine leather case and sturdy flash unit. 5 lbs.

C-2049X3596 RETAIL LIST $47.95

RANGEFINDER AUTOMATICALLY SETS CORRECT F STOP

BOLSEY B-22 SET-O-MATIC Jubilee THREESOME

A sensational [illegible] SET-O-MATIC [illegible] in [illegible] SET-O-MATIC is the ex[illegible] Bolsey [illegible] correct [illegible] stop automatically as picture is focused in rangefinder. Eliminates calculations . practically simplifies picture taking to sight and shoot' Has an f2.8 44mm Bolsey-Steinheil lens; Gunthter shutter; Strobe synchronization and many other fine features. Attractively gift boxed with case and flash unit Wt 3 lbs

C-2048X5962 RETAIL LIST $79 50

BOLSEY B-2 THREESOME Gift Package

Bolsey B-2 Camera, Case and Flash Unit . . . a gift package sure to thrill some lucky camera fan. As a fan he'll appreciate the exceptionally fine features of the 35 MM Bolsey B-2—the fast f/3.2 lens, coated and color corrected, the 1/200 shutter, the coupled rangefinder with split-image focusing, the built-in flash synchronization and many other features. The case is made of finest natural leather —ready for action at a moments notice. Wt. 3 lbs

C-2047X4987 RETAIL LIST $66.50

BOLSEY *Flex* TRIO

- **REFLEX CAMERA** —easy to use
- **CARRYING CASE** —genuine leather
- **FLASH GUN** —synchronized

Camera buy of a lifetime . . made to last a lifetime! Built of sturdy die-cast aluminum and designed for easy operation — no complicated adjustments, but enough flexibility to take pictures when light isn't too good. f[illegible] — 3 stop diaphragm; no double exposures internal synchronization. Flashgun telescopes when not in use. Uses 120 film — color and black and white. In magnificent gift package

C-2061X2246 LIST $29.95

DEJUR ELECTRONIC FLASH

A compact, efficient, electronic flash unit by DeJur — at a price that makes it a must for photo fans who are partial to flash pictures Offers features usually found only in more expensive units . . . see specifications at right. Specify type of shutter when ordering

C-1350X2960 RETAIL LIST $37.50

SPECIFICATIONS:

WEIGHT 4 lbs including batteries

DRY BATTERIES [illegible]

[illegible] FLASHES with one set of batteries

GUARANTEED BATTERY LIFE .. to 18 months (shelf)

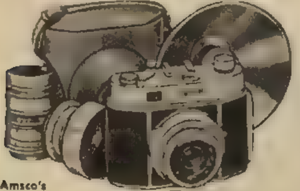
LIGHT OUTPUT 45 watt seconds

COLOR TEMPERATURE 5,800°K . . suitable for use with daylight color film

FLASH DURATION 1/500 second

FLASH SEQUENCE less than 3 seconds

GUIDE NUMBER '30' for color film



DeJUR-Amsco's

DeJUR 35mm CAMERA

Built [illegible] specifications in DeJUR's recently [illegible] Ger[illegible] camera is [illegible] by its [illegible] tion, miniature size and smart Morocco leather and chrome finish. Believed to be the only camera under $50.00 designed for interchangeable lenses. Standard lens is an f/2.8 45mm [illegible]ated Staeble-Kata — focuses down to 3½ feet. One-motion lever transports film and cocks shutter Equipped with [illegible] 1/200 shutter, self timer, internal flash synchronization

C-1346X3705 LIST $49 45

Custom

LENS KIT

(optional)

- 85mm TELEPHOTO Te[illegible]
- 38mm Wide Angle Staeble-Choro f/3.5
- VIEWFINDER for special lenses
- FITTED CASE for above

RETAIL LIST $66.95

C-1347X5015

HOLLYWOOD FILMS

ALL TITLES

8MM—200'
LIST $5.25
NET $3.50

16MM—400'
LIST $12 00
NET $8.00

ROY ROGERS *Westerns*

C 1144	The Knockout	Roy Rogers
C-1145	Silver Fox Hunt	Roy Rogers
C-1146	Lady Killer	Roy Rogers
C-1147	Loaded Guns	Roy Rogers
C-1148	Last Chance	Roy Rogers
C-1149	Ride in Death Wagon	Roy Rogers

GENE AUTRY *Westerns*

C-1111	Loaded Pistols	Gene Autry
C-1112	Indian Uprising	Gene Autry
C-1113	Wild Roan	Gene Autry

LAUREL & HARDY *Comedies*

C-1114	Double Trouble	Laurel & Hardy
C-1115	Mistaken Identity	Laurel & Hardy
C-1116	Sailor's Downfall	Laurel & Hardy

MICKEY MOUSE with Donald and Pluto

★ 8 MM ONLY ★

C 1120	[illegible]
C-1121	Mickey [illegible]
C-1132	The Mys[illegible]
C-1123	Mickey's Express
C-1124	Castaway Mickey
C-1133	Barnyard Beauties
C 1126	[illegible]
C 1127	[illegible]
C-1128	[illegible]
C 1129	[illegible]
C 1134	M[illegible]
C 1135	[illegible] Chase

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Bowman PLYWOOD BOATS

THERE ARE NO FINER plywood boats made All seams bed lasted with non-hardening plastic and candlewicked for added insurance against leakage. Ideal for trailer storage, long trips and use in extremely hot or dry climate Every boat water-tank tested under pressure

SOLID CORE MARINE plywood takes years of punishment and exposure Select oak frame, quarter knees, gunwales, seat stringers, keel, transom knee, keelson and breast hook. All oak parts impregnated with "Wood Life" to control dimensions, repel moisture, and resist rot. Brass fastened throughout for fresh or salt water Wide, comfortable seats of pine or equal

FOR SAFETY all Bowman boats have been approved by the Outboard Boating Club of America

VAGABOND and RESORTER boats permit level riding, easier maneuvering and better planing with motor Built on forms instead of ribbed frame, super strength due to special "bridge-type" truss beneath seats Longitudinal strength due to heavy brass screws which extend through keel and boat bottom into keelson Sturdy knee ties keelson to stern; also serves as handy stern lift handle. Solid-decked bow seat acts as step when entering boat and as dry storage beneath Protective oak batten trims lower sides full length along chines. Complete with bow eyebolt and oarlocks. Outside finished green with 3 coats of best marine enamel; bakelite marine varnish inside and gunwales.

VAGABOND "Lightweight" made of ¼" marine plywood with removable plywood floor racks. Easy to handle for car top carriage Ideal for smaller lakes or quiet coves of big lakes.

RESORTER "Wide Beams" for supreme safety of a large boat For fishing the big lakes. Extra wide transom for maximum stability ¼" sides and ⅜" marine plywood bottom and transom Sturdy, unobstructed floor easy to wash and keep clean

RASCAL and SPORTSTER boats are favored for water sports because full V-bottom is extremely fast; permits tight turns at high speed; performs well with both small and big motors. Steam-bent white oak stem provides maximum fullness at bow. 7-ply mahogany transom reinforced with oak. Sides of ¼" and bottom of ⅜" solid core marine plywood. Brass fastened to select oak ribs. Seams bed lasted and candlewicked. Enameled white topsides and green bottom, inside and gunwales finished with bakelite marine varnish. Chrome hardware.

RASCAL "Deluxe" boats are equipped with beautiful, hand-rubbed cedar deck trimmed with graceful steam-bent white oak combing. Excellent base for steering wheel and foundation for windshield.

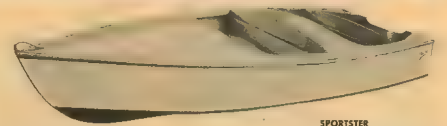
Sportster boats are real eye-catchers. Unapproached in beauty of design and excellence of performance. Stern seats equipped with folding backs.

PRE-ASSEMBLED BOAT KITS

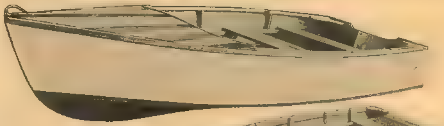
Identical to corresponding finished boat except shipped semi-finished. Pre-assembled on factory jig compound angles cut and "faired" eliminates need of jog for home assembly Partially dismantled, parts numbered and packaged knocked-down Amateur can complete in few hours. Everything furnished except paint. Complete instructions.

No	Kit	Length	Index	LIST
18S-7012	Vagabond	12-ft.	1-5215	74.50
18S-7014	Vagabond	14-ft.	1-5915	84.50
18S-8012	Resorter	12-ft	1-8825	97.50
18S-8014	Resorter	14-ft	1-8015	114.50

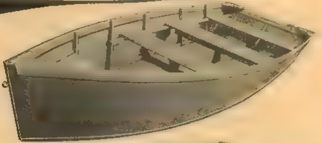
SAME SPECIFICATIONS AS FINISHED MODELS



SPORTSTER
(also shown in water above)



RASCAL "Deluxe"



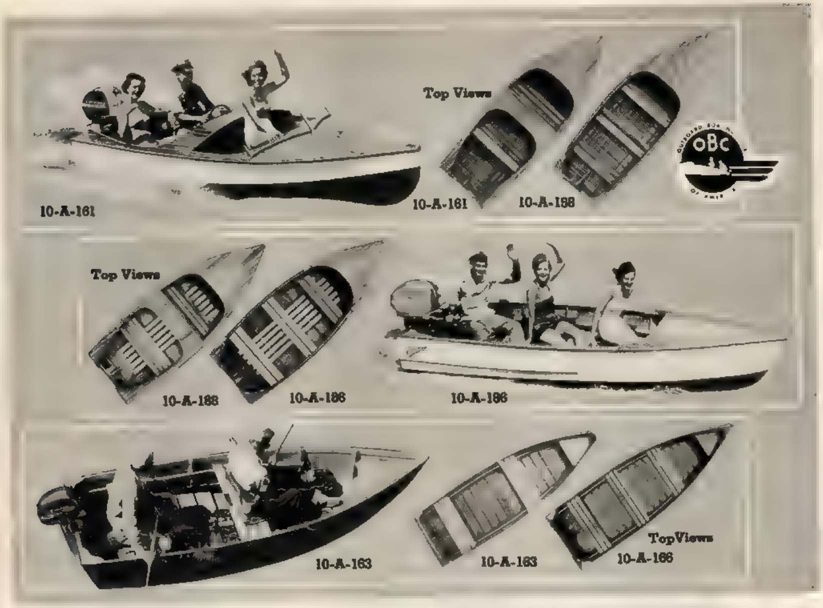
RESORTER "Wide Beam"

VAGABOND "Lightweight"

No.	Length	Beam	Stern Width	Stern Depth	Amid Depth	Bow Depth	Deck Length	Seats	H.P.	Wt.	Shpg. Wt.	Index	LIST
VAGABOND "Lightweight"													
18S-2012	12-ft.	43"	37½"	14"	14"	15"	8"	3	5	85	130	1-7315	104.50
18S-2014	14-ft	44"	39"	14"	14"	15"	8"	4	7½	105	150	1-8285	117.50
RESORTER "Wide Beam"													
18S-3012	12-ft	50"	48"	16"	17"	18"	8"	3	7½	95	145	1-8575	122.50
18S-3014	14 ft	52"	48½"	17"	18"	19½"	8"	4	10	125	175	1-10115	144.50
18S-3016	16-ft	52½"	48½"	17"	18"	19½"	8"	4	10	155	200	1-12215	174.50
RASCAL "Deluxe"													
18S-5012	12-ft.	56"	52"	18"	23"	26"	42"	2	16	175	250	1-17325	247.50
18S-5014	14 ft	57½"	52½"	18"	24"	27"	42"	3	25	195	275	1-18445	263.50
SPORTSTER													
18S-6012	12-ft.	56"	52"	17"	23"	26"	42"	2	12	190	225	1-20985	298.50
18S-6014	14-ft.	57½"	52"	18"	24"	27"	42"	3	16	265	300	1-22365	319.50

BOWMAN BOATS F.O.B. LITTLE ROCK, ARK.—NO CASH DISCOUNT ALLOWED

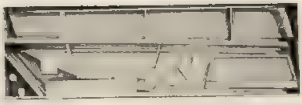
New Top Quality Boats



BOWMAN BOATS

LIMITED AREAS

The new 1955 boat program offers a complete selection of modern, top-quality boats and best of all they are delivered to you FREIGHT PREPAID! This new line features "Ply-Glas" boats of fiberglas and marine plywood construction. The seams and joints are covered with heavy-weight fiberglas cloth, impregnated with resins, thus molding a one-piece, leak-free boat. They're always ready for use—no soaking—no caulking—no upkeep of any kind to keep these boats leak-free. Firestone "Ply-Glas" boats, Stock Nos. 10-A-163, 166, 186 thru 189, include two inexpensive fishing boats as well as sleek runabouts with a choice of deck arrangements. All "Ply-Glas" boats are approved for salt water use; however, the oversize runabouts are offered especially for "off the coast boating". Bowman "Seal-Tite" boats are designed for those who have found that a properly made boat of strip construction offers the safest, most stable hull ever developed. They are practically non-tippable and they have compressed seam construction plus a bead of rubber sealer between every plank to form a watertight hull. The western red cedar planking is brass-screwed to chemically-treated oak ribs. These beautiful boats, Stock Nos. 10-A-158 and 10-A-161, are available with a choice of deck arrangements.



10-A-172

BOWMAN "VAGABOND" BOAT KIT

This excellent boat kit offers the fisherman an opportunity to save money on a top-quality boat and have the satisfaction of building it himself! Kit comes complete, except for paint, and full instructions are included. No jig is required for easy home assembly. Only simple hand tools are needed. The "Vagabond" is pre-assembled then partially dismantled and packed knocked-down.

10-A-172—East $69.50 Delivered **Coast $69.50 Delivered**
Wt. Ea. 130 Lb. Cont. Quantity 1

IMPORTANT

Complete information and Order Blanks for Remote Steering Kits, Remote Shift and Speed Control Kits and special purpose Propellers, are available from your Warehouse upon request.

A Brochure containing complete and detailed information on Firestone Boats is available from your Supply Warehouse upon request.

ORDERING INFORMATION

Stock No.	Name	Length	Beam	Transom Width	Amid Depth	Bow Depth	Fore Deck	Mid Deck	Seats	Max. H.P.	Approx. Net Wt.	Delivered Price
▲†*10-A-158	**Rogue**	14′	54″	49″	21″	26″	54″	None	3	25	280 Lb.	**$349.50**
▲†*10-A-161	**Frolic**	14′	54″	49″	23″	26″	54″	12″	3	All	315 Lb.	**399.50**
▲†*10-A-163	**Vagabond**	12′	42½″	37½″	14″	14½″	None	None	3	5	130 Lb.	**129.50**
▲†*10-A-166	**Resorter**	14′	49″	46″	17½″	19″	None	None	4	7½	185 Lb	**169.50**
▲†*10-A-186	**Rascal**	14′	56″	52½″	21″	25″	54″	None	3	22	265 Lb	**309.50**
▲†*10-A-187	**Coastal Rascal**	14′	62″	55″	26″	30″	54″	None	3	25	320 Lb.	**399.50**
▲†*10-A-188	**Sportster**	14′	56″	52½″	26″	26″	54″	12″	3	25	300 Lb.	**369.50**
▲†*10-A-189	**Coastal Sportster**	14′	62″	55″	30″	31″	54″	12″	3	25	355 Lb.	**459.50**

***Available in all warehouse areas except Denver, Los Angeles and Portland.**
†Allow additional time for delivery; shipped direct from Little Rock, Arkansas.
▲Firestone Stores should not stock.

Kusan

KWEE KEE WHISTLING BLOCKS

KWEE KEE
THE WHISTLIN' BLOCKS

Squeeze'em and they whistle. Set of 6 soft, non-breakable 2 inch blocks; molded of flexible, scented vinyl plastic in brilliant colors. Letters and nursery characters in relief. Colorful display box.

No.	Retail	Packed	L.P.L.	P.L.
EG11-K-75	$1.98	12 each		

P.L. weight 11 lbs.

Gabriel

"MAGI-STIX" BUILDING BLOCKS

MAGI-STIX
MAGIC BUILDING STICKS
STICK 'EM TOGETHER - TAKE 'EM APART - USE 'EM OVER and OVER AGAIN!

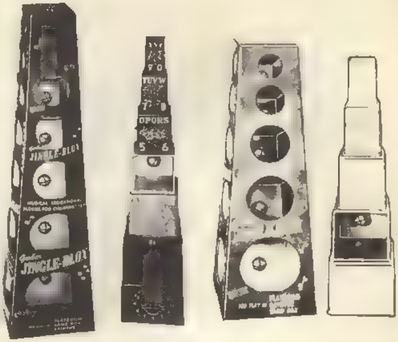
A child can build an endless variety of objects by just pressing the blocks together. Though they remain adhered as placed by easy pressure, they also separate easily and can be used over and over. Big 13½ x 17 inch box contains a large selection of shapes and sizes in 2 colors.

No.	Retail	Packed	L.P.L.	P.L.
EG11-401	$1.98	12 each		

P.L. weight 13 lbs.

Gerber Plastic Company

JINGLE BLOX SETS

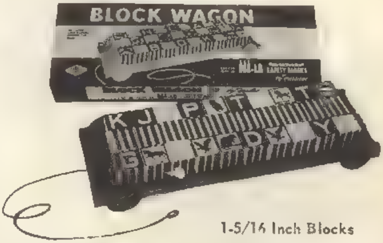


They nest, they stack. Each block has a musical bell in it. Made of soft, flexible polyethylene plastic; sanitary and unbreakable, no sharp edges or splinters. Decorated with cute nursery rhyme characters, numbers and the alphabet. Attractively packaged.

No.	Blox in Set	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG11-JL-1	5	$0.98	12	11		
EG11-JL-2	7	1.98	6	10		

Halsam Products

BLOCK WAGONS WITH BLOCKS



1-5/16 Inch Blocks

"Hi-Lo" safety blocks interlock with each other and with the grooved wagon which can be pulled without toppling the structure a child has built. When not in use, blocks nest in the wagon which is attractively finished in fire engine red.

No.	Blocks in Set	Retail Set	Pkd. Sets	Wgt. Lbs.	L.P.L.	P.L.
EG11-114	14	$1.00	12	15		
EG11-130	30	2.00	6	12		

Halsam Products

HI-LO SAFETY BLOCKS

1-5/16 Inch Blocks

Blocks with patented interlocking grooves. Corners and edges rounded, flat surfaces smoothly finished for safety. Lacquered green, red, blue and yellow on white; high gloss and harmless. Blocks fit together in ways never before possible, adding extra play value and stimulating creative instinct for building. Embossed with colorful and fascinating animal pictures. Full color display box.

No.	Blocks	Retail	Pkd.	Weight	L.P.L.	P.L.
EG12-2215	15	$0.49	24 ea.	15 lbs.		

Halsam

BAG OF ALPHABET BLOCKS

Set of thirty 1-3/4 inch safety blocks with ends embossed with colored letters on white panels, sides lacquered in safe colors with printed letters in contrasting colors. Display packaged in a polyethylene bag with draw string top.

No.	Retail	L.P.L.	P.L.
EG12-530	$0.98		

Pkd. 12 ea.- 15 lbs.

ABCDEF
GH
Disneyland BLOCKS

Halsam

DISNEYLAND ALPHABET BLOCKS

Sets of 30 round cornered, smooth finished wood blocks. Lacquered in brilliant, harmless colors; red, yellow, green and blue. The alphabet is embossed on two ends. Disney characters, letters, numerals and Adventureland animal pictures are printed on the other four sides. Four color display box.

No.	Block Size	Retail	Pkd.	Weight	L.P.L.	P.L.
EG12-2930	1-5/16 in.	$0.98	12 ea.	15 lbs.		
EG12-3930	1-3/4 in.	$1.98	6 ea.	17 lbs.		

Auburn Rubber Co.

SPONGE RUBBER BLOCKS

18 SPONGE RUBBER BLOCKS

18 soft sponge rubber blocks in pastel green, pink, blue and yellow. Decorated with numerals, alphabet and figures. Two color plastic bag.

No.	Retail	L.P.L.	P.L.
EG12-611	$0.98		

Pkd. 12 ea. - 14 lbs.

Gaston

CHANGEABLE CHARLIE BLOCKS

Children go for Charlie's 4,194,304 different faces. Turn the blocks and Charlie laughs, cries, glares, becomes a funny farmer or pipe-smoking grandpa. Lithographed on solid wood blocks in 6 bright colors. In attractive box lithographed and lacquered in 4 colors. Size 5¾x7 inches.

No.	Retail	L.P.L.	P.L.
EG12-819	$1.19		

Pkd. 12 ea. - 12 lbs.

Gaston

BOZO the CAPITOL CLOWN

Bozo the Clown
BLOCKS

Each turn of the changeable blocks makes Bozo a new and hilarious face. He laughs, blows bubbles, wears funny hats, and even cries. Millions of comical combinations. 7x7 inch box in four brilliant colors.

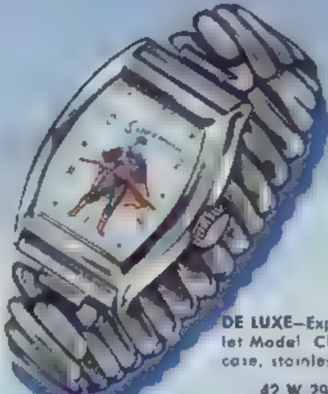
No.	Retail	L.P.L.	P.L.
EG12-818	$1.19		

Pkd. 12 ea. - 14 lbs.

SUPERMAN

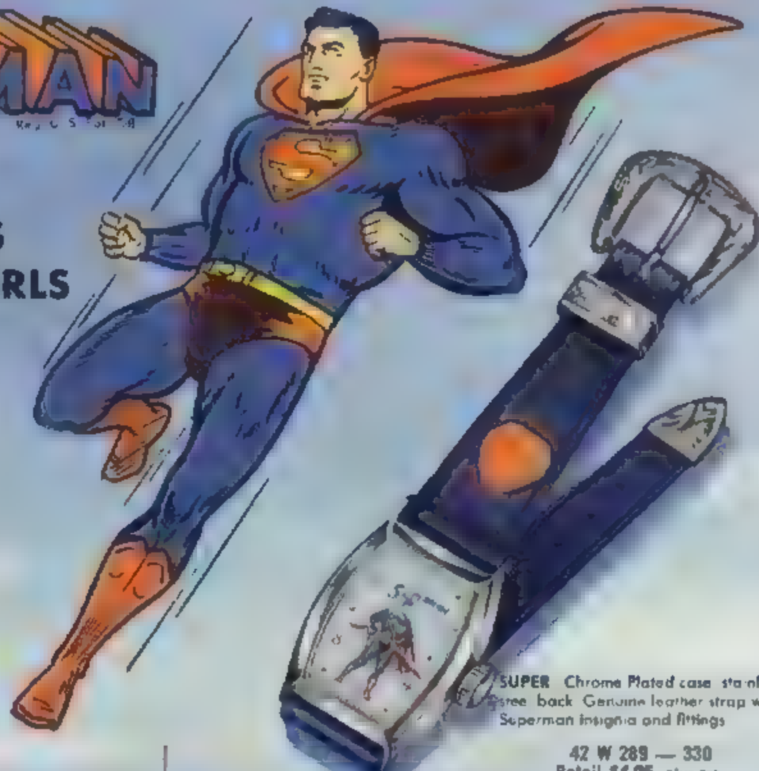
Reg. U.S. Pat. Off.

WRIST WATCHES FOR BOYS AND GIRLS



DE LUXE—Expansion Bracelet Model. Chrome Plated case, stainless steel back

42 W 290 — 400
Retail $5.95 plus tax



SUPER Chrome Plated case stainless steel back. Genuine leather strap with Superman insignia and fittings

42 W 289 — 330
Retail $4.95 plus tax

Copr. National Comics Pub., Inc.

Bradley

THRIFTY WATCH VALUES

Ⓐ **The BARTON** Distinctive dependable timepiece. Round Silvertone dial with gold finish numerals. Chrome Plated case stainless steel back. Expansion bracelet

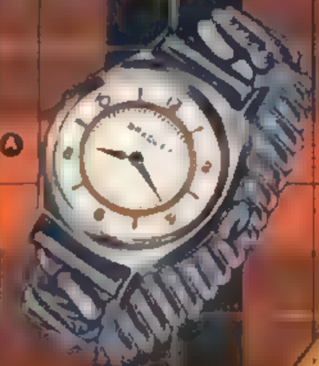
42 W 294 — 400 Retail $5.95 plus tax

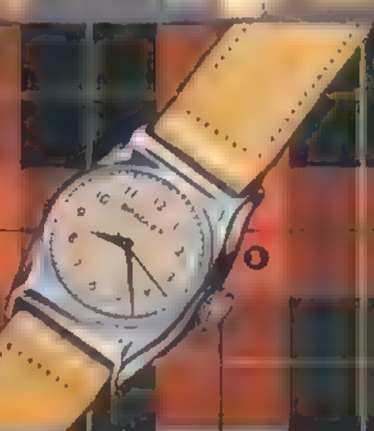
42 W 293 — 330 BARTON Leather Strap Net 1.1 Retail $4.95 plus tax

Ⓑ **The BRAD** Streamlined case with modern round dial. Gleaming Chrome Plated case, stainless steel back. Genuine leather strap.

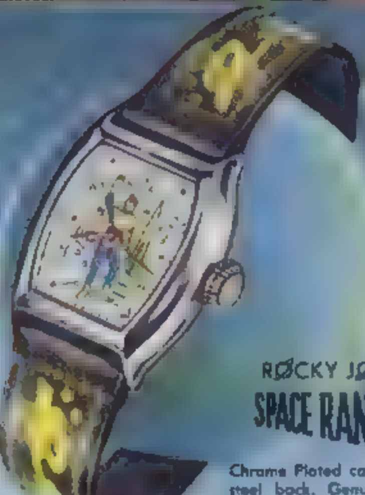
42 W 295 — 330 Retail $4.95 plus tax

42 W 296 — 400 BRAD EXP. BAND Net 1. Retail $5.95 plus tax





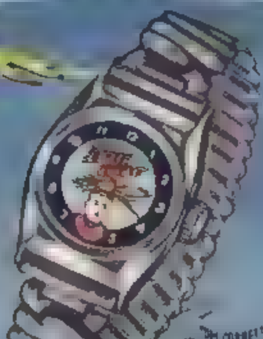
FAMOUS NAME SPACE WATCHES



ROCKY JONES
SPACE RANGER

Chrome Plated case, stainless steel back. Genuine leather strap with decorative space design and fittings.

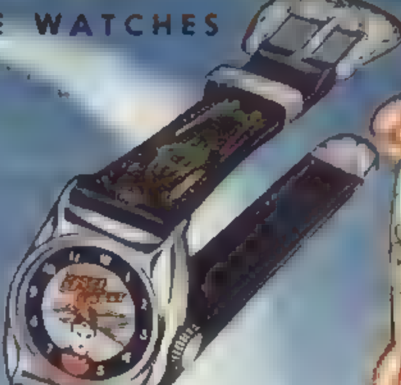
42 W 230 — 330
Retail $4.95 plus tax

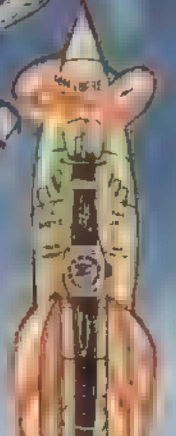


"TOM CORBETT" SPACE CADET

CORBETT DE LUXE—Stainless Steel Expansion Bracelet. Chrome Plated case, stainless steel back.

42 W 288 — 463
Retail $6.95 plus tax





CORBETT CADET—Chrome Plated case, stainless steel back. Genuine leather strap with space design and fittings

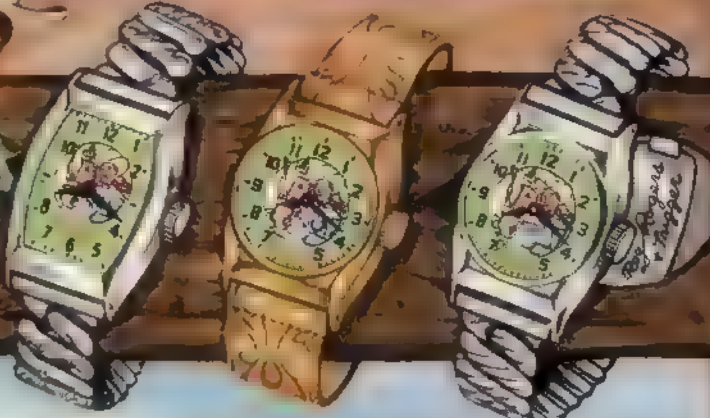
42 W 274 — 330
Retail $4.95 plus tax

ROY ROGERS

KING OF THE COWBOYS

WRIST WATCHES FOR BOYS

Many Happy Trails
Roy Rogers & Trigger



DELUXE OBLONG—Expansion Bracelet. Chrome Plated Slim Case. Stainless Steel back.

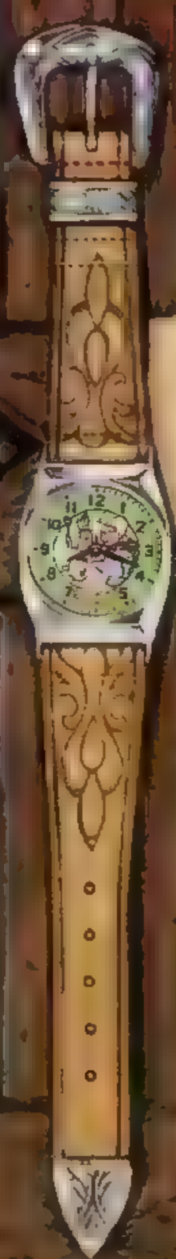
42 W 281 — 400
Retail $5.95 plus tax

10 KT. ROLLED GOLD Deluxe Case. Round dial. Stainless Steel Back. Genuine leather western strap and fittings.

42 W 256 — 400
Retail $5.95 plus tax

DE LUXE EXPANSION With Plaque. Chrome Plated Case. Round dial Stainless Steel back. Stainless Steel expansion bracelet. Signature of ROY ROGERS and TRIGGER engraved on plaque.

42 W 211 — 463
Retail $6.95 plus tax



THIN ROUND — Chrome Plated case. Stainless Steel back. Genuine leather Western strap and fittings.

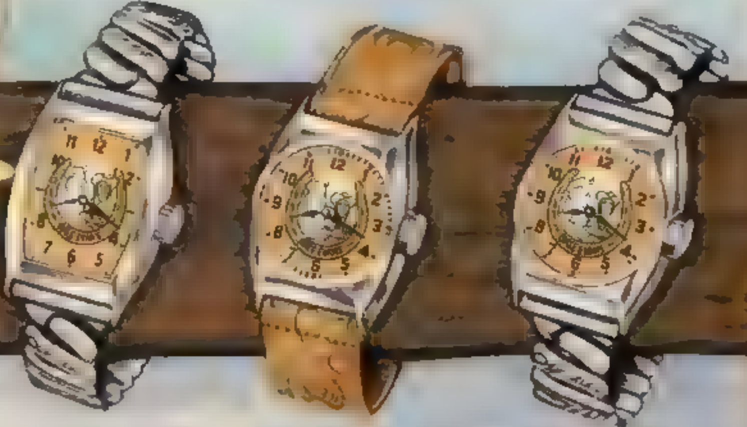
42 W 160 — 330
Retail $4.95 plus tax

QUEEN OF THE WEST

Dale Evans

WRIST WATCHES FOR GIRLS

Roy & Dale
ON N.B.C. TV
COAST TO COAST



DE LUXE — Expansion Bracelet Smart oblong dial. Chrome Plated slim case. Stainless Steel back.

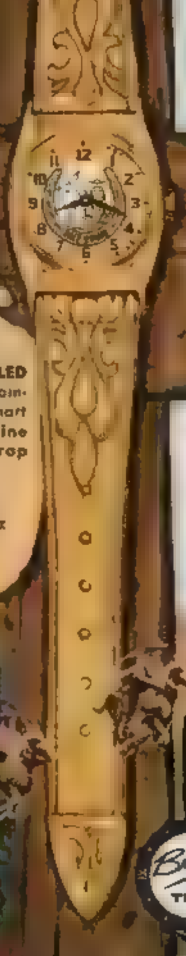
42 W 292 — 400
Retail $5.95 plus tax

SLIM ROUND—Chrome Plated Case. Stainless Steel back. Smart round dial. Genuine leather western strap and fittings.

42 W 186 — 330
Retail $4.95 plus tax

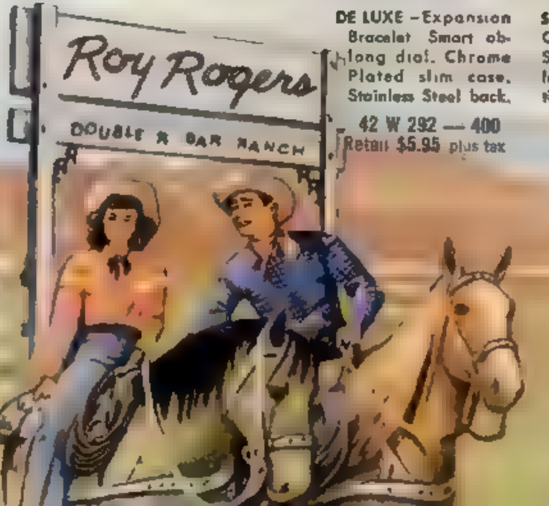
DE LUXE EXPANSION ROUND — Chrome Plated slim case. Stainless steel back. Smart round dial. Stainless Steel expansion bracelet.

42 W 193 — 463
Retail $6.95 plus tax



DE LUXE 10 KT ROLLED GOLD—Slim case. Stainless steel back. Smart round dial. Genuine leather western strap and fittings.

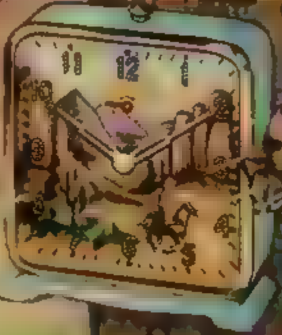
42 W 257 — 400
Retail $5.95 plus tax



ROY ROGERS **ANIMATED**
ALARM CLOCKS

ROY ROGERS and TRIGGER actually gallop with each tick. Dependable 40 hour alarm clock with full color Western scene. Attractively styled metal case available in: Sky Blue, Saddle Tan, Cactus Green, Desert Sand.

58C1-265
Retail $3.95 plus tax



Walt Disney
TRACING SET
BRICK BLOCKS

LIDO TOYS BUILD PLAY INTEREST AND SALES VOLUME WITH *....Catalin Styrene*

Lido Toy* knows that light-weight, strong, color-bright CATALIN STYRENE *plays* all games well and that its favorable, low-cost factor enables the molding of greater value into the company's popular-priced leaders!

You can crowd a lot of CATALIN STYRENE-fun into any one of Lido's graduated-size "Brick Blocks" canisters, as shown above. Each spills out *oodles* of ingeniously molded, self affixing, gay color cubes, oblongs and food-for-imagination pieces. When put together, they form exciting house fronts, animals, bridges and what-not. Equally in demand are Lido's Knitting Spool Kits, and Walt Disney Tracing Sets and Target Sets. Each enjoys, to a maximum, the sales and play appeal of CATALIN STYRENE, the gem of plastics!

*Lido Toy Company, 321 Rider Ave., New York 51

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations

DOUBLE
JACKS
SET

"DOUBLE JACK" SET

Twenty crackoJACKS, colorfully molded of play-enjoyable CATALIN STYRENE! . . . Two lively rubber balls   and a handy, little CATALIN STYRENE container case What little girl could resist such a wonderful play bargain?

Retail Price . . about 19¢

PLASTI-TOY CO
Tenth Ave & Third St., East Northport, N. Y

"PLASTICVILLE U.S.A." SHOPPING CENTER SP-8

This is "Market Street"!   complete as a boxed assortment of central stores, shoppers, street lights bill-boards, automobiles . . . also traffic signals, signposts, fencing. Scaled ¼" to the foot and molded in CATALIN STYRENE. The colors are bright and varied. The structures and accessories are realistic—and faithfully detailed. This is a real value! Provides sustained play interest, a "do-it-yourself" thrill   and peps model railroad pikes Eight other new Plasticville assortments as well as individual selections are likewise available. These, also processed of CATALIN STYRENE, are a tribute to the excellence of the gem of plastics.

Retail Price . . about $7.98

BACHMANN BROS., INC.
1400 E. Erie Ave., Philadelphia 24, Penna.

TILT-TAC-TOE

Action! Skill! Chance! Suspense! A smart variation of an all-time favorite takes the form of a CATALIN STYRENE-molded game assembly! The play alternates back and forth between two contestants. In this way both loser and winner have fun

Retail Price . . about $1.00

E. S LOWE, INC
200 Fifth Ave., New York 10, N. Y

MEDIC'S CARRYING CASE

Within, a "professional" assembly of toy medical instruments, including a stethoscope to count the quickened heartbeats of the excited receiver These and the siren-ated ambulance are molded of CATALIN STYRENE. Case size is 10½" x 6¼" x 5"

Retail Price . . . about $2.98

HASSENFELD BROTHERS, INC.
Pawtucket, Rhode Island

NEW QUACKING DUCK

You'll get as much fun from this toy as did the writer, and you'll hatch plenty of Easter sales! It's terrific! Greatest little handful of play action you ever saw or heard! Molded of High-Impact CATALIN STYRENE, it'll withstand the abuses of affection.

Retail Price   about 39¢ ea. (Note basket display)

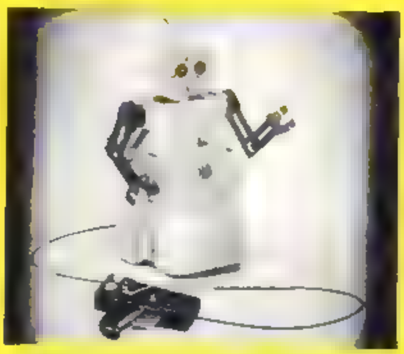
RENWAL MANUFACTURING CO., INC.
Toyland Park, Mineola, N. Y

PAGODA TEA SETS

No teahouse of the August moon ever offered a more enjoyable setting. "Oriental" extravaganza offers a boxed and fitted assortment of 30 pieces—all beautifully molded of black CATALIN STYRENE, then "gold" screened. Flatware and many of the individual pieces are brilliantly Banner-plated

Retail Price . . . about $3.98

BANNER PLASTICS CORP
80 Beckwith Ave., Paterson 3, N. J



ROBERT THE ROBOT (14" TALL)

This is the amazing, remote-controlled . . . walking talking, steerable, cheerable Robot! His many times tougher High-Impact CATALIN STYRENE-molded body holds safe the secret to the operation This much we know . . . its battery activation also lights up the eyes and head-antenna

Retail Price . . . about $6.00

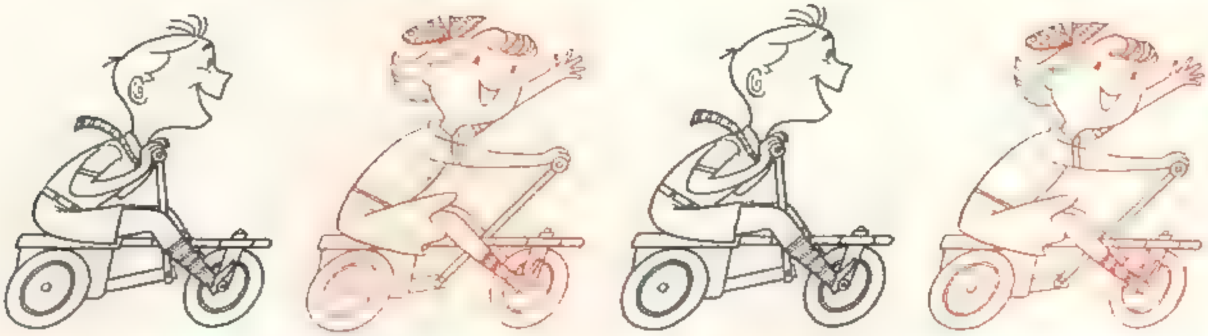
IDEAL TOY CORP
200 Fifth Ave., New York 10, N. Y

THE GOLDEN TRUMPET

Briefly, it's a top hit! Molded of High-Impact CATALIN STYRENE, the trumpet surface is heavily and brilliantly gold finished. Though a sweet melody in itself, the complete presentation includes Mellow Tone Mute, 16-page Music Book, Music Stand and a Luggage-type Carrying Case

Retail Price . . . about $4.00

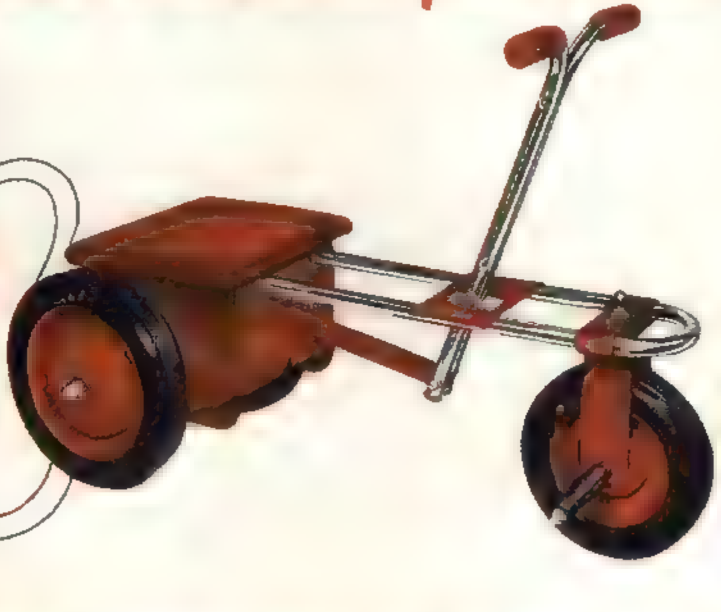
EMENEE INDUSTRIES
200 Fifth Ave., New York 10, N. Y



SELL the girls...and DOUBLE your sales!

Buckley

IRISH MAIL



The Sportiest Wheel Toy is Winning Boys AND Girls Alike!

IT'S DIFFERENT! Kids love the body-building push-and-pull action.

IT'S SMOOTH! The only Irish Mail with automobile-type chain drive transmission.

IT'S DE LUXE! Baked enamel fire engine red finish. Chrome-plated tubular steel frame and handle.

IT'S A CINCH TO STEER! Single front wheel eliminates foot pinch. Ball-bearing wheels, semi-pneumatic tires.

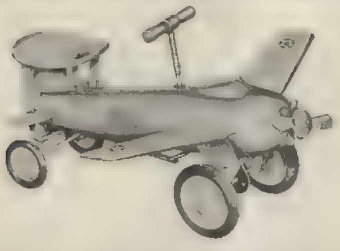
No. M-2000, 32" long,
18½" wide, 11" high.
Packed 1 to carton
Completely assembled,
except handle.
Shipping weight 28 lbs.

Order a sample.
Return in 30 days
if not satisfied.

BUCKLEY

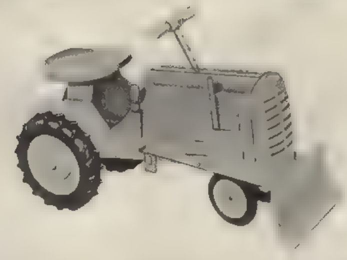
BUCKLEY MANUFACTURING COMPANY
Precision Metal Products
4223 W. LAKE ST., CHICAGO 24, ILL. • VAN BUREN 6-6636

Keystone Toys for Youngsters . . . . .



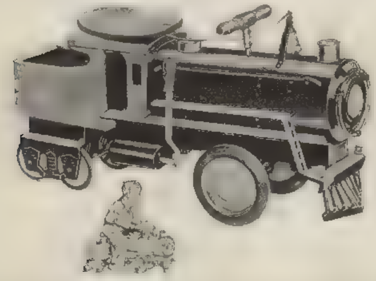
KEYSTONE "RIDE-EM" AIRPLANE—The Streamliner—Clicker Noisemaker—Propeller Spins Automaticlly—Latest streamlined design with swept-back wings. Propeller and clicker noisemaker operate automatically. Comfortable seat is located so plane will not tip Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Tough baked enamel finish.
Length 25", wing spread 27", height 11" Shipping Weight 12½ lbs

20/34 Y700 Retail.................................$12.00



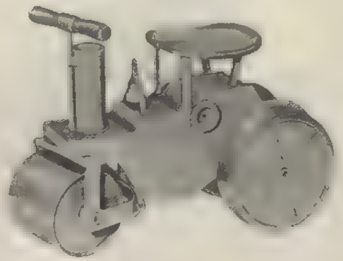
KEYSTONE 'RIDE-EM" TRACTOR REAL OPERATING BULLDOZER—Sturdy, scale proportioned tractor Large air-cushion rubber tires on steel disc wheels Lever operated bulldozer designed for real operation. Comfortable seat. Handle bar extension makes steering easy Hard baked beautiful enamel finish. Length 25", height 12¼" width 10" Ship. wt. 16 lbs

21/34 Y750 Retail.................................$12.00



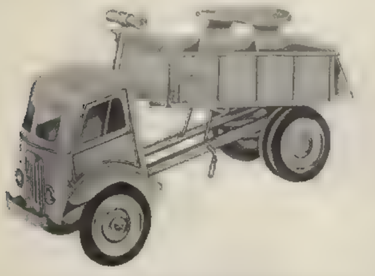
KEYSTONE "RIDE-EM" LOCOMOTIVE Made of automobile body stock in beautiful colors of red and black. Space provided in coal tender as container for articles. Rubber tires, loud ringing whistle by hand action. Locomotive will carry weight of adult. 28" long x 12½". Ship. wt. 16½ lbs.

22/34 Y880 Retail.................................$14.00



KEYSTONE "RIDE-EM" STEAM ROLLER—with handle bar in front so that the child can sit comfortably on seat and steer while riding. Extra heavy roller and well proportioned wheels. Has loud ringing bell. This steam roller will stand a weight of about 150 lbs Lustrous baked enamel finish in RED & GRAY Shipping weight 13½ lbs

23/34 Y540 Retail.................................$8.50



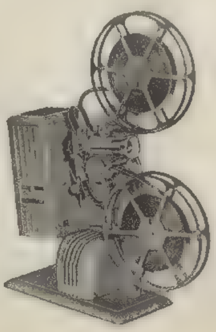
"RIDE 'EM" CONSTRUCTION DUMP TRUCK

DUAL WHEELS WITH LARGE RUBBER TIRES! OVERSIZED DUMPING BODY! A rugged construction toy with comfortable seat and handle for steering. Large dual wheels support heavy weight. Dumps heavy load easily. Tailgate opens automatically when truck body is raised to dumping position. Lustrous baked enamel finish in attractive GREEN & ORANGE. Lgth 24½", height 12". Ship. Wt. 16 lbs.

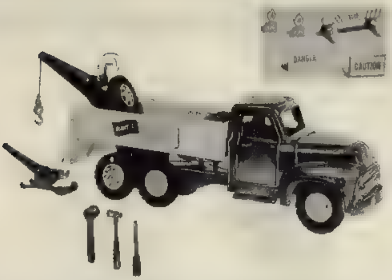
34/34 Y825 Retail.................................$12.95

KEYSTONE 16MM PROJECTOR—More than twice the illumination and more than twice the light on the screen! Twice the size picture! Regular No. 1142-21 candle-power lamp—12-16 volt. D.C. base. Practically no heat in lamp house. Enclosed gears for greatest safety. Sharp lens—and a condenser lens for extra brightness. Simplified threading — yet perfect film tension effected by means of separate feed and take-up sprockets. Reflector — highly polished for maximum results. Fast film rewind—motor driven to rewind film for next show. 400' film capacity—provided for a 20 minute show. 200' reel furnished Angle projection—permits showing pictures above or below the height of the projector by means of a swivel arrangement. Carrying handle—in convenient position. Heavy gauge steel rugged construction eliminates binding of mechanism. A.C. motor—with off-on switch.

25/34 Y1295 Retail . . $19.98



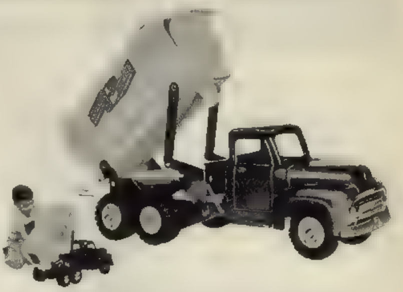
NATIONALLY ADVERTISED BUDDY "L" TOYS



BUDDY "L" REPAIR-IT UNIT WITH 3 TOOLS AND AUTO JACK

Dimensions—L. 24½", W 6¼"; H. 6¾" Ship wt 8 lbs. Play value galore! in this rugged, all heavy gauge steel truck Use metal bumper jack to "jack-up" any corner of truck. Three hard rubber tools—Hub Cap Wrench, Hammer and Screwdriver to remove "flat" tire and replace with spare tire mounted on boom Die cut cardboard caution sign, danger sign, 2 flares, stop horse. All seven wheels removable and interchangeable Extra metal tool box. Wrecker boom with weighted hook removable to convert into hauling truck. 7 Rugged rubber tires. Plated hub caps.

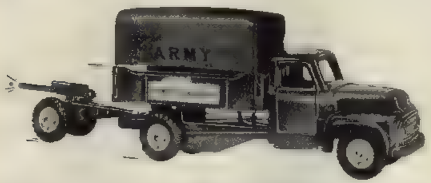
20/131 Y400 Retail......................................**$6.00**



BUDDY "L" HYDRAULIC HI-LIFT DUMPER

Dimensions—L. 22½" up: W. 8"; H. 14". Shipping weight 10¼ lbs. Mammoth size dump truck with self-energizing hydraulic piston and special knuckle linkage to raise dump body extra high. (Load slides out through chute door in rear.) Realistic dual tandem wheels. All-heavy gauge steel construction. 10 Rugged rubber tires. Plated hub caps.

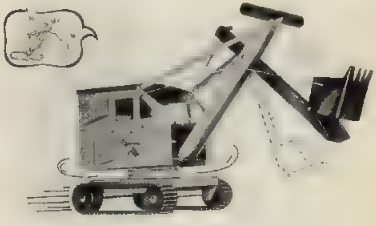
21/131 [redacted] Retail......................................**$10.00**



Buddy "L" Army Transport with Howitzer and Targets

Dimensions—L. 27"; W. 6¼"; H. 6¾". Shipping weight—6¾ lbs. Big, sturdy Army transport tows accurate shooting Howitzer (ammunition pellets supplied) mounted on separate detachable trailer. Supply of targets simulating attacking infantry, tanks, etc. included. Rugged all-heavy gauge steel construction throughout. Removable tarpaulin cover. Heavy duty rubber tires. Toggle action rear wheels. Plated hub caps.

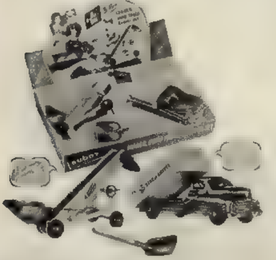
22/131 Y335 Retail......................................**$5.00**



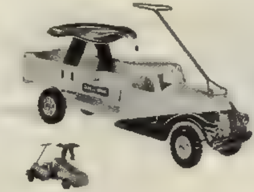
BUDDY "L" SIT-N-RIDE STEAM SHOVEL

Dimensions—L.—Boom down 16¾"; Boom up 23¾"; W. 7¼"; H. 13¼". Shipping weight—7¼ lbs. Extra large steam shovel ruggedly built of all-heavy gauge steel for riding. Removable wide, flat roof forms Seat. Large double grip steering handle. Wide base and over-size heavy rubber track-treads for stability and safety. Will swing, dig and dump in any direction. Rat-Tat-Tat motor sound. Plated hub caps.

23/131 Y335 Retail **$5.00**

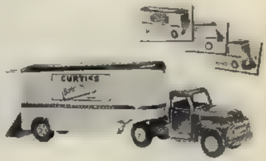


Buddy "L" 3-Unit Loader, Dump Truck & Shovel Set Dimensions—Scoop-N-Load Conveyor, 18" L.x3½" W.x8" H. Dump Truck, 13½" L.x4¾" W.x6¼" H Shovel, 9½" L.x3" W. Ship. wt. approx. 7 lbs. Marvelous play value in these three big, sturdy all-heavy gauge steel playthings. Use big hardwood handle steel Shovel to load Conveyor scoop . . . turn crank to transfer load to Conveyor belt . . . turn another crank and Conveyor belt carries load to top of Conveyor—where it slides down chute—into waiting husky Dump Truck. All three toys made entirely of heavy, automobile fender steel. Baked-on enamels. Rounded corners and edges. Heavy duty rubber tires & conveyor belt. Plated hub caps. 24/131 Y270 Retail .. $4 00



BUDDY "L" PULL-N-RIDE SAND AND GRAVEL DUMP

Dimensions—L. 21½"; W. 8½"; H. 10". Packing—Individual shipping carton. Ship. wt 7¾ lbs. Big, sturdy dump truck ruggedly built of all-heavy gauge steel for riding. Has removable formed saddle seat and Pull-n-Ride handle. Spring lift dump box with automatic end-gate has lock lever for safe riding. Rugged rubber tires. Plated hub caps **25/131 Y335 Retail** **$5.00**



BUDDY "L" TRAILER WITH AUTOMATIC TAILGATE LOADER

Dimensions—L. 31¾"; W. 6¼"; H. 9¾". Ship. wt. 13¼ lbs. Big, all-heavy gauge steel van has most unusual rear loading feature! With one continuous turning action of hand crank, tailgate will lower to ground, pick up load and empty into rear of truck. Action may be repeated indefinitely and reversed to unload truck. Rugged rubber tires. Plated hub caps.

27/131 Y595 Retail....................**$8.95**

CARS & TRUCKS

AUTO TRANSPORT WITH CARS

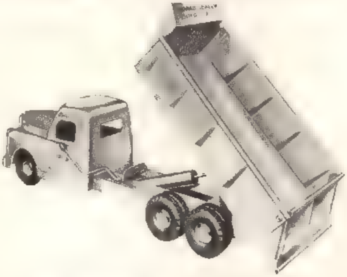
Rugged heavy gauge steel transport equipped with two modern 1955 sedans. Double-deck trailer includes loading rails to serve as ramp. Trailer equipped with wire stand for detaching from hauler. Measures 30" long, 10" high, 5½" wide. 1/ctn., wt. 9 lbs. No. 3643

STOCK No. 71—84798

LOUIS MARX & CO.

M43-90 P **Retail** ____ **$5.98 ea.**

Inv.________ Pur.________



HYDRAULIC LIFT DUMP TRUCK

All heavy gauge steel dump truck with two rubber wheels and hood that raises to show motor. Body raises and dumps loads automatically by means of a real hydraulic cylinder. Dumping action is slow and permits load to spread evenly. Size 20⅞" long, 7⅞" wide, 6⅞" high. 6/ctn., wt. 43 lbs. No. 250

STOCK No. 71—84799★

STRUCTO MFG. CO.

P43-90 K **Retail**________ **$5.98 ea.**

Inv.________ Pur.________

CATTLE TRANSPORT TRUCK

Heavy gauge steel transport truck with compartments for separating livestock. Includes 10 die-cast metal animals. Steel trailer has 14 metal wheels with rubber tires and retractable dolly wheels. Size 23⅞" long, 5⅞" wide, 8½" high. 6/ctn., wt 47 lbs. No. 712.

STOCK No. 71—84810

STRUCTO MFG. CO.

T45-20 C **Retail** ____ **$7.98 ea.**

Inv.________ Pur.________

CURTISS
Baby Ruth

CURTISS CANDY TRAILER VAN

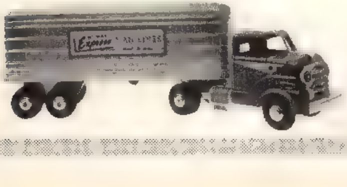
Made of heavy gauge steel in modern design and attractively decorated in baked enamel colors. Has Curtiss Baby Ruth decal on side. Size is 32¾" long, with tail gate down, length 28½" with tail gate up. Width 6¼", height 9½". Individually cartoned, weight 12 lbs. No. 5813.

STOCK No. 71—84811

BUDDY L. SALES CO.

Z95-20 K **Retail** ____ **$7.98 ea.**

Inv.________ Pur.________



HAULER AND VAN TRAILER

All steel construction and authentic lithographed details. Has two large doors in rear equipped with lock and key. Has landing gear to support trailer when detached. Rear wheels on hauler and double tandem wheels on trailer equipped with dual tires. 29" long, 6¼" wide, 9¼" high. 1/ctn., wt. 13½ lbs. No. 3661

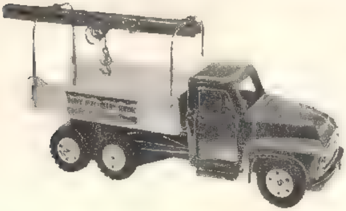
STOCK No. 71—84812

LOUIS MARX & CO.

B25-20 K **Retail** ________ **$7.98 ea.**

Inv.________ Pur.________

CARS & TRUCKS



MACHINERY TRUCK

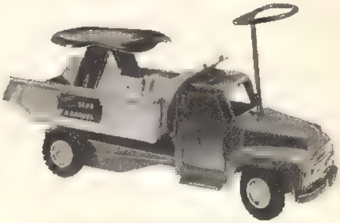
This is a heavy machinery service truck with traverse hoist. Durable all steel construction with rubber tires. Size is 23¼" long with boom on, 19¾" long with boom off, 6¼" wide, 9⅞" high with boom on and 7" high with boom off 1/ctn., wt. 7 lbs. No. 5668.

STOCK No. 71—84790

BUDDY L SALES CO.

B83-25 K **Retail** **$4.98 ea.**

Inv ____________ Pur ____________



PULL AND RIDE SAND AND GRAVEL DUMP TRUCK

Big, sturdy dump truck ruggedly built of all-heavy gauge steel for riding. Has removable "formed" saddle seat and pull and ride handle. Spring lift dump box with automatic end-gate has lock lever 20⅜" long, 8¼" wide, 11¼" high. One/ctn., wt 8 lbs. No. 5732.

STOCK No. 71—84791★

BUDDY "L" SALES CO.

M83-25 V **Retail** **$4.98 ea.**

Inv ____________ Pur ____________

ARMY TRANSPORT WITH HOWITZER

Authentic model of army transport truck with shooting howitzer field piece attached. Howitzer can be removed and used separately. All steel truck with tarpaulin cover, and rubber tires. Size is 27" long, 6¼" wide, 8¾" high. 1/ctn., wt 6¾ lbs. No. 5733.

STOCK No. 71—84794

BUDDY L SALES CO

H23-25 S **Retail** **$4.98 ea.**

Inv ____________ Pur ____________

MOBILE REPAIR-IT UNIT

Steel truck with seven removable rubber wheels and metal bumper jack. Three hard rubber tools, hub cap wrench, hammer and screwdriver. Extra metal tool box. Wrecker boom weighted hook that can be removed. 24½" long, 6⅜" wide, 8¾" high. One/ctn., wt 7¼ lbs. No. 5667

STOCK No. 71—84796

BUDDY "L" SALES CO

M83-90 V **Retail** **$5.98 ea.**

Inv ____________ Pur ____________

AUTO TRANSPORT

A true scale model of the real auto transport. Ramp extends at rear for loading and unloading. Die cast aluminum cab and chassis with 10 rubber wheels. Included are four scale model autos. 27" long, 5½" wide, 6¾" high. No. 706

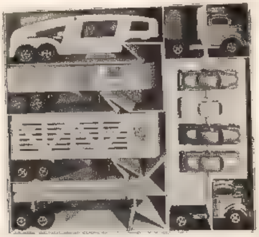
STOCK No. 71—84797★

STRUCTO MFG. CO

G43-90 T **Retail** **$5.98 ea.**

Inv ____________ Pur ____________

FIRE TRUCKS



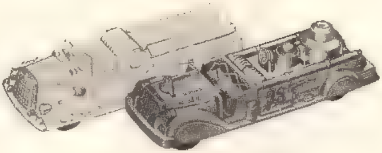
TRAILER AND TRUCK ASSORTMENT

A wonderful fleet of die-cast metal toys each with rubber tires. Set consists of steel cargo trailer, deluxe auto transport trailer, timber toter, cattle trailer. Complete set packed in beautiful display carton. 1/ctn., wt 20 lbs. No. 725.

STOCK No. 71—84833■★
STRUCTO MFG. CO.

C411-67 F **Retail** ______________ **$17.98 ea.**

Inv.______________ Pur.______________



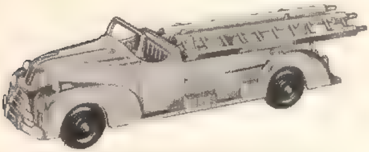
RUBBER FIRE TRUCKS

An assortment of two types of heavy rubber fire trucks with red finish and silver trim. Measures 7¾" long, 2⅝" wide, 2¼" high. 12 each in carton, wt. 13 lbs., No. 501

STOCK No. 71—84839
AUBURN RUBBER CO.

L5-26 G **Retail** ______________ **$ .39 ea.**

Inv.______________ Pur.______________



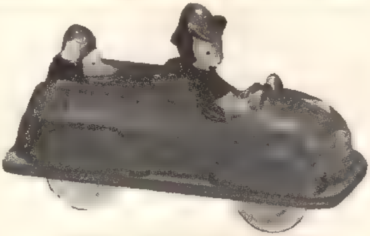
HOOK AND LADDER TRUCK

Sturdy metal fire truck with realistic detail and two plastic ladders. Red with aluminum finished windshield. Rubber wheels. Thirty-six to carton, wt. 21 lbs. No. 465.

STOCK No. 71—84840
HUBLEY MANUFACTURING CO

W3-39 E **Retail** ______________ **$ .59 ea.**

Inv.______________ Pur.______________



MICKEY MOUSE FIRE ENGINE

Made of sturdy molded rubber and decorated with special paint that will not chip or peel. Finish is bright red with silver trim. Driver has movable head. 12/ctn., wt. 7¾ lbs. No. 12017

STOCK No. 71—84841
SUN RUBBER CO.

W6-39 L **Retail** ______________ **$ .59 ea.**

Inv.______________ Pur.______________

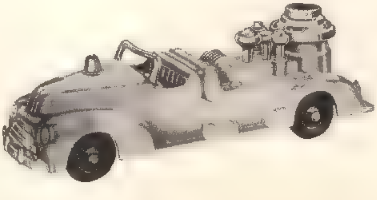
FIRE ENGINE

All metal fire engine with bright red finish and aluminum finished pumper top and windshield. Has sturdy rubber wheels. Measures 7½" long. 36/ctn., wt. 24 lbs. No. 464.

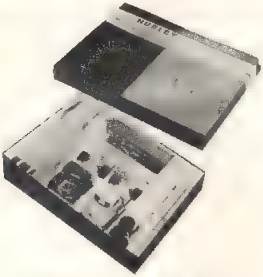
STOCK No. 71—84842
HUBLEY MFG. CO

R7-39 J **Retail** ______________ **$ .59 ea.**

Inv.______________ Pur.______________



CARS AND TRUCKS



FLEET OF TRUCKS SET

Set consists of one log truck, one dump truck and one carry-all trailer bed. All toys have numerous play features and rubber wheels. Packed one set in box, 3/ctn., wt. 35 lbs. No. 85.

STOCK No. 71—84813
HUBLEY MFG. CO.

R65-84 K Retail..................$8.98 ea.

Inv.________________ Pur.________________

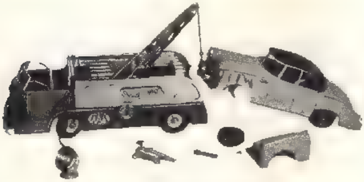
HYDRAULIC DUMP TRUCK

Large size dump truck with self-energizing hydraulic piston and special knuckle linkage to raise dump body. All heavy gauge steel construction with 10 rubber tires. Measures 22½" long, 9" wide, 14" high. No. 5859.

STOCK No. 71—84815
BUDDY L SALES CO.

Z46-49 N Retail..................$9.98 ea.

Inv.________________ Pur.________________



FIX IT TOW TRUCK

Rugged plastic chassis with other parts of metal. Tow truck has tools and other equipment to fix plastic modern sedan with dented fender included. Searchlight uses flashlight bulb and battery. Size is 20½" x 6¼" x 6¼". 3/ctn., wt. 20 lbs. No. 3001.

STOCK No. 71—84817
IDEAL TOY CORP.

G36-49 T Retail..................$9.98 ea.

Inv.________________ Pur.________________

VAN TRUCK

Die-cast cab with heavy gauge steel chassis. Polished aluminum van body with decals. Double rear doors really work, 14 heavy duty rubber tires. Hoods open and simulated motor is shown. Cab can be detached from trailer. Size 24¾" x 6" x 9". One/ctn., wt. 8 lbs. No. 6000.

STOCK No. 71—84819★
ALL METAL PROD. CO.

F37-14 P Retail $10.98 ea.

Inv.________________ Pur.________________

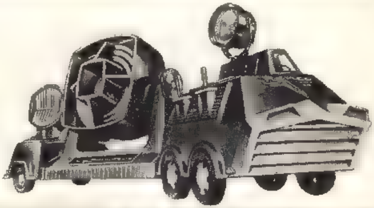
LOUD SPEAKER TRUCK

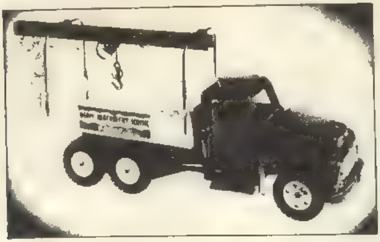
Powerful microphone transmits voice over loud speaker. Long-beam search light is controlled from trailer. A big 2-foot trailer type 6-wheel mobile unit. Has electronic switches, loud deep-toned buzzer system. Includes four batteries and wire ready to operate. 4/ctn., wt. 16 lbs. No. 104.

STOCK No. 71—84821★
REMCO INDUSTRIES, INC.

D46-49 T Retail..................$9.95 ea.

Inv.________________ Pur.________________





Buddy "L"

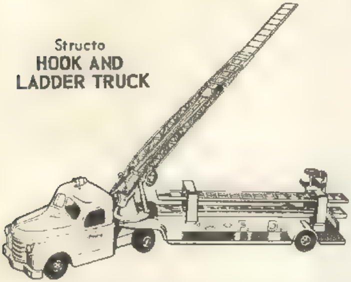
HEAVY MACHINERY SERVICE TRUCK WITH TRAVERSE HOIST

All steel, heavy gauge. Boom assembly, track and hoist are removable. 23¼ inches long with boom in place. Attractive two-color finish. Heavy duty rubber tires, duals on rear. Plated hub caps. Bright metal trim. In a box.

No.	Retail	Packed	Weight	Each
EG74-5668	$4.98	1 each	7 lbs.	

Structo

HOOK AND LADDER TRUCK



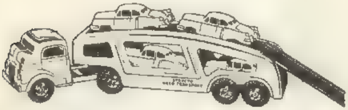
33¼ inches long. Constructed of aluminum and heavy gauge steel. Crank mechanism extends ladder to 34 inches at a maximum angle of 60 degrees and swivels completely around. Crank raises and lowers ladder. 2 auxiliary ladders are included. Movable tiller seat. 10 die cast metal wheels with heavy duty rubber tires. Baked enamel finish with plated trim. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG74-260	$9.95	6 each		

P.L. weight 60 lbs.

Structo

DELUXE AUTO TRANSPORT



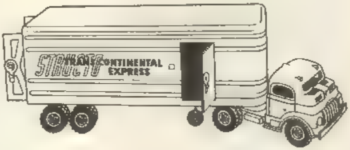
27 inches long. Chrome plated aluminum cab, die cast metal chassis, heavy gauge steel trailer. 10 die cast wheels with rubber tires. Ramp extends at rear to load and unload four die cast cars in assorted colors. Attractively boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG74-706	$6.95	6 each		

P.L. weight 34 lbs.

Structo

DELUXE MOVING VAN



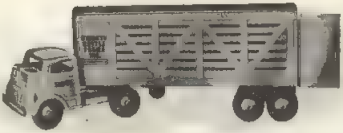
23-7/8 inches long. Chrome plated aluminum cab, die cast metal chassis, reinforced heavy gauge steel trailer. Side door and 2 rear doors open. 14 die cast metal wheels with rubber tires, plus 2 retractible dolly wheels. Floating tandem duals on trailer. Individually boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG74-710	$6.95	6 each		

P.L. weight 45 lbs.

Structo

CATTLE TRAILER



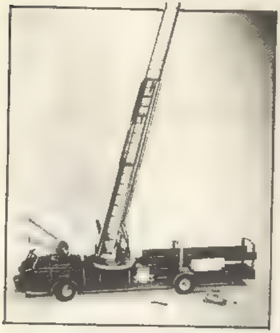
21-3/8 inches long, die cast aluminum cab and chassis, steel body. Rear doors open. Has 14 rubber wheels, floating tandem duals on the trailer. Retractible dolly wheels for parking. White cab, red trailer, natural aluminum chassis.

No.	Retail	Packed	L.P.L.	P.L.
EG74-708	$5.95	6 each		

P.L. weight 38 lbs.

Ideal Toy Corp.

AERIAL LADDER FIX-IT FIRE ENGINE



Giant size, 36 inches long, made of super high-impact plastic with metal base. 360 degree rotating ladder extends to 44 inches. Battery operated searchlight rotates, raises, lowers, can also be used off the truck. Dual crank controls work the ladder. The vinyl tires can be removed, using a ratchet jack and tools. Open and close tool compartment. Truck stays solid without use of stabilizers when the ladder is extended. Display boxed.

No.	Retail	L.P.L.	P.L.
EG73-3054	$11.95		

Pkd. 3 ea.-25 lbs.

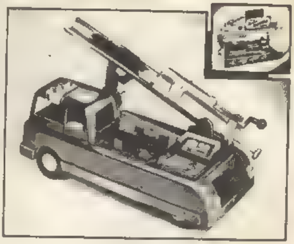
Ideal Toy Corp.

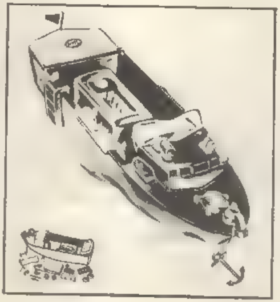
ATOMIC ROCKET LAUNCHING TRUCK

12 x 5 x 5¼ inches. High-impact plastic in assorted colors. Rocket firing mechanism actually propels rockets which are loaded with noise-making caps. Launcher elevates and depresses by ratchet gear. Ammo compartment opens. Equipment in metalized finish. In a display box, complete with 2 harmless polyethylene rockets.

No.	Retail	L.P.L.	P.L.
EG73-4862	$2.98		

Pkd. 12 ea.-12 lbs.





Ideal Toy Corp.

TAKE-APART POWER LAUNCH

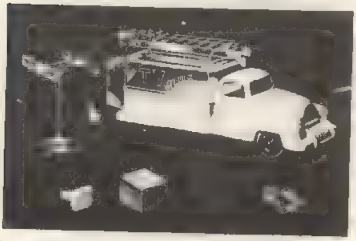
14 inches long, sturdy plastic construction; floats in the water. Can be completely disassembled by removing screws. Finely detailed with removable crank lever to raise and lower anchor, hatches, for lights, search light, actual compass, many other details.

No.	Retail	L.P.L.	P.L.
EG73-4713	$2.98		

Pkd. 6 ea.-10 lbs.

Ideal Toy Corp.

TELEVISION REPAIR TRUCK



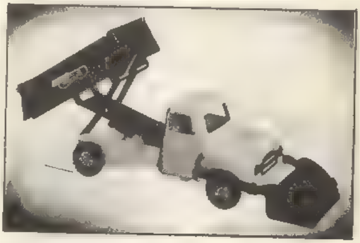
Sturdy plastic truck, 8-3/8 inches long, with upper body and rear doors of clear plastic. Plastic equipment includes an antenna, picture tube, television cabinet and chassis. Two ladders attach to a special rack on top of truck. All equipment can be stowed in the truck. Attractively boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG73-3019	$0.89	24 each		

P.L. weight 12 lbs.

Buddy "L"

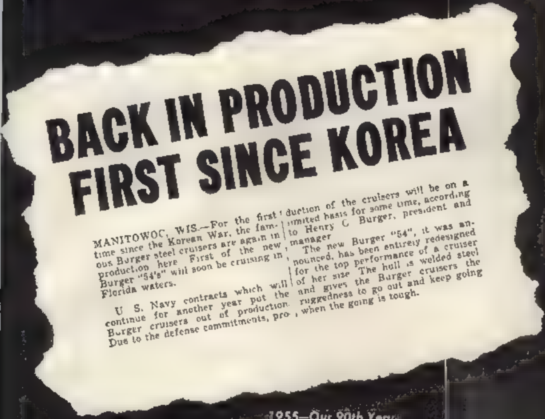
FRONT LOADER HI-LIFT DUMP



All steel, 14-5/8 inches long with scoop in up position, 17-3/4 inches long with scoop lowered. Two color finish. Heavy duty rubber truck tires with plated hub caps. Crank operated hi-lift dump body. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG73-5524	$2.98	6 each		

P.L. weight 25 lbs.



BACK IN PRODUCTION FIRST SINCE KOREA

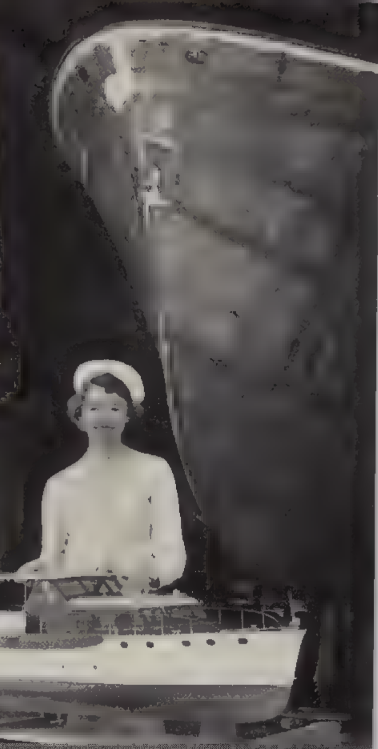
MANITOWOC, WIS.—For the first time since the Korean War, the famous Burger steel cruisers are again in production here. First of the new Burger "54's" will soon be cruising in Florida waters.

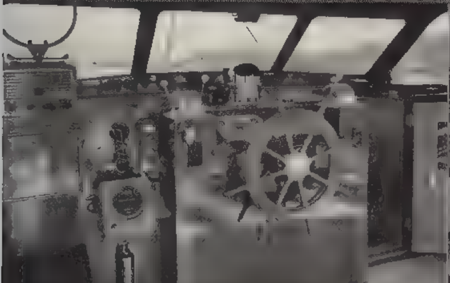
U. S. Navy contracts which will continue for another year put the Burger cruisers out of production. Due to the defense commitments, production of the cruisers will be on a limited basis for some time, according to Henry C. Burger, president and manager.

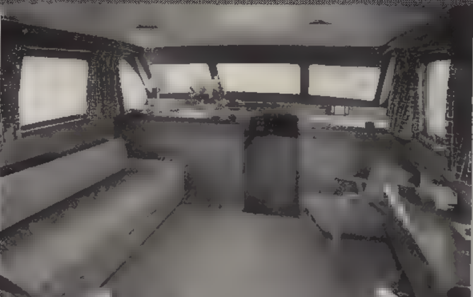
The new Burger "54", it was announced, has been entirely redesigned for the top performance of a cruiser of her size. The hull is welded steel and gives the Burger cruisers the ruggedness to go out and keep going when the going is tough.

1955—Our 90th Year

Entirely new hull lines created in association with Dair N. Long of Newport Beach, Calif. make the new Burger "54" the outstanding performer and dryest and cleanest running cruiser of her size class. The hull form is still the same, the famous non-pounding Burger combination vee and round bottom. Construction is still the most modern afloat—welded steel, the choice of experienced yachtsmen. Lower first-cost, much lower maintenance and insurance, far higher re-sale value and above all the ultimate in carefree, safe cruising. . . . Such is the familiar story of the Burger steel hull. Styling, too, has kept pace with the hull design. Like its predecessor, "international inspiration" for a score of foreign and domestic builders, the new Burger "54" will set the pattern for styling in good taste for years to come.







Burger standard steel cruisers now in 54, 60, 65 and 70 ft. Colorful new brochure on request.

Burger BOAT COMPANY
MANITOWOC, WISCONSIN
PHONE MANITOWOC 5596

FIRST IN STEEL YACHTS

MOTOR BOAT RECORDS

ONE-MILE AS OF DECEMBER 1, 1954

CLASS	SPEED	DATE	WHERE MADE	BOAT NAME	OWNER OR DRIVER	BOAT BUILDER	ENGINE MAKE
Unlimited Hydro	178.497	7/ 7/52	Seattle, Wash.	Slo Mo Shun IV	Stanley Sayres	Jones	Allison
7 Liter	115.203	10/ 3/54	Elizabeth City, N. C.	Miss DeSoto	George Byers, Jr.	Lauterbach	DeSoto
266 Cu. In. Hydro	121.703	11/ 1/52	Salton Sea, Calif.	Guess Who	Bob Sykes	....	....
225 Cu. In. Hydro	107.238	8/ 9/54	Seattle, Wash.	Flyin' Saucer	Richard Hallett	Hallett	Ford
136 Cu. In. Hydro	80.067	11/ 8/54	Salton Sea, Calif.	Blue Blazes	Thomas Caldwell		
135 Cu. In. Hydro	101.373	11/ 8/54	Salton Sea, Calif.	Screaming Eagle IV	Buddy Holloway		
91 Cu. In. Hydro	78.202	12/28/53	Miami, Fla.	Dragon	Samuel Crooks	Peek	Peek
48 Cu. In. Hydro	87.135	11/ 8/54	Salton Sea, Calif.	Tinkertoy	Duane Allen	Hallett	Crosley
Pacific One Design	62.475	10/16/53	Salton Sea, Calif.	Little Beaver	Marion Beaver		
Cracker Box, Inb. Run	75.386	11/ 8/54	Salton Sea, Calif.	Hot Ice	Carl Maginn	Wickens	Dodge
48 Cu. In. Run	50.704	9/26/53	New Martinsville, W. Va.	Yankee Boy II	Robert McAllister		
Class B Rac. Inb. Run.	69.943	8/ 9/54	Seattle, Wash.	Lil Bee	Ernest Rose	Speedliner	Ford
Class D Rac. Inb. Run	72.951	8/ 3/52	Cambridge, Md.	My Boy Woody	Elwood Pliescott	.....	
Class D Ser. Inb. Run.	57.064	8/22/54	Abingdon, Md.	Skip	Harry Bickford	Bickford	Gray
Class E Rac. Inb. Run	84.556	11/ 8/54	Salton Sea, Calif.	Slipper-E	Gus Wilson		
Class E Ser. Inb. Run.	56.967	8/22/54	Abingdon, Md.	Vaughan Francis	Enoch Walker	Davis	Gray
Class F Ser. Inb. Run	57.280	7/ 8/51	Bush River, Md.	Red Eagle	Edison Hedges	Seabrook	Gray
Class K Rac. Inb. Run	69.438	9/ 8/50	Ocean City, N. J.	Beaver II	L. Gene Gatter	Ventnor	Packard
Jersey Speed Skiff	56.604	9/25/54	New Martinsville, W. Va.	Jo Carol Too	Daniel Ardolino	Ardolino	Dodge
44 Cu. In. Run	45.5702	8/ 2/53	Cambridge, Md.	Yankee Boy	Robert McAllister		
Class M Out. Hydro	43.303	3/21/49	Lake Alfred, Fla.	....	Eleanor Shakespeare	Jacoby	Evinrude
Class A Out. Hydro	61.069	8/ 9/54	Seattle, Wash.	Gotta' Go VI	Jack Leek	Swift	Mercury
Class B Out. Hydro	64.297	8/ 9/54	Seattle, Wash.	Hornet X	William Tenney	Neal	Johnson
Class C Out. Hydro	68.631	8/ 9/54	Seattle, Wash.	Hornet XIII	William Tenney	Neal	Johnson
Class C Ser. Out. Hydro	57.678	8/ 9/54	Seattle, Wash.	Hubba Hubba	Lightle Samse	Samsel	OMC
Class C Rac. Out. Run.	63.581	8/ 9/54	Seattle, Wash.	Crosswind	Bud Wiget	DeSilva	Evinrude
Class C Ser. Out. Run	51.6 3	5/21/49	San Diego, Calif.	Miss Santa Barbara	Tommy Newton	DeSilva	OMC
Class F Out. Hydro	71.993	8/10/53	Seattle, Wash.	Flying High	Bud Wiget		
Class F Rac. Out. Run.	63.811	8/ 9/54	Seattle, Wash.	Crossfire	Bud Wiget	DeSilva	Evinrude
Class JU Run	26.985	8/ 9/54	Seattle, Wash.	Sparks	Jim Benson	Jacobson	Mercury
Class AU Runabout	46.039	8/10/53	Seattle, Wash.	29R	Don Benson		
Class BU Run.	53.753	8/ 9/54	Seattle, Wash.	98-R	Bill Larsen	Calkins	Mercury
Class CU Runabout	41.532	2/17/53	Lake Alfred, Fla.	Wang Dang	Bernard Abrams	....	
Class DU Run	59.367	8/ 9/54	Seattle, Wash.	R 78	Robert Batie	Bloom	Mercury
Class EU Runabout	39.649	8/23/53	Bush River, Md.	Kawliga	George Reichert Jr.	....	
Class FU Runabout	44.280	9/18/50	Dallas, Texas	....	Roy Buie	Speedliner	Evinrude
Class A Stock Hydro	50.858	8/10/53	Seattle, Wash.	Auta' Go III	Doug Tenzler	....	
Class B Stock Hydro	60.482	8/ 9/54	Seattle, Wash.	Thayne	V. J. Spinner, Jr.	Jacobsen	Mercury
Class D Stock Hydro	55.866	5/10/52	Devils Lake, Ore.	651-R	Hubert Entrop	Jones	Mercury

FIVE-MILES IN COMPETITION AS OF DECEMBER 1, 1954

CLASS	SPEED	DATE	WHERE MADE	BOAT NAME	OWNER or DRIVER	BOAT BUILDER	ENGINE MAKE
Unlimited Hydro (10N)	111.742	8/13/51	Seattle, Wash.	Slo-Mo-Shun IV	Stanley Sayres	Jones	Allison
Unlimited Hydro (90M)	99.108	8/ 7/54	Seattle, Wash.	Slo-Mo-Shun V	Stanley Sayres	Jones	Allison
7 Liter	77.453	9/27/53	New Martinsville, W. Va.	Wildcatter	B. G. Bartley	....	
266 Cu. In. Hydro	87.890	11/10/51	Salton Sea, Calif.	Alter Ego	Paul Sawyer	Hallett	Ford
225 Cu. In. Hydro	80.433	8/ 9/53	Seattle, Wash.	I'm In	Richard Hallett		
136 Cu. In. Hydro	61.941	11/ 6/54	Salton Sea, Calif.	Jerky	Bob Boehm		
135 Cu. In. Hydro	77.519	11/10/51	Salton Sea, Calif.	Little Joe	Morlan Visel	Visel-Moore	Ford
91 Cu. In. Hydro	59.960	2/17/51	St. Petersburg, Fla.	Red Witch	J. N. Van Deman	Peek	Crosley
48 Cu. In. Hydro	67.720	11/ 6/54	Salton Sea, Calif.	Lou Kay	Lou Meyer Jr.	....	
Pac. One Design Hydro	57.216	10/17/53	Salton Sea, Calif.	Little Beaver	Marion Beaver		
Cracker Box Inb. Run	65.693	11/ 9/54	Salton Sea, Calif.	Hot Ice	Carl Magnun	Wickens	Dodge
48 Cu. In. Run	56.747	9/13/52	Red Bank, N. J.	Yankee Boy II	Robert McAllister	McAllister	Crosley
44 Cu. In. Run	44.280	9/12/53	Red Bank, N. J.	Yankee Boy	Robert McAllister		
Class B Rac. Inb. Run	59.840	10/18/53	Salton Sea, Calif.	Lil' Bee	Ernest Rose		
Class D Rac. Inb. Run	59.016	10/ 3/48	New Martinsville, W. Va.	Sagana VIII	Franklin Foulke	Glazier	
Class D Ser. Inb. Run	50.719	8/14/54	Buffalo, N. Y.	Skip	Harry Bickford	Bickford	Gray
Class E Rac. Inb. Run	72.757	11/ 6/54	Salton Sea, Calif.	E Gad	Marion Beaver		
Class E Ser. Inb. Run	52.264	6/14/52	New Orleans, La.	Me 2	Bob Bourcq	Davis	Gray
Class F Ser. Inb. Run	50.533	9/24/50	New Martinsville, W. Va.	Red Eagle	Edison Hedges	Seabrook	Gray
Class K Rac. Inb. Run	56.426	9/29/40	Washington, D. C.	Gen VI	David Gerli	Apel	Packard
Jersey Speed Skiff	46.153	9/12/53	Red Bank, N. J.	Slo Poke	James Camp		
Class JU Runabout	24.109	8/ 6/53	Seattle, Wash.	Sang Shun	John Ford III	....	....
Class AU Runabout	40.477	5/10/52	Devils Lake, Ore.	90-R	Jerry Couns	Jacobsen	Mercury
Class BU Runabout	46.512	1/30/54	Lakeland, Fla.	102-J	Jim Coulbourn	Sid Craft	Mercury
Class CU Runabout	38.461	10/ 2/54	Elizabeth City, N. C.	Poopdeck Pappy	Horace Nixon	Carlsen	Evinrude
Class DU Runabout	50.934	5/10/52	Devils Lake, Ore.	Thunder Fish	Alan G. Wyman	Kean	Mercury
Class EU Runabout	40.655	9/ 6/53	Devils Lake, Ore.	Nothin' Down	Dick Scandling		
Class FU Runabout	36.344	9/17/50	Dallas, Texas	....	Roy Buie	Speedliner	Evinrude
Class A Stock Hydro	42.624	5/10/52	Devils Lake, Ore.	Auta Go	Jack Leck	Swift	Mercury
Class B Stock Hydro	48.966	8/15/54	Liverpool, N. Y.	Sleepy Time Gal	John Schubert III	Jacoby	Mercury
Class D Stock Hydro	58.027	9/ 6/53	Devils Lake, Ore.	Roos Go	Burt Ross, Jr.		
Class M Out. Hydro	39.045	2/ 1/53	Lake Alfred, Fla.	Thum	R. D. Frawley		
Class A Out. Hydro	48.596	5/10/53	Friant, Calif.	Cotton Kid	Orlando Torigiani		
Class B Out. Hydro	55.012	1/30/54	Lakeland, Fla.	Hornet XVI	Wm. L. Tenney	Neal	Johnson
Class C Out. Hydro	60.729	1/31/53	Lakeland, Fla.	Horent X	William Tenney		
Class C Ser. Out. Hydro	51.078	9/ 6/53	Devils Lake, Ore.	Hubba-Hubba	Lightle Samse		....
Class C Rac. Out. Run	57.142	1/31/53	Lakeland, Fla.	Hornet XI	William Tenney		
Class C Ser. Out. Hydro	47.480	4/25/50	Friant, Calif.	Miss Santa Barbara	Tom Newton	De Silva	Elto
Class F Out. Hydro	62.198	9/ 6/53	Devils Lake, Ore.	Flying High	Bud Wiget		
Class F Out. Rac. Run	53.816	9/ 6/53	Devils Lake, Ore.	Chuck Wagon Too	Chuck Parsons		

(*Continued on page* 393)

Exclusive

NEW DESIGNS

Designed by BELLE KOGAN I.D.I.

DELUXE LINE

COLORAMA SERVING AIDS

AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS won't fade, chip, tarnish or stain

NEW EXCLUSIVE DELUXE FOOTED TUMBLERS

SMART 2-Tone COMBINATION

patents app. d for

"COLORAMA" NEW DELUXE 8-PC. FOOTED TUMBLER SET. The most exquisite tumbler set ever produced! Heavy gauge! New Smart design in two-tone finish . . . beautiful Colorama color* combined with satin finish aluminum foot. Set of 8 in assorted colors. 14-oz. size in gift box.

530A43-467 **Retail $7.00**

SMART 2-Tone COMBINATION

COLORAMA* DELUXE 2½ QT NEW ALUMINUM FOOTED PITCHER [illegible] Colorama [illegible] colors* Copper, Red, Green

530A41 333 **Retail $5.00**

patents app. d for

Guaranteed by Good Housekeeping

"COLORAMA" NEW DELUXE SERVING TRAY [illegible] 12" x 21" [illegible] small [illegible] gallery and handles. Colors: Gold, Copper, Red, Green

530A42-400 **Retail $6.00**

patents app. d for

COLORAMA LAZY SUSAN The [illegible] Brilliant color* [illegible] tray, 4 [illegible] heat-conforming white glass dishes and [illegible] Ball-bearing anodized-color* base and cover. Colors: Gold, Copper, Red, Green. Decorative black rings.

530A45-467 **Retail $7.00**

SMART 2-Tone COMBINATION

"COLORAMA" NEW DELUXE 7-PC. BEVERAGE SET. New [illegible] 14-oz. footed tumblers [illegible] satin finish aluminum [illegible] satin finish aluminum [illegible] copper, red [illegible] Please specify color.

530A44 667 **Retail $10.00**

NATIONALLY ADVERTISED

GOOD HOUSEKEEPING

TV

NATIONALLY ADVERTISED

COLORAMA Sherbet Set

"COLORAMA" STEIN SET. 12-oz. steins in assorted Colorama colors.* Ideal for beverages, drinks, small potted plants, etc. In attractive display box.

530A16 533 8-pc. Set, assorted colors — Retail $8.00

530A13 267 4-pc. Set, anodized copper only — Retail $4.00

"COLORAMA" 8-PC. SHERBET SET. A very colorful service for seafood cocktails, fruits, sherbets, desserts, etc. Each base finished in a different brilliant Colorama color.* Small crystal glass inserts.

530A6 433 **Retail $8.50**

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*Anodized for lifetime brilliance . . . never needs polishing!

HELLER HOSTESS WARE, WHITE PLAINS, N. Y.

the Original quality line of anodized 'Hostess-Ware!'

STANDARD LINE

COLORAMA SERVING AIDS

AMERICA'S MOST BEAUTIFUL ANODIZED ALUMINUM "HOSTESS-WARE"

Colors fused into quality aluminum for permanent brilliance! PATENTED EXCLUSIVE ANODIZING PROCESS won't fade, chip, tarnish or stain

16-PC. TUMBLER-COASTER SET
8 Colorama 12-oz. Tumblers,
8 Colorama Coaster-Ash Trays

"COLORAMA" 16-PC. TUMBLER COASTER SET. Famous Colorama matched set of eight 12-oz Tumblers and 8 matching Coaster-Ash Trays in brilliant Colorama colors.* Millions sold at regular prices. Now specially priced and gift packaged.
530A31 467 **Retail $7.00**

'COLORAMA' TUMBLER SETS These tumblers serve sparkling drinks in grand style. They're smartly shaped and brilliantly colored.* Concave bottoms prevent sticking. 8 assorted colors in beautiful transparent acetate gift tube.

530A32 333	Set of 8—12 oz. size	Retail $5.00
530A35-467	Set of 8—18 oz. size	Retail $7.00

Guaranteed by Good Housekeeping

"COLORAMA" 9-PC. BEVERAGE SERVICE WITH WROUGHT IRON CARRIER Complete, convenient and ideal for serving all kinds of drinks. 8 beautiful aluminum 12-oz tumblers, each in a different Colorama color.* Handsomely designed carrier with handle, decorated with white banding.
530A7 400 **Retail $6 00**

"COLORAMA" 7-PC. BEVERAGE SET Drink 'em better in this gorgeous set. Stunning 2-qt. Pitcher in Colorama colors*—gold, chartreuse, green or red, and 6 beautiful 12-oz. Tumblers, each in a different Colorama color.* In colorful display box.
530A15-467 **Retail $7.00**

NATIONALLY ADVERTISED
GOOD HOUSEKEEPING
T.V.
NATIONALLY PROMOTED

"COLORAMA" 2-QT. PITCHER. Charmingly designed aluminum Pitcher with ice guard. Colors* — Gold, chartreuse, green, red.
530A17 200 **Retail $3 00**

"COLORAMA" SERVING TRAY. Beautifully embossed design and scalloped edge, 14½" aluminum tray. Colors*—Gold, chartreuse, green, red.
530A18-183 **Retail $2.75**

"COLORAMA" 8-PC. BANTAM TUMBLER SET Most beautifully designed all-purpose tumbler ever produced! Finest quality aluminum in glamorous Colorama colors.* 8-oz. Size, packed in transparent acetate gift tube.
530A14 300 **Retail $4.50**

*Anodized for lifetime brilliance ... never needs polishing!

HELLER HOSTESS WARE, WHITE PLAINS, N. Y.
PRINTED IN U.S.A.

Now with COLOR...America's Most Beautiful Aluminum Pantry-Ware

COPPERAMA ALUMINUM PANTRY-WARE

with lifetime COLOR that never tarnishes . . . Anodized for life . . . Never needs polishing

HELLER Hostess-Ware

Guaranteed by Good Housekeeping

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LIFE POST

GOOD HOUSEKEEPING

AND ON NATIONAL TELEVISION PROGRAMS T.V.

NATIONALLY PROMOTED

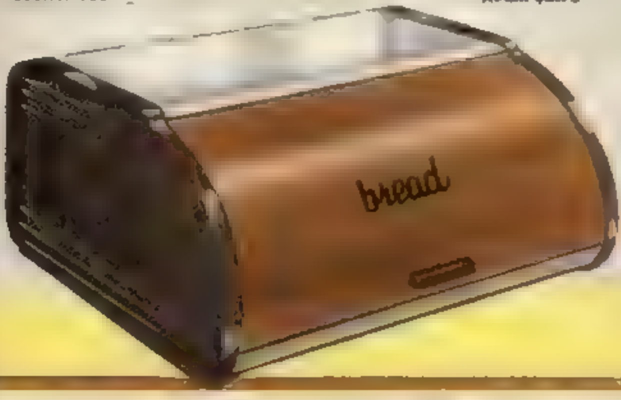
tea
coffee
sugar
flour

"COPPERAMA" 3-PC ALUMINUM RANGE SET. Satin finish, rust-proof aluminum grease container. Cover finished in rich, lifetime copper-color.* Beautiful easy-handling black ring on cover. With Salt & Pepper.

530A47-180 **Retail $2.70**

"COPPERAMA" 4-PC CANISTER SET. New design combining satin finish polished aluminum with beautiful lifetime copper-color* covers. Covers topped with decorative easy-handling black rings. Smart embossed lettering. 5-lb. Flour, 5-lb. Sugar, 1½-lb. Coffee, 1½-lb. Tea.

530A48-467 **Retail $7.00**



"COPPERAMA" DELUXE ALUMINUM BREAD BOX. Thoroughly ventilated and guaranteed rust-proof. Satin finish polished aluminum top and back. Smooth-working, roll type door finished in brilliant copper-color.* Sides of heavy black plastic. Large size: 13⅜" long, 12" deep, 7½" high.

530A48-533 **Retail $8.00**

"COPPERAMA" ALUMINUM "SNACK" CANISTER. New design. Keeps cookies, pretzels, etc. crisp-fresh. Satin-finish aluminum canister with copper-color* cover. Embossed lettering. Cover topped with decorative easy-handling black ring.

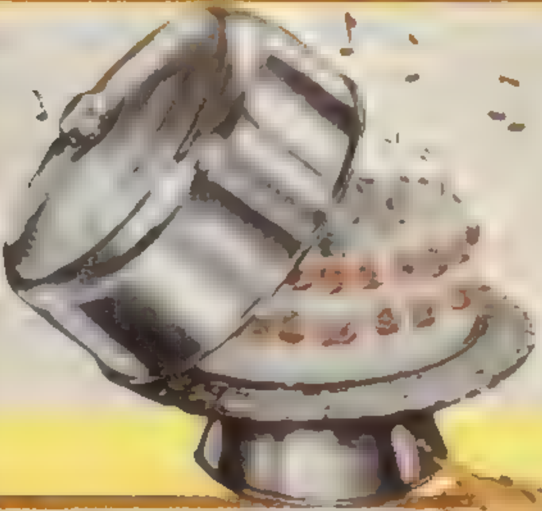
530A49-183 **Retail $2.75**

"COPPERAMA" ALUMINUM BUN WARMER AND VEGETABLE CASSEROLE. For pre-heating rolls, buns and baked goods. Heavy-gauge, highly polished aluminum bottom with copper-color* cover. Black bakelite handles. Complete with inner basket. Diameter 9". Height 6

530A52-200 **Retail $3.00**

KING SIZE CAKE FRESH'NR. Two-tone combination cover with copper-color* top and satin-finish aluminum rim. 14" round crystal tray holds largest party cake — can be used separately for serving. Special "moisture lock" fits cover and tray snugly together. Decorative, easy handling black ring on cover.

530A60-267 **Retail $4.00**



REDESIGNED, IMPROVED, "MUSICAKE"
Plate Revolves as it plays "Happy Birthday" on Swiss musical movement. Cover and base in satin-finish aluminum. Crystal plate and cover can be used separately for serving.

530A2-587 **14" King size** **Retail $8.50**
530A1-500 **10" Standard size** **Retail $7.50**

"COPPERAMA" ALUMINUM HOT 'N COLD SERVER. Attractively designed bucket in highly polished aluminum. Cover and handle finished in rich, copper-color.* Double wall interior construction with fibre glass insulation. Holds 2 trays of ice cubes solid for hours.

530A51-467 **Retail $7.00**

*Anodized for lifetime brilliance . . . never needs polishing!

HELLER HOSTESS-WARE, WHITE PLAINS, N. Y.

Heller Announces the GREATEST NEWS IN PANTRY-WARE

COPPERAMA CHROMIUM PANTRY-WARE

with lifetime COLOR that never tarnishes Trade Mark . . . Anodized for life . . . Never needs polishing

COPPERAMA DELUXE CHROMIUM 4-PC CANISTER SET New ex[illegible]ve oval design in two-tone combination [illegible] lustrous chromium plate with copper-colored* covers. Decorative copper rings for easy handling on front and cover. [illegible] Coffee and 1½-lb Tea stack neatly to balance 5-lb Sugar and 5-lb. Flour

530A55-667	As above	Retail $10.00
530A61-667	All chromium	Retail $10.00

DESIGNED BY
Belle Kogan, I.D.I

Guaranteed by Good Housekeeping

patents app'd for

"COPPERAMA" DELUXE CHROME DISPENSER Separate fully enclosed compartments for ALUMINUM FOIL, WAX PAPER and PAPER TOWELS. Serrated edges on doors for easy cutting. In two-tone combination-sparkling chromium plated sides with copper-color* doors. Decorative copper rings on sides for [illegible] Hangs [illegible] on counter

530A56-467	As above	Ret. $7.00
530A62-467	All chrome	Ret. $7.00

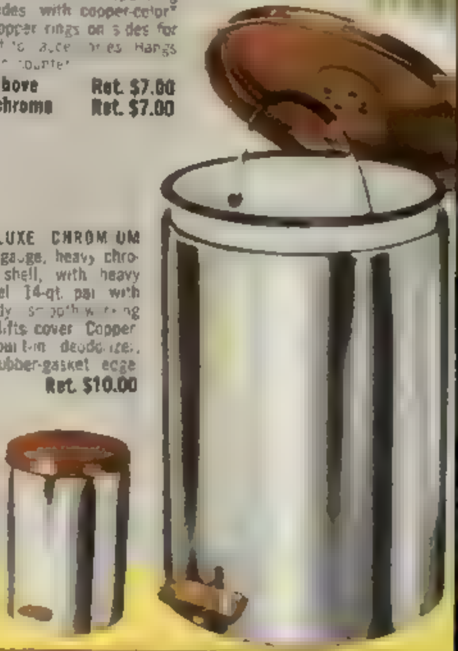
NATIONALLY ADVERTISED

LIFE POST

GOOD HOUSEKEEPING

T.V.

NATIONALLY PROMOTED



"COPPERAMA" DELUXE CHROMIUM STEP-ON CAN Thick gauge, heavy chromium plated outer shell, with heavy sanitary white enamel 14-qt. pail with handle. Has a sturdy smooth-working copper-color* pedal lifts cover. Copper-color* cover has built-in deodorizer, closes quietly on rubber-gasket edge

530A58-667	Ret. $10.00

'COPPERAMA' DELUXE CHROMIUM BREAD BOX Thoroughly ventilated. In two-tone combination — [illegible] back with smooth working [illegible] finished in [illegible] heavy black [illegible] large size 13½ [illegible] only 2 [illegible] high

530A57-600	[illegible]

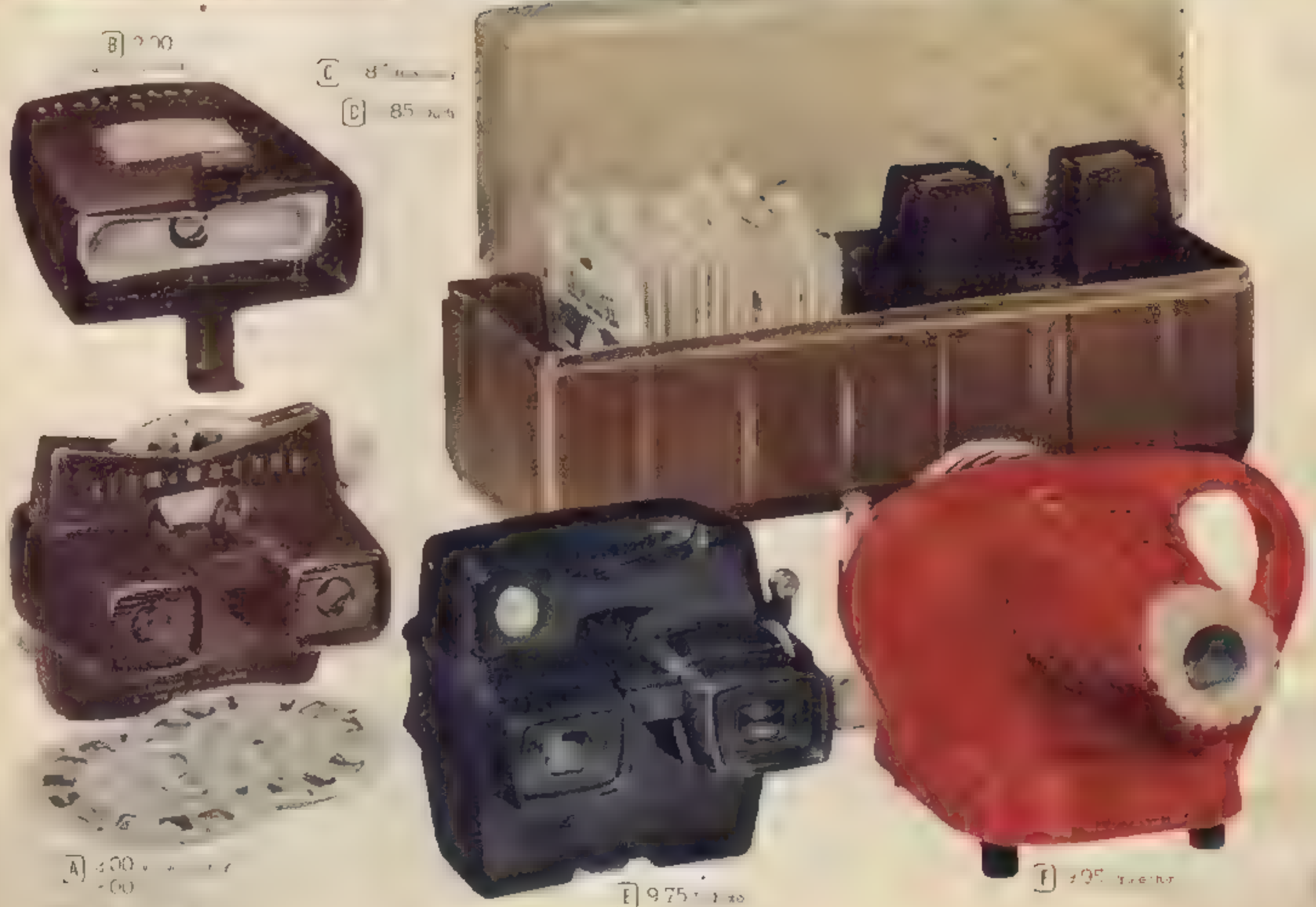
"SAVOY TEA TIME" 6-CUP CHROMIUM TEA SERVICE. Exclusively designed for Heller by English craftsmen. Heavily chromium plated on quality aluminum — never rusts. Attractive black bakelite handle. Complete with copper-color* candle warmer with black ring handles for service at the table

530A53-533	Tea Service with Warmer	Ret. $8.00
530A63-333	Tea Pot only	Ret. $5.00
530A64-233	Candle Warmer only	Ret. $3.50

"WINDSOR COFFEE TIME" 8-CUP CHROMIUM COFFEE PERCOLATOR SERVICE. Exclusively designed for Heller by English craftsmen. Brews perfect coffee. Finished in heavy chromium plate on quality aluminum—never rusts. Attractive black bakelite handle. Complete with copper-color* candle-warmer with black ring handles for service at the table

530A54-800	Percolator with Warmer	Ret. $12.00
530A65-600	Percolator only	Ret. $9.00
530A64-233	Candle Warmer only	Ret. $3.50

*Anodized for lifetime brilliance . . . never needs polishing!


B) 2 00
C) 8
C) 85
A) 4 00
(0)
E) 9.75
F) 4 95

New, Improved 3-D Sawyer Viewmaster

FULL COLOR THREE-DIMENSIONAL TRAVELOGS, FAIRY TALES AND ADVENTURE

When you look at View-Master Pictures through the View-Master Stereoscope, it's like stepping through Alice's looking glass into a new world. Every object has the fullness, the depth, the roundness of reality—you feel confident you can touch and even reach around and behind trees, rocks, and people. The pictures are brilliant Kodachromes in reels of 7 full-color, 3-dimensional scenes—actually there are 14 pictures to each reel because each eye sees its own picture as in real life. View-Master has the largest, most varied library of reels in the 3-D field many of which are listed below. More titles are being added regularly. There are more than 300 to choose from that range from travel pictures of our own country and throughout the world, to wild animals, beloved fairy tales and Bible stories—for both children and adults. Complete list of all View-Master Reels included with order — or write for free list.

(A) VIEW-MASTER STEREOSCOPE. A plastic hand viewer for your View-Master 3-D reels. Just drop in reel and hold up to light (no batteries needed), to see full color pictures, in real-as-life 3-dimension. Fingertip lever changes pictures automatically. *Ppd.*

67 WN 3838—Stereoscope viewer......2.00

67 WN 3837—Viewer and 3 reels. *State choice of reels by Title and Number*....3.00

(B) VIEW-MASTER LIGHTING UNIT. Gives even, bright, diffused light for View-Master pictures. Fastens to back of stereoscope. With bulb, order batteries separately below.

67 WN 3839—*Postpaid*............ ...2.00

67 W 3228—Batteries. Ship. wt. 6 oz. 2 for 35¢

(C) PLASTIC LIBRARY BOX. Holds stereoscope and up to 100 reels.

67 WN 3840—*Postpaid* 1.85

(D) DE LUXE VIEW-MASTER OUTFIT. An excellent gift idea. Includes Stereoscope (A), your choice of any 6 Reels listed below, plastic library box, and complete list of View-Master Reels.

67 TN 3836—*State reels desired by Title and Number. Postpaid*...........5.85

VIEW-MASTER OUTFIT. A good starting outfit. Includes Stereoscope (A) and Lighting Unit (B), choice of 3 View-Master reels. (Order batteries under (B))

67 WN 3835—*State reels desired by Title and Number. Postpaid*............5.00

(E) VIEW-MASTER DE LUXE 3-D VIEWER. New built-in illumination and large image. Fingertip lever changes frames. Focusing adjustment. Sturdy black plastic case. Order batteries under (B).

67 TN 3808—*Postpaid*.. ...... .9.75

(F) VIEW-MASTER JR. PROJECTOR. For View-Master reels. Does not give 3-D effect, but F/3 lens projects a big, bright image in full color, up to 16x14 in. in size. Durable metal and plastic, it's so safe and simple to operate that youngsters can show pictures themselves. Lever advances reel. Order screen below.

67 WN 3841—With bulb. *Postpaid*.....9.95

67 WN 3163—Replacement bulb. *Ppd*....66¢

JUNIOR PROJECTOR CASE. Luggage fabric on strong plywood case. For keeping projector and 125 reels together.

67 W 3607—Ship. wt. 2 lbs. 3.95

VIEW-MASTER TRANSFORMER. Eliminates batteries. Plugs into 115V house outlet. Fits unit (B) or unit (E).

67 WN 3842—10-ft. cord. *Postpaid* 3.50

67 WN 3811—View-Master Reels—*Postpaid State Catalog Number, title, and reel Number.* Six reels for $2.00.

RUDOLPH, THE RED NOSED REINDEER. Scenes of Rudolph's triumph.

FT-25*	Rudolph

CHRISTMAS STORY. Carved settings after famous paintings.

XM-1	Mary and Joseph
XM 2	The Shepherds
XM 3	The Wise Men

THE NIGHT BEFORE CHRISTMAS Molded and carved figures enact the scenes of Clement Moore's poem

FT-30*	Night Before Christmas

HOME OF SANTA'S WORKSHOP Live models in colorful settings.

9058	North Pole, New York

FAIRY TALES Molded and carved figures. With printed story.

FT-1*	Little Red Riding Hood
FT 2*	Hansel and Gretel
FT 3*	Jack and the Beanstalk
FT 5*	Cinderella
FT-[illegible]*	Goldilocks
FT 7*	The Three Little Pigs
FT 6*	Little Black Sambo
FT 9*	The Ugly Duckling
FT-13*	Rumpelstiltskin
FT 10A*	Aladdin and Lamp I
FT 10B*	Aladdin and Lamp II
FT [illegible]*	The Magic Carpet
FT 10	Sleeping Beauty
FT-11	Pied Piper of Hamelin
FT 12	Thumbelina

CARTOON CHARACTERS. Molded figures of cartoon characters.

800	Bugs Bunny "The Hunter"
810	Tom and Jerry in "Cat Trap"
820	Woody Woodpecker in "The Pony Express Ride"
821*	Woody "The Bill Collector"
822*	Andy Panda in "The Mystery Tracks"
823*	Chilly Willy the Penguin in "No Fishing"

SAM SAWYER. Boy adventurer.

SAM 1*	Sam Flies to the Moon
SAM 2*	Sam Finds a Treasure
SAM 3*	Sam in Giant Land
SAM 4*	Sam in Darkest Africa
SAM 5*	Sam in the Land of Ice
SAM 5*	Sam and the Flying Saucer Pirates

ALICE IN WONDERLAND. Carved and molded figures show the most famous parts of Lewis Carroll's tale.

FT 20A*	The White Rabbit
FT 20B*	The Mad Tea Party
FT 20C*	Croquet Game and Trial

ADVENTURE Exciting Kodachromes of real western heroes and animals.

945	Roy Rogers and Trigger
946	Roy Rogers in "The Holdup"
950	Gene Autry and Champion
951	Gene Autry in "The Kidnapper"
955	Hopalong Cassidy (Bill Boyd)
956	Hopalong Cassidy in "The Cattle Rustler"
960	Cisco Kid and Pancho
940	The Rodeo, U. S. A.
942	Cattle Roundup & Branding
901	Wild Animals in Natural Habitat (Africa)
910	African Animals in Zoo I
911	African Animals in Zoo II
912	Asiatic Animals in Zoo
913	N. American Animals in Zoo
914	S. American Animals in Zoo
925	Performing Elephants
926	Performing Chimpanzees
927	Performing Lions
701	A Day at the Circus I
702	A Day at the Circus II
703	A Day at the Circus III
710	Firefighters in Action
715	Down on the Farm
720	Bullfight in Spain

GARDEN FLOWERS. In season.

980*	Spring
981*	Summer
982*	Autumn

NATIONAL PARKS, MONUMENTS

318	Banff, Canadian Rockies
319	Banff & Lake Louise, Alberta
203	Black Hills of South Dakota
16	Bryce Canyon I, Utah
251	Carlsbad Caverns I
252	Carlsbad Caverns, II
253	Carlsbad Caverns, III
21	Crater Lake I, Oregon
234	Cave of the Winds, Colorado
324A	Dells of Wisconsin
246	Denver and Mt. Parks
51	Garden of the Gods, Colorado
46	Glacier Nat'l. Park, Mont.
26	Grand Canyon, South Rim I
27	Grand Canyon, South Rim II
30	Grand Canyon National Park—Bright Angel Trail, Ariz.
36	Grand Canyon, North Rim
41	Grand Teton I, Wyoming
355A	Great Smoky Mountains I
339A	Mammoth Cave I, Ky.
81	Niagara Falls, New York
82	Niagara Falls in Winter
375	Niagara Falls, Ontario
177	Painted Desert, Arizona
178	Petrified Forest, Arizona
105	Rainier Glaciers, Wash.
245	Pike's Peak, Colorado
111	Redwood Highway I, Calif.
112	Redwood Highway II, Calif.
10[illegible]	Rocky Mountain Nat'l Park Trail Ridge Road, Colo.
238	Royal Gorge, Colorado
28[illegible]	Shenandoah Nat'l Pk., Va.
131	Yosemite I, Calif.
132	Yosemite II, Calif.
126	Yellowstone: Grand Canyon
127	Yellowstone—Mammoth Area
128	Yellowstone—Old Faithful
129	Yellowstone—Lower Basin

FOREIGN TRAVELOGS

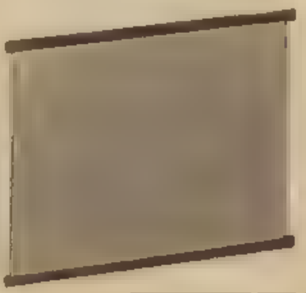
3100	Africa, Victoria Falls
3303	Egypt, Pyramids & Sphinx
1001	England, London I
1401	France, Paris I
301	Mexico City
1601	Italy, Rome
2001	Switzerland, Matterhorn

AMERICAN TRAVELOGS

219	California, Hollywood
220	California—Hollywood—Homes of Movie Stars
221	California, Los Angeles
199A	California, San Francisco
164A	Florida, Cypress Gardens
165	Florida, Miami
163	Florida, Miami Beach
166	Florida, Marineland
162	Florida, Highway to Key West
160	Florida, St. Augustine
161A	Florida—Silver Springs
206	Idaho, Sun Valley, Winter
333	Illinois, Chicago
11	Hoover (Boulder) Dam
332	Louisiana, The Mardi Gras
156	New York City I
157	New York City II
158	New York City III
351	Oregon, Columbia River
76	Virginia, Mount Vernon
136	Wash. D.C. Gov. Bldgs.
137	Washington, D. C.—Scenes
63	Hawaii, Honolulu
66	Hawaii, Island of Hawaii
68	Hawaiian Flowers I
61	Hula Dancers I, Hawaii
73	Waikiki—Island of Oahu
222	Tournament of Roses
328B	Tenn., Lookout Mountain
242	Racehorses of Kentucky
399	The Eskimos
175	Navajo Indians, New Mexico

DA-LITE JR. BEADED SCREEN. An inexpensive 18x24-in. screen with fine glass beaded surface. Compact enough to take anywhere. Set up quickly with wire easel back that holds screen flat. Use on table or hang on wall.

67 T 1032—Ship. wt. 1 lb......2.49



VIEW-MASTER REEL PACKETS (not shown). Packaged in sets of 3 reels with 7 scenes to each reel. All are new 1955 releases except those marked †. Postpaid.

67 TN 3812—*State Catalog No., Title, and Packet Number when ordering*.. . ...2 Packets for 2.00

*Snow White and the Seven Dwarfs
*Rudolph Shines Again
Rin Tin Tin
Dale Evans, Queen of the West
*Buffalo Bill, Jr.
*Adventures of Tarzan
*†Tom Corbett Space Cadet
*20 000 Leagues Under the Sea
TV Stars
*United Nations
*Wonders of the Deep
*†Robin Hood Adventures
*Wild Birds
Movie Stars
†Baseball Stars
Woody Woodpecker
†Mother Goose Rhymes
*†Coronation of Queen Elizabeth II

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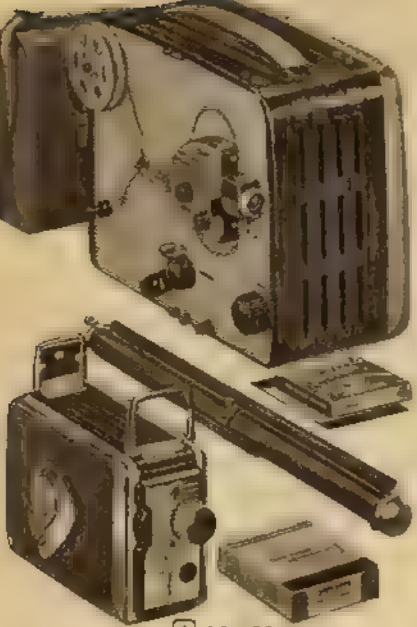
*REELS MARKED THUS INCLUDE A PRINTED STORY, SCENE BY SCENE.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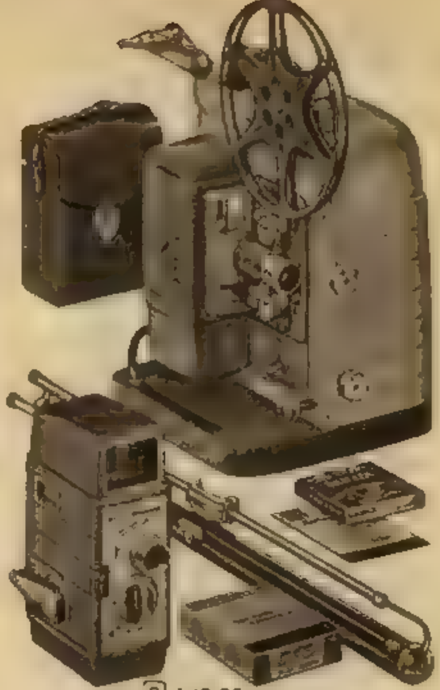
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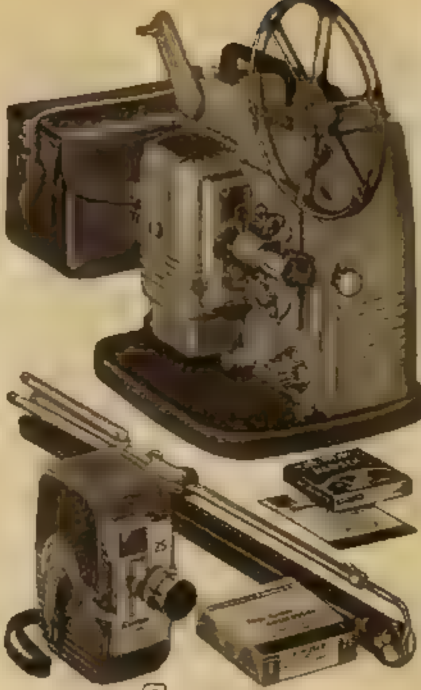

C 169.95

A Family Gift...A Complete Movie Outfit

A KODAK BROWNIE 8MM MOVIE OUTFIT. Brownie simplicity and reliability in a complete movie outfit at an exceptionally low price. Kodak Brownie camera (described below), is easy to operate because it's always in focus.

Outfit includes camera and case, projector and case, 30x30-in. Da-Lite Handy beaded screen, roll of Kodachrome Daylight color film, Koda-guide for better pictures and 50-ft. Castle travelog film. No credit charge. Ship. *Expr. Ppd.*

67 WN 918 R—With f/2.7 lens camera. 114 50

67 WN 919 R—With f/1.9 lens camera.. 123.75

KODAK BROWNIE REEL-LOADING 8MM MOVIE CAMERA. No focusing—set lens opening, aim, shoot. Motor locks for continuous run. Exposure guide holder, footage indicator. Metal body, Kodadur covering. Fixed focus lens, 16 frames per sec.; Size 3¼x2½x5¾ in. *Ship. Prepaid.*

67WN703L–Camera only with f/2.7 lens. 37.50

67WN702L–Camera only with f/1.9 lens 46.75

67 WN 704—Leather Case. *Postpaid*.... 3.40

KODAK BROWNIE 8MM MOVIE PROJECTOR. Built right into its own case. Includes reverse, stills, and rewind. Coated, 1-inch f/1.6 lens. Motor-driven blower keeps film cool. Tilting and framing adjustments. Takes up to 200-ft. reel. All-metal body, 2-tone brown crackle finish. With 50-ft. reel, and 300-watt bulb. For AC only. *Express Prepaid*. 10% Down. No Credit Charge.

67 WN 907 R—Projector only......... .62.00

B BELL & HOWELL 8MM MOVIE OUTFIT. The B&H matched camera and projector makes an ideal gift for the family's Christmas—simple in design for dependable performance.

Outfit includes camera with f/2.5 lens and case, projector with case (see below), 30x40-in. Wards Da-Lite Screen, roll of Kodachrome Daylight color film, Kodaguide, and 50-ft. Castle travelog film. No credit Charge Ship. *Exp. Ppd.*

67 WN 936 R—Complete outfit. $15 Dn. 149.80

BELL & HOWELL 8MM REEL LOADING CAMERA. With Sun Dial—just dial type of day and lens is set automatically. Extra big "picture window" viewfinder shows field for normal and telephoto lenses. Run-down stop assures uniform exposure. All-metal body, silver-gray finish. Lens—coated 10mm anastigmat. 16 frames per sec. Size 5⅞x2½x3⅞ in. *Postpaid.*

67 WN 721L—Model 220 with f/2.5 lens .49.95

67 WN 706 L—Model 252 with f/2.3 Super Comat Lens......................59.95

67 WN 726—Case. *Postpaid*.............5.95

BELL & HOWELL 8MM PROJECTOR. Brilliant 500-watt, with focusing, color-corrected 1-inch f/1.6 lens. Motor driven blower cooling. Single switch controls lamp and blowers. Motor driven rewind. Tilting and framing adjustments. With 400-ft. takeup reel, 500-watt lamp, power cord, instructions. All metal fawn colored body—11 in. high. For 90–130 volt AC only. *Express Ppd.*

67 WN 908 R—No Credit Charge. $8 Dn.. 79.95

C KEYSTONE "CAPRI" 8MM MOVIE OUTFIT. Matched camera and projector, built by one of the best known manufacturers of movie equipment. The Keystone "Capri" is an easy-to-use reel loading camera (see below).

Outfit includes camera with compartmented gadget case to hold camera and accessories, projector and case (see below), 30x40-in. Wards Da-Lite screen, roll of Kodachrome Daylight color film, Kodaguide for better pictures, and 50-ft. black and white Castle travelog film. No Credit Charge. Shipped *Express Prepaid.*

67 TN 843 R—With f/2.5 lens camera.... 169.95

67 TN 844 R—With f/1.9 lens camera... 179 95

KEYSTONE "CAPRI" 8MM REEL LOADING CAMERA. Extra-large optical viewfinder shows field for normal and telephoto lenses. Interchangeable lens mount. Built-in exposure guide. Footage indicator. Locks on continuous run. All-metal body, 2-tone gray-brown crackle finish, vinyl trim. Coated ½-in. anastigmatic lens. 16 frames per second. Size—5x4¾x2½ in. *Postpaid.*

67 WN 705 L—With f/2.5 lens. $5 Down...49.95

67 WN 701L—With f/1.9 lens. $6 Down....59.95

KEYSTONE K-100 8MM MOVIE PROJECTOR. With a flick of the wrist one Selectro-matic Control knob operates rewind, reverse, forward, still and varies speed. Features include f/1.9 lens, gear-driven film wind, both forward and reverse, tilt control, fold away arms, and blower. 400-ft. reel takes up to 30 min. of film. Built into case; all metal body. 500 watt lamp, 115 volts AC only.

67 T 914 R—Projector only. Ship. wt. 14 lbs. 99.95

For larger selection of movie outfits, cameras and projectors, see Wards General Cat. or Wards Photographic Book—available upon request.

KODAK COLOR MOVIE FILM (Kodachrome). 8MM makes 50 ft. of movies; 16MM makes 100 ft. Prices include processing and postpaid return from laboratory. *Postpaid.*

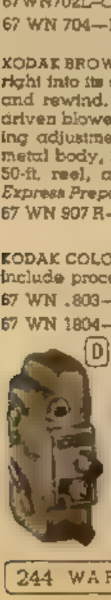
67 WN 1803—Outdoor 8MM reel....... 3.49

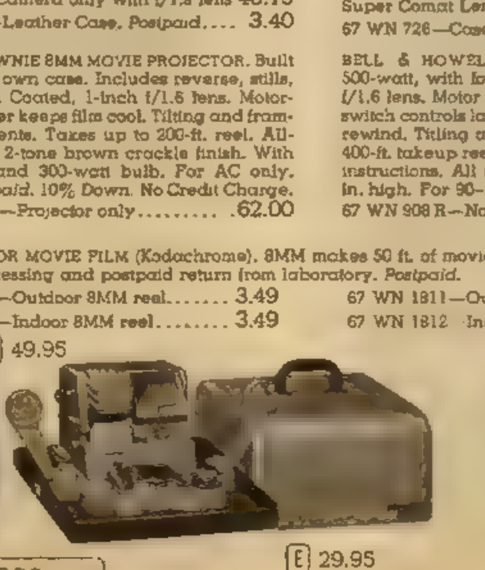
67 WN 1804—Indoor 8MM reel........ 3.49

67 WN 1811—Outdoor 16MM reel 9.49

67 WN 1812—Indoor 16MM reel 9 49

D 49.95





E 29.95

D MANSFIELD 16MM REEL LOADING MOVIE CAMERA. Only 16mm camera we know of for less than $100. A simplified movie camera that anyone can operate. Interchangeable lenses. Eye level viewing, reel loading, 100-ft. film capacity. Has 3 speeds: 16, 24, 48. Metal, gray crackle finish. Wt. 5 lbs.

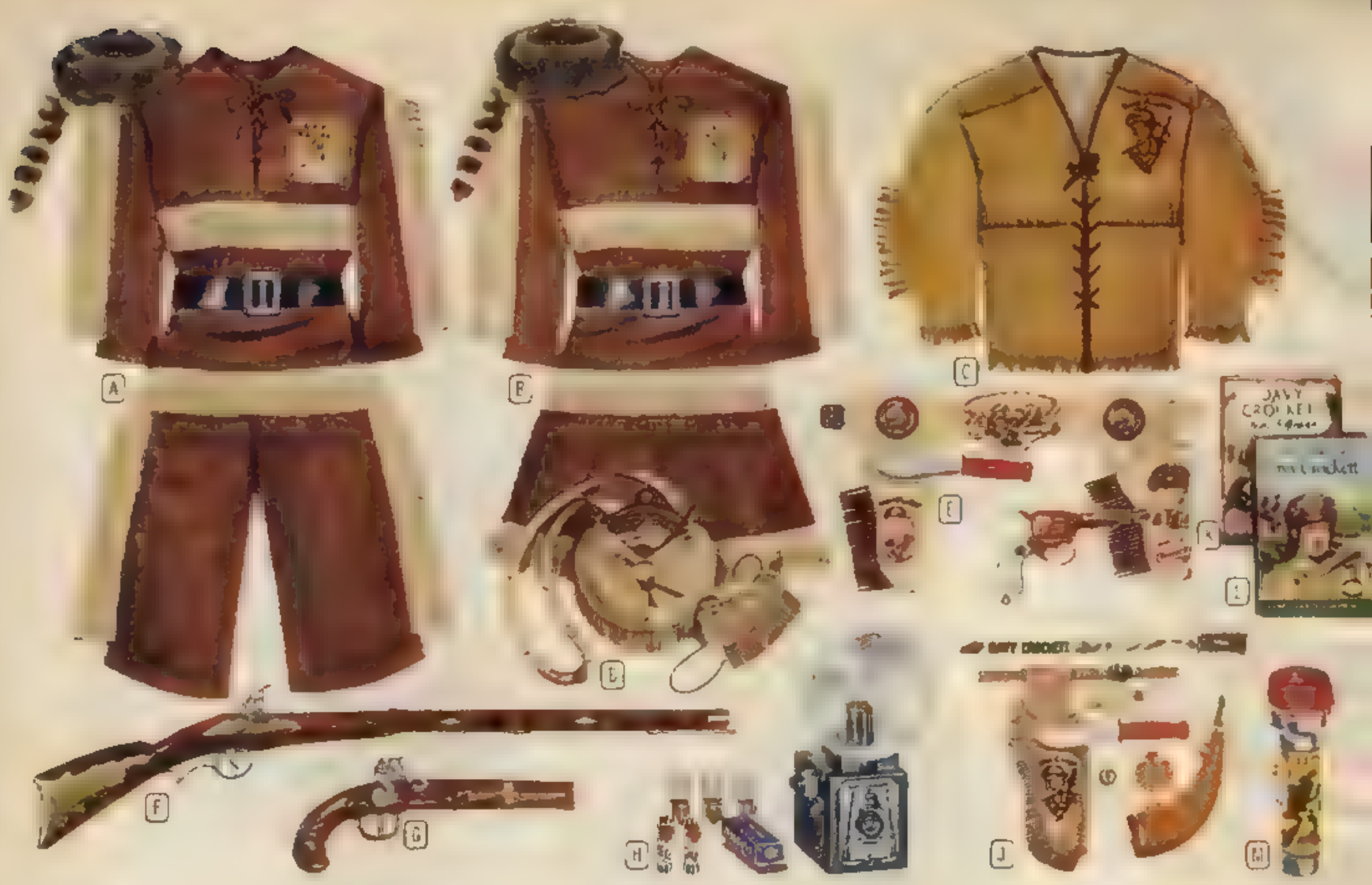
67 T 848 L—With f/2.5 lens.......49.95

67 T 849 L—With f/1.9 lens.......59.95

67 T 847—Case. Ship. wt. 1 lb. ...7.95

E MANSFIELD PORTABLE 8MM. ACTION EDITOR. Review your movies in action on 2x3-in. screen—add that "Hollywood" touch by cutting out unwanted scenes and splicing your best scenes together for more interesting movies. Easy threading. Focusing and framing knobs. Rewinds have 400-ft. film capacity—fold into fiberboard case for carrying or storing. With film cement, instructions. 110-120 volt AC. or DC.

67 T 1212—Ship. wt. 10 lbs. 29.95



Davy Crockett Playsuits, Tents, Recordings,

(A) 3-PC. DAVY CROCKETT OUTFIT. A durable outfit your frontiersman will love. Brown cotton duvetyn, beige suedine fringe. Tunic has laced front, emblem, black plastic belt. Select quality fur hat, plastic top, lining; fur tail snaps on-off. *Even Sizes:* 4, 6, 8, 10 and 12. See Size Chart below. *State size.*

48 T 1710—3-Pc. Outfit. Ship. wt. 1 lb. 8 oz. 3.98

48 T 1788—Suit (A) without hat. Wt. 1 lb. 2.95

(B) DAVY CROCKETT GIRL'S OUTFIT. Made with the same fine materials and features as the boy's outfit, (A) above. Includes a tunic, skirt and belt and the [illegible] 4, 6, 8, 10 and 12. See Size [illegible]

48 T 1780—*State Size.* Ship. wt. 1 lb. ... 3.98

(C) DAVY CROCKETT HUNTING JACKET. A handsome jacket of buckskin color cotton suedine, matching fringe. Brown lacing closure with metal eyelets. *Sizes:* 4, 6, 8, 10. Size Chart Below

48 T 1782—*State Size.* Ship. wt. 8 oz. ... 1.85

Sizes	4	6	8	10	12
Chest (in.)	25½	[illegible]	28	30½	32
Waist (in.)	23	[illegible]	[illegible]	26	27
[illegible] Inseam (in.)	16¼	[illegible]	19½	22	23

(D) DAVY'S CANTEEN OUTFIT. Non-breakable 1-pt. water canteen of non-toxic plastic. Plastic powder horn has removable cover, holds B-B shot (for air rifles see Page 255). Both cases of buff colored suede with shoulder straps.

60 T 1434—Ship. wt. 1 lb. 8 oz. 3.79

(E) DAVY CROCKETT HOLSTER AND KNIFE SET. Genuine leather holster with bronze [illegible] fire" cap-firing gun, about 8½ in. long [illegible] scabbard with rubber hunter's knife. Holster [illegible] decorated with picture of Davy with red [illegible] fur cap. *See "Notice" below.

48 T 3380—Ship. wt. 1 lb. 12 oz. 2.75

(F) "OLD BETSY" SHOOTIN' IRON. A plastic replica of Davy's rifle with cap-shooting mechanism and flint lock action. Harmless [illegible] from flint lock. Compartment in stock for [illegible] caps. About 3[illegible] in. long. *See "Notice" below.

48 T 3370 L—Ship. wt. 1 lb. 10 oz. [illegible]89

(G) DAVY CROCKETT PISTOL. [illegible] of old flint-lock pistol made famous by [illegible] Finely detailed, "clicks" when trigger is pulled.

48 T 3360—Ship. wt. 8 oz. .... 65¢

*In Accordance with State Law residents of Delaware and N. J. may not order cap guns.

(H) [illegible] CROCKETT CAMERA [illegible] Youngsters will enjoy this [illegible] shutter. Takes 12 snaps. Finish size 3¼x4¼ in. Flash unit for indoor pictures. Outfit, ready to use—camera, flash, [illegible] batteries, roll of 620 film. Gift boxed in Davy Crockett carrying case.

67 T 51—Ship. wt. 2 lbs. Complete Outfit 4.79

(J) DAVY [illegible] SCOUTING SET. Genuine [illegible] scabbard with rubber dagger. Rabbit foot key chain, compass fob, plastic powder horn with shoulder strap—all removable from plastic, decorated belt with buckle.

48 T 1781—Ship. wt. 1 lb. 6 oz. 1.49

(K) THE STORY OF DAVY CROCKETT. For boys [illegible] 8 to 12 yrs. 178 pages. Illustrated.

53 T 343—Ship. wt. [illegible] lb. 1.39

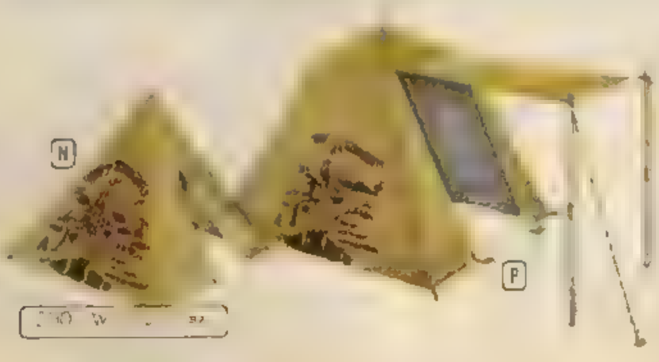
(L) DAVY CROCKETT [illegible] YOUNG RIFLEMAN. A lively [illegible] rough wilderness life, how it developed the vigorous character of this frontier hero.

53 T [illegible] Illustrated. 194 Pgs. Ship. wt. 1 lb. 1.69

53 T 344 Set [illegible] lbs. Both for 2.89

(M) DAVY CROCKETT FLASHLIGHT for young outdoorsman. Safe [illegible] glow head [illegible] size.

86 T 3213—Jr. Bat[illegible] Wt. 2 oz. .... 89¢

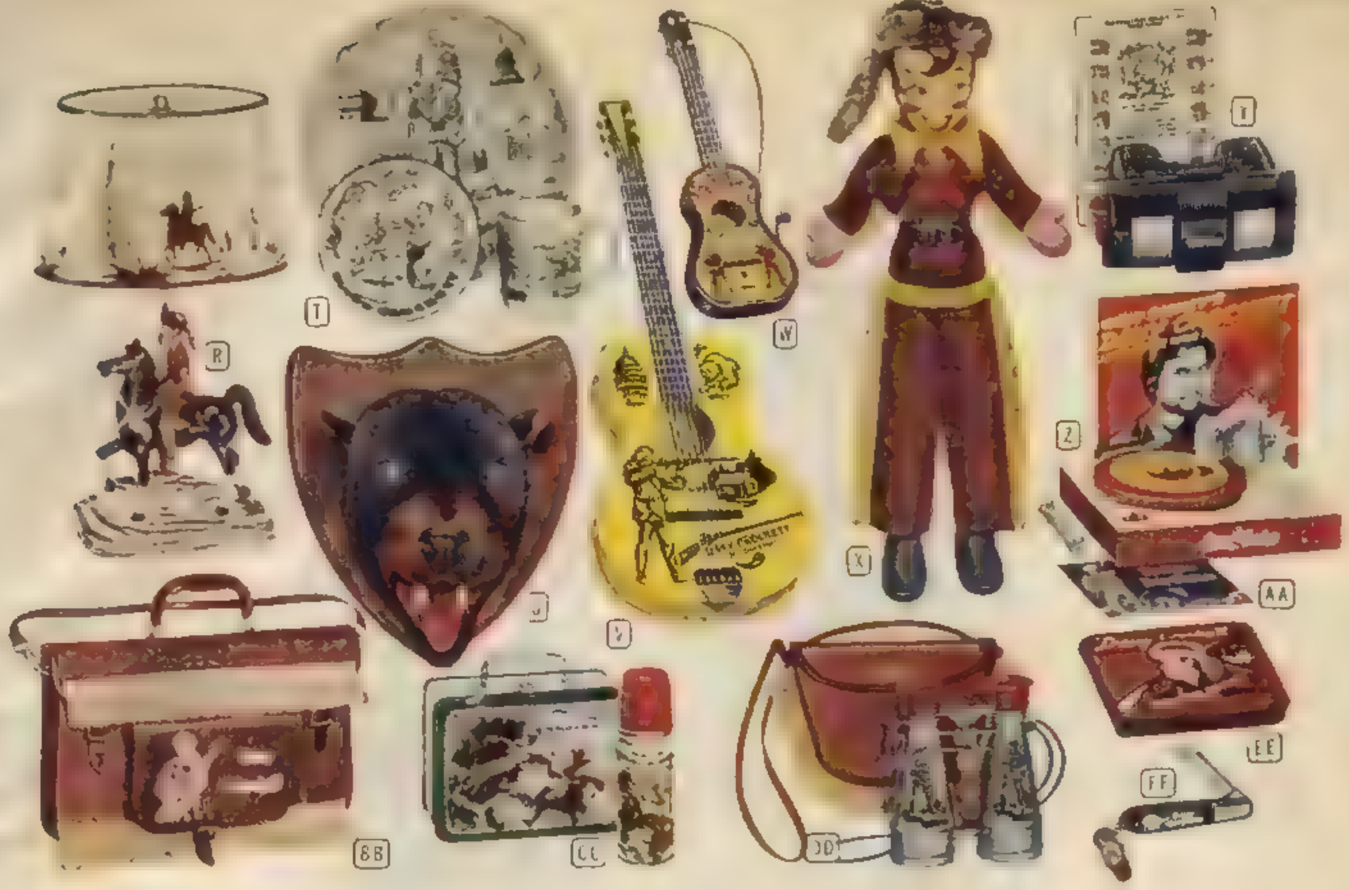


(N) NEW DAVY CROCKETT INDOOR OUTDOOR PLAY TENT. Will keep your young frontiersmen happy the year long. Tent sets up anywhere, [illegible] even to floor [illegible] corner pole assembly together and slide tent down over assembly and it's ready. On warm, sunny days they'll play outside, on rainy days just move it in[illegible]. Colorful picture of Davy decorates side of tent. Bright yellow cotton play tent material. Size: 4x4-ft. base, 4 ft. high at center. Corner stakes incl. for outside use. *Mailable.*

60 T 9336 M—Ship. wt. 6 lbs. [illegible]65

(P) DAVY CROCKETT PLAY TENT. Your young [illegible] will be thrilled with this tent [illegible] Ideal for backyard—they'll make it their outdoor play headquarters. Shaped just like Dad's camping tent. [illegible] 6 feet square at base, [illegible] height, and 4-foot [illegible]. Canopy can be used [illegible] opening. Attractive finished cotton play tent material. [illegible] easy to set up or take down. Complete with poles, frame, ropes and stakes.

60 T 96[illegible] Ship. wt. 8 lbs. 8.45



Other Gifts for a "King of the Wild Frontier"

R [illegible] CROCKETT LAMP [illegible] boy's [illegible] Quality equals that of more expensive lamps for the home. Finely detailed figure of horse [illegible] gun, cap and [illegible] alone makes attractive lamp. Natural [illegible] parchment shade has W[illegible] brown. [illegible]
[illegible] Ship. wt. [illegible] 7 [illegible]

T DAVY CROCKETT Dish [illegible] young pioneer with his [illegible] showing exciting scenes from Davy's [illegible] glaze designs on fine [illegible] Davy with his gun, 6¼ in. bowl [illegible] 8-oz. mug too is [illegible]
36 T 7293—Ship. [illegible] Set [illegible]

U DAVY CROCKETT BEAR'S HEAD TROPHY. Your [illegible] will be delighted with this trophy, of the [illegible] that Davy shot "when he was only 3." Realistic enough for recreation rooms—black with tan ears, snout and red tongue. Rayon [illegible] stuffed with ground cork, mounted on ¾- [illegible] stained, varnished plaque [illegible] felt mouth, tongue, [illegible] plastic teeth, imported [illegible]
48 T 1402—Abt. 15x17½ in. Ship. wt. 7 lbs. 10.95
4[illegible] like (U) but smaller. 8x9 in. Has [illegible] nose. Ship. wt. 1 lb. 2 oz. .. 2.59

V [illegible] FOR DAVY CROCKETT. Durable [illegible] on fiberboard body, brown design. 6 [illegible] frets, accurate finger board. Hard[illegible] cord, plastic pick, song instr. book
4[illegible] Abt. 30¼ in. long. Wt. 3 lbs. .. 4.45

W DAVY CROCKETT "GE-TAR" Plays "The Ballad of Davy Crockett." Turn crank on side of black plastic ge-tar to play. Decorated with color picture of Fess Parker as Davy. Cord for neck and plastic pick incl. Abt. 14 in. long
48 T 1673—Ship. wt. 8 oz. 1.49

X DAVY CROCKETT DANCING DOLL. Tall as a child; ideal dancing partner when elastic on his feet and hands are slipped over child's shoes and hands. 41-in. cotton stuffed doll dressed in brown duvetyn pants, jacket with yellow fringe, yellow felt collar. Red and black plastic belt criss-crossed on chest, with buckle. Brown duvetyn hat, plush fur trim and tail like Davy's "coonskin" cap. Plastic face, pink cloth hands and black feet
48 T 1403 L—41 in. tall. Ship. wt. 3 lbs. 3.69

Y TRU-VUE VIEWER AND FILM [illegible] See 3-D picture stories in [illegible] this stereoscopic hand viewer. Detailed description, other cards, Pg. 2[illegible]
48 T 2025—Viewer only. Postpaid. 1.49
48 T 2023—Album of 3 Davy Crockett Film Card Stories. Postpaid ...... .85

Z WALT DISNEY'S DAVY CROCKETT ON [illegible] features Fess Parker and Buddy Ebsen in [illegible] stories from "Disneyland" TV shows. Also the "Ballad of Davy Crockett." [illegible] in illustrated [illegible] with story [illegible]
53 TP 9011 Six 10 in. [illegible] 5 [illegible]
53 TP 9012 One 12 in. 33⅓ [illegible] 3 [illegible]
53 TP 9013 Three 7 in. [illegible] 3 [illegible]

AA DAVY CROCKETT PHONOGRAPH with record "Ballad of [illegible] ett." Compact gray and [illegible] name on front. Plays any 78 rpm [illegible] Plastic one arm. Mechanically amplified, no tubes. [illegible] or loud needles control volume, tone. 12x9¾x2 in.
53 T 8121 L—*Mailable*. Ship. wt. 4 lbs. 6.95

BB [illegible] leather bag with [illegible] finish to look like real Buckskin. Flap pocket in front with decoration. Bag trimmed [illegible] tan suede [illegible] and plastic [illegible] Abt. 13x14 in. [illegible]
[illegible]—Ship. [illegible] 1.8[illegible]

CC DAVY CROCKETT LUNCH KIT. Full color adventure pictures of Davy's exploits decorate box on both sides. 10 oz. vacuum bottle decorated with Indian fight scene. Plastic bottle stopper. Plastic [illegible] metal box [illegible]
[illegible] Ship. wt. [illegible] 2.29

DD [illegible] shoulder [illegible] on bag and glasses. [illegible] 10% Fed. Excise Tax on glasses.
43 T 2282—Ship. wt. 1 lb. 6 oz. 2.98

EE DAVY CROCKETT WALLET. Tough vinyl plastic deep brown color. There's Davy with his rifle [illegible] cap that really feels like fur embossed on front. The Alamo is on the back. Pockets for coin and bills. Wings for identification, pictures
60 T 3803—Ship. wt. [illegible] 79¢

FF DAVY CROCKETT BARLOW KNIFE. For all young frontiersmen. Genuine rabbit's foot key ring charm attached. Closed, about 3½ in. long.
84 T 80—Ship. wt. 7 oz. .... 69¢

GG [illegible] WATCH with [illegible] strap, [illegible] makes [illegible] fun for [illegible] frontier [illegible] color on blue and yellow [illegible] Chromed case. Durable jewel-less movement withstands plenty of hard [illegible] Wt. 4 oz.
4[illegible] T [illegible] 4.95

SEE PAGE 105 FOR TERMS OF WARDS CONVENIENT MONTHLY PAYMENT PLAN.

A

B

DAVY CROCKETT

C

D

DAVY CROCKETT

A

E

DAVY CROCKETT

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DAVY CROCKETT

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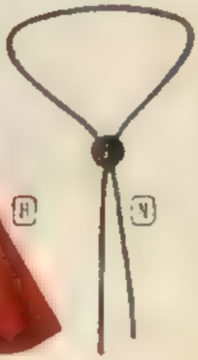

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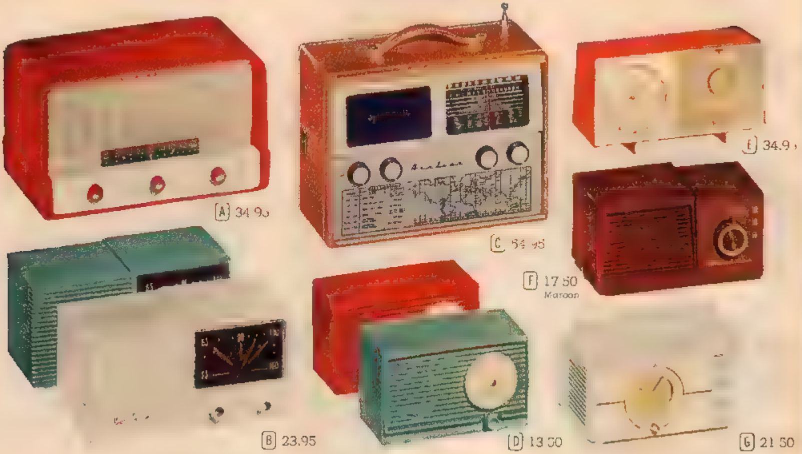


Airline Radios Make Lasting Gifts

AIRLINE TWIN SPEAKER RADIO 34.95

A A gift that will bring many hours of enjoyment to the whole family. Powerful, beautifully toned radio that brings in distant stations. Two matched 6-in. oval speakers give console-quality tone, unusual in a table set. Phonograph jack for plugging in record player — you'll enjoy really excellent record reproduction. Full bass to treble tone control. Large rich-looking plastic cabinet. Chassis has 5 tubes plus rectifier. Automatic volume control. Extra-large built-in loop antenna for dependable reception. Connection for external antenna. UL Approved. For AC or DC. 15¼x8½x8¼ in. Wt. 19 lbs. $3.50 Down.

62 T 1636 M—Red Cabinet. $5 Monthly. Cash $34.95
62 W 1635 M—Mahogany. $5 Monthly. Cash 34.95

NEW AIRLINE TABLE RADIO 23.95

B Smart, new powerful radio, the latest in functional styling. Extra sensitive — easily brings in distant stations, has rich, clear tone quality unusual in such a low priced set. Large dial with light-reflecting pointer for easier tuning. Built-in, noise reducing Iron-Core "Audio-Clear" antenna, connection for external antenna. Chassis has 4 tubes plus rectifier. Larger-than-usual 5-in. heavy-duty speaker. UL Approved. For AC or DC. Glistening jewel-like finish plastic cabinet. Size 11¾ by 7½ by 6½ in. high. Ship. wt. 9 lbs. Only $2.50 Down. *Mailable.*

62 T 1625 M—Green Cabinet. $5 Mo. Cash $23.95
62 T 1626 M—Ivory Cabinet. $5 Mo. Cash 23.95

AIRLINE MULTI-BAND PORTABLE 54.95

C A splendid gift for the sportsman or man in the Armed Forces, ideal for family on vacation or at home. Powerful, sensitive, sharp-tuning. Covers regular Broadcast Band and 5.9 to 17.9 MC Foreign, Amateur, Aircraft, etc. bands. Dial is calibrated for foreign cities. World map, time chart printed on front panel. Rugged wood case. Tough saddle-tan vinyl covering. Operates on AC, DC or 200-hr. battery pack. 5 tubes plus rectifier. 5-in. Alnico speaker. Built-in loop antenna plus 34-in. pull-up short wave antenna. Tone control. UL Approved. 14 by 10⅜ by 6½ in. deep. Ship. wt. 9 lbs. 8 oz. *Mail.* $5 Down. $5 Monthly.

62 W 1079 M—Less Battery Pack. Cash $54.95
62 W 33 M—Battery Pack. Ship. wt. 6 lbs. 8 oz. 4.25

AIRLINE SMALLEST RADIO 12.95; 13.50

D Airline Good Quality. Tiny in size yet gives exceptional performance. Clear tone, plenty of volume. Bright enameled finish. Chassis has 3 tubes plus rectifier. 3-in. speaker. Built-in noise reducing "Audio-Clear" iron core antenna. Connection for external antenna. UL Approved. For AC or DC. Plastic cabinet. Size 8⅜ by 5½ by 4⅛ in. Ship. wt. 4 lbs. 4 oz. *Mailable.*

62 W 1616 M—Red Cabinet $13.50
62 W 1617 M—Green Cabinet 13.50
62 W 1614 M—White Cabinet 13.50
62 W 1615 M—Mahogany finish Cabinet 12.95

FOR OTHER RADIOS AND RECORDERS SEE FALL GENERAL CATALOG

G.E. CLOCK RADIO 34.95

E "Wake-Up Switch" turns radio on to wake you to music—buzzer sounds about 7 min. later. "Slumber Switch" shuts off radio at preset time. Luminous clock hands. 4 tubes, rectifier, 4-in. speaker. Built-in antenna. AC only. Plastic cabinet 11⅝x5⅞x5 in. deep. $3.50 Dn. *Postpaid.*

62 WP 705 M—Red and White. $5 Mo., Cash $34.95
62 WP 706 M—Gray and Charcoal. $5 Mo. Cash 34.95

AIRLINE TABLE RADIO 17.50 Maroon

F Airline Better Quality. Good sensitivity and selectivity, clear tone. Large dial numbers. Built-in loop antenna. 4-in. Alnico 5 speaker. 4 tubes plus rectifier. UL Appr. For AC or DC. Beautifully styled molded plastic cabinet. Size 10 x 5⅓ x 5½ in. deep. Ship. wt. 5 lbs. *Mailable.*

62 W 1621 M—Maroon Color $17.50
62 W [illegible] M—Light Sand (Tan) Color 18.50
62 W 1620 M—Ivory Color 18.50

NEW AIRLINE CLOCK RADIO 21.50

G Wake up to music. Turns on programs at preset time. Accurate, easy-to-read Telechron clock. Radio has 3 tubes, rectifier. 4-in. speaker with Alnico 5 magnet. Built in "Audio-Clear" antenna. UL Approved. AC only. White plastic cabinet. Size 10¼x6⅛x5⅝ in. deep. $2.50 Dn., $5 Mo.

62 T 1575 M—*Mail.* Ship. wt. 6 lbs. . Cash $21.50

TAPE RECORDERS REVERE T-1100 159.50; V-M TAPE-O-MATIC 179.95

H **J** Excellent for home entertainment, office or professional use, lecturing, etc. Two tape speeds: 3¾-in. per sec. for tape economy, 7½-in. per sec. for higher fidelity. UL Approved. For AC only. Input jack for Radio, TV or Phonograph. Output jack for external speakers.

(H) Revere T-1100. Twin speakers. Records up to 2 hrs. on 1200 ft. reel. Single knob control for Record and Play. Two-level recording indicator shows "Normal" and "Overloaded". Speedometer type precision index counter [illegible] plus [illegible]. Steel and fiber-glass case. Irish linen covering. Size 14x13½x9½ in. high. With radio attachment cord, Microphone, 2 reels (1 with tape). *Shipped Prepaid.*

62 WN 3688 R—No charge for credit. Only $5 Down, $8 Monthly $159.50

(J) V-M Tape-O-Matic. Dual speakers: 5x7 in. woofer and 3½-in. tweeter. Pause button stops tape while recording or playing. Shuts off at end of reel. Pushbutton controls. Neon ready light and distort light. Monitor switch, 2 input jacks, 2 output jacks. Has 4 tubes plus rectifier. Sturdy case covered in scuff-proof and water-resistant plastic. Size 15x9⅓x11½ in. deep. Includes Microphone, 2 reels (1 with tape).

62 WN 3655 R—No Charge for credit. *Prepaid.* $5 Dn., $9 Mo. $179.95

G 28.50
K 66.50
P 37.95
With stand and 4 records
H 18.95
M 2.50
L 24.95
J 12.95

Appropriate Gifts for Teen Agers or Adults

AIRLINE "45" PHONO 28.50

G A beautiful new phonograph specially designed for 45 rpm records. Bass-treble tone control. Automatic changer plays up to 14 records without reloading. Excellent tone and volume. 5-in. speaker. Amplifier has 1 tube plus rectifier. Long-life needle. Sturdy plywood cabinet is covered with two-tone green fabric. UL Appr. For AC. Size 5½x9x11 in. Wt. 8 lbs.

62 T 974 M -$3 Dn. $5 Mo. Cash $28.50

PORTABLE PHONOGRAPH 18.95

H Wards most popular phonograph, ideal for teenagers, has tone quality to satisfy adults too. "Protecto-Arm" saves crystal, needles and records if pickup is dropped on record or hard surface. Compact, act. wt. only 7 lbs. Plays all sizes of records at 78, 45 or 33⅓ rpm. 4-in. speaker with Alnico 5 magnet. Unipoint needle for microgroove and regular records. Has 1 tube and rectifier. UL Appr. For AC. Size 12½x4¼x10¼ in.

62T951M *Mail* Ship. wt. 9 lbs. $18.95

COLUMBIA ATTACHMENT 12.95

J Plugs into phonograph, radio or TV with Phono Jack. Plays singly any 78, 45 or 33⅓ rpm record. Sapphire needle. Hardwood base. Size about 10x11x3 in. high.

53 WP 8116 L -*Prepaid* $12.95

AIRLINE HI-FI TWO SPEAKER PHONOGRAPH 66.50

K Feature packed portable Hi-Fi Phonograph. Brilliant tonal quality from matched 7-in. "Woofer" speaker and 3-in. "Tweeter". Latest design Hi-Fi amplifier has 2 tubes plus rectifier. 3-speed changer plays all record sizes automatically at 78, 45 or 33⅓ rpm. Turnover cartridge with 2 synthetic sapphire needles for regular or microgroove records. Free Hi Fi demonstration record and 45 rpm spindle included. Volume and variable tone control. Sturdy case is covered with two-tone artificial leather. UL Approved. For AC only. Size 17¾ by 8½ by 14[illegible] in. deep. Shipped by Express. Only $5 Down.

62 W 1000 R—Ship. wt. [illegible] $5 Monthly or Cash $66.50

AIRLINE BETTER QUALITY PHONOGRAPH 24.95

L Newly designed portable phonograph. Large 6 in. oval speaker mounted in front of case lets you play 7 and 10 in. records with lid down. Plays all sizes of records at 78, 45 or 33⅓ rpm. Turnover cartridge for regular and microgroove records. Amplifier has 1 tube plus rectifier. Sturdy case is covered with artificial leather. UL Approved. For AC. Size 13½x7x12⅝ in. deep. *Mailable.*

62 W 953 M —Wt. 18 lbs. $2.50 Dn., $5 Mo., Cash $24.95

M RECORD CASE. Holds thirty 7 or 10-in. records.
62 T 3470—Ship. wt. 2 lbs. 8 oz. . . . . Only $2.50

PHONOGRAPH RECORD CASE COMBINATION. Ship. wt. [illegible]
62 T 908 Y—Only $3 Down. $5 Monthly or Cash $25.50

RCA "45" PHONOGRAPH WITH RECORD ALBUM 39.95

N RCA "45" Victrola with Listener's Digest Album of 12 great classics on 10 Extended-Play High Fidelity records with program notes. Records alone in deluxe package sell separately elsewhere for $39.95. Plays up to 14 (45 rpm) records without reloading. Dynamic speaker, 2 tubes plus rectifier. "Golden-Throat" tone system. Long-life needle. Plastic case 8⅜x11⅛x8⅞ in.

53 WP 8148 R—*Prepaid* $4 Dn., $5 Mo. or Cash $39.95

AIRLINE "45" WITH STAND, RECORDS 37.95

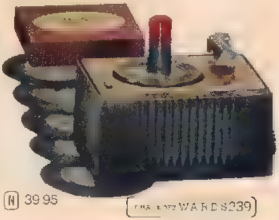
P New, smart-looking, portable Phonograph plays up to fourteen 45 rpm records automatically without reloading. Complete with sturdy wrought iron stand and 4 popular records. Phonograph has excellent clear tone, plenty of volume. Amplifier has 1 tube plus rectifier. 4-in. speaker with Alnico 5 magnet. Record changer has quick-change action, long lasting needle. For AC only. UL Approved. Case covered in scuff-resistant plastic. Size 10½ by 11¾ by 7¾ in. high. Stand is finished in satin black. *Mailable.* Ship. wt. 21 lbs. Only $4 Dn., $5 Mo.

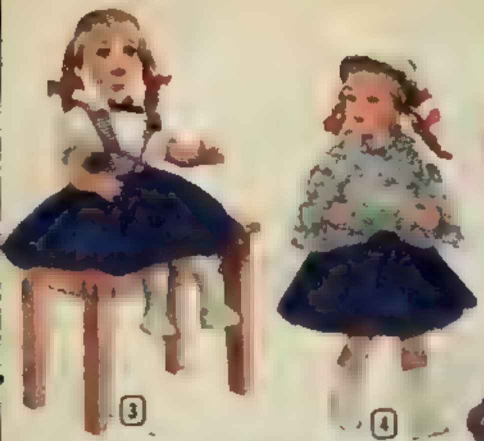
62 T 983 YO—Phonograph and Stand Cash $37.95

PHONOGRAPH WITH RECORDS. Wt. 11 lbs.
62 T 982 M $3.50 Dn., $5 Mo. . . . . . . Cash $34.95

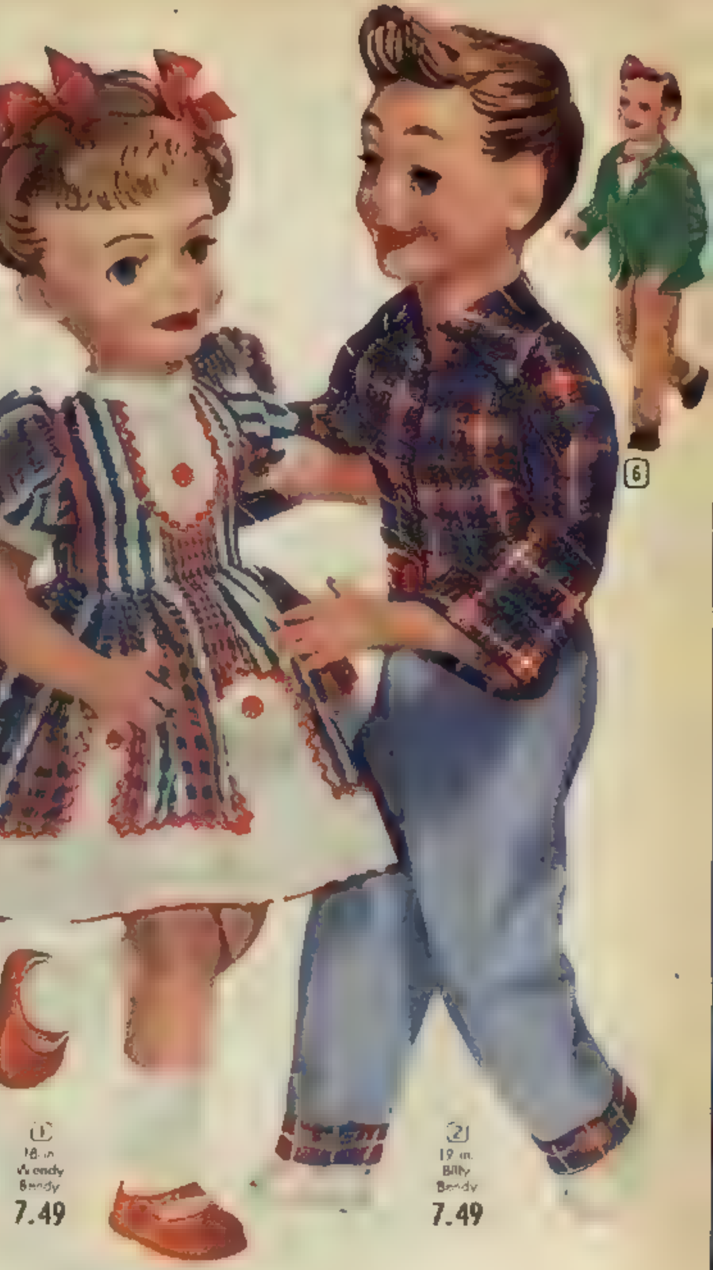
WROUGHT IRON STAND ONLY. 13½x 6x23¾ in. high.
66 T 1371 MO—Ship. wt. 9 lbs. 8 oz. . . . $3.95

COLORS ON THESE 2 PAGES MATCH MERCHANDISE AS CLOSELY AS MODERN HIGH SPEED PRINTING PERMITS.





"Dress-Up" Outfits for Wendy and Billy Bendy 1.69 Each Set



Jointed ankles, and knees for real ballerina poses
Has dancing costume and street clothes
9.98

They'll Kneel, Sit, and Pose!

- "The Bendy Twins" assume any pose . . . buy both for extra fun
- Molded 1-pc. washable foam rubber over flexible wire frame
- Make charming boudoir decorations . . . extra clothes available

1 2 WENDY AND BILLY BENDY are natural as life . . . take any position you like! They'll hug, sit, kneel, lounge, assume dancing and walking positions . . . make regular companions for your little girl. Older girls love them to dress up the bedroom. Molded foam rubber feels like real skin, has flexible wire-core frames—takes readily to a bath. Molded hair, moving glassene eyes.

1 18-INCH WENDY BENDY wears rayon taffeta dress, panties, half slip, socks, shoes. "Re-arrange" molded braids. Extra clothes at right.
R36 J 3501 (4 lbs.) . . . 7.49

2 19-INCH BILLY BENDY wears denim pants with plaid cuffs, matching plaid shirt, plastic belt, socks, shoes. See extra outfit 6.
R35 J 3502 (4 lbs.) 7.49

BILLY AND WENDY. Save on both!
R35 J 3499. (7 lbs.) Both for 14.49

OUTFITS FOR WENDY & BILLY

3 Blue rayon taffeta skirt, ninon blouse, slip, panties, shoes, socks.
35 J 4462 (1 lb.) 1.69

4 "Caracul" plush jacket, cape, muff; rayon taffeta lined.
35 J 4463 (1 lb.) 1.69

5 Green piccolay cotton dress, panties, ninon apron, shoes, socks.
35 J 4461. (1 lb.) 1.69

6 Billy's Sport felt pants, jacket, cotton shirt, tie, shoes, socks.
35 J 4465. (1 lb.) [illegible]

20-IN. BALLERINA LOVES TO POSE

- Hold her hand, she takes dance steps on tip toe
- Put her feet in walking position . . . she walks, kneels

For dancing she wears a lamé and crisp net costume, long stretchable nylon hose, Capezio slippers. For street wear—rayon taffeta dress, socks, plastic shoes.

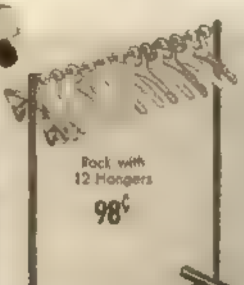
Turns head as she walks or dances. Loves to have long rooted Saran hair washed, combed and set. Skin-like vinyl arms and head, durable plastic legs and body. "Go-to-sleep" glassene eyes. Washable.
R35 J 3721. 20 inches tall. (5 lbs.) . . . Complete 9.98

1
Roomy Wardrobe 3.98

2
Big Chest 3.98

Easily opens into a bed!
3
Chair Bed 5.98

4
Bassinette
4.98



1 MODERN DOLL WARDROBE with plenty of space for dolly's clothes, shoes and accessories! Durable selected hardwood with beautiful dk. Maple finish; abt. 12x7x18 in. high. 2 doors with wooden pulls, hanging bar runs width of wardrobe, shelf for shoes and accessories. Perfect companion to chest above, she'll make a game of keeping things neat. (Dresses in illustration not included.)
R35 J 4406 Mailable (9 lbs.) 3.98

2 STURDY DOLL CHEST—perfect for dolly's clothes and accessories . . . helps keep room tidy. Beautiful dark Maple finished hardwood, strongly nailed and glued for lasting service. Abt. 12x7x18 in. high. Four roomy 9x5x3-in. deep drawers have wooden pulls . . . neatly store dolly's personal "possessions."
R35 J 4405. Mailable. (10 lbs.)..........3.98

3 JR. CON-SEALY CHAIR BED with bedding . . . just right for dolly to sit on, opens into a bed when she's ready for a nap. Intriguing opening mechanism amuses your child for hours, seat pad serves as a mattress. Includes a genuine Beacon blanket; plump cotton filled pillow with case; sheet. Pink polka dot plastic wipes clean . . . covers sturdy metal frame, abt 13x11x11 in. high. Holds up to 20-in. doll Use as booster chair for tots, too!
R35 J 4401 Mailable. (10 lbs.)..........5.98

4 WOVEN DOLL BASSINETTE . . . looks just like the ones used for infants. Firm loom-woven fiber takes lots of hard wear. Folding wood legs lock in place, roll on casters. Enameled White with Pink trim, abt. 23x12x19 in. high. Holds dolls up to 20 in.
R35 J 4402 Mailable. (9 lbs.) 4.98

RACK, HANGERS

- 12 plastic hangers
- Sturdy pine rack

Makes play out of keeping dolly's corner neat. Bright Red rack of sturdy pine, 13x15 inches high. Includes 10 plastic dress hangers, and 2 skirt hangers complete with secure snaps. Fun for her, and such a help to mother! Shpg. wt. 12 oz.
35 J 4416........98¢

STEAMER TRUNK neatly stores doll's clothes goes with her on trips. All steel covering over sturdy wood frame, metal caps and binding in contrasting color. Gaily colorful interior contains wire hanger bar, 2 fiberboard hangers, drawer for small accessories, ribbon strap to secure doll when transporting her. Firm plastic carrying handle. Closes with sturdy snap locks. Mailable.
R35 J 4417 9x10x19 in. (7 lbs.)............4.98
R35 J 4415 8x9x16 in. (5 lbs.)....................3.98

Dress-ups

She'll be so proud of dolly in her new outfits . . . and have so much fun dressing her!

5 12-PC. HI-STYLE SET

Only the best dressed dolls in town own outfits like these . . . and your little girl will have so much fun changing dolly's clothes! Fits doll up to 20 in., easily altered.

Set includes: smartly styled ninon dress with matching bonnet; school dress; rayon taffeta coat with matching bonnet. 2-pc. flannel pajamas; rayon taffeta housecoat; taffeta print lounging robe with trousers.

Dolly's lingerie is extra smart, too . . . fluttery net-trimmed can-can slip and elasticized cotton panties. Dresses usually sell from 79¢ to $1.00 each—dress dolly smartly for so little!
35 J 4491 (1 lb.) 12 Pc. Set 3.98

6 10-PC. PLAY-TIME SET

Latest styles dolly will need for sports and casual wear! Fits slim body dolls up to 21 in., easily altered for smaller dolls. Bloomer-type swim suit; terry cloth beach robe and matching sun kerchief; denim jeans; plaid blouse; belted leatherette jacket; picolay® trimmed shorts; embossed picolay blouse; sunglasses; play shoes. She'll be the best dressed doll in the sand box or at the beach!
35 J 4445. (1 lb.) . 10 Pc. Set 2.98

7 8-PC. "CHUBBY" SET

Wardrobe fits chubby walking dolls up to 23 in., can be altered for smaller dolls. Includes twill short coat, matching bonnet; spun rayon jumper with matching beret; lace-trimmed rayon taffeta blouse; wide-flaring cotton can-can slip; polka dot flocked ninon party dress and printed percale school dress. (1 lb.)
35 J 4442 8 Pc. Set 2.98

8 FOR FEET ON THE GO

A complete shoe wardrobe for dolly . . . 1 with roller skates! Fit dolls up to 20 in. Includes ankle-tie roller skates, buckled casuals; "pom-pon" slippers, White dress shoes, "Gold" lounging slippers.
35 J 4479. (8 oz.)....5 prs. 1.00

9 FRILLY 5-PC. SET

Fits baby dolls up to 20 in., easily altered for smaller dolls. Frilly lace-trimmed ninon party dress with matching bonnet; picolay skirt and ninon blouse for school, printed rayon taffeta dress for "afternoon tea."
35 J 4444. (1 lb.) . 5 Pc. Set 1.98

10 3 CASUAL OUTFITS

Fits slim body dolls up to 21 inches, easily altered to fit smaller dolls. Rounds out dolly's wardrobe, a costume for every occasion.

Includes embossed picolay party dress; printed cotton dress with plastic contour belt and matching shoulder bag; twill fancy-pants with picolay blouse.
35 J 4443. (1 lb.) ..3 outfits 1.98

24.95
1
SAVE $5

Bird Cage Planter Pin-up
5.49
4

LAST MINUTE

Holiday Specials!

[1] CBS COLUMBIA PORTABLE and [illegible] Texan [illegible] carrying [illegible] Sold [illegible] at $[illegible]. 4 in. [illegible] V speaker gives strong [illegible] tone [illegible] antenna. 4 [illegible] tubes [illegible] dense [illegible] dial. Green plastic case [illegible] high. Mailable.
R76 J 752 Radio only (4 lbs.) 24.95
R76 J 753 With batteries [illegible] [illegible].95

[2] ENGLISH BRASS PLAQUE to hang over fireplace mantel or use as wall decoration [illegible] or [illegible] polished [illegible]
79 J [illegible] Pair 3.95

[3] CONTINENTAL CHEESE [illegible] an epicurean [illegible] with caraway, Ham, Onion, Herkimer, Provolone, Swiss.
[illegible] 4 [illegible] Shpg. wt. 2 [illegible] 2.98

[4] PLANTER PIN-UP LAMP [illegible] wicker [illegible] print [illegible] shade [illegible]
K[illegible] 430 UL appr. cord 5.49

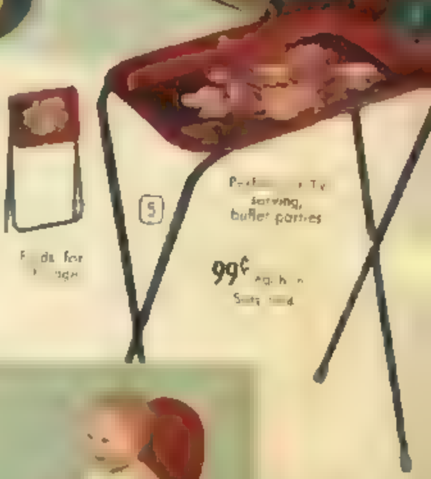
[5] FOLDING SNACK TABLE Black [illegible] steel stand; 9x14 in. metal tray [illegible] resists [illegible] high.
R80 J 5647 Tray with Stand. Mailable. Shipping weight 4 lbs. 1.29
R80 J 5648 Set of 4 Trays and 4 Stands. Mailable. (20 lbs.) Set 3.96

[6] "BUNNY BABY" Play Chair [illegible] in Fall book. [illegible] steel, Red [illegible] seat [illegible] removable chipboard insert. 24 in. high, seat 11x8 in. deep.
R[illegible] J 1922 Mailable. (13 lbs.) 4.88

[8] [illegible] CHINA [illegible] Merry Christmas lettered in gold [illegible] Red [illegible]
[illegible] 24 for 1.19

[7] COLORFUL G-E PORTABLE Light weight, power packed mixer in soft pastel [illegible] Yellow, Pink or White enamel. [illegible] hardy [illegible] book. [illegible] slot for [illegible]
78 J [illegible] 19.95

[9] SUNBURST MIRROR [illegible] $[illegible] add [illegible] wall [illegible]
E[illegible] J [illegible] Mailable. (8 lbs.) 9.95


Folds for storage
5
Perfect for TV serving, buffet parties
99¢ each in Sets [illegible]

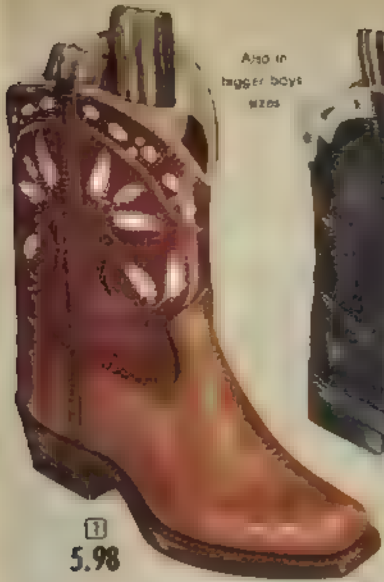
6
Was 5.95
4.88

7
Portable Mixer
19.95

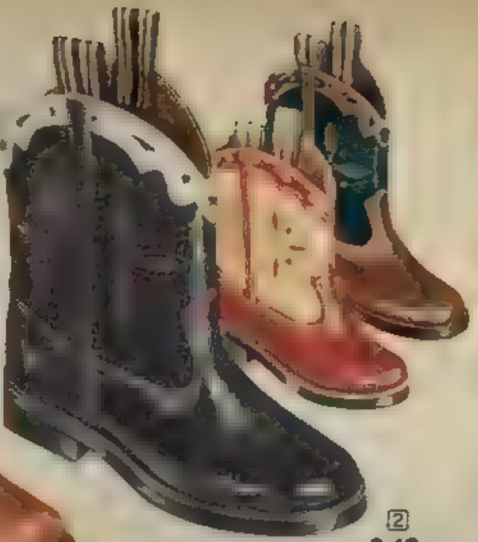
24 Balls
8
1.19

Sunburst Mirror
9
9.95

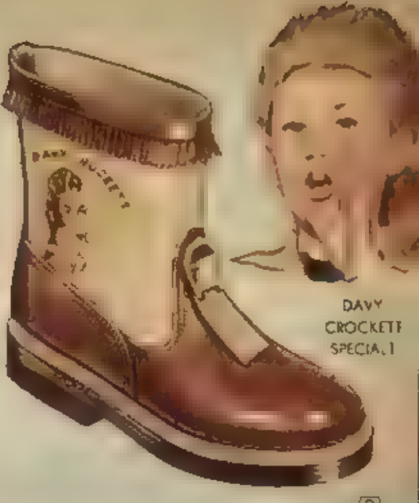
See Page 287 for Spiegel Budget Power Plan . . . increase your buying power


Also in bigger boys sizes

① 5.98

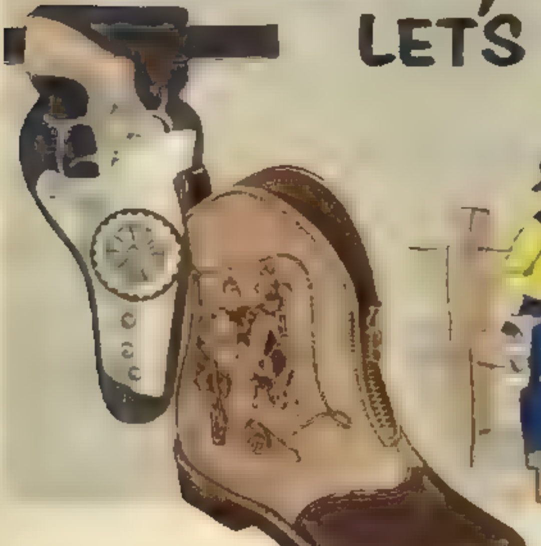


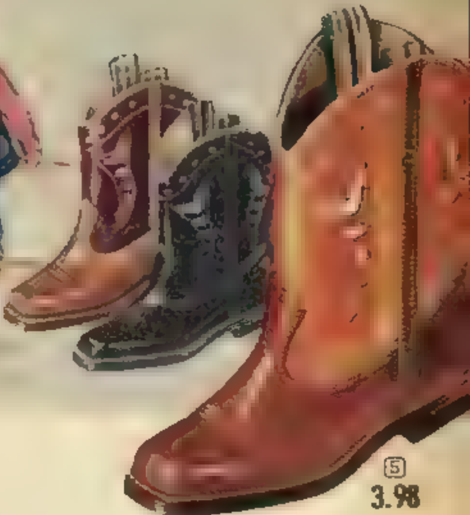
② 3.69 up



③ 4.98

LET'S PLAY COWBOYS!





④ 3.98

⑤ 3.98

What every "cowboy" wants . authentically styled cowboy and frontier boots for little buckaroos aged 1 to 12. Plenty of fancy stitching and bright color; long on wear and comfortable, too Priced mighty low for Christmas!

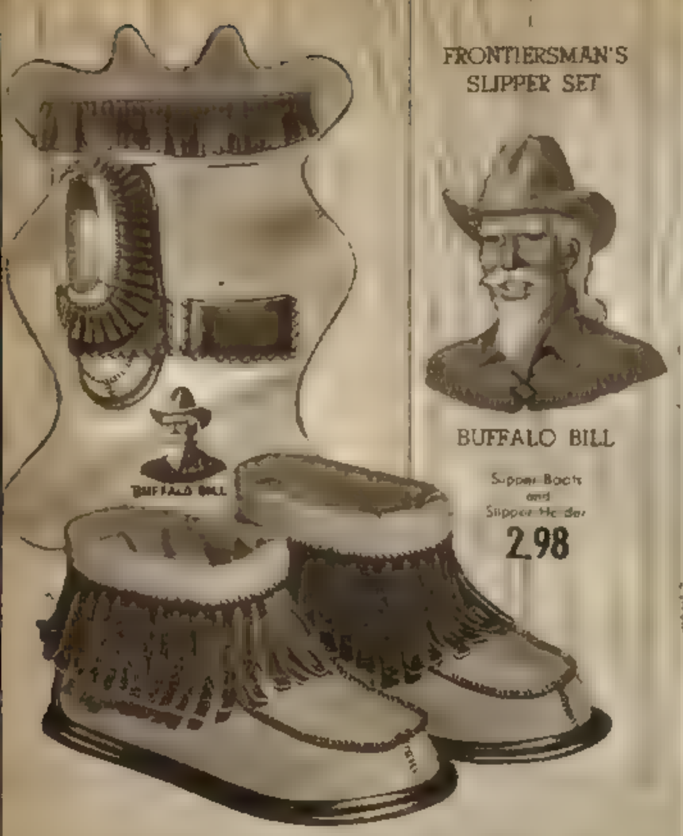
① **AUTHENTIC** square-toed cowboy boot with real cowboy heel Elk-tanned leather vamp, wax-treated leather leg. Compo sole, rubber-lift heel. Drill vamp lining. firm steel arch shank
Children's sizes 8½, 9, 9½ 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Medium wide width (D). Shipping weight 2 lbs.
25 J 9440. BLACK/White. 25 J 9441. TAN/Wine. State size 5.98
Boys sizes 3½, 4, 4½, 5, 5½, 6. Med. wide width (D). (2 lbs.)
25 J 9442 Black/White. 25 J 9443. TAN/Wine State size... ..6.98

② **ELK-TANNED LEATHER**, compo sole; drill vamp lining Priced low!
Children's Sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12. Medium wide width (D) Sh. wt. 1 lb. 12 oz
25 J 9450 BLACK. 25 J 9451 TAN/Green
25 J 9452 RED/Cream. State size . . . 3.69
Boys' sizes: 12½, 13, 13½, 1, 1½, 2, 2½, 3. Medium wide width (D)
25 J 9453. BLACK. 25 J 9454 TAN/Green. 25 J 9455 RED/Cream
Please state size. (1 lb. 12 oz.)..............................3.98

③ **DAVY CROCKETT** frontier boot has big picture of Davy, metal horse-shoe and "buckskin" fringe Elk-tanned leather vamp, suede leg Compo sole, no-mark rubber heel Drill vamp lining. Med. wide (D)
Children's sizes 8½, 9, 9½ 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3.
25 J 9459 BROWN State size. (2lbs.) 4.98

④ **COWBOY BOOT, GUN, HOLSTER** bargain-priced! Zipper—easy on-off. Strong elk-tanned leather; rubber sole, heel. Drill vamp lining, firm shank. 7½ in. plastic-handled metal gun, leather holster. 1 lb. 10 oz.
Children's sizes 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12. Med. wide (D)
25 J 9406. BROWN. State size ... 3.98

⑤ **SQUARE TOE** Cowboy boot—like the real thing! Elk-tanned leather; imitation leather underlay. Compo sole, rubber heel. Drill vamp lining, firm shank
Children's sizes 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Med. wide (D) (1 lb. 12 oz)
25 J 9456. Black. 25 J 9457 Tan/Wine.
25 J 9458 RED/Orange State size. 3.98



FRONTIERSMAN'S SLIPPER SET

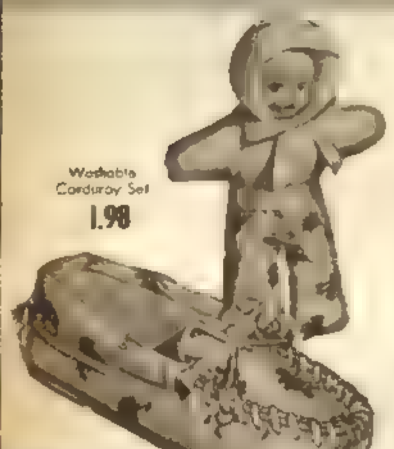
BUFFALO BILL

Slipper Boots and Slipper Holder

2.98

SLIPPERS . THAT THEY'LL NEVER MISPLACE

Soft unlined slippers and buffalo skin slipper holder both of buckskin Brown shag rough frontier finished leather like the skins Buffalo Bill tanned. High slippers have plastic fringed collar shearling lamb sock lining leather sole. Fringed holder has picture of Buffalo Bill [illegible] doubles as wall decoration. A thrilling gift. Children's Sizes 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. For ½ size order next larger full size. ([illegible] lb. [illegible] oz.)
24 J 7339 BUCKSKIN BROWN
State full size Set 2.98



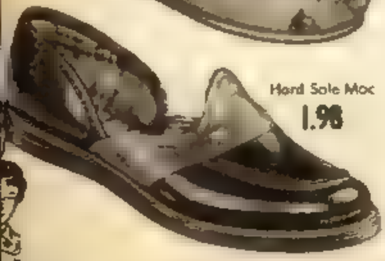
Washable Corduroy Set

1.98

WASHABLE MOC SET

- Cozy corduroy moccasins
- Foam rubber filled doll
- Both are fully washable!

They can wear their cute printed corduroy slippers and tote their cuddly dolly all over—no worries about dirt! Mom can just toss 'em in the washer. Soft mocs trimmed with rayon bow; foam crepe rubber soles for extra comfort. 7 in. doll in Pink and White printed corduroy, molded plastic head.
Children's Sizes 4, 5, 6, 7, 8, 9, 10, 11, 12. For ½ sizes, order next larger full size.
24 J 7341 PINK.
(1 lb. 2 oz.)
State full size . Set 1.98



Hard Sole Moc

1.98

HARD SOLE MOC

- Wear indoors or outdoors
- Supple, smooth leather
- Exceptionally low priced

So comfortable! Soft, flexy leather lined with smooth cotton fabric, 3 bold brass stars trim collar. Inserted wedge heel, composition sole.
Children's Sizes 6, 7 8 9, 10, 11 12, 13, 1 2, 3 For ½ sizes, order next larger full size.
24 J 7345 BROWN/Tan
24 J 7346 BLUE Red
State full size. (14 oz.) 1.98

Magic Slippers...

Items 1 thru 11 On Facing Page

(1) VELVET BALLERINA. Every little girl who dreams of dancing will adore these dainty slippers! Rich velvet; Black rayon fringe spiced with Gold metallic thread [illegible] instep, simulated leather sole.
Children's Sizes 8 9 10 11 12, 13; 1, 2, 3. For ½ size order next larger full size. (12 oz.)
24 J 7395 BLACK **State full size.** 2.98

(2) EXQUISITE CHENILLE OPERA lined with cotton flannel, dressed up with a pert bow. Rayon taffeta covers heel and platform. Composition sole.
Children's Sizes 8, 9, 10, 11, 12, 13; 1, 2, 3. For ½ size, order next smaller full size. Shpg. wt. 1 lb.
24 J 7396. PINK with BLACK
24 J 7397 Lt BLUE Black **State full size** . . .1.98

(3) PANDA AND HER PALS. Downy rayon plush slippers lined with cotton flannel, cute animal head with round plastic eyes and felt ears. Simulated leather sole, lovable 8-in. plush panda, cotton filled.
Children's sizes 2, 3, 4, 5, 6, 7, 8. For ½ size, order next larger full size (1 lb. 2 oz.)
24 J 7315. YELLOW Black **State full size** ..Set 1.98

(4) DAVY CROCKETT BOOT, FRONTIER PISTOL! Watch him swagger in these fringed felt boots! Felt content marked. Compo sole. 10-in. Plastic flintlock pistol; metal firing pin clicks with "shot"
Children's Sizes 8, 9, 10, 11, 12, 13, 1, 2, 3. For half size, order next larger full size. (1 lb. 6 oz.)
24 J 7392 TAN BROWN **State full size** .. Set 2.98

(5) DAVY CROCKETT MOCCASIN—genuine shearling lamb collar for warmth, cotton fleece lined suedine. Davy Crockett's name, picture on vamp. Leather sole.
Children's Sizes 6, 7, 8, 9, 10, 11, 12, 13; 1, 2, 3: For ½ size, order next smaller full size (1 lb.)
24 J 7304. FRONTIER TAN. **State full size** 1.89

(6) MICKEY MOUSE SLIPPER SOX—Crepe soles! 100% nylon knit for non shrink washability. Suede side walls, unlined. Cute Mickey Mouse design.
Children's HOSIERY Sizes 5 6 7 8 For ½ size, order next smaller full size (8 oz.)
24 J 7393. RED 24 J 7394. BLUE
State full hosiery size 2.39

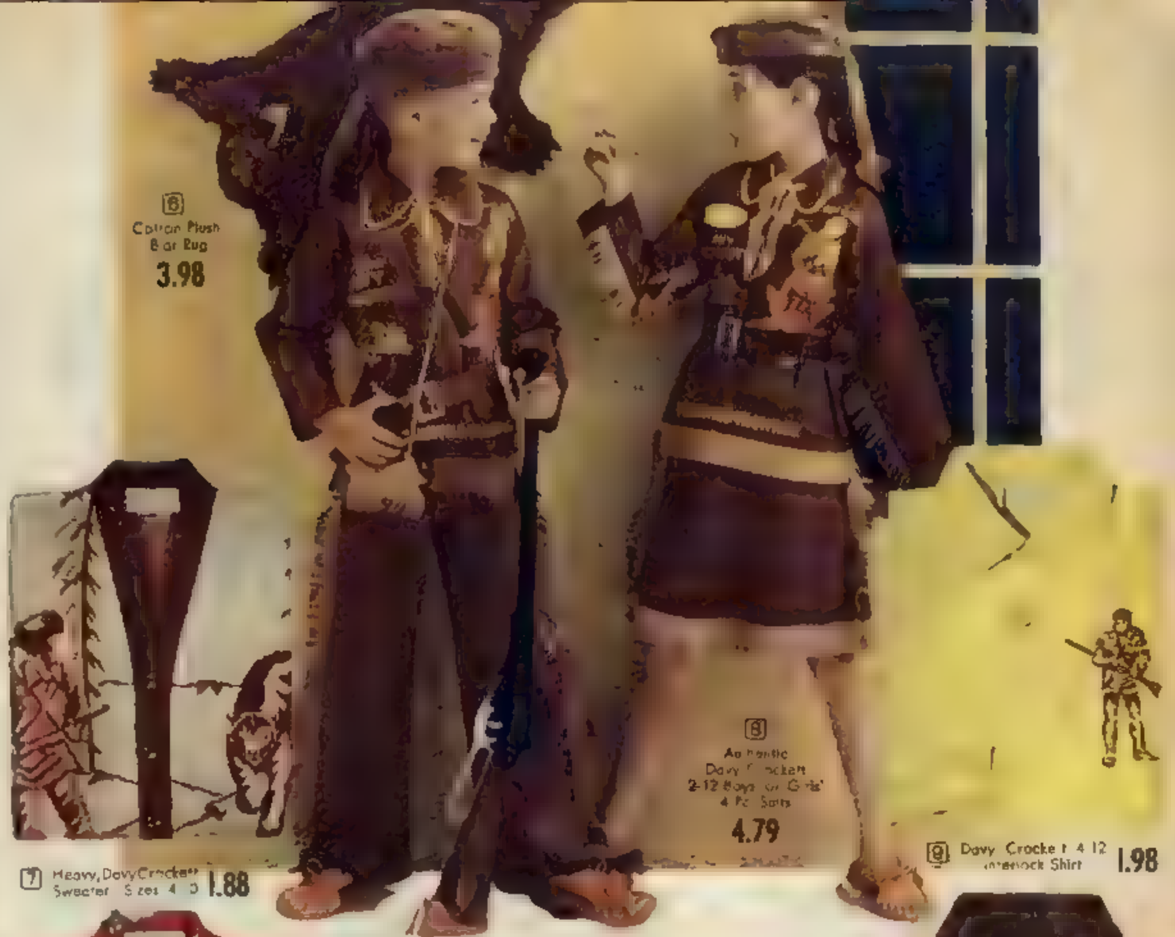
(7) FUR TRIM BEADED MOC. Soft rabbit fur collar adds warmth. Felt-lined simulated leather upper, genuine beaded vamp. Padded leather sole.
Children's Sizes 8 9 10, 11, 12 13 1, 2, 3. For ½ size, order next larger full size. (12 oz.)
24 J 7364 BLUE 24 J 7365. RED
State full size 1.79

(8) NEW ANIMAL "CUTIE BOOTIES". Elephant and duck have felt features; poodle has cotton ball cheeks—all 3 have plastic eyes, squeaker voices. Cotton insole, cotton flannel lining, leather sole.
Sizes: 4, 5, 6, 7, 8, 9, and 10. For half sizes, order next larger full size
24 J 7310. PINK Elephant (Rayon Plush)
24 J 7311 YELLOW Duck (Rayon Plush)
24 J 7312. Lt. BLUE Poodle (Poodle Cloth).
State full size. (12 oz.). ....Pr 1.79

(9) "TINKLE-CLOWN" FELT BOOTIE. Bell in painted clown's hat tinkles softly when child walks. Padded simulated leather sole. Felt content marked.
Children's Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13; 1, 2. For ½ size, order next larger full size. (12 oz.)
24 J 7391 ROYAL BLUE. **State full size** . .1.89

(10) TOT'S SLIPPER SOX feature knit in Scotty dog! 100% wool sock; soft leather sole.
Infant's HOSIERY Sizes Small (4-4½), Med. (5-5½), Large (6-6½) See Hosiery Chart, Big Catalog pg 561
24 J 7360 Lt. BLUE
24 J 7361 WHITE. **State hosiery size.** (6 oz.) 1.69

(11) COTTON FLEECE LINED MOC of suedine, simulated leather. Shearling lamb collar, leather sole.
Sizes 4, 5, 6, 7 8, 9, 10, 11, 12 For ½ size, order next smaller full size
24 J 7337 Lt BLUE 24 J 7338. PINK.
State full size (1 lb.) 1.98



6 Cotton Plush Bear Rug 3.98

7 Heavy, DavyCrockett Sweater Sizes 4-[illegible] 1.88

8 Authentic Davy Crockett 2-12 Boys' or Girls' 4 Pc. Suits 4.79

9 Davy Crockett 4-12 Interlock Shirt 1.98

DAVY DAVY CROCKETT

KING OF THE WILD FRONTIER

Nothing else will do! Only Davy Crockett Gifts can thrill little Davys 'n' Pollys this Christmas . . . order right now for yours!

10 Flannel Shirt 4-12 1.89

11 4-12 Jeans 2.69

15 4-12 Shirt 1.98

16 4-12 Pants 3.98

13 [illegible] Pouch 1.49

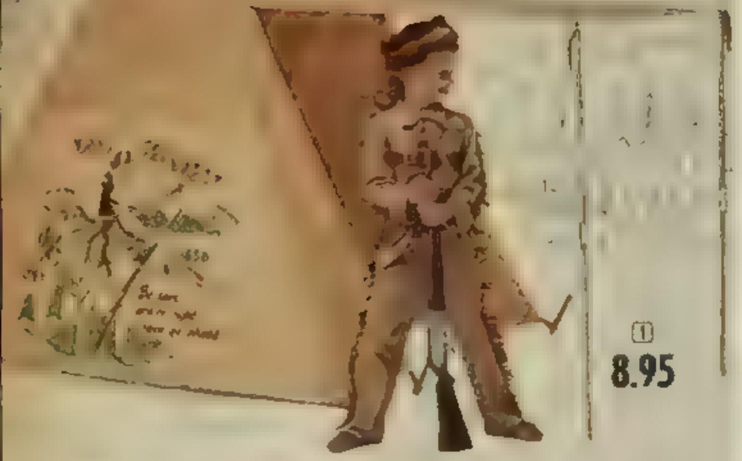
12 Fur Hat 2.98

14 Sheen Gabardine Frontier Shirt 4-12 2.98

17 Davy Crockett Belt 'n' Wallet 1.98

Davy . . . Davy Crockett

KING OF THE WILD FRONTIER



① 8.95

. . . kil't him a b'ar
when he was only three

① DAVY CROCKETT CAMPING TENT A gift to make your young frontiersmen jump with joy. Now they can really "pitch camp" as they go off in search of "b'ar." Sturdy, lightweight 4 oz. tent fabric is decorated with rich 3 color murals of scenes from the life of their favorite frontiersman

Roomy tent is water repellent for play in sunshine or rain. Canopy can also be used as storm flap in bad weather. Tent measures 6x6-ft. long; 5-ft. center height; 4-ft. at eaves

Easy to assemble for camping in the backyard, or on week-end outing or picnic. Comes complete and ready to-use with all necessary poles, ropes, and stakes. Mailable. Shipping weight 9 lbs.
R 52 J 6056 . . . . 8.95

② DAVY CROCKETT LUNCH KIT Perfect school lunch kit for the "Davy Crockett" fans. Steel top and back beautifully decorated with two authentic full color action scenes. Box has silver center section. "Hol-temp" 10 oz. vacuum bottle also has full color scenes. Has "Polly Red Top" cap with the non-drip pouring lip.
52 J 6654. Shipping weight 2 lbs. 4 oz. 2.39

③ 1.08

④ 2.95

② 2.39

③ DAVY CROCKETT WALLET of genuine grained leather. High color picture with fuzzy coonskin cap. Durable hand laced edges. 3-way zipper. 8 view pass case. Gusset coin pocket
54 J 2948 Brown only. Shpg. wt. 5 oz. 1.08

④ DAVY CROCKETT BINOCULARS AND CASE. Handsome gold color embossed picture of Davy on vinyl plastic case; case has contrasting fringe. 3-power precision binoculars with center focusing. Lucky Rabbit's foot on strap
5 [illegible] 3606 Shipping weight 2 lbs. 3 oz. 2.95

All Items Include Fed. Excise Tax Where Applicable

FROM DISNEY'S "FANTASY AND FRONTIERLAND"

⑤ "LADY AND THE TRAMP" COLOGNE SET Attractive satin lined gift box with color picture. 3½ oz. soft bath talc in sifter top can. Sweet cologne in atomizer type bottle.
54 J 9200. Shipping weight 8 oz. 2.75

⑥ DISNEYLAND BUBBLE BATH in colorful box. Makes children's evening bath lots of fun. Twenty 9/16 oz. packages of bubble bath each with a different Disney character and rhyme, plus 8 cardboard cut-outs.
54 J 9201 Shipping weight 7 oz. 1.08

⑦ DAVY CROCKETT CHARM BRACELET Gold plated, curb link chain. Has metal frame with picture of handsome Fess Parker. Frontier charms include: crossed rifles, Indian; bear, hunting knife, bell and horseman.
54 J 9768. Shipping weight 3 oz. 1.08

⑧ DAVY CROCKETT CARRYING CASE. Children will love this rawhide finished fiber case with action scene colored in gold and black. Tapered shape, full wood frame—12x11x6-in. Polished metal corners; plastic handle. Color Saddle Tan with contrasting White welt stitching
R 55 J 3854 Shipping weight 5 lbs. 3.95

⑨ LOVELY "SNOW WHITE" WATCH. Beautiful color picture of Snow White on face. Made waterproof and shockproof for hardest wear; unbreakable crystal. Black numerals, hands. Yellow rayon band at plastic case. [illegible] oz.)
Y54 [illegible] 1559 1 yr. guarantee. Gift boxed. 7.65

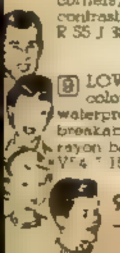
⑤ 2.75

⑧ 3.95

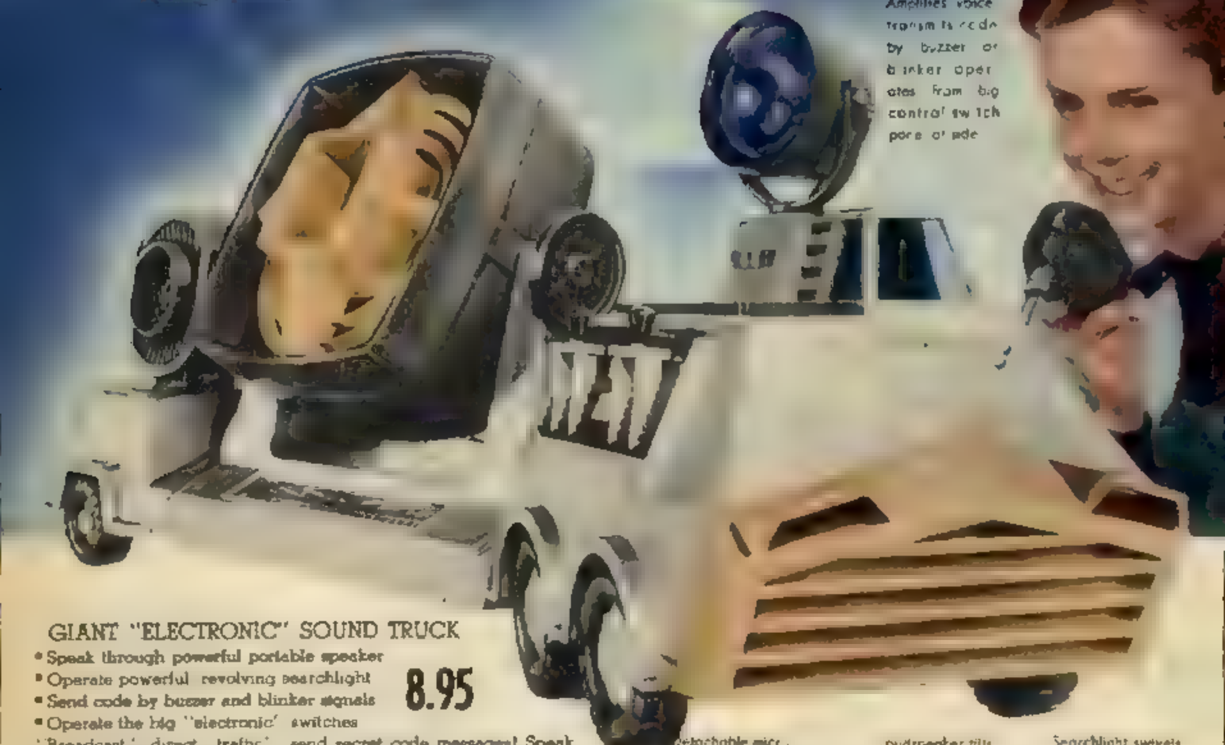
⑥ 1.08

⑦ 1.08

⑨ 7.65



Electronic Truck


Amplifies voice transmits code by buzzer or blinker operates from big control switch panel at side

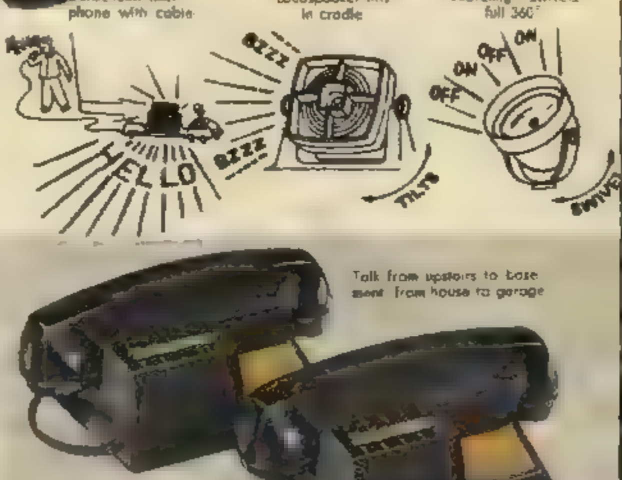
GIANT "ELECTRONIC" SOUND TRUCK

- Speak through powerful portable speaker
- Operate powerful revolving searchlight
- Send code by buzzer and blinker signals
- Operate the big "electronic" switches

8.95

"Broadcast," direct traffic", send secret code messages! Speak into detachable microphone—hear your voice amplified loud and clear thru powerful cradle-mounted permanent-magnet speaker! Bright revolving searchlight cuts thru the darkness—light, buzzer and code controlled with 2 switches on "electronic" side panel

Disconnect back section from cab when not using speaker use as a separate toy Sturdily constructed of high impact plastic Battleship Blue Gray body has gleaming "Gold" grillework, sparkling "Silver" hub caps, tinted windshield. Four batteries and 10 feet of microphone wire included Overall size 22x6x8 inches high.
R35 J 5533 Mailable. Shipping weight 7 lbs 8.95


Detachable micro-phone with cable

Loudspeaker tilts in cradle

Searchlight swivels full 360°

wrist radios
wrist radio

Dick Tracy Two way Wrist Radio

3.49

Talk from upstairs to basement From house to garage

Electric Tele Com Set

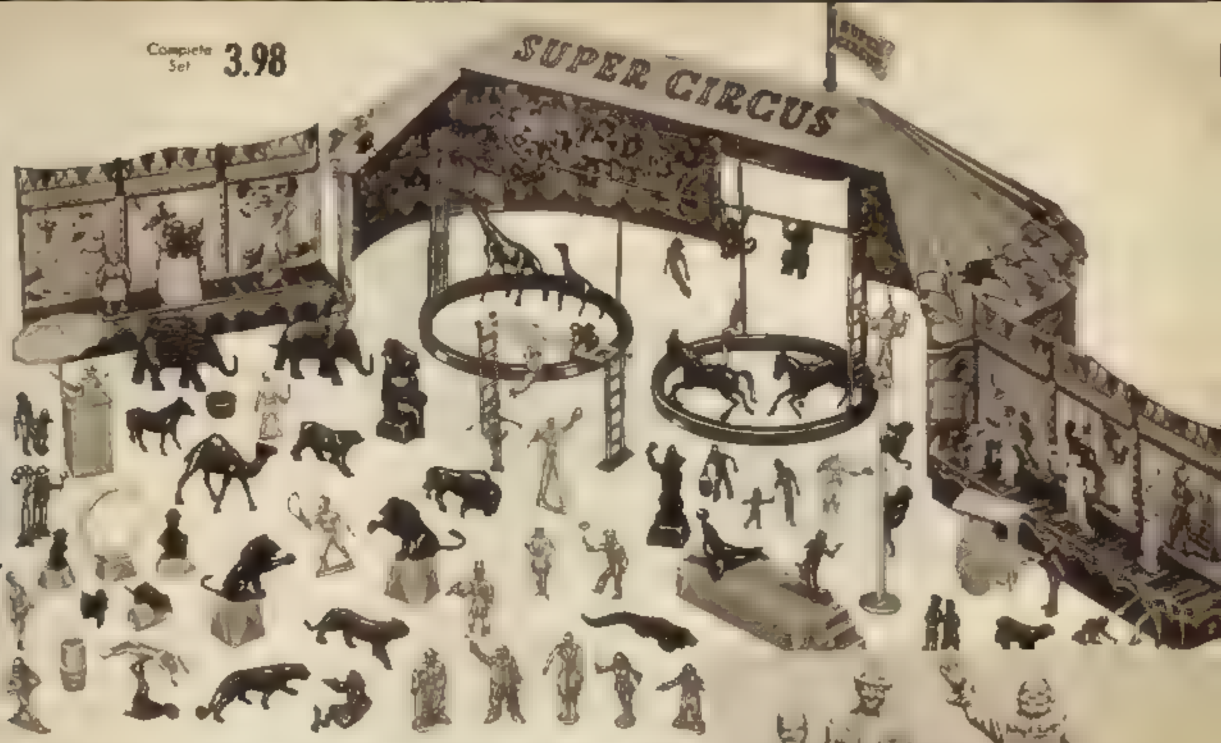
5.95

DICK TRACY 2-WAY WRIST RADIO really works voice is clearly heard on both radio units. Transmit "secret" orders with code-sending button to "assistant" who receives and talks into other unit Track down "suspects" talk to "headquarters" Jr Detective loves thrill and excitement of sending code messages by buzz signal and talking into radio

Elastic straps hold units on wrists like Dick Tracy's. 2 Black and Red high impact plastic wrist radios both receive voice 1 has code sending button "Gold" microphone. Battery, 25-ft. wire incl.
35 J 5025. (1 lb 10 oz.) Complete 3.49

NEW! ELECTRIC TELE-COM SET Talk from room to room, from house to garage or basement voice is clearly transmitted. Fun for the kiddies, and a handy step-saver for mom too! No installation problem simply insert 3-way plugs into each phone and set them up in any location you like Press signal lever for party's attention the phone at the other end buzzes, party's voice is clearly heard!

Modern design cradle phone of high impact plastic about 9 in. long. 50 ft. cable strand wire prevents snarls. Two 3-way plug-ins; 2 batteries incl
35 J 5047 (3 lbs 14 oz) Complete 5.95



Complete Set 3.98

Here's "Super Circus"...TV Favorite

- Exciting replica of television's favorite "Big Top" show
- Includes famous TV performers, circus trappings, animals

It's Super Circus . . . greatest show on earth. Let Claude Kirschner, Mary Hartline, Cliffy, Scampy, Nicky the clowns be star performers. "Big Top" steel tent 10x9x25 in., gaily lithographed inside and out with realistic circus scenes. 2 wings form big mid way. Over 80 pcs.—aerialists' monkeys grasp swings, bars. 35 vinyl plastic performers; 10 Wild animals, 15 circus animals. Circus equipment includes, platforms, signs, popcorn wagon. Easy to assemble
R35 J 5012. Mailable (8 lbs.) 3.98

2.69

Flexible foils
FENCING

2.69

Cannon Shells

4.79

DAVY CROCKETT TARGET

- Thrilling Davy Crockett rifle shoots soft rubber safety-tip plastic shells

Ready—aim—fire! Indians fall when sharpshooters hit. 3-pc. wood and fiberboard background has 3-D "frontier" effect—enables player to place Indians in strategic positions, about 22x8 in. high. 6 colorful Indians about 5 in. tall, 1 bear. Davy Crockett's name and picture on Blue wooden stock of 22-in. rifle. 3 rubber tipped plastic shells. Shpg. wt. 2 lbs. 8 oz.
35 J 5088. Mailable 2.69

MUSKETEER FENCING SET

- Safe flexible plastic foils, safety tip exercisers—co-ordination builders

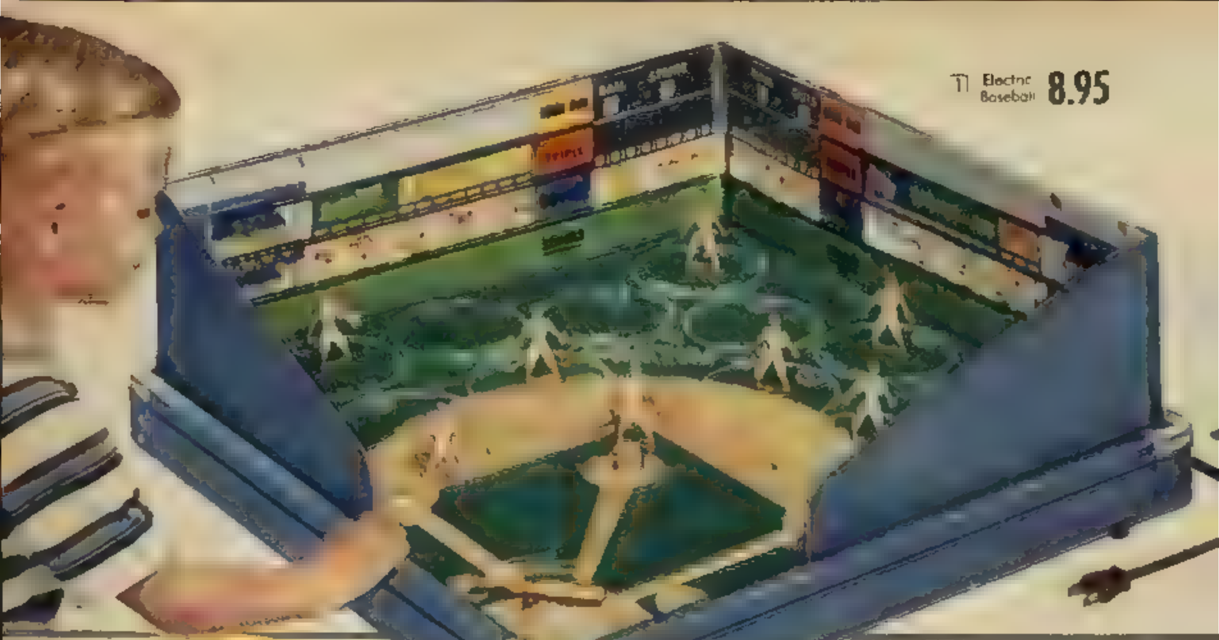
"Engarde" . . . prepare to "duel" like thrilling story book heroes! Set of two 24-in. harmless plastic foils. Each with large rubber tipped end. Safety foil guards protect the hands. Child's head protected by clear, flexible plastic mask, with elastic band; fits most sizes. Two 2-in. plastic hearts. 2 Jr. Musketeer buttons. Corrugated carrying case 12x23 inches long.
R35 J 5050. Mailable (4 lbs.) 2.69

BIG "KING ARTHUR" CASTLE SET

- Exciting medieval castle of lithographed steel
- Realistic details, cannons shoot harmless balls

Join "King Arthur" and his gallant knights on crusade! 14 realistic vinyl plastic knights have swords, shields, 4 with removable lances. 6 battle-dressed horses. 2 removable Banner Bearers. 4 "action" Lancers. Plastic drawbridge raises and lowers. All 3 cannons shoot safe plastic balls (30 incl.) Easy to assemble.
R35 J 5007. 14x23x8-in. high. Mailable (6 lbs.) 4.79

See Page 287 for Spiegel Budget Power . . . a better way to better living



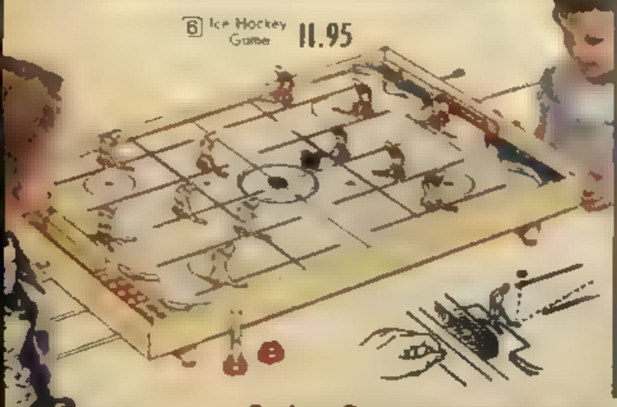
1 Electric Baseball **8.95**

2 Spinning Dart Game **2.69**

3 5 Game Electric Pinball **4.98**

4 Bas Ket Basketball Game **3.59**

5 Electric Football or Baseball **6.39**

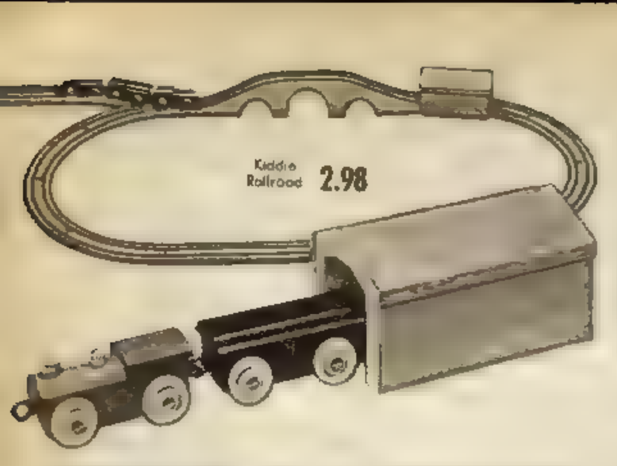


6 Ice Hockey Game **11.95**

7 Electric Basketball **6.39**

Trigger action Basket shooters

Budget Power protects peace of mind with free Prudential Life Insurance



Toys with Winning Ways

KEYSTONE TRAIN—10-FT. CHANGE-ABOUT TRACK

Thrill Jr. engineers with a train set all their own! Pull hardwood train over 16 sections of curved and straight plastic track, cars run over or under bridge and through wood tunnel. Reassemble track into many patterns. 9-in. train brightly enameled. Booklet for track layout incl.
35 J 5427 (2 lbs.)........ 2.98

A
1.79 and up
B
89¢ and up
TINKERTOY

A 20-PC. SNAP BLOX Set. Build amusing animals, cars, wagons by snapping blocks together—pull apart and rebuild. Colorful non-toxic wood blocks with anchored metal snaps, safe for tots. Incl wheels blocks rods, columns, triangles (3 lbs.)
35 J 4955... 20-pcs. 2.69
35 J 4954. (2 lbs) 14-pcs 1.79

B TINKERTOY SETS Build hundreds of toys. Smooth wood; rods; windless drive; fibreboard blades. Instr.
Grad Builder: 215 pcs
35 J 4946. (2 lbs. 13 oz.)........2.69
Prep Builder: 78 pcs
35 J 4943. (1 lb. 4 oz.)........ 89¢
Teck Builder: 113 pcs
35 J 4944. (1 lb. 12 oz.)..........1.35
Major Builder: 149 pcs.
35 J 4945. (2 lbs. 3 oz.)........ 1.79

Play-packed Toys 1 thru 12 shown at right

1 COLORFUL NURSERY Birds swing from metal swivel—bright color, movement amuse infants even before they can grasp things! Seven 5-in. washable plastic song birds.
35 J 5038. (2 lbs.)..... 2.89

2 MR. POPS "loses his head" when you squeeze him. Head shoots 2 ft. into air, quickly falls back onto shoulders. Colorful high impact plastic 12 in. tall.
35 J 4920. (12 oz.) ......89¢

3 MR. MONKEYSHINE performs gymnastics by the hour! Dip his head in water to start him going, he swings on wire trapeze. High impact plastic monkey. Suction cup attaches to smooth surface, mount on high chair, play pen.
35 J 4942. (1 lb. 7 oz.). 89¢

4 EXCITING PLAY BLOCKS develop dexterity, entertain. Nest-A-Blocks: 7 multi-shaped blocks set into 7-in. base, teaches form recognition. Telescope Blocks: 5 ridged blocks pyramid to a 4x11-in. cone. High impact plastic.
35 J 4960. (1 lb. 3 oz.) . 1.59

5 GO-GO, JUMPING Frog. Wind him, he somersaults through the air, lands upright . then takes off again! Stays in motion several minutes. Bright practically unbreakable styrene plastic, 7-in. high. Amuses young and old.
35 J 4903. (8 oz.) ......89¢

6 TWO-WAY KIDDIE "UKE." Romper set can turn crank—play favorite Western tune; older child can tune it, play chords. Buy one for each. Colorful plastic case, wire strings, frets and plastic pick. Shoulder cord. 14x5-in.
35 J 2703. (1 lb.).......1.29

7 MUSICAL JACK-IN-BOX. Suspense and action delights tiny tots. Just turn crank, Jack jumps out when he hears "Pop Goes the Weasel." Strong 6-in. square colorfully lithographed steel box. Clown has plastic head, is gaily costumed. Laugh-provoking—exciting fun for little tykes.
35 J 5019 (1 lb. 9 oz.)..1.79

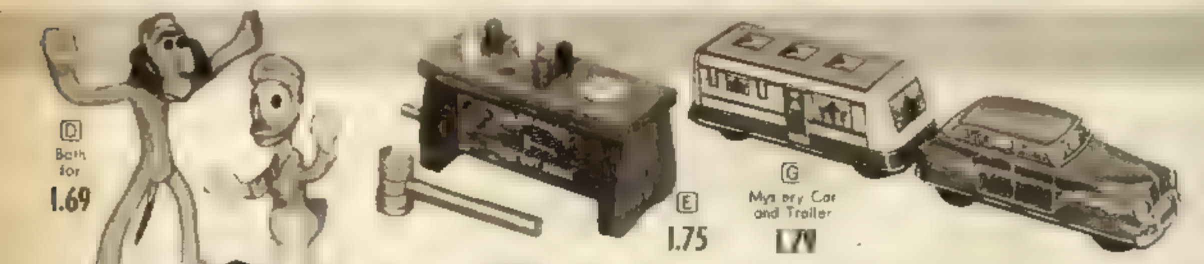
8 "FARMER IN THE DELL" and family act out their roles to music! Turn crank—styrene plastic figures pop out of beautifully lithographed steel home; take places one by one until last verse is played—then disappear inside, leaving the cheese to stand alone! 10x10x8-in. high.
35 J 5005. (3 lbs.)......2.69

9 SWITCHBOARD, PHONE. Press buzzer on toy board, playmate can "answer" at dial phone. Gaily lithographed 12x6x9 in. high, fibreboard switchboard, 8 reinforced stations, 2 plug-in cords, battery-operated buzzer, light. Enameled steel ring phone 6x7 in. wide.
35 J 4985 (2 lbs. 8 oz.) .2.59

10 ZILLY ZOO. Ever see a Ze-li-hip-al? Put zebra's legs, hippo's tail, elephant's head on lion's body—you have one! Lots of other crazy mixed-up animals, too—giraffe, camel, alligator . . . 7 styrene plastic take-apart animals about 5x4 inches each.
35 J 5024 (1 lb. 8 oz.)...1.79

11 BOSSY THE COW . . . pull her along the floor—she'll wiggle comically after you on jingling wheels. Soft polyethylene plastic jointed body, 20-in. long. Washable, practically unbreakable.
35 J 4933. (1 lb.).......1.79

12 ROLLING JOE . . . what makes him go? The magic memory motor! Push in any direction. Joe drives right back . turns head round n round. Plastic, rubber wheels, 12-in. long. Clock spring motor.
35 J 5430. (1 lb. 11 oz.) 1.79



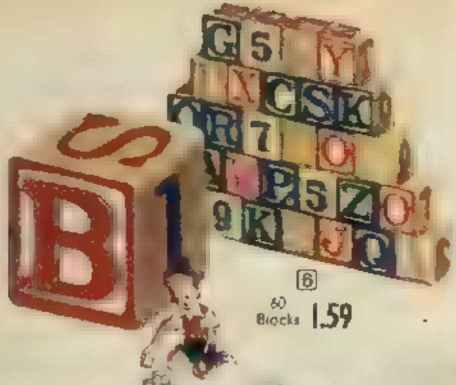
C
Talking Telephone
1.10
RING-RING!

C TALKING TELEPHONE. Pick up receiver, tug cord, simulated voice answers "Hello." Bell rings when dialing numbers—adds to play value. Bright steel in newest design.
35 J 4975 7x7x4-in. high (1 lb. 12 oz.) 1.10

E PLAYSKOOL NOK OUT BENCH Let 'em pound to their heart's content! Tap down one peg, another pops out from bench. Smooth finish, non-toxic colors; wood mallet.
35 J 5450 5x10x5-in. high (2 lbs. 5 oz.) 1.75

D DONALD DUCK AND PLUTO assume comical positions—"secret" is flexible aluminum "skeleton" in foam rubber bodies. 8-in. Donald in Blue; 9-in. Tan Pluto.
35 J 4057. (7 oz.).......... Both for 1.69

G MYSTERY CAR AND TRAILER. How does it go? Push down on back of sedan—it darts away pulling house trailer! Uncouples, makes two 4-in. pull toys. Lithographed steel
35 J 4937 (3 lbs. 9 oz.) 1.79


6
60 Blocks 1.59

7
Plastic Blocks 1.39

1
Both for 1.19

2
1.79

FISHER PRICE TOYS

3 2.25

4
2.25

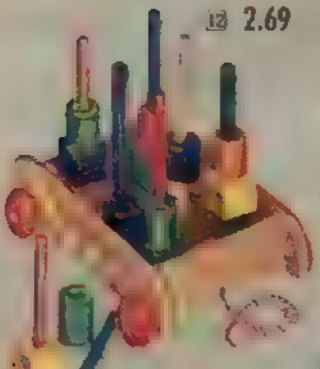
5
1.49

Shuttles back and forth "ding-dongs" at every stop
8 1.69

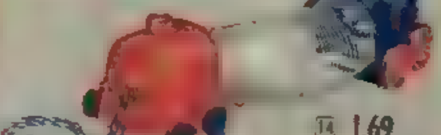
9
85¢

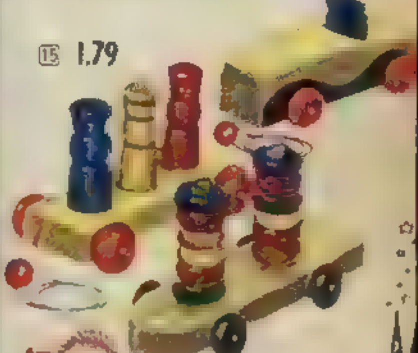
PLAYS A REAL TUNE
10
3.49

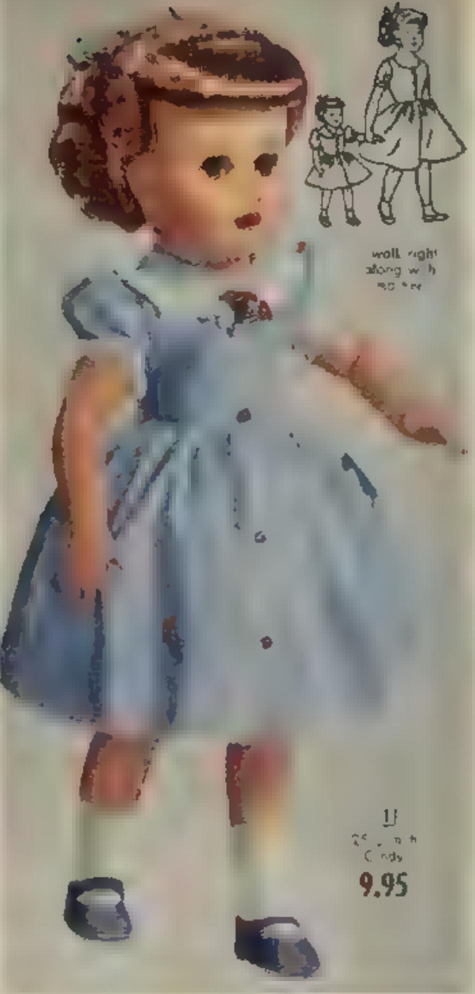
11
1.98


12 2.69

13 1.79


14 1.69


15 1.79



walk right along with mother

1

25-inch Cindy

9.95

[illegible] naturally

I walk and turn my head from side to side

23-inch Posie

2 13.95

See All The Things We Can Do!

1 I'M HORSMAN'S "CINDY"—I WALK WHEN GUIDED

- Guide me, I walk—non-mechanical construction can't break
- Wash, comb, brush, curl my long rooted Saran pony tail

I'm big as life and just as cute—all vinyl plastic with carefully sculptured head, finely detailed hands and feet, thickly lashed glassene eyes that sleep. My extra long, shining hair is rooted into my scalp like real hair and tied with a big Blue bow (I have 2 curlers to help Mommy style it). I'm a big girl but coo sometimes. I wear a faille dress with buttons, lace and a corsage, lace-trimmed slip, taffeta panties, socks and shoes.

R35 J 3701 25½ inches Tall Mailable. (6 lbs.) 9.95

2 I'M IDEAL'S "POSIE"—I WALK, BEND MY KNEES!

- I kneel, sit naturally, assume dozens of life-like positions!
- I turn my head when I walk, like to have my hair shampooed

I do so many things you have to own me to find out how much fun I am! My body is sturdy plastic and conceals Ideal's exclusive Magic Walking Action. My head is beautifully molded, baby-soft vinyl with silky, thick rooted Saran curls with bows and flowers. Mother can brush out my curls and reset them in different ways with my own curlers (included). My long-lashed glassene eyes close for naps; I cry. I wear a lovely organdy dress trimmed with bows, flowers and lace, half-slip, panties, socks, shoes

R35 J 3718 23-inches Tall Mailable (7 lbs.) 13.95

3 I'M WALKING "PAM"—I HAVE AN EXTRA DRESS

- Now I have a skin-soft vinyl head with longer rooted Saran hair
- I own 6 curlers, rat-tail comb and "Gold" heart-shaped locket

Mother will have so much fun washing and setting my hair—it's extra long for lots of styles. My long-lashed glassene eyes close for naps and my slim plastic body is practically unbreakable. Mother will be proud of my clothes, too. I wear a pretty lace-trimmed cotton dress, slip, panties, socks and shoes. My extra dress is checked cotton and velvet

35 J 3503 Shpg. wt. 2 lbs. 8 oz. .... 19-inch Pam 8.98

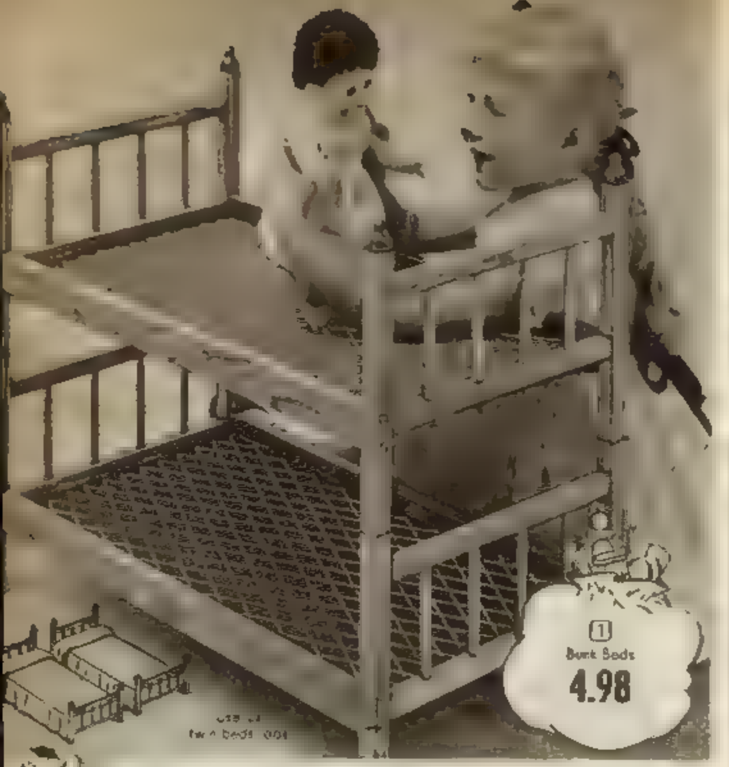
35 J 3504 Shpg. wt. 1 lb. 14 oz 15-inch Pam 6.98

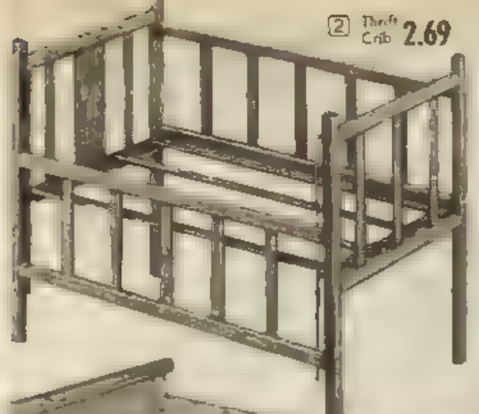
Rat-tail comb and 6 curlers included

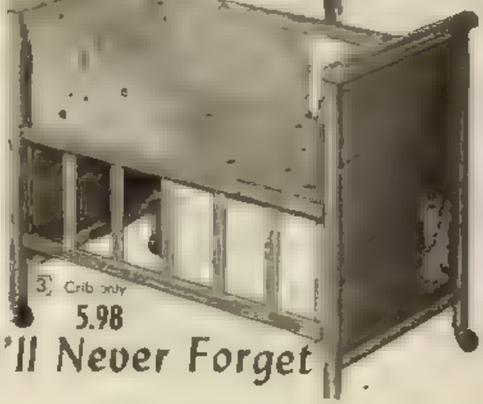
3

19-inch "Pam"

8.98







For Days of Happy Play They'll Never Forget

1 TWO WAY DOLL BUNK BEDS

- Use as bunks or separately as twin beds
- Perfect for little mother's growing "family"

Put beds together or use separately . . either way each dolly will rest comfy in her own snuggly bed! Double decker beds look like real child's bed—set firmly together, take up little space. Made of smooth selected hardwood in natural finish. Spindle type head and foot boards stand 22 in high. Real looking "springs" printed on sturdy masonite

Easy to assemble. Ea bed 14x26x11 in. high.
R35 J 4419 Mailable. Shpg wt 14 lbs Set 4.98

2 DROP-SIDE CRIB

- Perfect size for the tiny tots
- Thrift priced for Christmas

Send "Baby-doll" off to dreamland in her own little bed! Maple finished hardwood gaily trimmed with bright nursery decal on headboard. Drop side hooks easily in place. Slat constructed "spring." Easy assembly.

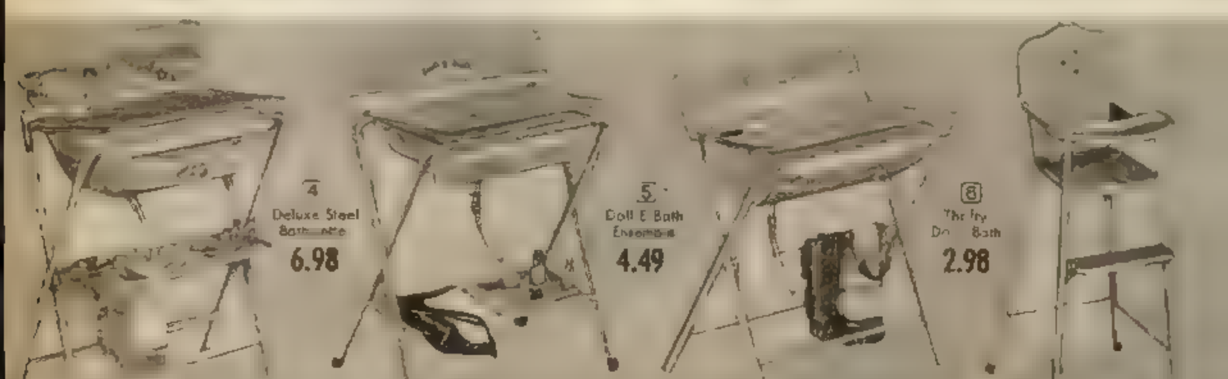
15x26x19 in high. (9 lbs.)
R35 J 4429 Mailable. 2.69

3 DELUXE DROP-SIDE PANEL CRIB

- Extra large size in blond hardwood
- Like the kind "mommie" used to use

A high quality outfit sized for her biggest dollies! Cute lamb decal trims head, foot panels; steel drop-side guides, wood casters. Reversible mattress, lace-trimmed bumper Blue on one side. Pink with "fluffy lamb" the other. Bed 15x28x21 in. high. Easy to assemble. Mailable. (11 lbs.)
R35 J 4431. Crib, mattress, bumper. 3-pcs. 7.49

CRIB ONLY (Same crib described above).
R35 J 4428. Mailable. Shpg. wt. 9 lbs. 5.98



4 DELUXE STEEL BATH has Pink plastic dressing table top for her big dolls won't peel crack! Folding Blue channel steel frame. Metal tray, non-skid legs plastic hose. Bottle with nipple 3 Q-tips oil bottle cotton pads washcloth sponge soap, comb, brush, tot's apron

14x25x34 in. high (15 lbs.)
E35 J 441. Mailable. 6.98

5 DOLL-E-BATH ENSEMBLE Pastel Green sturdy tubular steel frame plastic tub, hammock, metal tray, capped legs. Pink dressing top has safety strap, plastic drain hose. Folds compactly. Incl. tot's apron brush, washcloth, bottle, nipple, oil bottle and soap

14x22x27 in. high. (8 lbs.)
E35 J 4421. Mailable . . 4.49

6 THRIFTY DOLL BATH. Fill vinyl plastic tub for dolly's bath! Open hose clamp, water drains out. Top folds over tub as dressing table. Gay plastic apron keeps tiny "mom" dry. Blue enameled, sturdy wood frame; ruler-stenciled top. Wash cloth soap, sponge

12x20x23 in. high. (4 lbs.)
R35 J 4404 Mailable. 2.98

7 STEEL HIGH CHAIR. So handy when dolly cries and wants to be fed, she'll look for this lovely high chair. Ivory color tray swings over backrest gay decals adorn Sky Blue enameled chair ½-inch tubular steel frame footrest, rubber feet. Seats dolls up to 20-in. tall.

11x13x26 in. high (5 lbs.)
R39 J 3986 Mailable. . 2.69

WEEPS REAL TEAR

1 3-in. Betsy Wetsy with Layette **6.98**

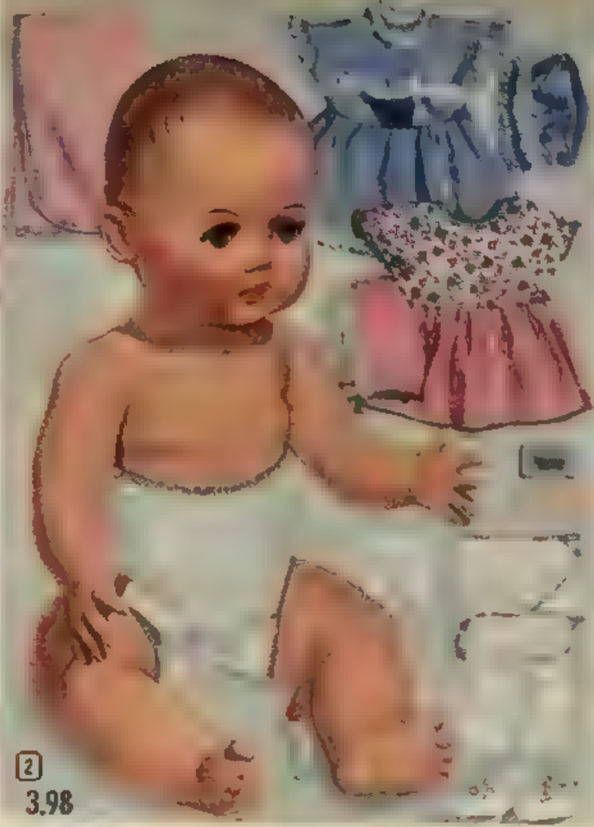
queeze her—she [illegible]

Feed her—she wets

Bathe her—she's washable

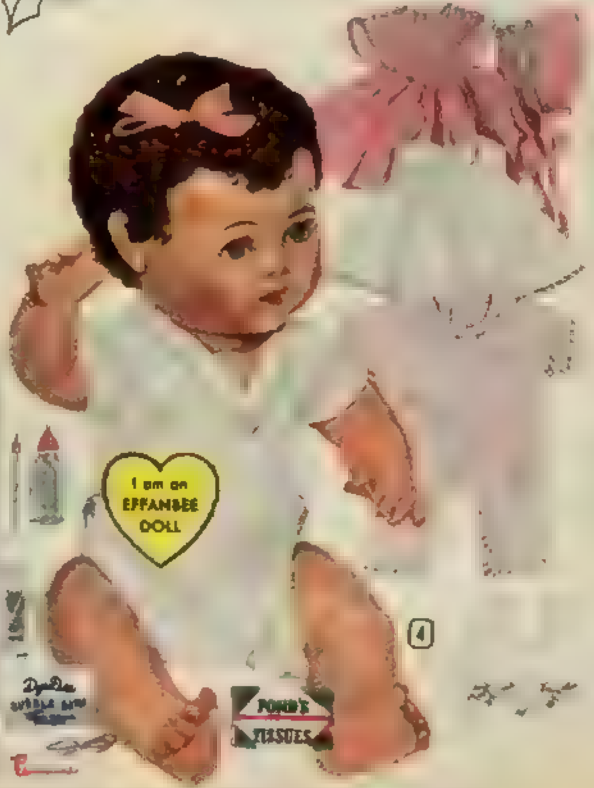
Wears Size One Baby Clothes!

3 28-in. "Baby Lee **5.69**



2 **3.98**

We Drink and Wet"


I am an EFFANBEE DOLL
Dy-Dee Bubble Bath
POND'S TISSUES

4

New Arrivals from the School of Charm

ITEMS 1 thru 4 . . . ALL FAMOUS HORSMAN VINYL DOLLS

"We kneel or sit any way you like 'cause our legs have flexible wire cores. Love to have our thick rooted Saran hair washed and set. We've soft vinyl skin and like-real features"

① FASHION-PLATE "FANCEE" wears a coat and dress, is ready for any occasion with an extra ninon party dress. She's finely detailed washable vinyl, her wire core legs bend in life-like positions. Thickly rooted Saran hair can be washed and set (3 curlers incl.) Glassene go-to-sleep eyes, long lashes, coo voice. Wears feathered cotton coat, bonnet, lace trimmed ninon dress with attached slip; socks, vinyl shoes.
R35 J 3707 17 in. tall (5 lbs.) 6.98

③ LOVABLE "JUDY" is a regular darling . . . sits with "mommy" any time! Her sturdy little legs have bendable wire cores. Thickly rooted Saran hair can't come out. Luxuriant pony tail is caught with a gay ribbon, can be washed, brushed and set with curlers included. Richly lashed glassene eyes that sleep. Washable skin-like vinyl . . . minutely detailed even to dimples and nails. Coo voice. Nylon dress, half slip, panties, socks, vinyl shoes.
R35 J 3702 19 in. tall (5 lbs.) 5.95

② "SMARTEE" is a real poser! Both arms and legs have wire cores that bend in life-like positions. Sits, stands, kneels, prays, holds out arms for "mommy." Coos when hugged. Closes long lashed glassene eyes for naps. Thick blond Saran hair is rooted in: can be washed, set in many ways. A dimpled darling in washable vinyl; wears lace trimmed ninon dress, matching bonnet, slip, panties, socks, vinyl shoes. 3 curlers.
R35 J 3708. 23 in. tall (7 lbs.) 8.95

④ SWEET "CUDDLES" is really "old enough" to sit in a chair. Her chubby legs have wire cores that bend in real-as-life positions! All washable vinyl from the top of her head to the tip of her dimpled toes! Richly abundant Saran hair rooted firmly in scalp, can be washed, brushed, combed and set any way "mommy" wants. Thickly lashed glassene eyes close for naps, coos when you hug her. Green rayon taffeta dress, ninon pinafore, panties, socks, vinyl shoes.
35 J 3709. 15 in. tall (2 lbs.) . 3.98

④
15-in.
"Cuddles"
3.98
Legs bend
can sit

Dolls (5) thru (9) shown at left

⑤ 18-IN. "LITTLE SIS"—WASHABLE

• Long, rooted Saran hair . . . wash, brush and set it. Such a lovable doll for such a low price! Firmly set pony-tail can be washed, brushed, combed into many styles. Bright go-to-sleep glassene eyes with long lashes. Latex rubber body and molded vinyl head. Wears picolay® cotton and ninon dress, slip, panties, socks and shoes.
R35 J 3508 Shpg. wt. 3 lbs. 3.98

⑥ 20-IN. "DIMPLES" . . . ALL VINYL

• Minutely detailed right down to dimpled fingers. Cooing charm from head to toe . . . she's vinyl plastic and loves her bath! Saran pony-tail is rooted in—can be washed, combed, set in latest styles. Lustrous glassene eyes that sleep, thick lashes. Wears lace-trimmed rayon taffeta dress, panties, socks, shoes. So much for your money!
R35 J 3711 Mailable. (6 lbs.) 4.98

⑦ "HONEY BABY"—22 INCH BEAUTY

• Firmly rooted Saran locks can be washed, combed, set. A cuddlesome armful with appealing coo voice and thick-lashed glassene eyes that close for naps. Washable latex body and finely detailed vinyl head. Wears lace-trimmed flocked ninon dress, slip with attached panties, socks, shoes. Real value . . . priced for Holiday budgets!
R35 J 3516. Mailable. (6 lbs.) 4.98

⑧ 23 IN. "PENNY" SITS IN A CHAIR

• Chubby wire-cored legs bend to any position. Like a real baby—sits in a chair as natural as life. Completely washable . . . all skin-soft, life-like vinyl, minutely detailed. Soft, gleaming rooted Saran hair can be washed, brushed and set. Coos softly when "mommy" hugs her, richly lashed glassene eyes close for naps. Wears a scalloped nylon party dress and net bonnet, slip, panties, socks, vinyl shoes. Your little girl will cherish her for years!
R35 J 3712. Mailable (6 lbs.) 7.98

⑨ BRIGHT EYES" . . . 25 IN. TALL

• Baby-soft vinyl head, cuddly soft latex body. So soft and sweet she coos when she's hugged. Big lustrous glassene eyes close for naps, have long, fluttery lashes. Firmly rooted Saran hair can be washed and curled over and over. Completely washable. Wears a lovely picolay cotton dress, slip, panties, socks and shoes. Such a sweet "little sister" . . . such a remarkably low price!
R35 J 3509. Mailable. (6 lbs.) 5.98

6 in
1.98
16 in
2.98
20 in
4.98

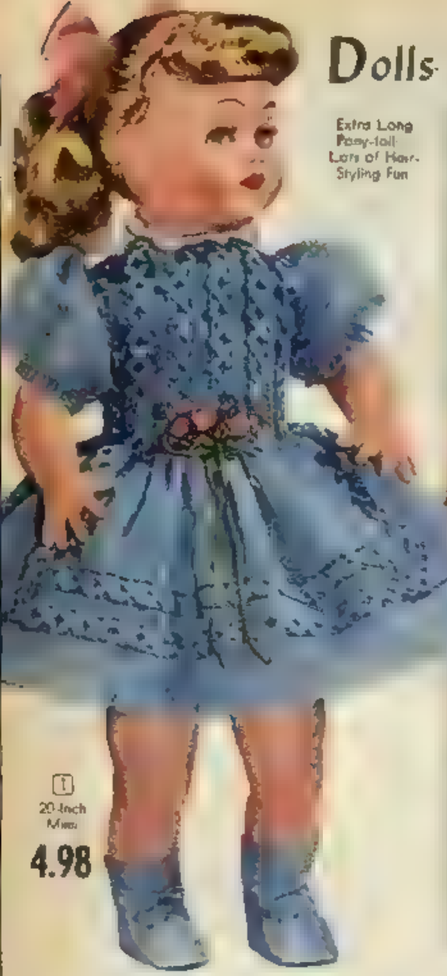
"POODLE TOP" So lovable! Cuddly latex body is practically indestructible; beautifully molded vinyl head. Wash and comb her soft, curly, rooted Saran hair. Glassene eyes close for naps. Pink and White cotton dress, panties, socks, shoes. 16-in. tall. (3 lbs.)
35 J 3507 . . . 2.98

BABY "BUTTONS" will be the favorite of tiny "mothers" everywhere! They can bathe her soft latex body all they please. Vinyl head has molded hair, glassene button eyes. Lace-trimmed cotton print dress, panties, socks, shoes. 16 in. tall. Shpg. wt. 2 lbs.
35 J 3506. . . . .1.98

"BIG" SISTER. 20 in. tall, will coo her way into your tot's heart. Saran pony-tail rooted into finely molded vinyl head—brush, set in any style. Washable latex body, long lashed glassene eyes close. Ninon and bamboo cloth dress with attached panties, socks, shoes. Shpg. wt. 5 lbs.
R35 J 3514 4.98

See Page 287 for Spiegel Budget Power Plan . . . have more, enjoy more

Dolls She'll Enjoy From Morn' to Night—



7.98
2 HORSMAN

3
45-inch Senorita
8.95
Stands 45 in. tall
Elastic bands attaches to feet
Elastic band attaches to hand

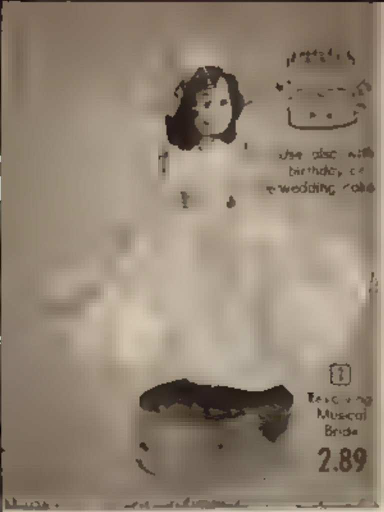
4
5.98
Sits Naturally
HORSMAN

1 20-INCH "MIMI" —BIG AND BEAUTIFUL! Mimi is just what your little girl wants to find under the Christmas tree—and she's so much doll for your money! Chubby Mimi has a thick, extra long pony tail rooted right into her scalp, can be shampooed, brushed and set as often as Mommy wants. Her plump latex rubber body is washable; delicately molded vinyl head has glassene eyes that close for naps, real lashes, coo voice. Prettily dressed in dainty ninon frock with cross-braid and lace trim, slip, panties, socks and shoes.
R35 J 3512. 20-inch Doll. Shpg. wt. 4 lbs. 4.98

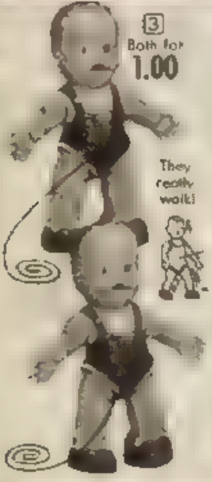
2 "WIDGET" SITS NATURALLY, OWNS TRUNK, WARDROBE. Horsman's 14-in. "Widget" has flexible wire core in legs—sits as naturally as life! All washable vinyl; wears cute hat over rooted Saran pony tail. She's got 3 curlers, soap, sponge, comb, brush and mirror so Mommy can wash and set her hair! Go-to-sleep eyes have real lashes. Coo voice. Wears rayon taffeta print dress, cotton panties, socks, shoes. Wardrobe incl. 2-pc. suit, taffeta coat, matching bonnet, rayon taffeta swim suit, 2-pc flannel pajamas, extra panties, shoes. Fiberboard trunk has drawer, hanger rod. Plastic handle, sturdy clasp.
R35 J 3705. 12x6x16-in. high trunk. (7 lbs.)......... Complete 7.98

3 DANCE WITH 45-INCH "RITA"! Dance to radio or phonograph with Rita—gay Senorita is feather-light, never gets tired! Soft cotton-stuffed percale body, long limbs designed for dancing. Elastic bands on her feet and right hand slip over child's hand and feet as pictured—so Rita always "follows" perfectly! Gaily colored, authentic South American costume includes ruffled cotton print skirt, cotton and ninon blouse. Black yarn hair, plastic face with flirty painted features. Includes dance booklet by Arthur Murray, 2 certificates good for 4 introductory dance lessons at any Arthur Murray studio. A charming bed decoration for big sister, too!
R35 J 3548. 45-inch Doll. Shpg. wt. 9 lbs. 8.95

4 "DEBBY" HAS TWO EXTRA DRESSES! Horsman's chubby Debby is completely washable vinyl—wire core legs bend into life-like positions. Luxuriant rooted in Saran pony tail, tied with saucy bow, can be shampooed, brushed and set (3 curlers included). Big, bright glassene eyes close for sleep, have long, thick lashes; coo voice. Wears rayon taffeta party dress. Owns ninon party dress, jumper style cotton school dress; hangers for both are included. Container doubles as wardrobe closet. She'll love dressing Debby for "tea parties"!
35 J 3703. 15 inch Doll. 2 lbs. 10 oz. 5.98



Pc
Costume and 2 Curlers



Bridal Charmers

AND ALL AS PRETTY AS PICTURES

(1) BEWITCHING BRIDE turns as the plastic Swiss music box plays Lohengrin's wedding march. Strong 7-in. plastic doll, moving arms, head, glassene eyes. Mohair tresses. White rayon taffeta gown, net veil. Remove doll, use revolving music box as cake stand.
35 J 3535. (1 lb.)........................ 2.89

(2) 25-IN WALKING BRIDE. Hold her hand, she walks with you! Rooted Saran hair can be washed, reset. Lace trimmed White rayon satin gown, net veil. Beautifully detailed vinyl head. Glassene eyes close thick lashes. Sturdy plastic body. Panties socks, shoes.
R35 J 3713. (6 lbs.). . 9.95

(3) WALKING TWINS delight the whole family as they toddle across the table stop when near edge. Moving arms, legs. Attached weight gives action.
35 J 3423. 6-in. hard plastic dolls. (15 oz.) .. Set 1.00

WALKING BRIDE WITH EXTRA COSTUME

- For the 1st time—18-in. sturdy plastic walking bride extra 3-pc "going away" costume **7.98**

She walks in beauty down the aisle in White rayon satin gown with lace trimmed net overskirt. Crisp White net veil covers her lustrous Saran hair. After the "wedding", she can put on her 3-pc. cotton print costume of ric rac trimmed skirt, bolero and half hat with ties. Practically unbreakable plastic body, moving glassene eyes. Rayon panties, cotton socks, plastic shoes. 2 curlers.
R35 J 3547 Maharaja. (4 lbs.). . . . 7.98

MINIATURES
for favored little "collectors"
5
Red Riding Hood
7
Nun
YOUR CHOICE
1.69
4
Little Bo Peep
8
Snow White
6
Cinderella

(4) LITTLE BO PEEP. Carries staff and felt lamb. Wears polka dot printed gown of Yellow rayon taffeta, slip, panties. Sturdy plastic, stands alone. Mohair wig, moving arms, head, and eyes.
35 J 4223. 7½-in. tall (13 oz.) . . . 1.69

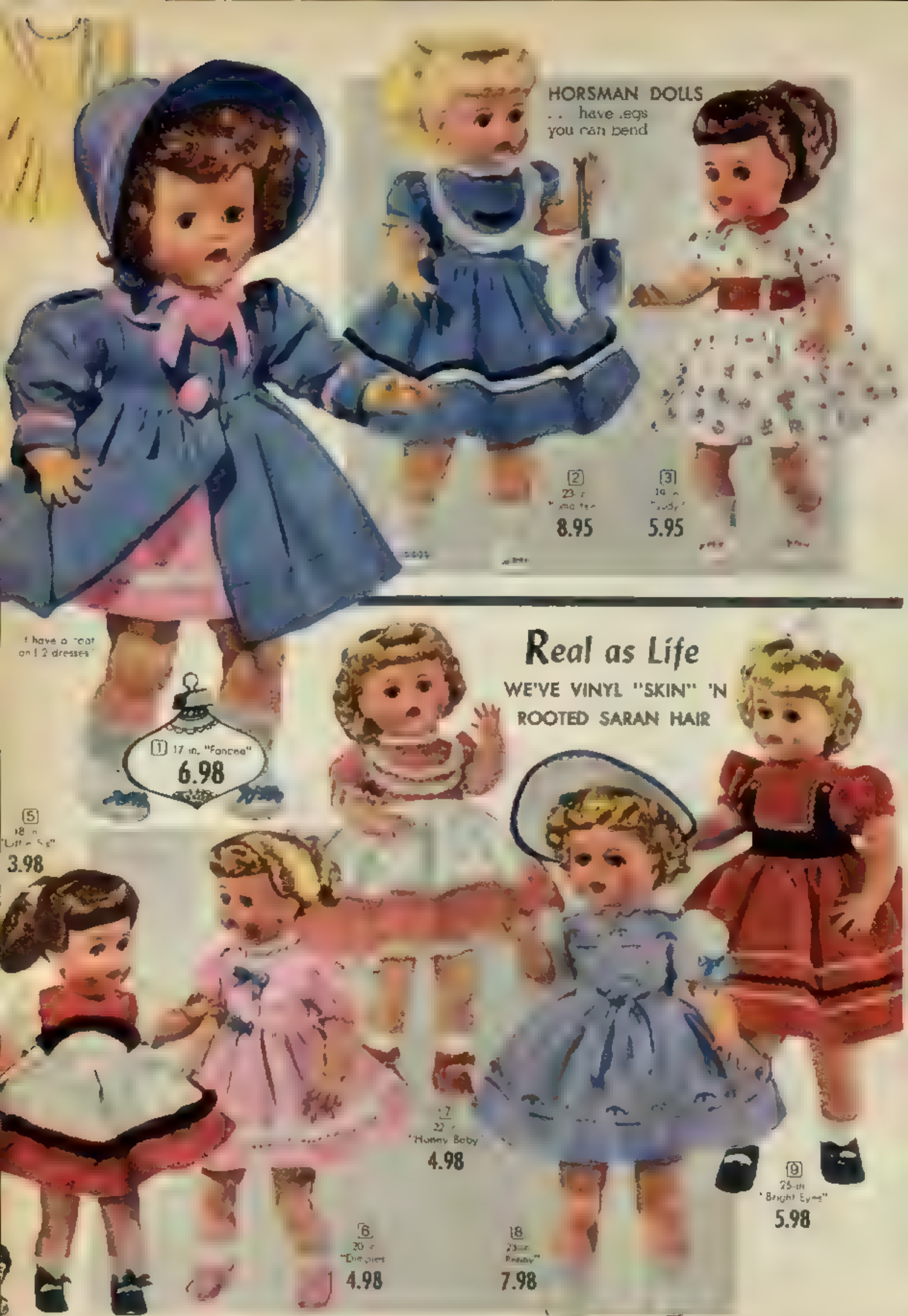
(5) RED RIDING HOOD. Wears Red hood, cape, printed rayon taffeta gown, crinoline. Stands alone. Carries felt basket. Sturdy plastic, mohair wig, moving arms, head and glassene eyes.
35 J 4222. 7½-in. tall (13 oz.) 1.69

(6) CINDERELLA. Dressed in rayon taffeta, "gold" metallic jacket, carries her slipper. "Gold" crown adorns her head. Sturdy plastic, stands alone. Mohair wig, moving arms, head, and eyes.
35 J 4274. 7½-in. tall. (13 oz.) . . 1.69

(7) AUTHENTIC NUN DOLL with imported rosary. White rayon taffeta gown. Black veil, White collar, chambrey petticoat. Sturdy plastic, stands alone. Moving arms, head and glassene eyes.
35 J 4285. 7½-in. tall (13 oz.). 1.69

(8) SNOW WHITE—so endearing in fur-trimmed coat and hat of Coral rayon taffeta. White crinoline trimmed with rustling rayon taffeta. Curly mohair tresses, moving arms, head and go-to-sleep glassene eyes. Practically unbreakable plastic, stands alone. 7½-in. tall. (13 oz.)
35 J 428 1.69

See Page 287 for Spiegel Budget Power Plan . . . increase your buying power



HORSMAN DOLLS
... have legs you can bend

[2] 23 in. "[illegible]"
8.95

[3] 19 in. "Judy"
5.95

"I have a coat an' 2 dresses"

[1] 17 in. "Fancee"
6.98

Real as Life

WE'VE VINYL "SKIN" 'N ROOTED SARAN HAIR

[5] 18 in. "Little Sis"
3.98

[7] 22 in. "Honey Baby"
4.98

[9] 25-in. "Bright Eyes"
5.98

[6] 20 in. "Dimples"
4.98

[8] 23 in. "[illegible]"
7.98

Budget Power ... like having an extra month's pay for Christmas shopping

Cuddly Ones For Bedtime, Too!

14 Inch
"Bendee"
1.95
Assumes many lifelike positions

HORSMAN'S "DRAFT DODGER"
15-in. Tot
4.69
Assumes countless positions
Sits naturally
Suit pulls down, snaps over feet

20-Inch
"Patty"
4.98
Bends Knees—
Sits— Walks!

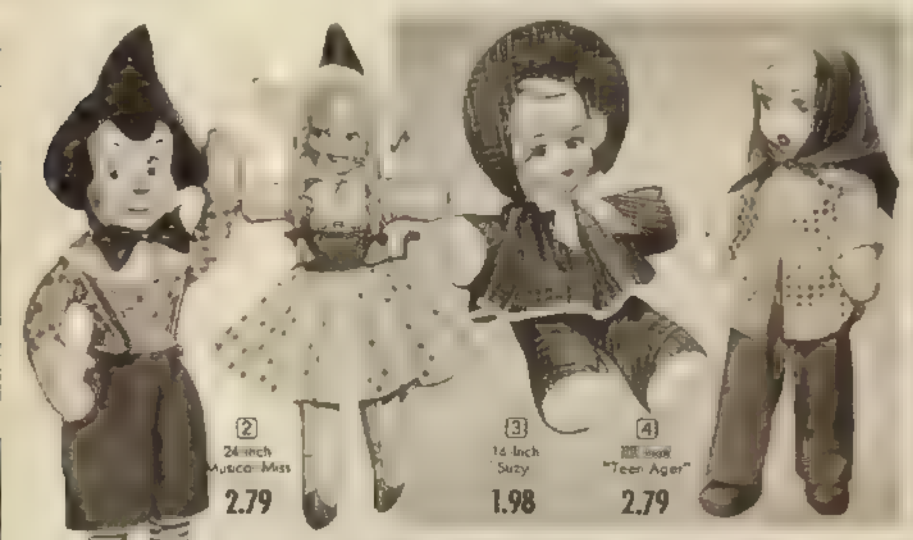
"BENDEE" . . . the lovable day-and-night play or crib companion for your tot! Bend her into any position . . . hidden wire in soft latex body holds her that way. Soft vinyl plastic head, molded hair, glassene button eyes. Wears zippered cotton flannel snow suit, attached hood. When suit needs laundering, just zip it off—it's washable! 14-in. body is fully washable—bathe her anytime!
35 J 3615. (1 lb. 6 oz.)........1.95

SNUGGLED IN A "DRAFT DODGER" Outfit. Horsman's dolly wears Red and White zippered cotton flannel suit booties and stocking cap. Suit legs can be pulled over feet and snapped to keep her free from drafts. 15-in. vinyl plastic body has "Super-Flex" arms, legs that assume life-like positions. Rooted Saran hair can be washed, set, combed. Coos, closes glassene eyes for naps.
35 J 3706 (2 lbs. 9 oz.). 4.69

YOU'LL LOVE "PATTY"—AND ONLY $4.98

- She's 20-in. tall—with bent knee action!
- Brush, comb and set her long blond braids

Imagine—a doll that sits naturally, kneels, walks, cries—yet costs so little! Adorable Patty is practically unbreakable plastic from head to toes. Her pretty head is crowned with a Saran wig of golden braids has 2 plastic curlers so [illegible]y can style it. Long-lashed glassene eyes close for naps. Wears pretty white cotton print dress with pink Picolay® trim, panties, socks, and shoes. Buy her the bent knee doll she wants—pay a fraction of the usual price!
R35 J 3729. 20-inch Doll Mailable (5 lbs.)..........4.98


①
38-inch
"Pal"
3.98
②
24-inch
Musical Miss
2.79
③
16-Inch
Suzy
1.98
④
"Teen Ager"
2.79

Campbell
Kid Twins
2.98

① 38-IN. "BIG BROTHER" DOLL. Good-natured pal of soft, cotton-stuffed percale, plastic face. Hands and feet of soft Dovetyn. Makes a lovable bed decoration, too.
R35 J 3696. Mailable. (6 lbs.)..3.98

③ SITTING SUZY loves to be hugged! Plastic face, sturdy cotton filled plaid taffeta body sewn into 16-in. tall sitting position. She's a cuddly crib companion, too!
R35 J 3684. Mailable. (6 lbs.)..1.98

② 24-IN. MUSICAL DOLL. Nursery rhyme entertains for hours as your tot turns handle. Cotton braids. Washable plastic body, skirt. A sweet day and night playmate.
R35 J 3692. Mailable. (3 lbs.)....2.79

④ 23-IN. "TEEN" DOLL. Perfect companion, bed decoration. Cotton Blue jeans, Red and White shirt, Blue babushka. Cotton-filled body. She'll win your youngster's heart.
R35 J 3544. Plastic face. (4 lbs.).2.79

CAMPBELL KIDS. Adorable 9-in. boy and girl twins authentically dressed in Red with White aprons and chef's hats. Washable latex "magic skin" bodies, softly realistic vinyl plastic heads have molded hair painted features. Sweet coo voices. Sh. wt. 1 lb. 8 oz.
35 J 3746 . Pr. 2.98

"I Move My Lips As I Cry!"

New! "Magic Lips" Doll **13.95**

"I'm 'Miss Magic Lips'—and I've got a big, appealing smile 'cause I'm so proud of my three front teeth. But when I'm unhappy I press my lips firmly together—then open up my mouth in a real baby cry!"

YES—MY LIPS REALLY MOVE—almost like real! My head, arms and legs are all washable, flesh-soft vinyl. My plump, cuddly body is covered with vinyl coated fabric—and sponge cleans so easily

MY HAIR IS ROOTED-IN SARAN—so silky-soft it's a joy to wash, comb and curl. I wear a Pink posy-ribbon in it, and since it's so long and thick, Mommy can shampoo and curl it all she wants!

I GO TO SLEEP, TOO—my twinkling glassene eyes have long lashes, open and close when I'm tired. I'm a full 24 inches tall

I'M BEAUTIFULLY DRESSED in lacy, flower-trimmed flocked organdy, full rayon taffeta slip, elasticized panties, socks, shoes.
R35 J 3719. 24-inch Doll. Shpg. wt. 9 lbs. Mailable 13.95

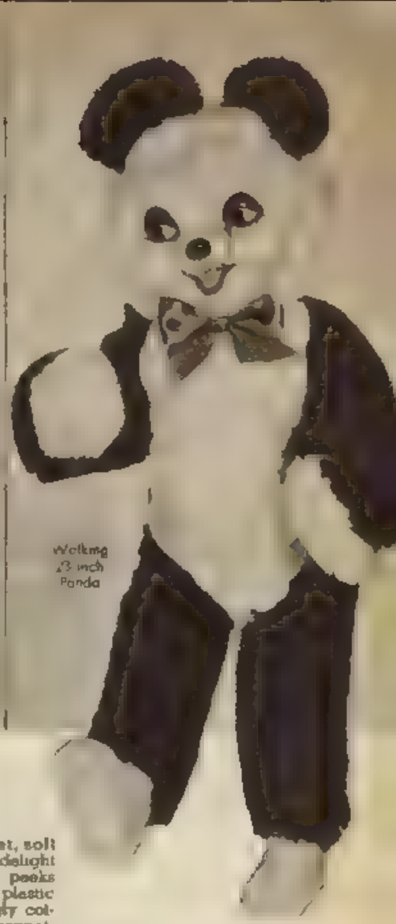
BENDS HER KNEES! 19-in. walking plastic doll has jointed knees, sits naturally, kneels! Vinyl head, arms, rooted Saran hair—wash, set with 12 curlers, comb, brush, mirror (incl.) Moving eyes. Wears rayon taffeta formal, glitter net trim, panties, socks, shoes. Wardrobe inc.: cotton [illegible] coat, 2-pc. "tweed" suit; organdy dress; embossed cotton dress; slip, panties; ninon nightie; rayon taffeta house coat; raincape, hood, boots, hat; knit stole; plastic zippered Val-Pak, hanger rack. Fiber case, 21x14x7 in. high. Mailable.
R35 J 3540. (10 lbs.)...18.95

HORSMAN'S "CINDY"

DRESS ME AN' WALK ME! 17½-in. "Cindy" walks when Mommy guides her; detailed skin-like vinyl plastic. Rooted Saran pony tail—wash, set with 3 curlers, brush, comb, mirror, 2 barrettes (incl.) Moving eyes, wears 2-pc. cotton suit, panties, socks, shoes. Wardrobe incl.: rayon taffeta dress, 2 cotton print dresses, 2-pc. rayon satin pajamas, net robe, socks, shoes, panties. Carries purse. 10x7x20-in. high fiberboard trunk has drawer. Mailable.
R35 J 3704. (9 lbs.) 14.95

PLUSH RIDER HORSE Exciting rider horse for tots—so much fun to lead or ride. Steel steering column connects with front wheels for easy driving. Plastic reins and bridle. Mounted on steel base with 4 rubber-tire wheels. Black and White; 18x10x22-in. high. Thrill them with their own horse for Christmas!
R35 J 4037. Mailable (9 lbs.) 8.88

32-IN. JERRY MAHONEY authentic copy of Paul Winchell's star TV dummy! Jerry sits on your lap or knee, turns head, moves lower jaw just like real ventriloquist's dummy. Dressed in a natty 2-pc. Green and Gray suit, perky Red bow tie, White shoes. Booklet on how to make him talk, carry case included. Easy to operate—so much fun.
R35 J 4064. Mailable (7 lbs.) 12.95



A Cuddly, Play Pet All Their Own!

① **COCKER SPANIEL.** "Lead" him by plastic leash—make him "walk." Press bulb, he "barks"; sits, loves bath, combing (Lux flakes, comb included). Chemically sterilized lambskin, glass eyes; 11x12-in.
35 J 4046. (2 lbs.) 5.95
Size: 15x15-in. high.
35 J 4047 (3 lbs.)......8.95

② **27-IN. HONEY BEAR**—our largest plush pet! Cotton-filled body; floppy arms, legs. Tinkle bell in ear, vinyl snout. Rolling plastic eyes.
R36 J 4025. (5 lbs.).....3.98
PANDA. Black and White.
R35 J 4026. (5 lbs.).... 3.98

③ **16-IN. PLUSH PANDA** filled with soft, allergy-free shredded foam rubber—so soft and cuddly! Vinyl nose and mouth. (1 lb. 8 oz.)
35 J 4035.............2.79
HONEY BEAR. Brown Gold.
35 J 4045. (1 lb. 11 oz.)...2.79

④ **TIGER CUB** of deep pile plush filled with allergy free foam rubber. Embroidered nose, mouth, bell on ribbon. 15-in. long. So lovable!
35 J 4011 (1 lb. 8 oz.). 2.79

⑤ **"WAGS"** The Pup wags tail, jingles bell when pulled, barks when leash-bulb is squeezed. Eyes roll. Cotton-filled plush. Metal base, rubber-tire wheels. 12x14-in.
35 J 4023. (2 lbs.) 3.98

⑥ **18-IN. COLLIE** simply begs to be petted! Long pile furlene fabric washes easily. Allergy-free—filled with new cotton. Realistic vinyl face; 18x10-in. high.
35 J 3763. (2 lbs.).......3.98

⑦ **J. FRED MUGGS—TV** chimp in plush, filled with non-allergic foam rubber. Gay costume, floppy life-like body. Loves to "pose"—molded vinyl hands clutch objects. Glass eyes. 15-in. high.
35 J 3753. (2 lbs.)..... 3.98
PHOEBE B. BEEBE Fred's sister.
35 J 3757. 15-in. (2 lbs.) . 3.98

⑧ **"DAISY BELL"**—tip her she moos! Plump baby cow has endearing comical look; wears brass bell, multi-colored daisies around neck. Cotton-filled plush, vinyl head and horns. 12x14-in. long.
R 35 J 3752. (3 lbs.) . .4.95

⑨ **KITTENS IN BASKET.** 2 kittens, mother cat nestle on plush mattress in 12x10x6-in. deep wicker basket decked with satin bows. Cotton-filled rabbit fur; 10-in. long mother cat, 5-in. long kittens.
R35 J 4033 (4 lbs.).....4.98

⑩ **FIRESIDE** Kitty makes plaything or decoration. Washable rabbit fur chemically sterilized. Movable head, cotton-filled 16-in. long.
35 J 4062. (1 lb. 6 oz.) 2.98

⑪ **"POOFIE" SKUNK** holds bouquet in his hand, has anxious-to-please look on his chubby vinyl face. Cotton-filled plush with extra-lavish tail, 9x13-inches long.
35 J 3760. (1 lb.)...... 2.79

⑫ **"FIFI"** the French Poodle has wire-cored legs—put them in any position. Cotton-filled plush; "flowers" on head; bows, bell. 11-in. high. Nice room decoration, too.
35 J 4005. (2 lbs.).... . 2.79

⑬ **"CUDDLES"**—sweet, soft plush baby sure to delight tots. Tiny blond curl peeks from beneath bonnet; plastic face wipes clean. Snuggly cotton-filled plush body, bonnet. Tinkle bells sewn inside. Stands 15-inches high. Ideal bedtime pal for little tots.
35 J 4038. (1 lb.). 1.98

⑭ **12-IN. PLUSH PANDA**—biggest "panda" bargain you'll find at this tiny price! Down-soft plush filled with cotton, authentic panda markings. Tinkle bell in tail; rolling eyes, vinyl snout.
35 J 4014 (14 oz.) 1.49

⑮ **MUSICAL TEDDY BEAR** has imported Swiss music box concealed in body, tinkles lullaby for baby's pleasure. Cotton-filled plush with deep-set rolling eyes, vinyl snout. Stands 12 in. high.
35 J 4015. (1 lb. 6 oz.)...2.98

⑯ **MUSICAL LAMB** has merrily tinkling chimes inside floppy reclining plush body. Cotton filled, washable vinyl face. 14x7-in. high.
35 J 3766. (1 lb.)...... 2.79

⑰ **WASHABLE SET.** 11-in. Funny Boy, 6-in. Scotty—all terry cloth filled with dust-free foam rubber—toss 'em in tub to clean. Boy has vinyl face, bell in cap.
35 J 4034. (1 lb.)....Set 1.98

⑱ **"JOCKO" THE CLOWN.** All-time favorite! Polka-dot cotton suit removes for washing. 18-in. cotton-filled body; plastic face, Saran curl. Bell in cap and feet.
35 J 4053 (1 lb.).......1.98

"KINGPIN" PANDA WALKS!

- Turns head; movable arms
- 23-in. tall; stands alone
- Lovable vinyl plastic face

Take Kingpin's hand in yours—he struts along, turning his head from side to side! Kingpin stands nearly two feet tall in his White vinyl shoes—makes exciting playmate for any tot! Sits by himself, has Black and White plush "skin" over strong plastic body. Perky Red satin ribbon around neck, authentic Panda markings. A gift they'll always remember!
R35 J 3770. (5 lbs.) 7.98

SLEEP 'N' WAKE PUPS. They'll adore "Sleepy" for nap-time, "Frisky" for playtime. Soft, cotton-filled plush bodies, one Pink and White, the other Blue and Yellow. Each 11-in. long. Tinkle bells in ears, pretty ribbon collars.
35 J 4009. (13 oz.). Pr 1.89

DAVY CROCKETT
The Choice of the Whole Frontier
Watch In Powder Horn Gift Box
7.65
Davy Crockett Wallet
1.08

8.75
4 Mickey Mouse 7.65
Walt Disney Approved Characters
7.65

6 Hopalong Cassidy
8.75
7 Ride 'Em Cowboy
6.95

Little Folks' Treasures

GAY WALT DISNEY "TIME TEACHERS"

1 DAVY CROCKETT Wa[illegible] for [illegible] proof. New [illegible] plastic case [illegible] strap. W[illegible] box. [illegible] year guaranteed. V[illegible] Ppd. 7.65

2 DAVY CROCKETT Wa[illegible] simulated [illegible] case [illegible] purse. [illegible] 1.08

3 ALICE IN WONDERLAND [illegible] guarantee. Water, shock, dustproof. [illegible] rayon strap. [illegible] box. V54 P [illegible] Ppd. 7.65

4 MICKEY MOUSE Wa[illegible] breakable case. Red [illegible] Water, shock, dustproof. [illegible] of M[illegible] gift box. V54 P [illegible] Ppd. 7.65

5 CINDERELLA in pretty gown. Plastic case, 1-yr. guarantee. Water, shock, dustproof. Slipper box.
V54 P [illegible] chrome expansion bracelet. Postpaid 8.75
V54 P [illegible] Blue rayon strap. Postpaid [illegible]

WATCHES FOR LITTLE "COW POKES"

6 HOPALONG CASSIDY Black plastic case with stainless steel expansion band. 1-yr. guarantee. Water, shock [illegible] Red numerals [illegible] hand. Silvered dial. Handsome saddle gift box. Ship. weight 8 oz. V54 P [illegible] 8.75

7 RIDE 'EM COWBOY Jeweled imported Swiss movement. Round dial, [illegible] numerals, hands glow [illegible]. Red sweep second hand. Non-corrosive chrome plated case. Leather strap. Ship. wt. [illegible] V54 P [illegible] 6.95

[illegible] SPACE ADVENTURE WATCHES

8 [illegible] SUPERMAN Pocket or Stop watch. Push button on side of chrome case. Accurate. Colorful Superman picture. Sweep second hand. [illegible] track, unbreakable crystal. V54 P [illegible] (6 oz.) 3.95

9 TOM CORBETT Space Cadet by Ingraham! Red lightning shaped hands. Polished chrome case; steel expansion band.
V54 P 1410 (8 oz.)..5.95
WITH LEATHER STRAP
V54 P 1301 (8 oz.)... 4.95

10 SUPERMAN Wrist Watch. Bright figured dial! Easy to read. Red numerals and hands. Chrome plated case; stainless steel back. Matching expansion band.
V54 P 1409 (8 oz.)...5.95

11 COMPASS WATCH for boy and girl scouts! Jeweled compass; faithful timekeeper. Chrome plated, stainless steel back. Leather strap; buckle.
V54 P 1302 (8 oz.)..4.95

Prices on both pages incl. Fed. Excise tax where applicable

Handsome Genuine Leather Holster Sets

A [illegible] "PONY BOY" DOUBLE HOLSTER [illegible] natural [illegible] white [illegible] Decorated with nickel [illegible] conchas [illegible] 7 "silver" [illegible] Western buckle [illegible] belt adjusts 24–36 in. [illegible] snap to belt [illegible] Lone [illegible] repeater pistols [illegible] chamber breaks open for loading, secret shell case in grip. 9½ in. long.
48 T 3365—*Set with cap-shooting pistols. Ship. wt. 3 lbs. 6 oz. 8 49
48 W 3338—*Cap-shooting pistols only. Ship. wt. 12 oz. .... Each 85c

B DELUXE [illegible] PONY BOY DOUBLE HOLSTER, PISTOL SET One of our finest [illegible] old "Wild West" style [illegible] genuine [illegible] white felt. Decorated with [illegible] white leather, [illegible] "jewels" and nickel spots [illegible] 35 in. has 2 "silver" [illegible] Metal Western buckle [illegible] loop, snap to flap on belt. "Pearl" handle "Pony Boy" [illegible] 9½ in. long .. push button, gun automatically [illegible]
48 T 3367—*With cap-shooting pistols. Ship. wt. 3 lbs. [illegible] 6 69

C [illegible] "PONY BOY" DOUBLE [illegible] decorated with [illegible] red [illegible] white bullet [illegible] wood bullets. [illegible] "Pony Boy" buckle. 9-in. holsters have embossed [illegible]. Pockets are decorated with large "jeweled" conchas on white backgrounds. Spitfire repeater [illegible] breaks [illegible]
48 T [illegible] 3 75

D [illegible] "PONY BOY" SINGLE HOLSTER [illegible] man Striking red and white genuine leather ... leather fringe. Diamond-shaped conchas, red "jeweled" centers. Contour belt adjusts from 21– [illegible] ter with bullet clip, 3 white wood bullets. 10-in. holster has belt loop. Break action "Spit-Fire" repeater pistol 8½ in. long. Wt. 1 lb. 4 oz.
48 T [illegible] 1 79
48 T [illegible] With non-shooting pistol 1 79

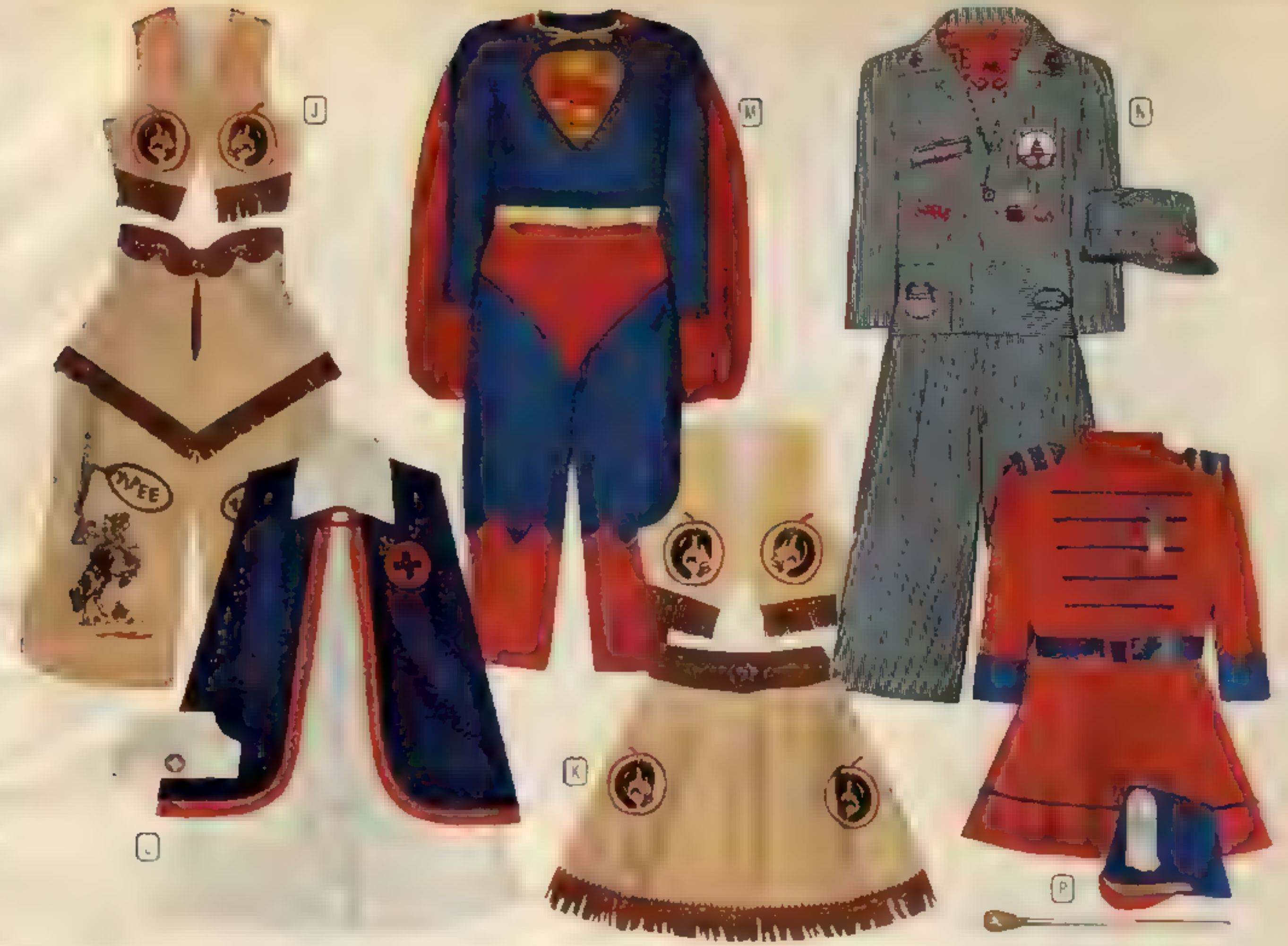
E PONY BOY [illegible] leather, richly decorated with Western-style "horse-rider" conchas of nickel on white leather background, red "jewel" stars. Belt has large [illegible] 8 in. Holsters 10 in. long, attach to belt by white leather loop. Automatic break-open repeater pistols, 7 in. long. Ship. wt. 1 lb. 13 oz.
48 [illegible] 2 85
48 T 3356 With non-shooting pistols 2 85

[illegible] About 29 in. long.
48 [illegible] 2 [illegible]
48 W [illegible] Extra [illegible]

G [illegible] BARREL SHOT GUN [illegible] break action steel barrels with safety catch. 4 plastic shot gun shells fit into chamber.
4[illegible] shooting gun. Wt. 2 lbs. 6 oz. 3.69

H SPARKLING [illegible] MACHINE GUN [illegible] sparks fly out of [illegible] trigger .. hear "machine [illegible]
48 T 3[illegible] 6 oz. .89

*SEE GUN LAW N[illegible] ALL ITEMS ON THESE TWO PAGES AVAILABLE UNTIL OCTOBER 1, 1956



and Other Costumes for Make-Believe Play

J **K** BROTHER AND SISTER WESTERN OUTFITS. Unusually low price for attractive matching outfits. N[illegible]

[illegible]

48 [illegible] 2.[illegible]

(K) [illegible] Western design [illegible]

48 [illegible] 2.[illegible]

L [illegible]

48 [illegible] 3.89

[illegible]

Height	[illegible]	6	8	10	
[illegible]	[illegible]	[illegible]	28	[illegible]	[illegible]
[illegible]	[illegible]	23½	24	[illegible]	[illegible]
[illegible]	16	18	19½	22	[illegible]

[illegible] AVAILABLE ONLY [illegible]

M [illegible]

4[illegible] 6.95

N [illegible]

[illegible] 3.[illegible]

P [illegible]

48 T [illegible] 3.98

How to Measure [illegible]

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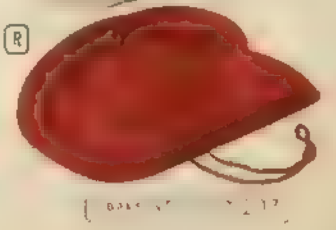

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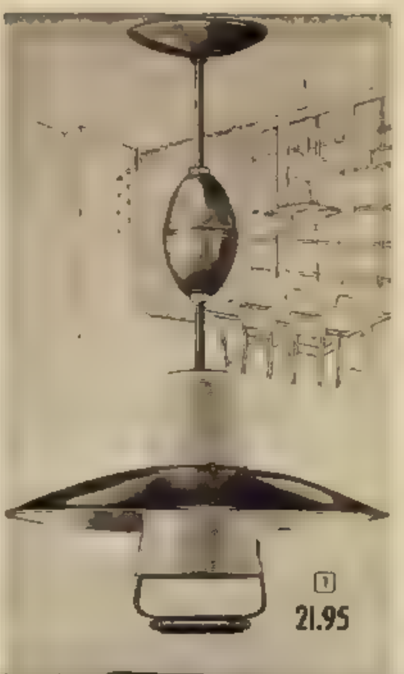
Selected For Spiegel By Associated American Artists

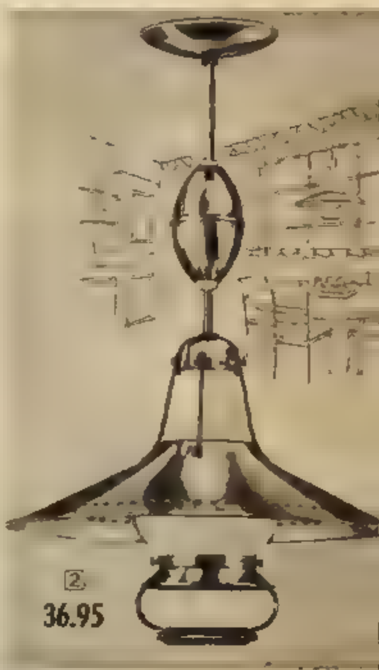
LIGHTOLIER –Lamps of Beauty

① **TASTEFULLY MODERN** ceiling reel fixture with emphasis on trim lines and functional lighting. Raise it for full-room illumination, lower for an intimate pool—shade soft, diffused light thru Perlalux cone. 30-in. adjustment. Body length 12 in. Metal shade 17 in. diam. Flamingo (rose-coral), or Gunmetal (med. gray) each with Bone White. For 100-W. bulb (not included) Mail (11 lbs.)
E91 J 3175 State color 21.95

② **COLONIAL FLAVOR**, inspired by the Early American chimney lamp. Designed to give you better light where you want it. Shimmering brass shade, delicately pierced, hand-blown opal glass chimney. Turned Walnut handle. Spring-powered reel with 30-in. up-and-down adjustment. Overall length up to 73 in., minimum length 21 in.; shade 18 in. diam. For 150-W bulb (not incl.)
E91 J 3176. Mailable. (12 lbs.) 36.95

③ **LUXURIOUSLY MODERN**—our best pull-up lamp. Walnut finished arm swings from side to side, telescopes in or out; lamp raises or lowers. "Mindoro" beige grasscloth shade with brass gallery. Perforated metal baffle at top, styrene diffuser and pull-switch knob below. Counter-balanced cord. Extends 28 to 40 in. from wall. Shade 21 in. diam., 3-way switch (bulb not incl.)
E60 J 7751 Mailable. (10 lbs.)...37.50


① 21.95


② 36.95

④ **'YOUNG MODERNS'** floor lamp. The light of your home, styled to give soft Perlalux filtered light. Tripod base of tubular metal. 54-in. high. Ivory grasscloth shade with glint of gold design, 23 in. diam. 3-way switch (bulb not incl.) State Black, Brass or Brass-and-Brown tripod finish. Shpd. frt. or exp.
B60 J 7750 (11 lbs.) 24.95

⑤ **"YOUNG MODERNS"** table lamp to match floor lamp. Tripod metal base in 3 finishes. 26 in. high. Perlalux meshed cone filters light; flared shade casts it over wider area. "Glint of gold" Ivory grasscloth shade, 23 in. diam. 3-way switch (bulb not incl.) Black, Brass or Brass-and-Brown finish. Mail.
E60 J 7753. State finish. (10 lbs.) 19.95

⑥ **CONTOURED BULLET LAMP** Each reflector lights and focuses independently—tilts up or down—turns full 360°. All metal, durable enamel finish. 64 in. high; shades 5 in. diam. Bulbs not incl. State all Black, all Cafe au Lait (lt. brown), or Gunmetal base with multi-color shades. (16 lbs.)
B60 J 7752. Shpd. frt. or exp....25.95

The Foremost In Design Chosen For Smart Homes By Associated American Artists

③ Pull-up 37.50

④ Floor Lamp 24.95

⑤ Table Lamp 19.95

⑥ Bullet Lamp 25.95

Created by

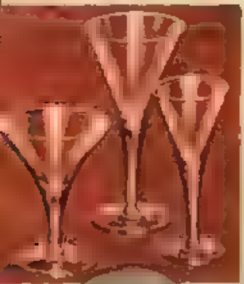
2
5-pc. set **5.00**
52x52 in. cloth

Gifts for Your Table

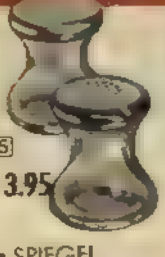
1
16-pc Set
10.95

4 16-pc set **19.95**

3 12 pc. Crystal Set Low As **4.50**



6 6-pc. set **8.95**



5
Set **3.95**

1 "PARFAIT" dinnerware designed exclusively for Spiegels' Modern, free-flowing oval form in chip-resistant, detergent-proof Hall craft semi-porcelain by famous Hall China Company. Open stock list incl with each set

16-PC. STARTER SET 4 each, cups, saucers bread plates, 11-in. dinner plates [illegible]ble.
R79 J 2797 (14 lbs.).16 pcs. 10.95

53-PC SET, service for 8: 8 ea. of pieces above plus 8 ea. sauce dishes, cereal—soup plates; 1 ea., creamer covered sugar bowl med. platter, vegetable bowl. Frt. or exp.
B79 J 2798. (38 lbs.) 53 pcs 41 95

2 TABLECLOTH and napkin sets in the modern manner Non tarnish golden metallic Lurex stripe woven into rich spun rayon and cotton Vat-dyed Hemmed 17x17 in napkins. Gift boxed. Washable. Slate Pink, Aqua or White.
Abt 52x52 in.; 4 napkins.
74 J 5975. (1 lb. 4 oz.)...Set 5.00
Abt 52x70 in.; 6 napkins.
74 J 5976. (2 lbs 6 oz.) Set 8.00
Abt 60x80 in 8 napkins
74 J 5977 3 lbs. 6 oz.) Set 10 50
Abt 60x108 in., 12 napkins
74 J 5978. 4 lbs.) Set 15.00

3 HAND-BLOWN CRYSTAL. Clean-lined, modern table glassware
5-oz. Sherbets.
R79 J 2760 (7 lbs.).....12 for 5.50
7-oz. Goblets
R79 J 2759 (7 lbs.) .... 12 for 5.50
3-oz. Wine Glasses.
R79 J 2761 (7 lbs.)..... 12 for 4.50

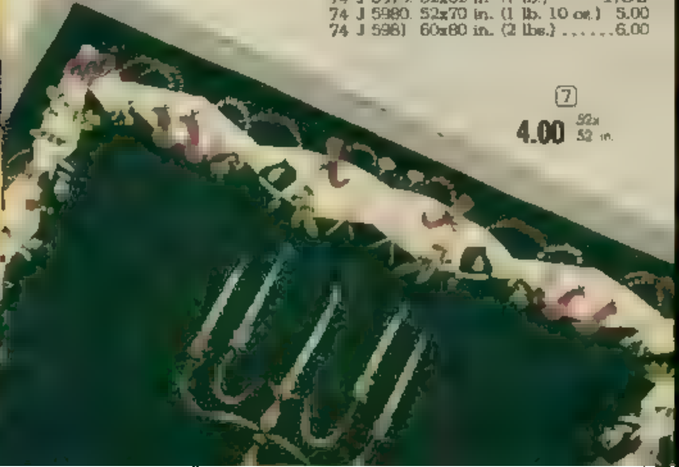
4 "LAUREL" German import Finest 18/8 stainless flatware designed by Gordon Fraser No polishing
16-PC SET 4 ea teaspoons, soup-spoons, dinner forks, knives
79 J 2763 (2 lb. 5 oz.) 16 pcs 19.95

6-PC. place setting: 1 ea. as in 16-pc. set plus 1 butter spreader 1 salad fork
79 J 2765. (1 lb. 4 oz.) .. .6 pcs. 8 75
79 J 2766 Salad Fork. (8 oz.) .Ea. 1 30
79 J 2767 Butter spreader(6 oz.)Ea 1.00

5 SALT PEPPER shakers Hand-blown crystal; stainless lids.
79 J 2762. (1 lb. 13 oz.). 2 pcs. 3.95

6 STEAK KNIFE SET Stainless steel; hollow ground, serrated blades burnished aluminum handles.
79 J 2758 4 lbs. 6 oz.) 6 for 8.95

7 "NOEL" tablecloth—exclusive design by Laura Jean Allen. Hand-print. Gold metallic accents; spun rayon and cotton. Vat dyed, Hand wash Sizes approximate. Color shown
74 J 5979. 52x52 in (1 lb.) 4.00
74 J 5980. 52x70 in. (1 lb. 10 oz.) 5.00
74 J 5981 60x80 in. (2 lbs.) 6.00



7
4.00 52x 52 in.

I WALK . . . I CRY . . . I KNEEL

. . . AN' MY NAME IS TEENA

I sit naturally
I love to walk
I kneel to pray

23-in. Tall **8.95**

- I assume almost any life-like pose
- I'm 23 inches tall—I go to sleep
- My long Saran pony tail is rooted in

I don't like to boast, but I'm really very talented! My sturdy plastic body is jointed at hips and knees so I can sit naturally in a chair, kneel on one or both knees, pose in almost any life-like position

One of my attractions is my lovely, long Saran pony tail It's extra thick and soft—and so much fun to shampoo, brush and comb. I'm looking forward to all the different hair styles my new mommy will dream up for me

My head is realistically molded vinyl plastic—soft and firm as real baby's skin. I've got flirty lashes and lively glassene eyes that open and close. I can even cry when you want me to. I wear a beautiful 3-petal effect organdy dress trimmed with lace, corsages and bows. Full lace-trimmed slip, rayon panties, shoes and socks. Mailable.

R35 J 3725. 23 in. tall (5 lbs.) . 8.95

5
20-in
L'l Darlin'
9.95
I am an
EFFANBEE
DOLL

6
Cuddle Babe
12.95
I am an
[redacted]
DOLL

"...We're All Dressed for Winter!"

⑴ **BETSY WETSY WEEPS REAL TEARS!** Just squeeze her cuddly body—tears roll down her cheeks. You even have to wipe her nose! Give her a drink from her own bottle—change her diapers. Washable, fully jointed vinyl plastic body; sturdy plastic head, go-to-sleep eyes. Wears cotton diaper, shirt. Layette incl. organdy dress, bonnet, cotton slip, cotton knit bootees, bottle nipple, extra diaper, washcloth, soap, safety pins, 6 clothes pins, tissues, 3 soft cotton daubers.

35 J 3716. 13-in. Doll, Layette. (2 lbs.) 6.98

35 J 3717 16-in. Doll, Layette. (2 lbs. 10 oz.) .. 8.98

11½-IN DOLL (without shirt) comes with flannel nightgown, bottle, 2 diapers, 3 daubers, soap, safety pins.

35 J 3718. Doll and Layette (1 lb. 12 oz.)...... 5.39

⑵ **DRINK 'N' WET DOLL, LAYETTE.** Cuddly latex baby drinks from her bottle—then wets her diaper. Practically unbreakable plastic head, go-to-sleep glassene eyes. Fully jointed latex body is fun to wash. Wears cotton flannel diaper. 12-pc. layette includes wrap-a-round blanket, bottle, nipple, extra diaper, socks, shoes, washcloth, sponge and soap, 2 pretty dresses with matching bonnets.

35 J 3661. 18-in. Doll, Layette (3 lbs.) 5.98

35 J 3660. 12-in. Doll, Layette. (1 lb. 15 oz.) 3.98

⑶ **28-INCH BABY WEARS REAL BABY CLOTHES!** Latex body molded vinyl head; lashed eyes that sleep. Jointed arms; wears panties only—dress her in outgrown size 1 baby clothes! Coo voice will endear her to any little "mommy."

R35 J 3728. 28 inch Doll. (6 lbs.)...............5.69

⑷ **'DY-DEE' AND LAYETTE.** Cries real tears! Lay her down, eyes close—stay open when head is turned! Blows bubbles, sips—loves bath. Feed her, play with her awhile—then she wets! Molded rubber body, jointed arms, legs; plastic head, washable fur wig. Diaper, shirt. Organdy dress, bonnet, lawn slip, flannel pajamas, socks, shoes, bottle, straw, spoon. Q-tips, pacifier bubble pipe, bubble bath powder, tissues, booklet on Dy-Dee Doll Care.

35 J 3556. 15-in. Doll, Layette. (4 lbs.)........14.95

35 J 3557. 11-in. Doll, Layette. (2 lbs. 10 oz.) 9.95

R35 J 3559. 20-in. Doll, Layette. (7 lbs.)..........22.95

⑸ **20-INCH "LI'L DARLIN'."** Every little girl's sweetheart, clutches rattle in pudgy hand. All skin-like vinyl, she's washable from molded hair to tiny feet—coos sweetly when hugged. Curly-lashed glassene eyes close for naps. Features are baby-true in detail.

Wears lacy, embroidered organdy christening gown with matching cap; lacy lawn slip diaper, ribboned bootees. Tucked snugly in woolly, satin-bound blanket tied with a big ribbon. A doll your little girl will cherish for years.

R35 J 3561. 20-in. Doll (6 lbs.).. 9.95

⑹ **23-IN. "CUDDLE UP BABE."** Who could resist this dimpled darling? Her soft, washable vinyl body was made for hugs, her big go-to-sleep eyes have long lashes. She's cut two front teeth so usually sucks her finger. Carries cute plush toy; wears "chinchilla" cloth ribbon-bound bunting and hood over flannel robe, diaper, bootees.

R35 J 3560. 23-in. Doll. (7 lbs.). 12.95

⑺ **CHUBBY SNOW SUIT BABY** has soft latex body, molded vinyl head with long-lashed glassene eyes-that-sleep. Coos, carries rattle in hand. Blue and White flannel snow suit, bonnet.

R35 J 3747 18-inch Doll. (4 lbs.)..4.98

⑻ **DOLLY DRESSED FOR WINTER** in a Pink "chinchilla" cloth coat, loop-stitched peter pan collar and cuffs matching bonnet. Beneath she wears a delicate, lacy White organdy dress with cotton half slip, panties, socks and shoes. Washable latex body and flesh-soft vinyl head, molded hair. Long lashed glassene eyes close for sleep. Coo voice. The dolly she's always wanted—priced low for Holiday budgets.

R35 J 3748. 18-in. Tall. 4 (lbs.)... 4.98

DAVY CROCKETT
The Choice of the Whole Frontier
1
Watch In Powder Horn Gift Box
7.65
Davy Crockett Wallet
2 1.08

5
Cinderella
8.75
4 Mickey Mouse 7.65
3
Alice in Wonderland
7.65
Walt Disney Approved Characters

6
Hopalong Cassidy
8.75
7
Ride 'Em Cowboy
6.95

Little Folks' Treasures

GAY WALT DISNEY "TIME TEACHERS"

1 **DAVY CROCKETT.** Water, shock, dust-proof. Non-breakable plastic case. Leather strap. Whistling powder horn gift box. 1 year guaranteed.
V54 J 1560. Ppd. 7.65

2 **DAVY CROCKETT** Wallet. Coonskin cap feels "real." 4-color pictures simulated Brown leather; 3-way zipper; 2-view pass case Change purse.
54 J 2980. (3 oz.). . . .1.08

3 **ALICE IN WONDERLAND** with bewitchingly beautiful ball gown. 1-yr. guarantee. Water, shock, dustproof Plastic case. Pink rayon strap. Tea cup gift box.
V54 J 1561. Ppd. 7.65

4 **MICKEY MOUSE** Watch. Plastic non-breakable case; Red vinylite band. 1-yr. guarantee Water, shock, dustproof. Cutout of Mickey on gift box.
V54 J 1562 Ppd . . 7.65

5 **CINDERELLA** in pretty gown. Plastic case. 1-yr. guarantee Water, shock, dustproof. Slipper box.
V54 J .563 Chrome expansion bracelet Postpaid 8.75
V54 J 1564. Blue rayon strap. Postpaid. . . . 7 65

WATCHES FOR LITTLE "COW-POKES"

6 **HOPALONG CASSIDY.** Black plastic case with stainless steel expansion band. 1-yr. guarantee Water, shock, dustproof Red numerals, hands. Silvered dial Handsome saddle gift box. Shipping weight 8 oz.
V54 J 1565 . . . . . . 8.75

7 **RIDE 'EM COWBOY** 2-Jewel imported Swiss movement. Round dial; radium numerals, hands glow-in-dark. Red sweep second hand. Non-corrosive chrome plated case Leather strap. Shpg. wt. 6 oz.
V54 J 1566 . . . . . . .6.95

Z-O-O-M SPACE ADVENTURE WATCHES

8 **2-IN-1 SUPERMAN** Pocket or Stopwatch Push button on side of chrome case. Accurate! Colorful Superman picture. Sweep second hand 60-sec track, unbreakable crystal.
V54 J 1567. (6 oz.). . .3.95

9 **TOM CORBETT** Space Cadet by Ingraham! Red lightning shaped hands. Polished chrome case; steel expansion band.
V54 J 1410 (8 oz.) 5.95
WITH LEATHER STRAP.
V54 J 1301. (8 oz.) . 4.95

10 **SUPERMAN** Wrist Watch. Bright figured dial! Easy to read Red numerals and hands. Chrome plated case; stainless steel back Matching expansion band.
V54 J 1409. (8 oz.). . . .5.95

11 **COMPASS WATCH** for boy and girl scouts! Jeweled compass; faithful timekeeper. Chrome plated; stainless steel back. Leather strap; buckle.
V54 J 1302. (8 oz.). .4.95

Prices on both pages incl. Fed. Excise tax where applicable

A Pet To Call Their Very Own

① CUDDLY PEDIGREED PUPPIES

Healthy, playful pups from the finest breeding stock. 8 to 20 weeks old when shipped. Inoculated and treated to conform with your state regulations. We send evidence that the pup you receive is from American Kennel Club registered litter . . . eligible for registration with the A.K.C. For pictures and additional breeds see page 556 of our big Fall catalog

YOU PAY SHIPPING CHARGES: Pups are crated humanely with food and water, and sent by Express from Mt. Vernon, Ill. at 2 times regular rates. *See shipping information at bottom of page. Most pups shipped within 3 weeks; for Boston Terrier and Basset Hounds allow 4 weeks, plus time in transit. Be sure to state sex.

Breed	Coloring Predominant in Breed (Sorry No Choice)	Catalog Number	Shpg. Wt.	Price
Basset Hound	Black & Brown with White	L94 J 3177	15 lbs.	165.00
Beagle	Shades of Blk. & Brn. with White	L94 J 3102	15 lbs.	33.00
Boston Terrier	Black with White	L94 J 3103	15 lbs.	65.00
Wirehaired Terrier	White with Black or Brown	L94 J 3114	8 lbs.	59.95
Cocker Spaniel	Lt. Brown or Black	L94 J 3107	15 lbs.	32.00
Collie	Shades of Brown with White	L94 J 3100	18 lbs.	45.00
Dachshund (Smooth)	Chest. or Reddish Brown	L94 J 3108	16 lbs.	55.00
German Shepherd	Shades of Brown	L94 J 3111	18 lbs.	79.95

② LOVABLE MEXICAN BURRO

EXTREMELY INTELLIGENT . . . soft-eyed little fellow from South-of-the-Border. Gentle and extra tame, friendly to other animals. Economical to raise . . . eats anything. When fully grown at about 2-yrs. will stand about 43-in. high and weigh about 200 lbs. Average life of burro is 25 years. Thrives in any climate . . . just provide a shelter for extreme cold

Young Healthy Animal, 3 to 8 mos. old when shpd. (No choice of sex) **You Pay Express**, at 3 times reg. rates from Laredo, Texas. See "Shipping Information" at bottom of page. Shpd. uncrated with food and water. All burros will be imported from Mexico; shpd. with U.S. Health Cert. and sanitary livestock permit. Care and feeding instr. are furnished.
L94 J 3147. Average Shpg. Wt. 125 lbs.) 69.95

③ PERSIAN CATS

Adorable bundle of fluff. Though not registered, all are from purebred stock. Colors true to breed (no choice). 8 to 20 wks. Express from Kansas City, Mo. at 2 times reg. rates.* (5 lbs.)
L94 J 3145. State sex. 29.95

Siamese Cat (not shown). Colors and markings true to breed. Age and shpg. same as above. (5 lbs.)
L94 J 3146. State sex. 35.00

④ TOUCAN BIRDS

The long-beaked fruit eating bird from the South American Jungles. Sometimes called the Painted Billed Toucan owing to the beautiful colors found on the beak, which is sometimes six inches long. About the size of a full grown pigeon. Makes a most unusual and interesting pet. Male only. Shpd. exp. from Miami, Fla. at 2 times reg. rates. See below.*
L94 J 3165. (1 lb.). 39.95

⑤ PARROTS . . . FAVORITES THRU THE YEARS

Parrots are fascinating pets—choose any one of the three listed below and be assured of many years of enjoyment. Only healthy young male birds are shipped. Parrots are shipped air or railway express (depending upon distance) from Los Angeles, Calif. at 2 times regular rates.*

PANAMA PARROT All green with red and blue on wings and one yellow spot on top or back of head. A quiet bird that becomes a very good talker 12 to 14-in. long when full grown.
L94 J 3286. (2 lbs.) See "Shpg. Info." below. 89.95

DOUBLE YELLOW HEAD: Same size as the Panama. All green except for a little yellow on the head and as he grows older the head turns all yellow. Wings have a little blue and red. A gentle and affectionate bird that becomes a very good talker and whistler.
L94 J 3290. (2 lbs.) See "Shpg. Info." below. 99.50

BEE BEE (DWARF) PARROT: A fine pet as he is always very tame. Does not make a good talker and may say only a few words. All green with brown on wings. 6 to 10 inches long when full grown. Same size as a Parakeet but a little heavier
L94 J 3291. (1 lb.) See "Shpg. Info." below. 35.00

⑥ INTERESTING, FRIENDLY COCKATIELS

Soberly colored member of the parrot family. Hardy bird with a gentle disposition. Can learn to talk and whistle. Dusky Brown with large white patch on wings; bright orange ear-coverts. About 13-in. long. Shipped air or railway express (depending upon distance) from Chicago, Illinois, at 2 times regular rates. See below.*
L94 J 3134. Male only. Shpg. wt. 2 lbs. 32.95

⑧ PARAKEETS—SPECIAL SAVINGS IN OUTFITS

"CHATTER-KEET"—young control bred bird from the finest talking stock. Extra large size, full plumage; bright colors (no choice.) With the use of the training record, bird is guaranteed to talk within 6 mos.

CAGE Chrome plated metal, complete with glass guards, seed cups and wooden perches. 13x9½x14-in. high.

RECORD: "Teaching Bird to Talk" State 78 or 45 RPM. when ordering. Cage mailable promptly from Chicago factory. We pay shipping charges on bird and record or complete outfit

X94 J 3287 Chatter Keet, Cage and Record Outfit . 17.95
F94 J 3295. Cage only. Shpg. wt. 6 lbs. [illegible]
L94 J 3293 "Chatter Keet" and Record only . . 14.95

299.95
or $18 monthly
A

Purebred Shetlands Have A Life Expectancy of 25 to 30 Years

Ⓐ PUREBRED SHETLAND PONY

We guarantee pony to be of good conformation and perfect health. Accompanied by veterinarian's certificate of health in accordance with your state's regulations. Between 2 and 7 yrs. old, gelded and between 41 and 46-in. high at saddle. Broken, perfectly gentle . . . trained and ridden by children before shipment.

Choice of colors: Black and White, Brown and White, Solid Black, Solid Brown or Dappled Chestnut (Spotted) You pay exp. charges. Allow 3 weeks to ship from Chicago, Ill., Columbiana Ohio, or Leon (near Des Moines), Iowa, whichever is nearest Shpd. at 1¼ times reg. rates*, in special crate which you must return at our expense. STATE (1) No. of children in family and their ages; (2) 1st and 2nd color choice.
L94 J 1821V. Av. sh. wt. with crate 450 lbs. 299.95

PONY SADDLE For Shetland pony only. Black oiled saddle leather, hand tooled, diamond shaped nickel spots. With adjustable martingale and bridle. Mailable from factory in Chattanooga, Tenn. Allow 2 weeks, plus time in transit
F94 J 1822T. Shpg. wt. 20 lbs. 49.95

SAVE $10.00. Comb. Pony and Saddle Outfit (470 lbs.).
X94 J 1820. Shipped as above. . . . . Outfit 339.00

Ⓑ COLT PONY Fully weaned, ready for training, breaking in and riding. Less than a year old. Matured height up to 46 in. at saddle. Gtd. to meet all state health reg. State choice of spotted or solid color. Shpd. as Shetland above.
L94 J 1823. Shpg. wt. with crate 220 lbs. 159.95

⑦ MONKEY

Cinnamon Ringtail Popular pet. Size of a housecat. Color variations: Lt. Tan, Reddish or Dk. Brown. You pay exp. at 2 times reg. rates from N.Y. City or Miami, Fla., whichever is nearer. No choice of color or sex. See shpg. info.* (10 lbs.).
L94 J 3148. . . 45.00

*SHPG. INFO. You pay express charges. See pg. 569 of big catalog to estimate shpg. charges. Allow up to 3 wks. for shipment, plus time in transit.

For Her Christmas

(Items 1 to 12 on Facing Page)

1 "PETITE" PARIS PURSE . . for Town or Country! Combines durable metal framed coin purse and 24K gold embossed top grain cowhide wallet. Purse snaps out for separate use, Wallet has Select-a-Bill side opening, 8 view removable pass case. (6 oz.)
54 J 2922. State Gold, Avocado, or Shrimp Pink. 2.88

2 "NAILHEAD" WALLET AND LIGHTER of satin smooth saddle leather with gold colored nail heads 8 view removable pass case; gusset change purse; card pocket and snap closure. Automatic action lighter Colors Avocado, Gold or Shrimp Pink.
54 J 2923 State color (6 oz.) Set 2.95
54 J 2924. State color. (6 oz.). Wallet only 1.95

3 GLISTENING GOLD TOOLED DESIGN lights billfold and key set in longwearing smooth cowhide leather 8 view removable passcase; gusset change purse, card pocket and snap closure 4 hook key case Packed in reusable plastic bag (8 oz.)
54 J 2925. State White, Avocado or Pink. Set 2.95

4 HANDLACED EDGES beautify flat style billfold in quality imported Goatskin leather Snap closure, large bill compartment 8 view removable pass case; change purse 2-tone interior (6 oz.)
54 J 2646. State Pink, Avocado or Gold. . . 1.19

5 LILLY DACHE ORIGINAL! Fashionably styled billfold with rhinestone spray design. So sophisticated! Smooth cowhide exterior 8 view removable pass case, gusset change purse, card pockets, metal tipped tab closure Color Shrimp Pink, Avocado or Blue.
54 J 2931 State color (8 oz.) . 1.98

6 SATIN SMOOTH COWHIDE with delicate 24K gold embossed stars; 8 view removable pass case with Klick bar, secret money pocket; card pocket, gusset change pocket Gold tipped tab closure. Colors. Christmas White. Avocado or Blue (lt.)
54 J 2926. State color (8 oz.) 3.49

7 GENUINE COBRA LEATHER billfold with moire lined bill compartment perfect for discriminating tastes! Quality construction. 8 view removable pass case with new Klick bar gusset change pocket. Long wearing gold plated snap closure (6 oz.)
54 J 2647 State color Green, Brown or Red. . 3.95

BEAUTIFUL MANICURE SETS

8 DELUXE 14 PC. MANICURE SET Purse-like case of leatherette with gold plated trim and lock, luxurious satin lining. Includes Cuticle scissors, remover and pusher; Nail coat, polish and remover; knife; brush; 2 emery boards; file, extractor; tweezers.
54 J 2041. (1 lb. 14 oz.). About 2x5 in. 14-Pc. Set. 6.95

9 EXCELLENT LIZARD GRAIN carrying case, red interior, all-around zipper. 13-pc. set Cuticle scissors, remover, tweezers file, 2 emery boards, Nail pencil pusher brush, Nail coat, remover, polish.
54 J 2039 (2 lbs 10 oz.) 13-Pc. Set. 4.95

10 LOVELY LEATHERETTE CASE . in Aqua blue, lightly embossed with gold. Handy all around zipper Yellow satin lined interior Usable as a dainty travel kit 8-pc set with cuticle remover; scissors, tweezers, polish, remover pencil and file.
54 J 2034 (1 lb. 8 oz.) 8-Pc. Set 3.49

11 JR. MISS 9-PC. SET. Tortoise finish reusable case. Incl. cuticle remover; pusher-cleaner; Nail polish, remover; file; pencil; 2 emery boards
54 J 2036. (1 lb. 8 oz.) 9-Pc. Set. 2.89

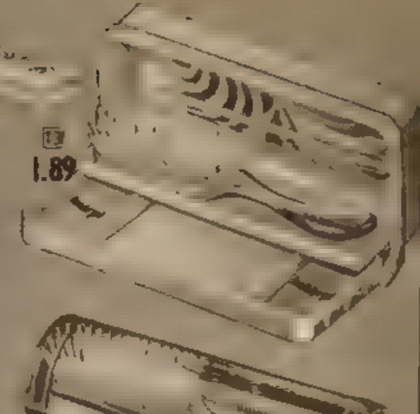
12 OUR BEST SET Delightful, in a genuine leather case, made especially for the woman with discriminating taste. 16-pc. set incl 2 bottles of nail polish nail coat, remover, pencil, cuticle remover scissors, pusher and cleaner, tweezer, 2 Emery boards and nail nipper — plus plastic handled nail file, pusher cleaner. Encourages good grooming habits.
54 J 2043. (1 lb. 8 oz.) . . 16-Pc. Set. 8.95

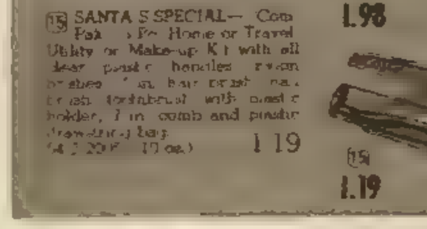
DAINTY BRUSH AND COMB SETS

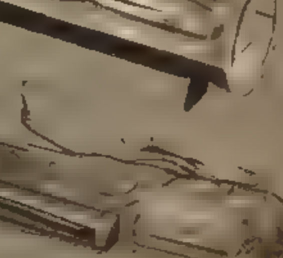
13 JR MISS SET in a lovely reusable plastic beauty chest featuring an upswing tray sections for pins and other beauty aids. Nylon Lucite brush coarse and fine toothed comb Pastel shades Sorry no choice A delightful gift (2 lbs. 2 oz.)
54 J 200[illegible] 1.89

14 DAINTY TRANSPARENT brush and comb set for her little extra gift Lucite comb and brush set, 5 rows of sturdy nylon brushes. Attractively packaged for that Christmas sparkle All crystal clear plastic. Shpg. wt. 8 oz.
54 J 2004 1.98

15 SANTA'S SPECIAL— Compact 5-Pc. Home or Travel Utility or Make-up Kit with all clear plastic handles [illegible] brushes [illegible] hair brush nail brush toothbrush with plastic holder, 7 in. comb and plastic drawstring bag.
54 J 20[illegible] (17 oz.) 1.19



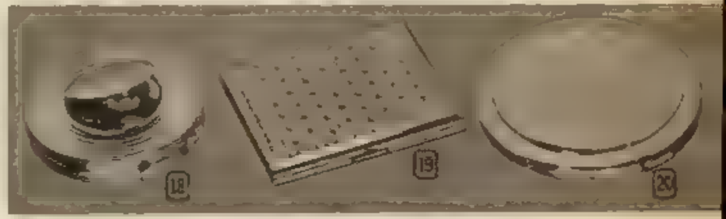




PRETTY YET PRACTICAL . . . MANICURE SETS

16 LADIES MANICURE SET in genuine cowhide zippered case . . . so handy for home or travel—every woman loves it! All 5 chrome plated implements are imported from Germany. Set includes Nail scissors; cuticle scissors; tweezers; nail cleaner—pusher and triplecut file All parts do a professional manicure job! Everything to keep her hands lovely and well groomed.
54 J 2006. (1 lb.) 6-Pcs. 4.95

17 JR. MISS OR LADIES Manicure set in handy plastic carrying case sure to start every young miss on the road to good grooming. 5 pc set includes Cuticle scissors pusher—cleaner, White nail pencil, tweezers; triple cut file, plastic case may be used for holding other things A set with the promise of beauty at a dainty price. Perfect for that "extra" gift
54 J 2042 (14 oz.) 5-Pcs. 1.79



COMPACTS SHE'LL CHERISH

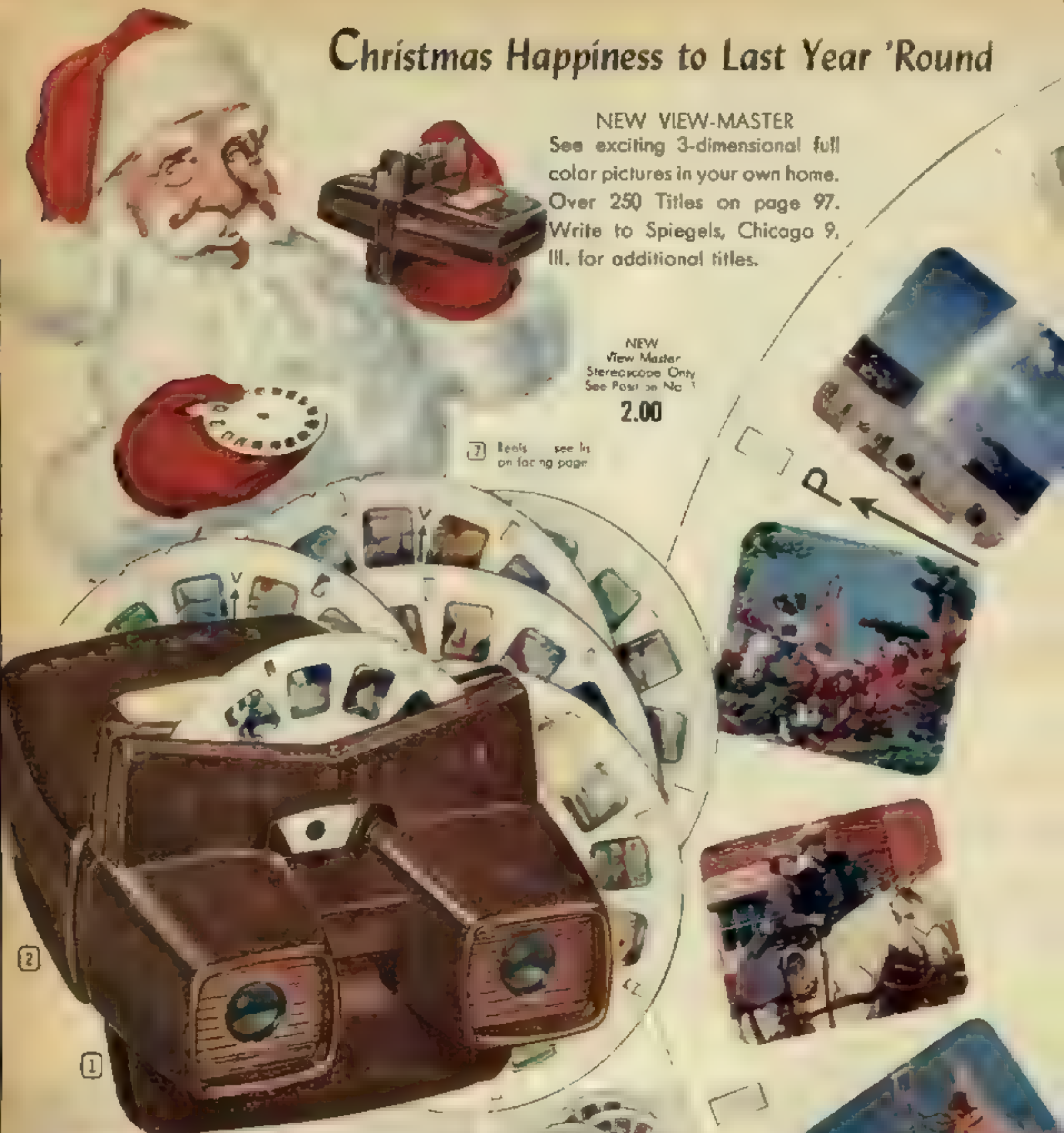
18 "PHOTO" compact of highly polished jeweler's bronze; dainty floral design lights locket section, holds two photographs. Mirror, sifter and velour powder puff. 2½ in. in diameter. Push button opener. (4 oz.)
54 J 9643. . . . . 1.00

19 STUDDED compact by Elgin American. Simulated pearls with rhinestones set in highly polished jeweler's bronze. Mirror, hinged powder door, large powder puff. 2x2½ in. State Pink or Natural Pearl. (8 oz.)
54 J 9631. . . . . . . 3.95

20 PAN-CAKE compact by Elgin American. Converts for regular or pan-cake powder Two tone floral design gleams on lid, polished jeweler's bronze finish. Push button opener Mirror, velour puff, sifter (4 oz.)
54 J 9632. . . . 2.95

Christmas Happiness to Last Year 'Round

NEW VIEW-MASTER
See exciting 3-dimensional full color pictures in your own home. Over 250 Titles on page 97. Write to Spiegels, Chicago 9, Ill. for additional titles.



NEW
View Master
Stereoscope Only
See Position No. 1
2.00

7 Reels see list on facing page

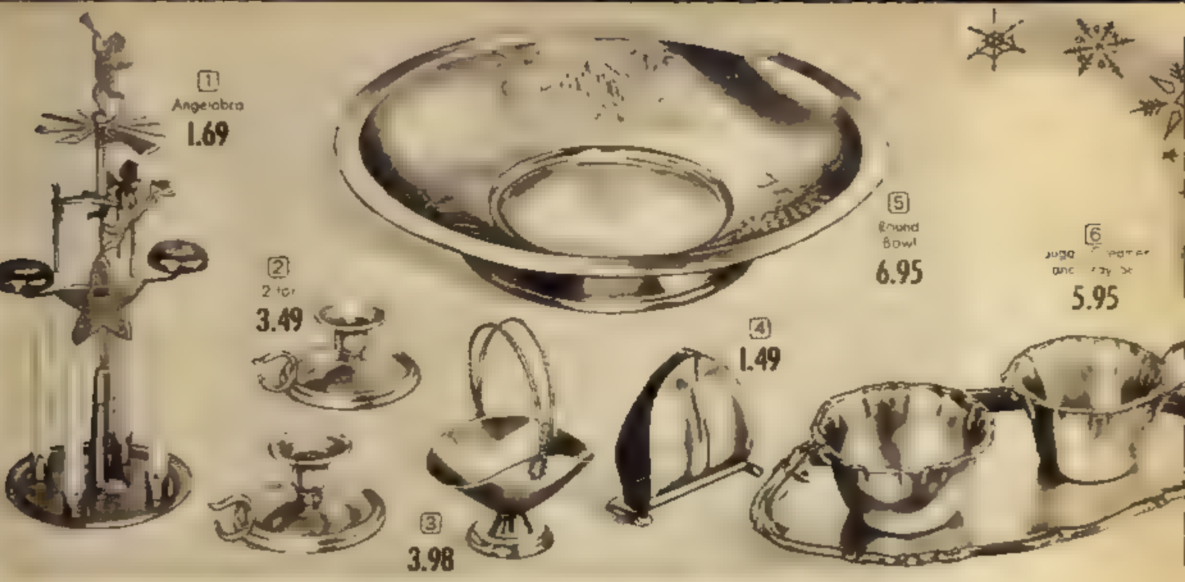
4 Beaded Screen **2.50**

3 NEW Junior Projector **9.95**

5 NEW Lorgny Box **1.85**

6 Complete View-Master Outfit **6.23**

All Prices Include Federal Excise Tax



Swedish Imports of Sparkling Brass Giftware

① CHIMING "ANGELABRA"

Lighted candles cause revolving "angels" to ring tiny bells. Polished brass and Golden finish. Holds 4 candles. Twelve 5-in. White Swedish candles included.
79 J 2651 (1 lb.) 1.69

② CONSOLE CANDLESTICKS

Traditional shapes of highly polished brass lacquered to maintain their bright luster. Curved brass handles. Diam. 3½ in., ht 2 in. Clean with a soft cloth.
79 J 2650 (12 oz.) .. 2 for 3.49

③ BRASS CANDY DISH

Charming basket design in polished brass. Handle molded to resemble hand-woven tropical basket. Suitable for candy or cigarettes. Height 5½ inches.
79 J 2652 (10 oz.) 3.98

④ NAPKIN HOLDER

Elegant enough for a formal dinner. Or use to file recipe clippings and shopping lists. Highly polished hammered brass. 5 in. long, 4 in. high.
79 J 2653 (10 oz.) .... Each 1.49

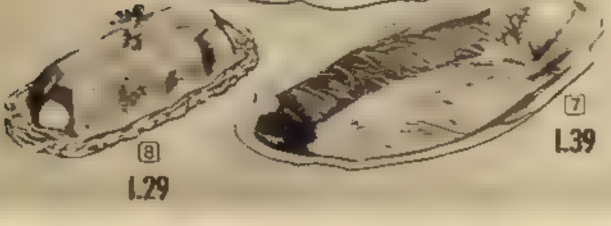
⑤ ROUND FRUIT BOWL

An unusual centerpiece for your table, mantel or buffet. For assorted fruit or small flowers. Raised grape and leaf design in tarnish resistant polished brass.
79 J 2654 Diam. 13 in. (2 lbs. 10 oz.) 6.95

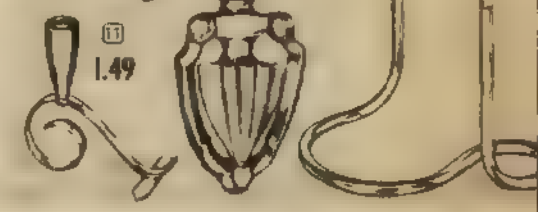
⑥ SUGAR, CREAMER, TRAY SET

Beautiful serving set to enhance your dining table. Especially convenient for after dinner coffee. Gleaming polished brass, matching border on all pieces. Tray 10x6 in. wide.
79 J 2655 (1 lb. 10 oz.) .. 3 pcs. 5.95

POLISHED ALUMINUMWARE



SOLID BRASS IMPORTS



MATCHING ALUMINUM SERVERS

Mirror-bright, highly polished aluminum giftware in a matching "flower and leaf" design. Won't tarnish or corrode. [illegible]

⑦ **COMPARTMENT RELISH TRAY** A beautiful accessory for table or buffet. Glass dish is divided into 5 sections for appetizers, relishes or tidbits. 13-in. diam. tray has scalloped border. [illegible] glass dish has star and flower pattern.
79 J 2661 Shpg. wt. 5 lbs. 10 oz. 4.49

⑧ **BUTTER DISH** Clear glass dish, aluminum cover. 8x4 inches wide. Holds ¼ lb. butter (1 lb. 7 oz.)
79 J 2662 .... 1.29

⑨ **BREAD TRAY** A distinctive piece for formal or casual serving. For bread or cake. 12x6 in. wide.
79 J 2660 (1 lb.) ... 1.39

BEAUTIFULLY MADE—IMPORTED FROM ENGLAND

Select brass for a bit of sparkle about the home. Highly polished, lacquered to prevent tarnishing. Matching designs.

⑩ **CANDLEHOLDER** with double [illegible] for fireplace mantel or as centerpiece. [illegible] inches high.
79 J 2657 (14 oz.) 2.49

⑪ **CANDLESTICK** Holder A beautiful addition to highlight your mantel or table. 4 inches high.
79 J 265[illegible] (8 oz.) 1.49

⑫ **DOOR KNOCKER** Unique conversation piece for modern or traditional decor [illegible] brass 3x6 in. high.
79 J 2659 (1 lb. 12 oz.) 3.98

⑬ **DELUXE CANDLEHOLDER** with double [illegible] design [illegible] wide [illegible] high [illegible]
79 J 2658 3.98

MELMAC DESIGNED BY RUSSEL WRIGHT—SAVE UP TO $13

Graceful new design, new 'tone on tone' colors . . . by a famous mfr Holiday specials . . . 16-pc set sells for $15.95 elsewhere, 45-pc set for $49.95. Molded in never fade colors . . . sets guaranteed against breakage for 1 yr. of normal use. Open stock list with each set. Rainbow or solid color sets 16-Pc. 4 ea. cups, saucers, bread and butter, dinner plates; 45-Pc. 8 each as in 16-pc set plus 8 soup bowls; 1 each covered sugar bowl, creamer, platter, divided veg. bowl.

Rainbow Assorted Sets: Each set incl. Coral Pink, Gray, Yellow and Turquoise place settings. Mailable.
R79 J 2634 (9 lbs.) **16 Pcs.** 11.95
R79 J 2635 (20 lbs.) **45 Pcs.** 36.95

Solid Color Sets: State choice of Pink, Gray, Yellow or Turquoise. Mailable promptly from Boston factory.
F79 J 2697 (9 lbs.) **16 Pcs.** 11.95
F79 J 2698 (20 lbs.) **45 Pcs.** 36.95

HAND BLOWN 16-Oz. Glass Tumblers. Skillfully crafted, indented design, textured surfaces. Sets of 8 . . . 2 each in Yellow, Green, Black, Purple. (6 lbs.)
R79 J 2633. . . .Set 3.95

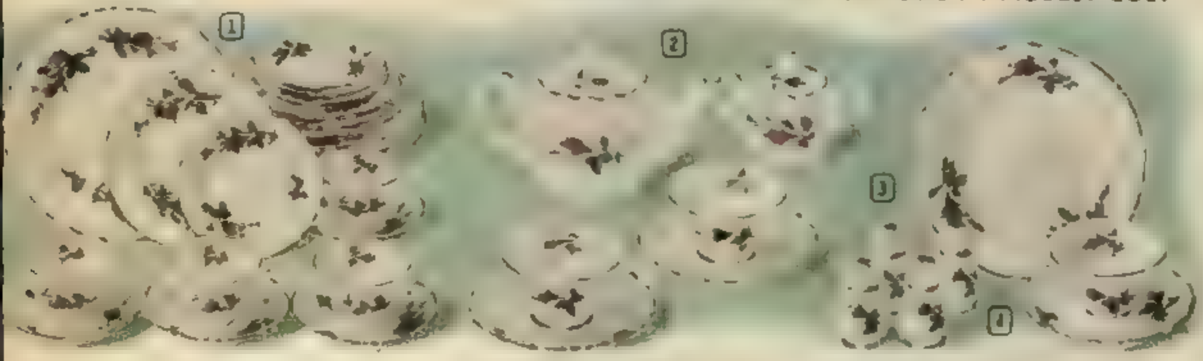
RELISH DISH Lazy Susan 3 ceramic dishes fitted in circle; wrought iron effect stand 7 in. diam., 7 in. high. Dishes are 1¼ in. deep. Shpg. wt. 2 lbs. 6 oz.
79 J 2623. . . . . . . .1.98

"HOUR GLASS" Salt-Pepper Set. Hand painted Rooster decorations. Matching salt, pepper shakers on stand with 3 min. egg timer. 5-in. long. (1 lb. 5 oz.)
79 J 2627. . . .Set 1.19

SUGAR AND CREAMER with removable tops that are salt and pepper shakers. Hand painted, glazed ceramic . . . Rooster designs. Each 5½-in. high. (1 lb. 8 oz.)
79 J 2628. . . Set 1.19

Genuine Imported "Moss Rose" China . . .

LUXURIOUSLY BEAUTIFUL GIFT SETS AT MODEST COST



① 20-PC. "MOSS ROSE" Imported China Dinnerware Set. Was $11.95 in Fall catalog. Translucent and lightweight, yet amazingly strong and chip resistant. The classic "Moss Rose" pattern . . . Red roses, dewy Green leaves on White, rimmed in rich 22K Gold. 4 each—cups, saucers, 10-in. dinner plates, bread plates and pie plates. Enjoy the luxury of fine china and pocket holiday saving. Open stock listed in Fall catalog. Mailable.
R79 J 4016M (14 lbs.) Was $11.95 20 Pcs. 9.95

② MOSS ROSE "TEA FOR TWO." Dainty and translucent imported china for truly gracious serving. Hand painted "Moss Rose" decorations on milk White ground, 22K Gold trim. Highly chip resistant. Teapot, creamer, covered sugar bowl, 2 tea cups and 2 saucers. A gift that any hostess will remember for years.
79 J 2047 (2 lbs. 10 oz.) . . .3.49

③ MOSS ROSE Salt and Pepper Shakers . . . 2 of each. Imported china.
79 J 2636. (1 lb.) . . . 4 pcs. 1.19

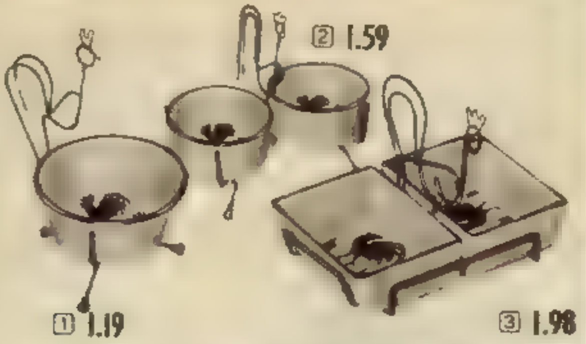
④ 18-PC. MOSS ROSE Dessert Set. Fine imported china, hand painted design, 22K Gold trim. Set includes 6 each cups, saucers and dessert plates.
R79 J 2046. (11 lbs.) . . . 18 pcs. 4.95

5
Jam Set 2.49

⑤ MOSS ROSE JAM SET . . . Fine imported china, translucent and break resistant, exquisite hand painted decorations, Red roses, dewy Green leaves on White, 22K Gold trim. Two jam jars with lids, two saucers, two stainless steel serving spoons. Makes a lasting, long remembered gift. Shipping weight 1 lb. 11 oz.
79 J 2637. . . . . .Set 2.49

⑥ MOSS ROSE Demitasse Set . . . 8 pcs. An unusual gift ideally suited for the person who has "everything." Fine, translucent and break-resistant imported china in same beloved "Moss Rose" pattern as the sets above. 4 unusual leaf shape 8-inch plates, 4 cups. Luxuriously trimmed in 22K Gold. Shpg. wt. 5 lbs.
R79 J 2045. . . . . . .8 pcs. 3.95

8-Piece Set
3.95
6



HANDSOME SERVERS. Heavily glazed White ceramic bowls, wrought iron effect bases non mar tips on (1) and (2). Colorful rooster design

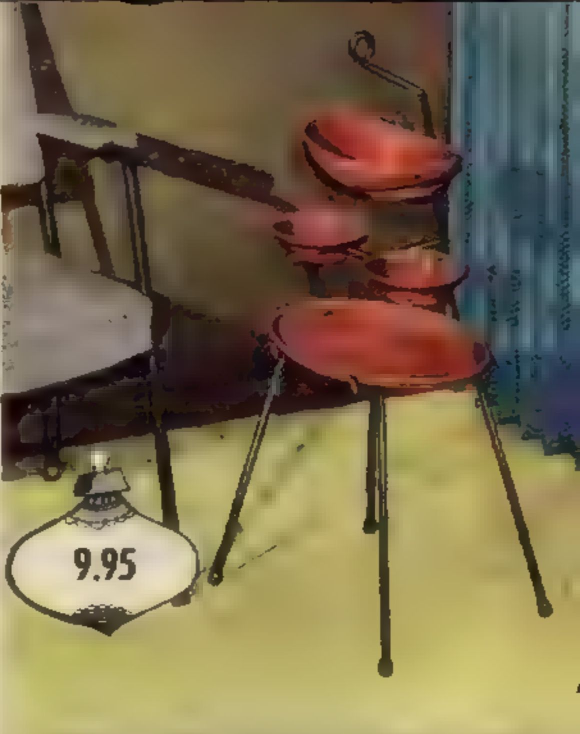
(1) Single Round Bowl Server Bowl is 6 in. diameter. Stand is 8 in. high. Shpg. wt. 2 lbs. 4 oz.
79 J 2626. . 1.19

(2) Double Round Bowl Set. Bowls 4 in. diameter. Stand 6x4x6 in. high. Shpg. wt. 1 lb. 4 oz.
79 J 2625. .1.59

(3) Double Oblong Bowl Set. Dishes 1¼ in. deep. Stand 3x5x6 in. high. Shpg. wt. 1 lb. 4 oz.
79 J 2624 1.98

Salad Set
4.95

HAND DECORATED FROSTED GLASS SALAD SET . . . a combination of beauty and utility that will make this a much appreciated gift. Fashioned of gracefully shaped glass with a silky smooth polished finish . . . frosted surface accented by vivid hand painted leaf designs. Set includes: large salad bowl 10 in. diam. 5 in. deep; glass salt and pepper shakers with stainless steel tops, 3 in. high; oil and vinegar bottles 4 in. high, plus 10-in. hardwood spoon and fork.
R79 J 2631. Shpg. wt. 8 lbs. . . . . .7 pcs. 4.95

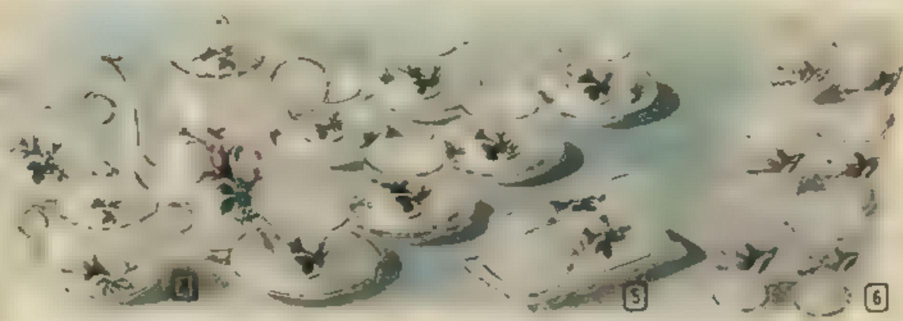


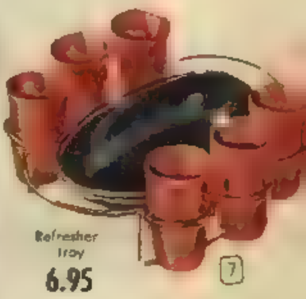
MELMAC'N METAL "TALLY-HO" PARTY SERVER

A sturdy and smart helper for buffet parties, TV snacks. Fashion right wrought iron frame with four removable Melmac plastic serving pieces . . . Red or Yellow molded-in colors, can't fade. Top server is 12x7 in. 2 middle pieces each 6 in. diam. Bottom server 11x15 in. Overall ht. 33 in. Shpg. wt. 9 lbs.
R79 J 2629. State color 9.95

Delicate Individually Hand Painted Designs

MOST POPULAR OF ALL PATTERNS . . . ALWAYS A SOURCE OF PRIDE





④ **17-PC. MOSS ROSE CHINA COFFEE SET.** A beautiful accessory to gracious living. Fine imported china treasured for its lightness, translucence and high resistance to breakage. Universally popular Moss Rose design . . . hand painted Red roses, Green leaves on White . . . 22K Gold trim. Classic forms with dramatic fluting. Set includes: coffee pot with lid, sugar bowl with lid, creamer, 6 demi-[illegible]ps and 6 saucers. Beautiful and enduring . . . to use now and to treasure always. Mailable.
R79 J 2005. Shpg. wt. 8 lbs. . . . . 17 pcs. 4.95

⑤ **MOSS ROSE BUTTER DISH.** Hand painted design. 22K Gold trim on imported china. Holds ¼ lb.
79 J 2638. (1 lb. 5 oz.) . . 1.19

⑥ **MOSS ROSE EGG CUPS.** Set of 6 . . . serviceable and decorative. Hand painted imported china.
79 J 2043. (1 lb. 8 oz.) . 6 Pcs. 1.29

⑦ **REFRESHER TRAY** . . . modern server with colorful contrast of Melmac and brass. Six 12-oz. tumblers of Red melmac. 11x7 in. serving bowl of Ebony or Yellow Melmac . . . all snugly nested in a bright brass plated metal frame, tarnish resistant. State bowl color: Ebony or Yellow.
R79 J 2630. (5 lbs.). 6.95

⑧ **MOSS ROSE Cigarette-Candy Box Set.** Made of genuine imported china, hand decorated and long lasting. Lavish 22K Gold trim . . . a gift that provides luxurious beauty at exceptionally modest cost. The set includes: candy box with cover, cigarette box with cover, 2 ash trays. Beautiful and practical too. Shpg. wt. 3 lbs. 8 oz.
79 J 2044. . . . . .Set 1.85

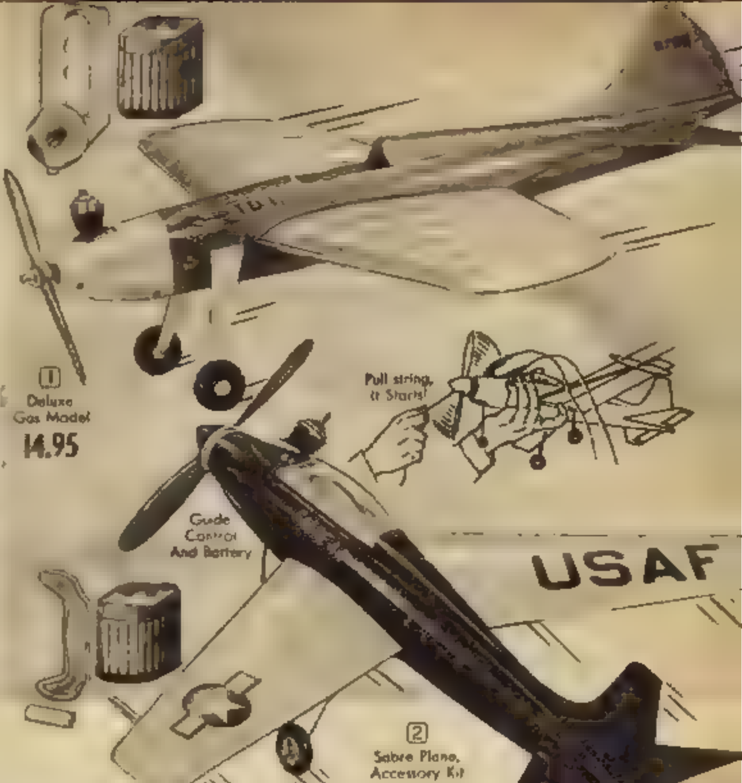
⑨ **SHRIMP BOAT.** This attractive centerpiece offers you the very best way to serve shrimp on ice. The 11-in. Melmac bowl insulates, keeps the ice from melting quickly. Gleaming bright chrome plated framework and 3 chromed tooth pick holders. 2 glass sauce dishes. Choice of Red, Ebony or Yellow Melmac bowl. State color.
79 J 2053. (3 lbs. 8 oz.). 4.95

Hobbiest, Young 'N Old

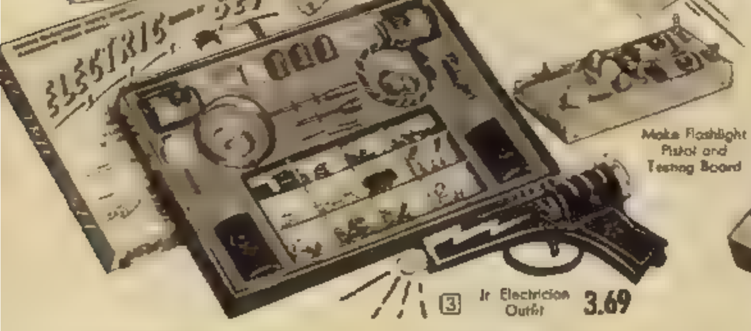
START 'EM UP—THE SKY'S THE LIMIT

① THIMBLEDROME DELUXE GAS MODEL—easy starting, smooth flying. 18½-in.long high-impact plastic fuselage and tail, 24-in. hollow aluminum wings, Space Bug engine, fastest, most powerful in its class. Steel landing gear, plastic wheels, Bubble cockpit. U-Guide-It control, dual hand reel and brake stop. Comes with 1½V battery instructions. Blue, Red, and Yellow. Easily assembled. Buy accessory kit below.
R35 J 5590M. (5 lbs.)..........Complete 14.95

② SURE START SABRE JET and accessory kit. New wind-around cord eliminates spinning prop by hand, gives faster starting. High impact plastic body, pliable wings withstand "crackups." Herkimer 49B gas engine, tricycle landing gear, rubber wheels. U-Guide-It control, 1½V battery, plus accessory kit (below). 14-in. wing span, 15-in. body. Black body. Yellow wings.
R35 J 5591 (7 lbs.) ....Plane and kit 9.98

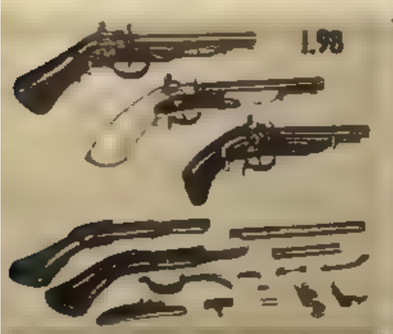


ACCESSORY KIT services planes shown above and any models using Glow Plugs. ½ pint B-37 Glow Plug fuel, battery clips, rubber covered wires, spout, vinyl fuel tube, decal, (1lb.)
R35 J 5592M.....1.49


Make Flashlight Pistol and Testing Board
③ Jr. Electrician Outfit 3.69

③ JR. ELECTRICIAN'S OUTFIT. Wire doll house with fixtures that really work! Wire lights, switches, on 16x11 mounting board. Includes door bell, 3-way switch, toggle switch, push-button receptacle, 2 plugs, 2 lamp sockets, 4 wire coils, bulbs, 2 flashlight batteries in case, screwdrivers, screws, washers. Wiring layout printed on mounting board. Manual.
35 J 5299 (3 lbs.) Complete 3.69

④ ELECTRIC PARTS SET build over 25 electrical devices—telegraph set, flashing lights, sunken dome light, switches, series lamp-wiring and many others. Includes bulbs, buzzer coil, brackets clips sockets, code key vari-colored domes, screw driver, punch, pliers, wire 2 "A" flashlight batteries. Step by step instructions.
35 J 5298 (3 lb. 12 oz.) 2.69

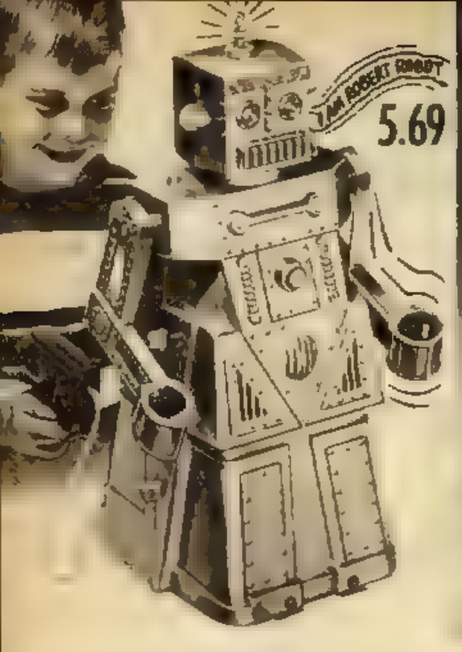


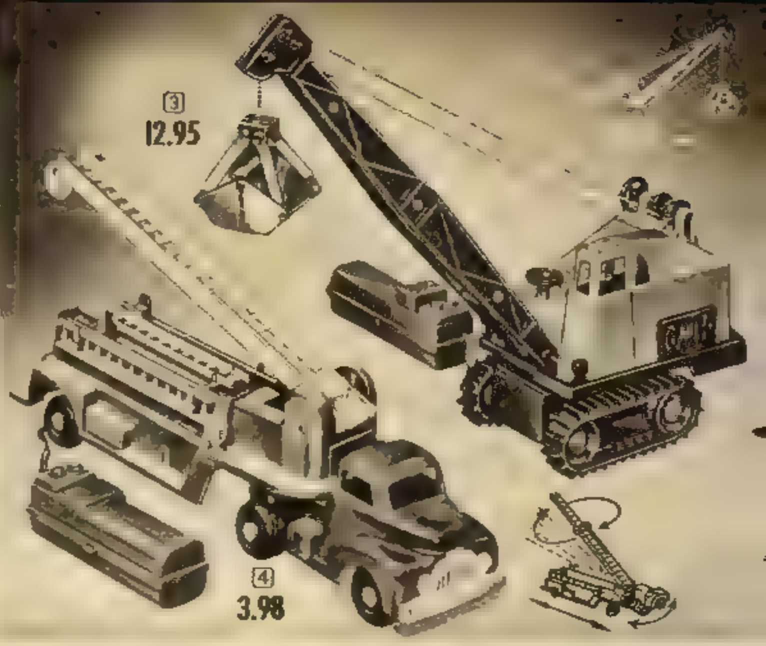
Electric Motor
2.98

ANTIQUE GUN MODELS. Fun to put together plastic scale models of Jean LaFitte, Valley Forge, Braddock pistols. Ideal wall decorations. Wall holders, cement. Abt. 9-inches long.
35 J 5562 (1 lb. 14 oz.) Set of 3 1.98

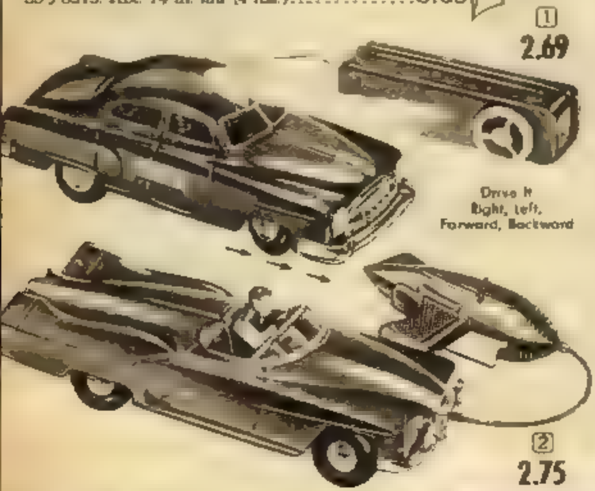
ELECTRIC MOTOR LAUNCH has carved wooden hull, simulated deck-planking. Electric motor movable search-light, lights up windshield, 3-bladed propeller. Battery not incl.
35 J 5514. 10-in long (1 lb 8 oz.) 2.98

CLOCKMAKER SET. Assemble 26-pieces, make 24 hr pendulum clock. Accurate brass, steel gears, decorated face, chains, weight and pendulum. 6x5½ inches. Easy to follow instructions.
35 J 5199 (2 lb. 8 oz.) . 3.39





ROBERT THE ROBOT SAYS "I am Robert Robot, the mechanical man—Drive me and steer me wherever you can!" Hands clutch objects as he walks in any direction. Trigger control mechanism, winding crank. On-off switch works lights in eyes, antenna. Metallic-finished plastic. Battery included.
35 J 5513. Abt. 14 in. tall (4 lbs.)..............5.69



Remote Control "Magic"

① **START ELECTRIC POLICE** car—flashing Red light goes on, siren wails. Steer it, drive it forward, backward by remote control. Policeman at wheel

Battery-powered electric motor. Control has buttons for forward, reverse; steering wheel. Cable is 36 inches long

1955 Chev. model. Enameled steel, bright trim, rubber tires. Battery not incl. 9 in. long.
35 J 5504 (2 lbs. 4 oz.) ..2.69

② **REALISTIC JAGUAR** remote control car. Steer it left, steer it right, drive it forward or backward with pistol-grip control, hand winding crank.

Long flexible shaft extends from hand control to automobile. Little driver's arms turn realistically on steering wheel.

Brightly-colored high-impact plastic with "silver" trim. Rubber tires. 11 inches long.
35 J 5507 (1 lb. 10 oz.)...2.75

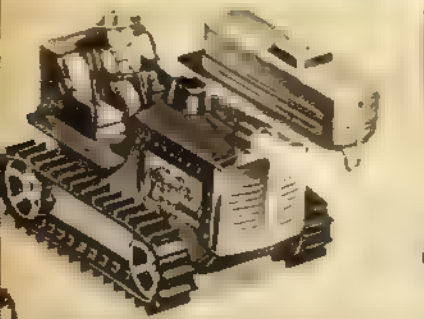
③ **"BIG JIM" CRANE GOES** forward, backward. Lifts load in brass clam bucket. Lifts iron, steel with electro-magnet—dumps all by remote control! 2 electric motors

Boom raises, lowers—body turns 360°. Door opens to motor and gear compartment.

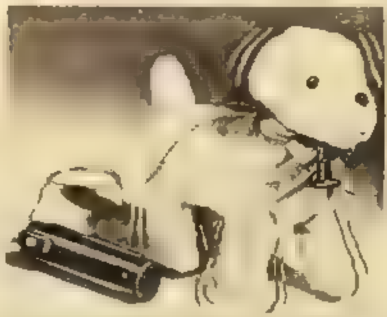
High impact plastic. Orange with Black. Overall length 21 inches. Battery not included. Fully assembled.
35 J 5510 (4 lbs. 3 oz.).12.95

④ **DRIVE ELECTRIC FIRE** Engine forward or backward by remote hand control. Large ladder swivels 180° extends 17 inches with one, 23 inches with 2 extension ladders

Hand crank raises and lowers ladders. 3 extra ladders on back. Bright Red plastic with White trim. 10 rubber wheels. 16 inches long. Powerful electric motor. Battery not included.
35 J 5508 (2 lbs. 5 oz.)..3.98

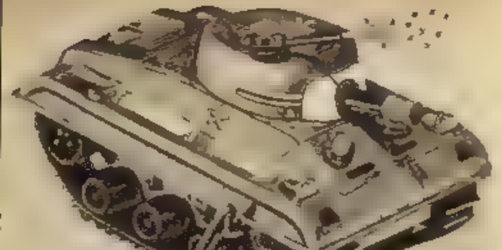


RUN REMOTE-CONTROL ELECTRIC Tractor forward or backward. Composition-rubber treads drive tractor over obstacles, up steep grades. Bright headlight adds to the fun. Colorfully lithographed steel. 7 in. long. Battery not included.
35 J 5509 (2 lbs. 3 oz.) 2.98

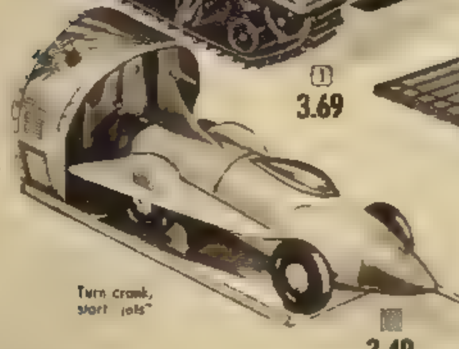


PAL THE PUP—WALKS, TURNS HEAD. Make him go by Electric remote control—operating button on battery case. Control cable resembles leash. Light Gray plush—bell on Red ribbon around neck. 10x10 in. high. Battery not included.
35 J 5520 (2 lbs. 11 oz.) 3.79

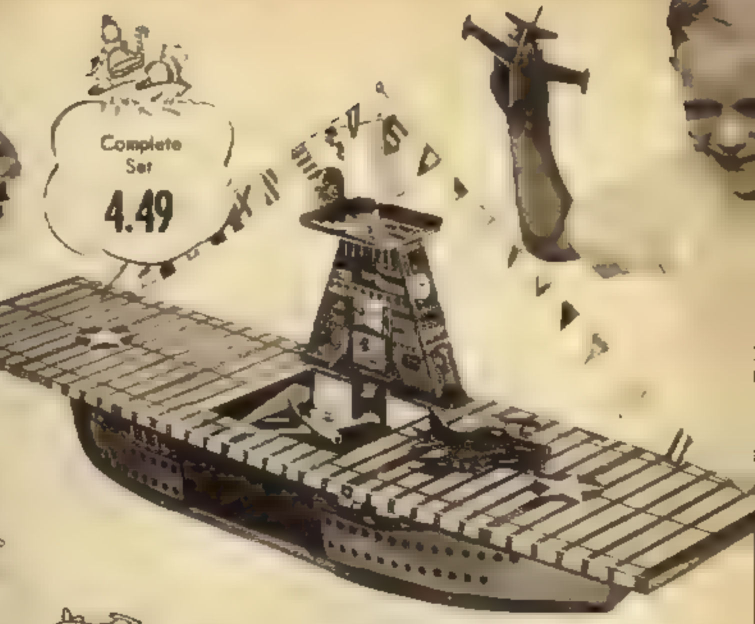
ELECTRIC ELEPHANT WALKS, FLAPS his ears, curls and uncurls his trunk all by battery-powered remote control. Soft plush velveteen. Gray with bright Red and Yellow blanket on back. About 8 in. long, 5 in. high. Battery included.
35 J 5521 (2 lbs. 5 oz.) . 2.89



① 3.69

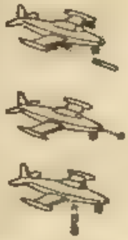


② 3.49

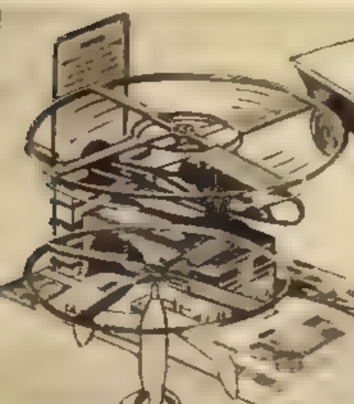


① MODERN TANK shoots sparks gives "rat-tat-tat" of 50 caliber machine gun. Cannon jerks back, simulating recoil action Harmless Strong key wind motor All steel 11x6x6 in. high Shpg wt. 3 lbs. 9 oz.
35 J 5726 3.69

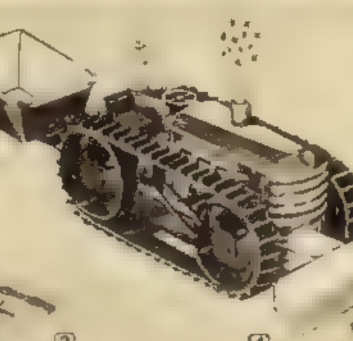
② JET CAR Turn crank on launcher—siren gives jet engine whine Press button—car zooms away Metal and plastic, soft polyethylene plastic nose can't harm furniture 13 in. long (1 lb. 14 oz.)
35 J 5732. 3.49



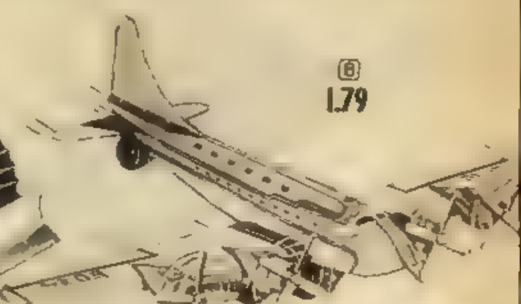
GIANT 3-FT AIRCRAFT CARRIER—a ship he'll be proud to command! Turn crank elevator raises, lowers planes between deck and hanger in hold. 3 authentic high impact plastic jets rocket shooting fighter with 4 rockets, bomber with bomb, and cannon firing fighter with ammo All three planes shoot safe missiles. Colorfully lithographed all-steel carrier has like-real detail, radar antenna, bright signal pennants Wheels for pushing along floor 15 inches high 3 ft long overall
E35 J 5725. Mailable (8 lbs.) Complete 4.49



③ 2.98

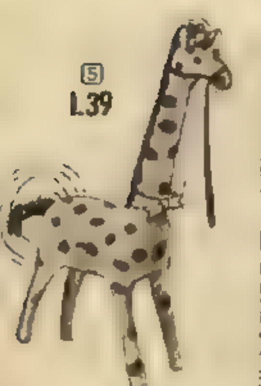


④ 1.98



⑥ 1.79

Geared For Exciting Action!



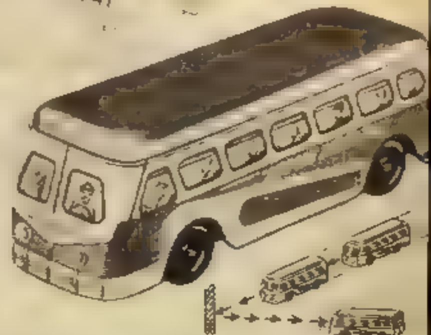
⑤ 1.39

③ HELICOPTER airport with 2 planes. Wind crank on airport Copter and Vertical Take-off Plane rise 30-40 ft! 8-in. flexible polyethylene plastic rotors, hard plastic fuselages resist breaking. All metal airport 9x12x4 in. high
35 J 5712. (2 lb. 9 oz.) 2.98

④ SEE TRACTOR climb up steep grades, move objects pull loads! Pulls dump-trailer, pushes bull-dozer blade, both detachable Harmless sparks fly from exhaust stack. All steel; long-running clock-spring motor 17 inches long. (1 lb. 12 oz.)
35 J 5124.......... 1.98

⑤ GIRAFFE wags his tail, nods and shakes his head from side to side even appears to dance! Wind him up with attached key Spotted Brown plush body Brown eyes 10 inches high, 5 inches long Imported from Japan. Shpg wt. 9 oz.
35 J 5740 1.39

⑥ PROPELLERS SPIN siren wails as you push four-motor passenger plane along floor Once it's pushed, long-running friction motor keeps plane going All-steel brightly lithographed 3 wheel landing gear 13 inches long, 18 inch wingspread.
35 J 5556 (2 lbs. 8 oz.) 1.79



FINDS ITS OWN WAY! Mystery bus drives forward bumps into objects, turns around automatically and goes a different direction Strong long-running clock spring motor stop-and-go switch no-overwinding feature All steel construction Realistic detail driver's and passengers heads lithographed in windows. Sure to delight your youngster as it finds its way around room 5 in long 5 in wide, 5 in. high Shipping weight 3 lbs.
35 J 5512 2.98

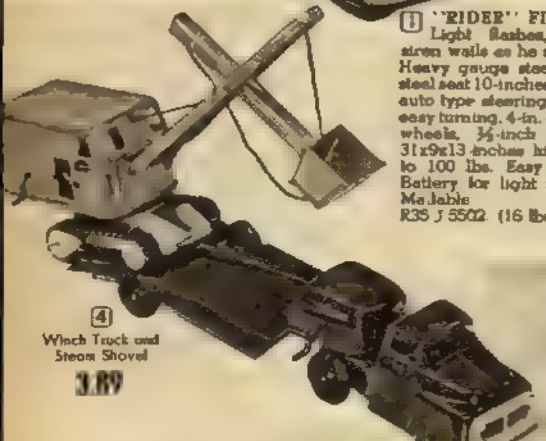
So Big, So Sturdy, Such Fun!

2
Piston-action train, Gondola
6.98
1
Fire Engine with Siren and Headlight
6.98
3
Milk Truck with Cartons
5.69

[1] **"RIDER" FIRE TRUCK.** Light flashes, hand-crank siren wails as he speeds to fire. Heavy gauge steel body has a steel seat 10-inches from ground, auto type steering gear permits easy turning. 4-in. diameter steel wheels, ½-inch rubber tires. 31x9x13-inches high. Holds up to 100 lbs. Easy to assemble. Battery for light not included. Mailable.
R35 J 5502. (16 lbs.)... 6.98

[2] **CHOO CHOO** "Rider." Real piston rod action! Locomotive, gondola, child sits on cab, steers with cross bar handle. Gondola carries extra passenger, loads of toys. Both of heavy gauge steel. Baked-on Gray enamel, 3-inch diam. wheels rubber tires, bell. 50 inches long, 10 inches high. Mailable.
E35 J 5539. (20 lbs.) 6.98

[3] **"RIDER" MILK TRUCK.** Ding, ding, here comes the Jr. milkman on his Sealtest truck. Sits on top, turns with easy auto-type steering, bell announces his approach. Front, back doors open, back holds eight ½ pint play milk cartons. Heavy gauge steel, rubber bumper saves furniture. 3-inch rubber tires. Gray enamel. 22x8x15-inches high. Mailable.
R35 J 5503. (14 lbs.. 5.69


4
Winch Truck and Steam Shovel
3.89

6
"Coke" Truck Removable Cases
1.79

5
Grain Hauler 2.69

7
Wrecker and Dump Truck
1.98

Key and Padlock Keep Cargo Safe

6.79

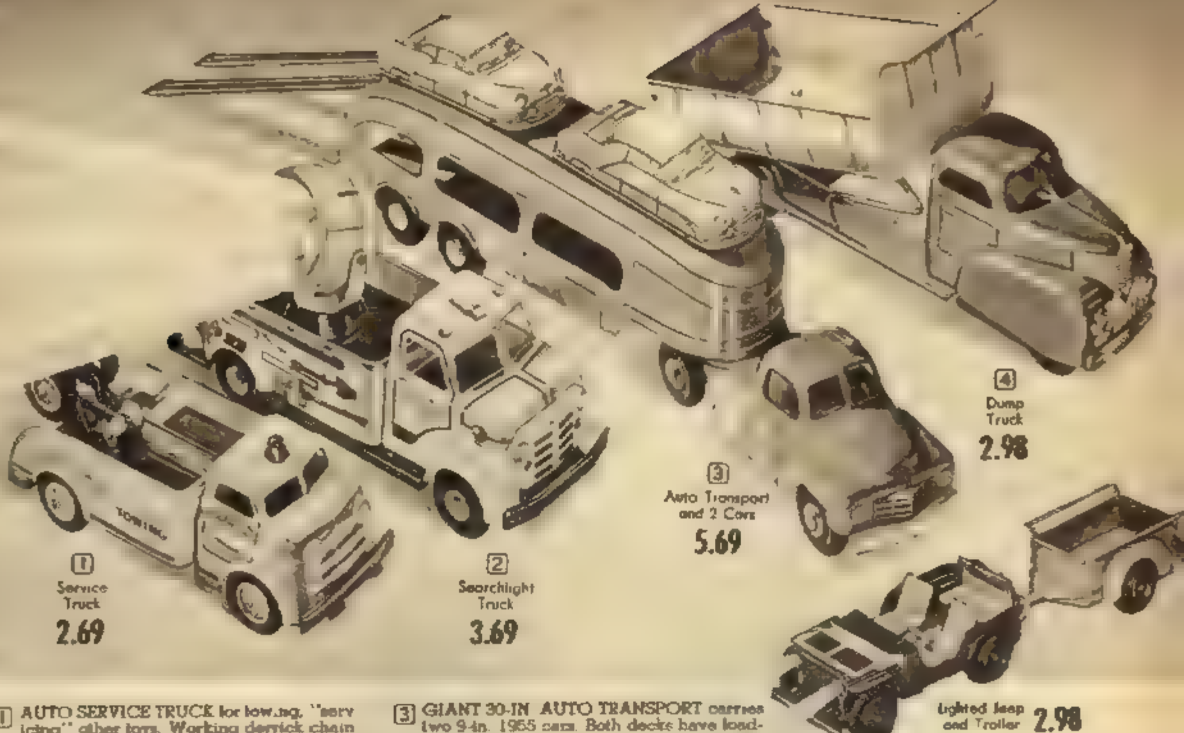
CROSS COUNTRY TRUCK AND TRAILER. Replica of rugged coast to coast express truck. Large storage space in detachable trailer. Driver protects his cargo with padlock and key on back door. Enameled cab has 6 heavy-duty rubber tires, simulated air horns. Bright silver colored trailer has dual tandem wheels with 8 thick rubber tires, lithographed truck line emblems on sides. Sturdy steel construction. 6x29x9 inches high. Mailable.
R35 J 5777. Shpg. wt. 16 lbs. . . 6.79

[4] **WINCH TRUCK, STEAM SHOVEL.** Raise shovel boom with winch. Claw scoops dirt, separate dump release. Shovel turns 360°. Truck winch pulls shovel onto trailer. Orange enameled steel shovel with rubber treads. 21x7x5-in. wide.
R35 J 5519. Mailable. (6 lbs.) 3.89

[5] **GRAIN HAULER.** Remove sides to convert it into a flat-bed steel or lumber truck. Trailer detaches from tractor. Lithographed steel, six 2½-inch rubber tires. 23-inches long.
R35 J 5752. Mailable. (5 lbs.) . 2.69

[6] **COCA COLA TRUCK** . . . replica of famous "coke" trucks. Carries 9 removable Coca Cola cases, metal hand truck for deliveries. Steel truck with shelves for cases, rubber wheels, Yellow finish. 13x5x6-inches high.
35 J 5758. (2 lbs. 9 oz.) 1.79

[7] **WRECKER AND DUMP TRUCK.** Wrecker with action hoist, 6 wheels interchange with dump truck jack, wrench. 12x4x6-inches high. Steel dump truck, lever operates dump. 9x4x4-inches high.
35 J 5522. (3 lbs.). ... Both for 1.98



① Service Truck **2.69**

② Searchlight Truck **3.69**

③ Auto Transport and 2 Cars **5.69**

④ Dump Truck **2.98**

Lighted Jeep and Trailer **2.98**

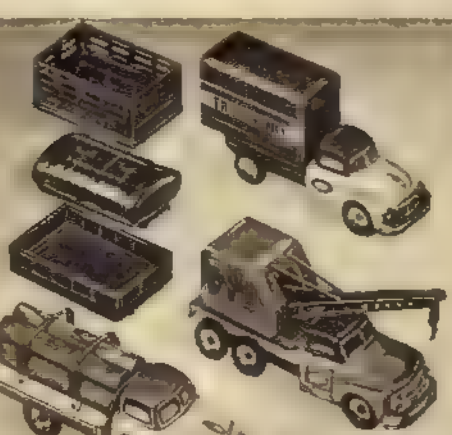
① **AUTO SERVICE TRUCK** for towing, "servicing" other toys. Working derrick chain hoist, 2 tool chests, jack, tire wrench, tire iron, hammer screwdriver really work. Steel; rubber tires. 13x5x6 in. high.
35 J 5543. Shpg. wt. 4 lbs. 2.69

② **SEARCHLIGHT TRUCK** throws bright beam. 4½-in. light tilts, rotates 360°, lithographed steel cab, rubber wheels. 18x8x10 inches high. (Batteries not incl.)
R35 J 5759. Mailable. (7 lbs.) 3.69

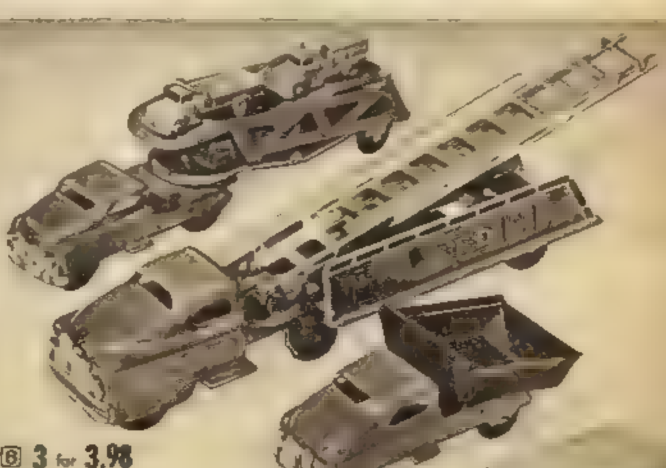
③ **GIANT 30-IN. AUTO TRANSPORT** carries two 9-in. 1955 cars. Both decks have loading ramps; trailer is detachable, stands by itself. Heavy steel construction, rubber tires; realistic detail. 10x6x30 inches long.
R35 J 5775. Mailable. (10 lbs.) 5.69

④ **BIG 23-INCH DUMP TRUCK.** Turn handle body raises, tailgate opens to dump. Heavy steel; rubber tires. Red, Yellow enamel finish. 9x23x9 inches high.
R35 J 5776. Mailable (9 lbs.) 2.98

LIGHTED JEEP WITH TRAILER is an exact replica of the famous army jeep ... makes a gift that any youngster will be delighted to receive. Headlights really work. Two-wheel trailer makes it even more fun ... has drop tail gate. Sturdy steel construction, baked enamel finish. Battery not included. (4 lbs.)
35 J 5109. 21 in. long with trailer ... 2.98



⑤ 7-Pc Set **2.98**



⑥ **3** for **3.98**

⑤ **7-PC. STEEL TRUCK SET** 7½-inch truck with removable crane that works. 7-in. truck with interchangeable bodies—gas, stake, trucks, grain hauler, van with latched door.

7½-in. lumber truck with 5 removable logs. All trucks have friction motors with sirens, just give 'em a push and watch 'em go.

Trucks are styled in two-tone colors, have plated detailed miniature grille work.
35 J 5741. (2 lbs. 13 oz.). Set 2.98

⑥ **3-TRUCK SET.** Each truck has action features that are sure to delight any youngster.

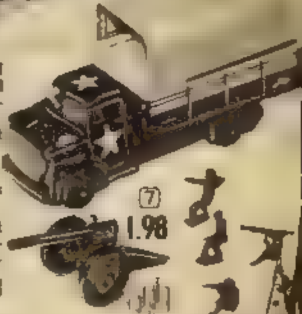
Just look ... 20-inch steel fire engine has swiveling, 30-inch extension ladder with hoist; 17-in. steel auto transport has detachable upper tier and carries three 4-inch plastic cars.

10 in. steel dump truck has lever-action dump, plated grille. Just right for his big "construction jobs." All trucks have wood wheels.
R35 J 5733. Mail. (8 lbs.) Set 3.98

⑦ **ARMY TRUCK, CANNON** plus 5 soldiers. Lithographed steel truck has removable tarpaulin type, wire supported top, plastic wheels, measures about 14x5x6-inches high.

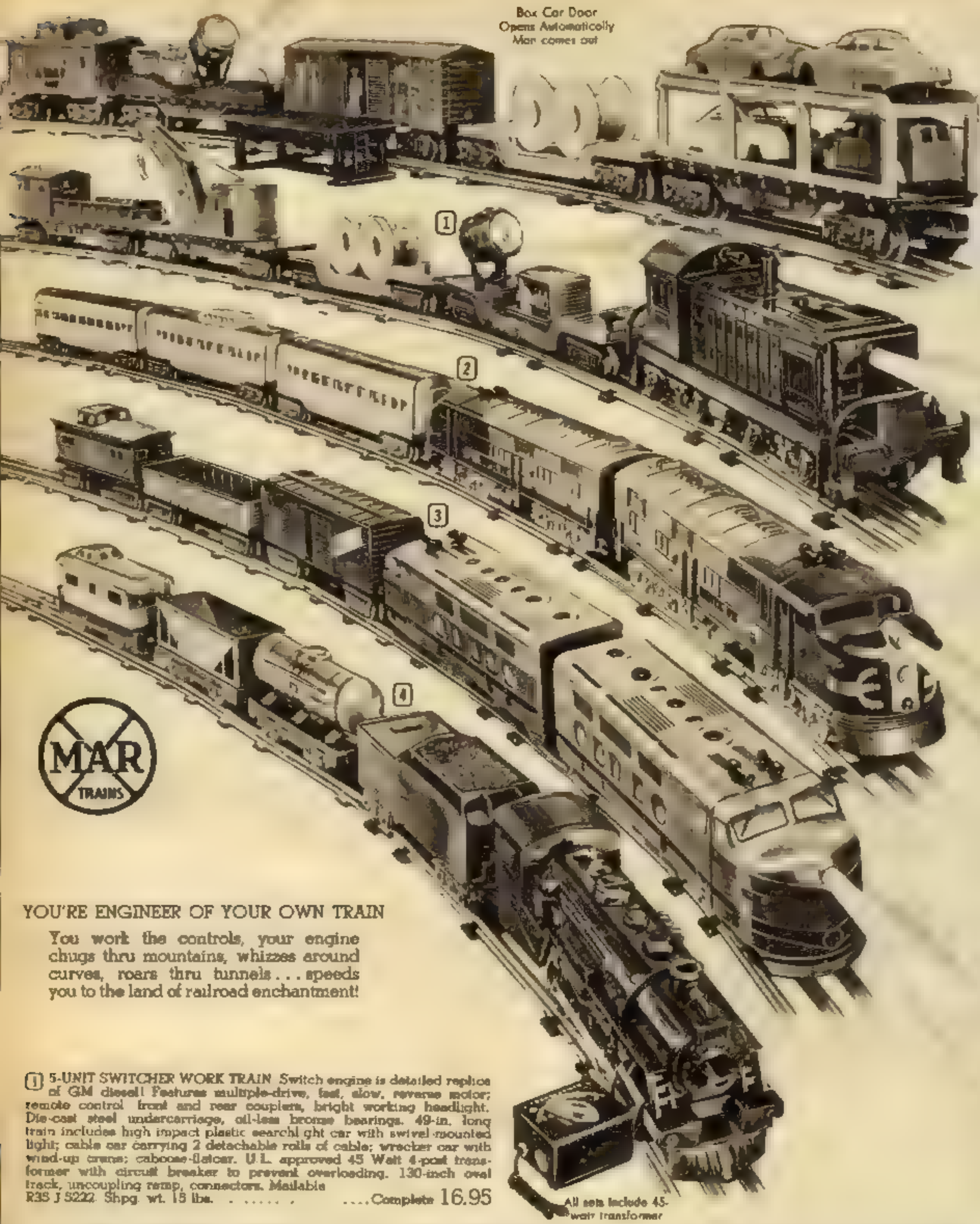
9-inch Lithographed steel cannon, spring fires six harmless wooden projectiles.

Five vinyl soldiers in combat positions, include two bazookamen, submachine gunner, grenade thrower, rifleman.
35 J 5724. (2 lbs. 11 oz.). 1.98



⑦ **1.98**

See Page 287 for Spiegel Budget Power Plan . . . a wonderful way to buy



YOU'RE ENGINEER OF YOUR OWN TRAIN

You work the controls, your engine chugs thru mountains, whizzes around curves, roars thru tunnels . . . speeds you to the land of railroad enchantment!

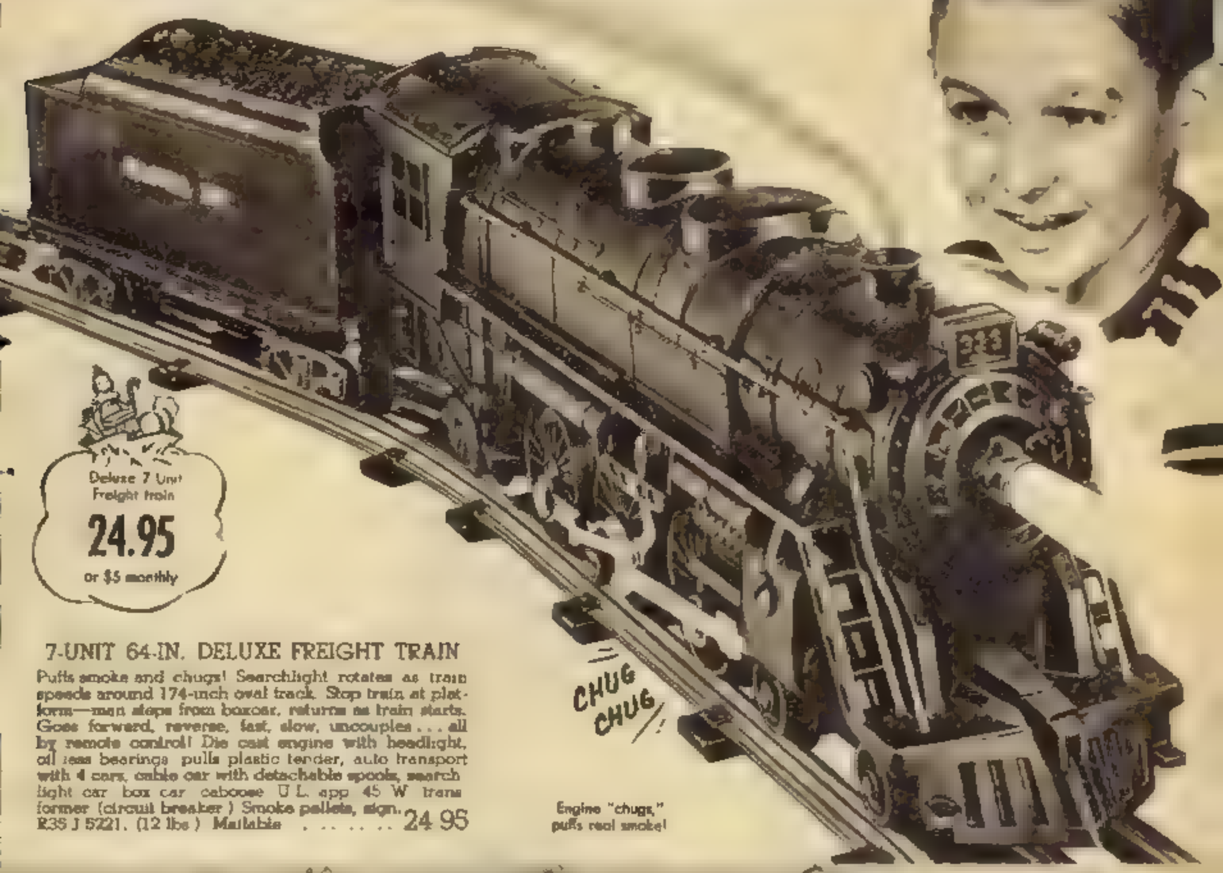
[1] **5-UNIT SWITCHER WORK TRAIN** Switch engine is detailed replica of GM diesel! Features multiple-drive, fast, slow, reverse motor; remote control front and rear couplers, bright working headlight. Die-cast steel undercarriage, oil-less bronze bearings. 49-in. long train includes high impact plastic searchlight car with swivel-mounted light; cable car carrying 2 detachable rolls of cable; wrecker car with wind-up crane; caboose-flatcar. U.L. approved 45 Watt 4-post transformer with circuit breaker to prevent overloading. 130-inch oval track, uncoupling ramp, connectors. Mailable
R35 J 5222. Shpg. wt. 15 lbs. . . . . Complete 16.95

[2] **5-UNIT TWIN DIESEL PASSENGER** nearly 5 ft. long! Goes forward, reverse, fast, slow, uncouples, all by remote control. High impact plastic, "Santa Fe" engine has headlight, die-cast wheels, oil-less bearings. 3 electrically lighted cars. 4-post 45W transformer U.L. app., has circuit breaker. 152-in. oval track, uncoupling ramp, sign, connectors.
R35 J 5273. (14 lbs.) Mailable. . . . 19.65

[3] **5-UNIT TWIN DIESEL FREIGHT.** 46-in. lithographed steel train goes forward, reverse, uncouples by remote control. "B & O" engine has headlight, dummy diesel horns. Box car, gondola car, and caboose. 45-Watt, 2 Post, U.L. approved transformer with circuit breaker, 102 in. oval track, track connectors, uncoupling ramps, accessories. Mailable.
R35 J 5223. (10 lbs.) 12.95

[4] **5-UNIT ELECTRIC "STEAM" FREIGHT** 36-in. long, accurate in design. High-impact plastic locomotive speeds forward-reverse by remote control, has bright headlight, oil-less bronze bearings. Includes plastic tender, lithographed steel coal car, tank car, caboose. 45 Watt, 2 post, U.L. Approved transformer, 102-in. oval track, accessories. Mailable.
R35 J 5220. (8 lbs.) 9.69

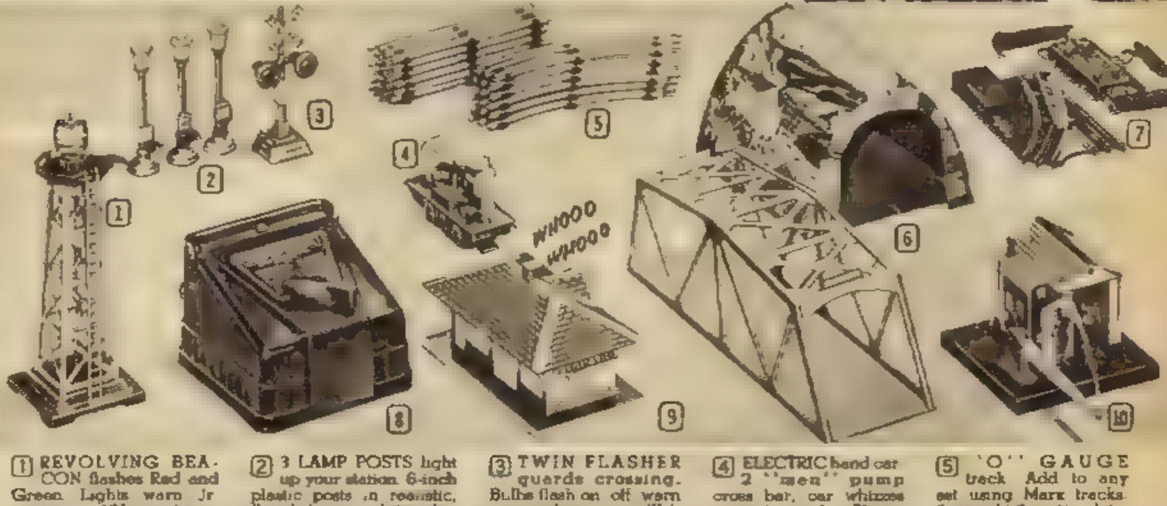
His electric express to the land of enchantment



Engine "chugs," puffs real smoke!

7-UNIT 64-IN. DELUXE FREIGHT TRAIN

Puffs smoke and chugs! Searchlight rotates as train speeds around 174-inch oval track. Stop train at platform—man steps from boxcar, returns as train starts. Goes forward, reverse, fast, slow, uncouples . . . all by remote control! Die cast engine with headlight, oil less bearings pulls plastic tender, auto transport with 4 cars, cable car with detachable spools, search light car box car caboose U L. app 45 W transformer (circuit breaker) Smoke pellets, sign.
R35 J 5221. (12 lbs) Mailable 24 95



1 REVOLVING BEACON flashes Red and Green. Lights warn Jr engineer. 13½-in. tower of realistic plastic girders detailed metal ladder Wires and connectors. 4-in. sq. base.
35 J 5208 (1 lb.) 1.87

2 3 LAMP POSTS light up your station. 6-inch plastic posts in realistic, fluted shape. with tiny fire box. mail box, police call box Attach to any track. 12 Volt bulbs, wires (8 oz.)
35 J 5214 1.79

3 TWIN FLASHER guards crossing. Bulbs flash on off warn approaching cars. "X"-shaped 'Railroad Crossing sign 'Stop' sign. Bulbs, connectors. 4 in. high.
35 J 5207 (8 oz.) 1.87

4 ELECTRIC hand car 2 "men" pump cross bar, car whizzes around track Plastic with die-cast wheels. 3-dimensional figures, electric motor. 6x4½ in. high.
35 J 5212 (1 lb.) 3.69

5 "O" GAUGE track Add to any set using Marx tracks. 6 straight 9-in. tin plate 3-tie sections
35 J 5278 (8 oz.) 1.08

6 CURVED TRACKS.
36 J 5279 (8 oz.) 1 08

6 BRIDGE AND TUNNEL. Steel 18x5x6-in high detailed bridge colorful lithographed metal tunnel landscape design 11x9x7 inches high Easy assembly (3 lbs 7 oz.)
35 J 5215 2.29

7 ELECTRIC track switches 4 button panel controls right, left turns (2 lbs. 13 oz)
35 J 5254 Pair 6 79

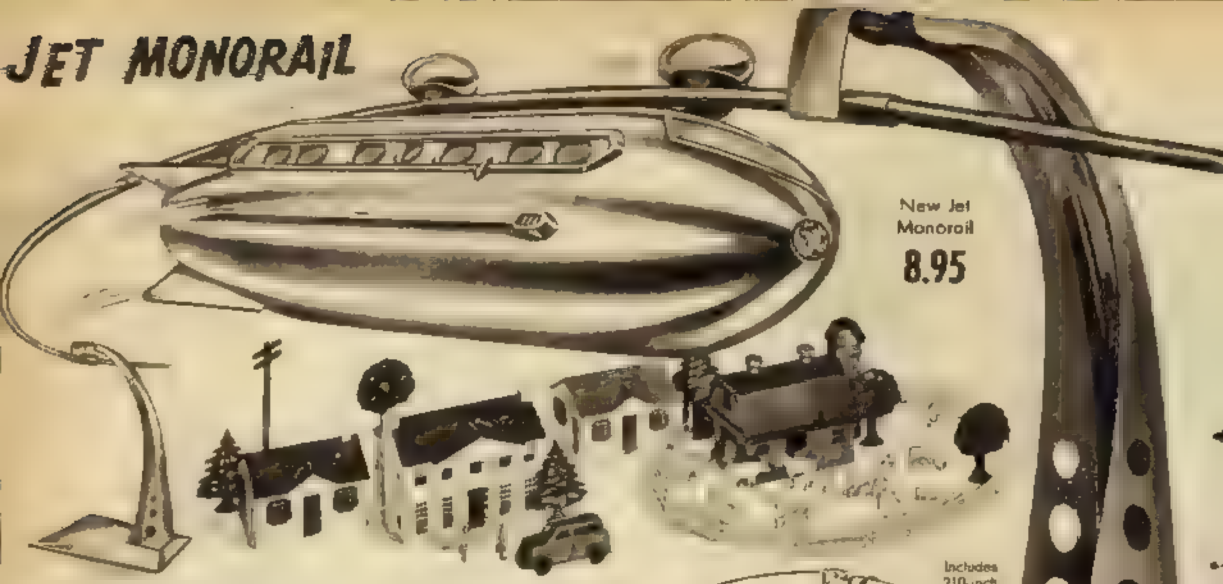
Manual switches Not shown (1 lb. 13 oz.
35 J 5255 Pair 2.85

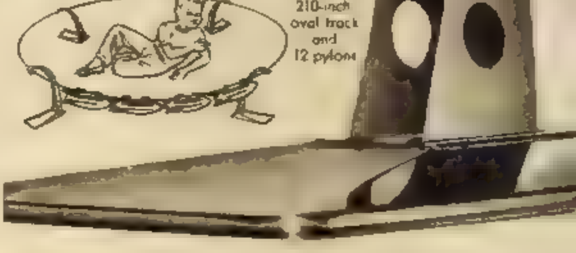
8 150 W transformer. Control panel Reset button pops up in case of short or derailment 8x8x6-in. high plastic case indicator 6 ft cord 60 cycle AC. Mailable. (13 lbs.)
R35 J 5213 12.95

9 WHISTLING station Press button, station makes train whistle sound Lithographed steel operates from panel by transformer 9x6x5 in high Connectors. (2 lbs. 11 oz.)
35 J 5211 4.29

10 GRADE CROSSING Gate lowers as train approaches, man steps out of shack with "Stop" sign. 6x7 in steel house, plastic gate 9 in sq. track crossing platform (3 lbs)
35 J 5210 3.49

JET MONORAIL




Includes 210-inch oval track and 12 pylons

Speedy "intercity" monorail—tomorrow's transportation dream a playtime reality

NEW JET MONORAIL—FAST AS A FLASH

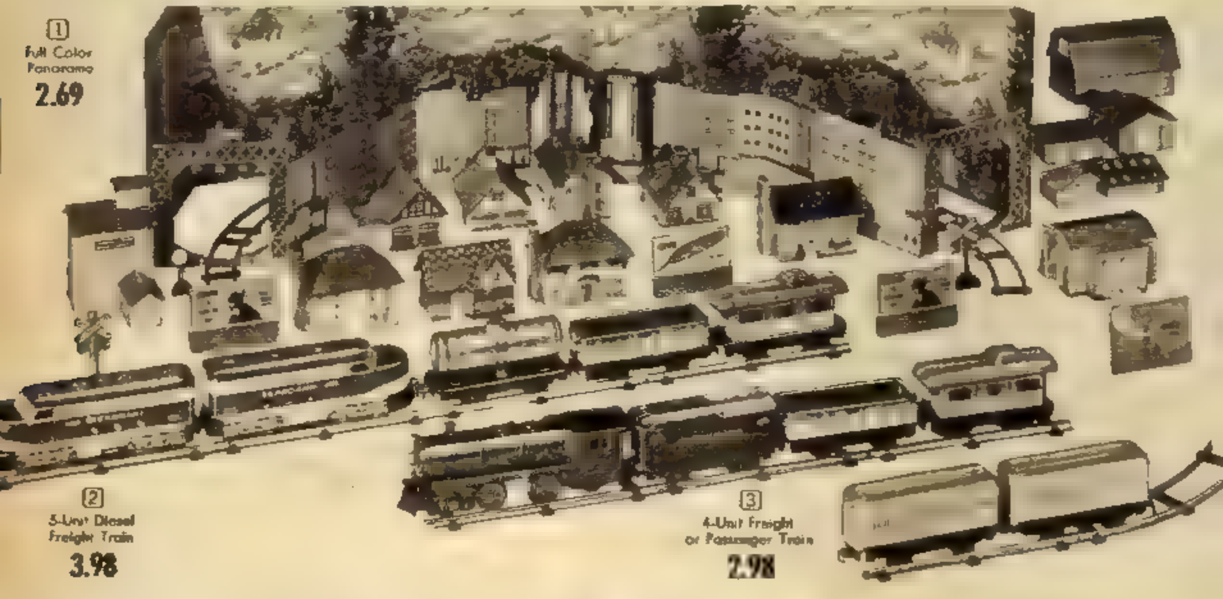
8.95

Tomorrow's transportation today! Battery powered monorail streaks around 210-in. oval track, swings out breathtakingly on curves. Flick control on pylon, train comes to a stop. Exciting fun to race it against train sets! 11½-inch car of high-impact Red plastic has two overhead trolleys separate windows, bright "headlight" jewel. 8 curved, 4 straight rail sections, 12 metal pylons.
35 J 5276. Uses 2 flashlight batteries (not incl.) (4 lbs. 13 oz.) .. 8.95
MATCHING CAR (no motor) Attach to Monorail for added fun.
35 J 5277. High-impact plastic, 11½-in. long (8 oz.) 1.69

64-PC. "PLASTIC TOWN"—MINIATURE VILLAGE

4.98

Adds realism to any train set, fun to play with by itself. High-impact and soft vinyl plastic. Doors open. buildings abt. 4 to 5-in. high. Incl. Colonial house. 2 Cape Cod cottages, Barn with Silo. 22 pcs. picket fence (71½ in. overall), 2 telephone poles, 6 trees, station wagon, farm animals, farmer and wife, 7 other figures
35 J 5226. (2 lbs.) 4.98


1
Full Color Panorama
2.69
2
5-Unit Diesel Freight Train
3.98
3
4-Unit Freight or Passenger Train
2.98

1 5 FEET OF BACKGROUND

Add thrilling panoramic realism to any train set. Incl. city, forest, mountains, photographed in full color, mounted on sturdy laminated pulpboard. Run train through tunnel between building backdrop and mountain scene. 5 stand-up buildings, 2 bridges, 4 billboards, 10 road signs, 3-dimensional crates, wire spool. Easy to assemble. About 12 inches high
35 J 5227. Mailable. (4 lbs.) 2.69

2 5-UNIT DIESEL FREIGHT

Just watch this 37-inch wind-up freight race around 102-in. of track. Both front and rear engines are accurate replicas of Seaboard Diesel power units. Has long-running clock-spring motor, brake and governor. Cars include gondola, tank car, Red caboose, all of lithographed steel; 102-inch track includes 2 straight sections, and 8 curved sections
35 J 5268. (4 lbs.) . 3.98

3 4-UNIT STEAM FREIGHT

29-in. lithographed steel wind-up train, 102 in. track. Engine has battery-run headlight, clock-spring motor, brakes, governor; pulls tender, gondola, caboose. 10 track [illegible]. (3 lbs. 6 oz.)
35 J 5266. Battery not incl. 2.98

PASSENGER TRAIN. Same, except 2 lithographed passenger cars and gondola.
35 J 5267. (3 lbs. 6 oz.) 2.98

. . . Every Boy an' Girl will Love 'em

BROWNIE THE GLIDER

①

17.95

LITTLE
RIDERS LOVE
ITS GENTLE MOTION

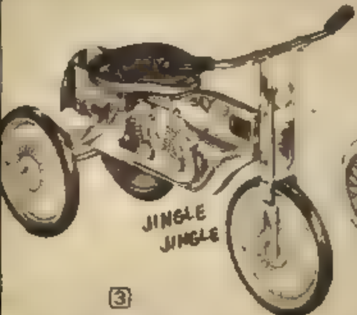
②
Little Bouncin'
Bronco
12.95

① GLIDER HORSE Slip on the bridle saddle him, adjust stirrups -and ride! Genuine horsehair tail, sheepskin mane. Brown "fur" flocked on shaped solid wood body, glass eyes, leather ears. Plywood platform, no-tip tubular steel glider 15x36 in. long. Saddle 22 in. high, blanket, reins bridle. (24 lbs.)
B35 J 3244. (Shpd. frt. or exp.) 17.95

② LIVELY BOUNCIN' BRONC . . . a real performer! Gallop him "across the plains," he'll even buck when you want him to. Safe non-tip 32x20-in. oak base, 4 heavy steel coil springs. Palomino Tan plastic body hardwood legs "stirrup" footrests. Dark Brown saddle seat is 20 inches from floor. Mailable.
E35 J 3232. (20 lbs.) 12.95

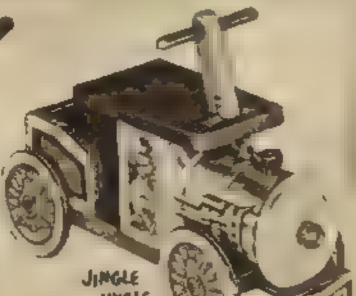
⑤

8.95



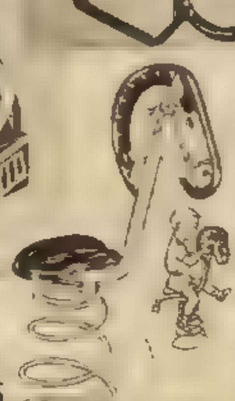
③

3.98



④

2.98



⑥

7.95

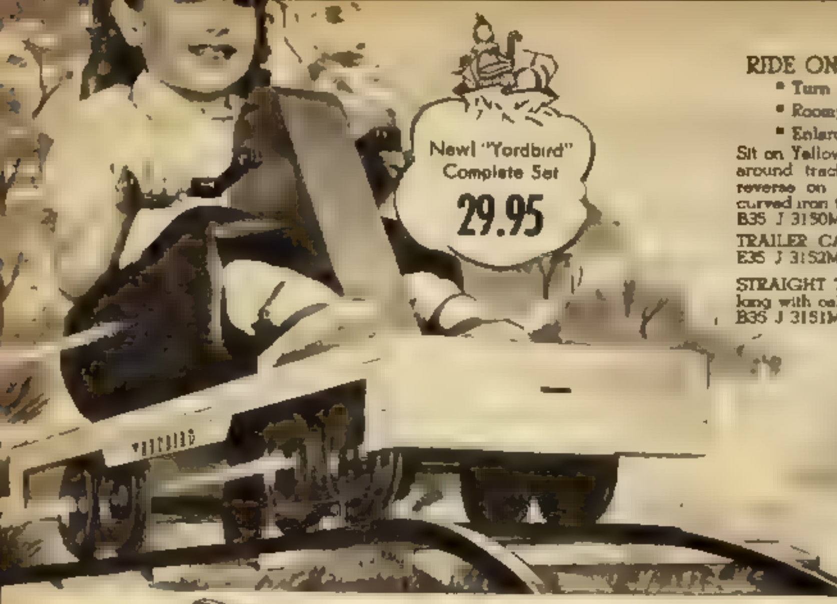
③ TOT'S "MOTORCYCLE." Just right for Jr. policemen . . . from the colorful lithographing on the sides to the musical jingle bells inside wheels . . so [illegible] to steer! Durable wooden frame. Tubular steel handle bars; rubber grips, tires. Sturdy metal saddle type seat 10 inches from floor. 22x15-inches high. Mailable.
R35 J 3218. (8 lbs.) 3.98

④ LOCO-CHIME RIDER For small railroad "engineers." Gaily lithographed locomotive with cow catcher, fiberboard boiler, bell, smoke stack, engine, cab. Kiddies love to ride and haul their toy "freight," blocks, dolls in the large open "coal car." Smooth wooden hand grips, 4 jolly jingle wheels. 19x15 [illegible] high. Mailable.
R35 J 3227. (7 lbs.) 2.98

⑤ "MAGIC" PRANCER rears, prances, gallops in lively fashion! Horse spring-mounted on 18x36 in. enameled 1-in. tubular steel frame—safe, won't tip. Palomino Tan pressed wood body, hardwood head. Saddle 21 inches from floor. Mailable.
E35 J 3240. (26 lbs.) 8.95

⑥ KANGO HORSE safely gallops "3 to 5 ft. forward when heavy steel coil spring is compressed and released! Kids love this action! Rubber covered stopper bar coil. Bright prest wood head, handle grips. 30 in. high, seat 15-in. from floor. Mailable.
R35 J 3220. (11 lbs.) 7.95

See Page 287 for Spiegel Budget Power Plan . . . have more, enjoy more



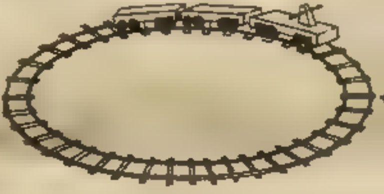
RIDE ON A HAND POWERED YARDBIRD

- Turn hand crank—chain drive propels car
- Roomy steel car runs smoothly on iron rails
- Enlarge railroad with extra tracks and cars

Sit on Yellow steel "power" car, turn crank speed around track Car 11x33 in long goes forward or reverse on 8 cast iron train wheels. 40 ft. flexible curved iron track with oak ties, Assembly instr
B35 J 3150M. Shpd frt or exp (86 lbs.) Set 29.95

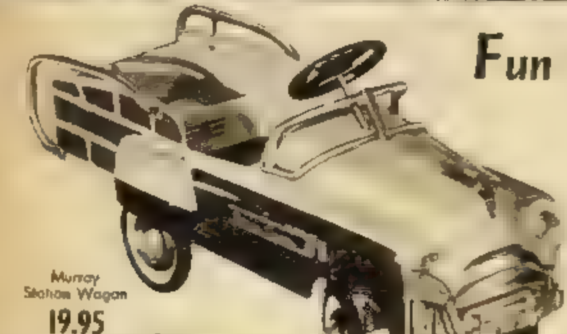
TRAILER CAR Same as above without hand crank.
E35 J 3152M Mailable. (30 lbs.) Each 12 95

STRAIGHT TRACK. 20 ft. 4 sections (8 rails) ea. 5 ft. long with oak ties. Use to enlarge railroad.
B35 J 3151M. Shpd. frt. or exp. (20 lbs.) . Set 7 95



Lay 40 ft. of flexible iron track on sturdy oak ties. Ideal for outdoors or in basement

Fun On Wheels For Little Drivers—

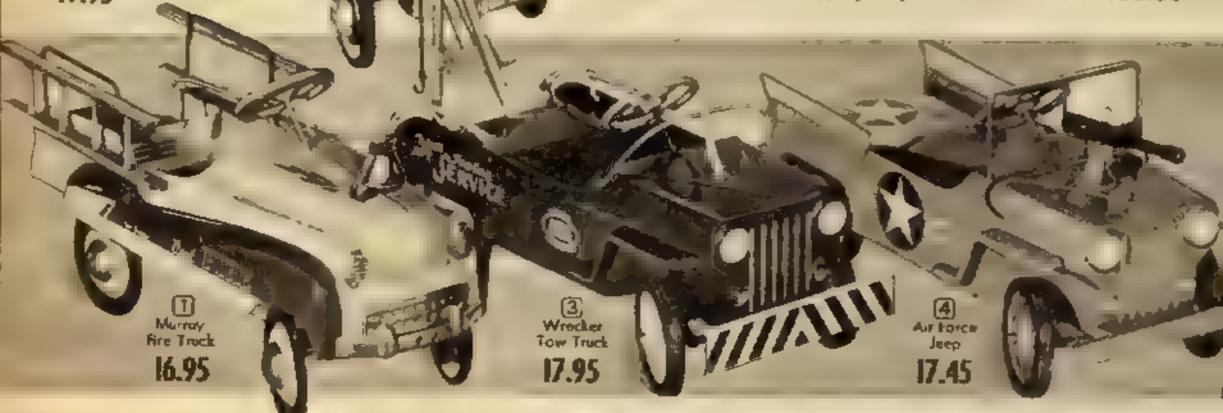


Murray
Station Wagon
19.95

MURRAY'S POPULAR ROOMY STATION WAGON

- Carries passenger or baggage in large back seat
- Ball bearing pedal drive makes pedaling easier
- Turns with minimum effort . . . lots of leg room

Take your friends for a "pleasure drive"—carry your tools to "work"! Junior "town 'n country" drivers enjoy the smooth riding and turning of Murray's improved ball bearing pedal drive. Lots of leg room makes pedaling easier. Heavy modern steel body brightly enameled. 8-in ball bearing wheels, ½-in. solid rubber tires. Sturdy steel hand rails, fabric-type seat pad. 17 in. wide, 47 inches long.
E35 J 3175. Mailable. Shipping weight 40 lbs 19.95



1
Murray
Fire Truck
16.95

3
Wrecker
Tow Truck
17.95

4
Air Force
Jeep
17.45

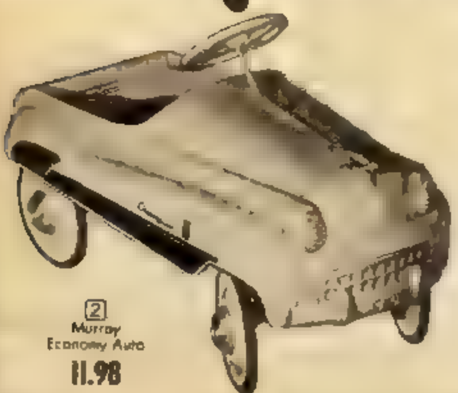
PEDAL-DRIVEN CARS, TRUCKS FOR SMOOTH, EASY RIDING

1 **MURRAY FIRE TRUCK** carries extra riders! Heavy welded steel, Vermillion Red enamel with Yellow trim, "Silver" grille, headlights. Two removable wooden ladders; Chief's bell sturdy steel hand rails. Ball bearing double disc 8-in. wheels, solid ⅝ in. rubber tires, block pedals. 17 x 43 in. long. (38 lbs.)
E35 J 3184 Mailable 16.95

2 **MURRAY ECONOMY AUTO** drives and turns easily—has features of more costly cars! 2-tone Green and Blue enamel, "Silver" trim on heavy steel. Ball bearing pedal drive, 8-in. dble. disc wheels. Gleaming "Nickel" hub caps. Solid rubber ⅝ in tires, block pedals. Fabric seat pad. 17x36 in. long. (31 lbs.)
E35 J 3173 Mailable....... 11.98

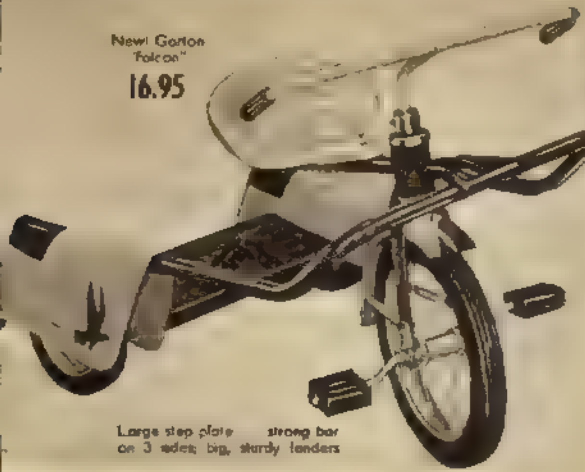
3 **NEW! WRECKER TRUCK** really tows! Raise other "car" with hoist—haul it away for "repairs" Red enamel with White on heavy steel. Sturdy 3-in. "pushing" bumper—just like real wrecker trucks! 8-in. disc wheels, semi-pneumatic 1¼-in. rubber tires Smooth ball bearing pedal drive 12x47 in. long. (37 lbs.)
E35 J 3185 Mailable....... 17.95

4 **AIR FORCE JEEP** has plenty of room for extra riders. "Rat-tat-tat" swivel machine gun on hood—raise and lower as desired. Has 8-inch double disc wheels, semi-pneumatic 1¼-in tires. Pedals adjust to abt 15 to 28 in leg reach. Sturdy enamel steel, Air Force Blue with insignia trim 13x40 in. long. (36 lbs.)
E35 J 3137 Mailable....... 17.45

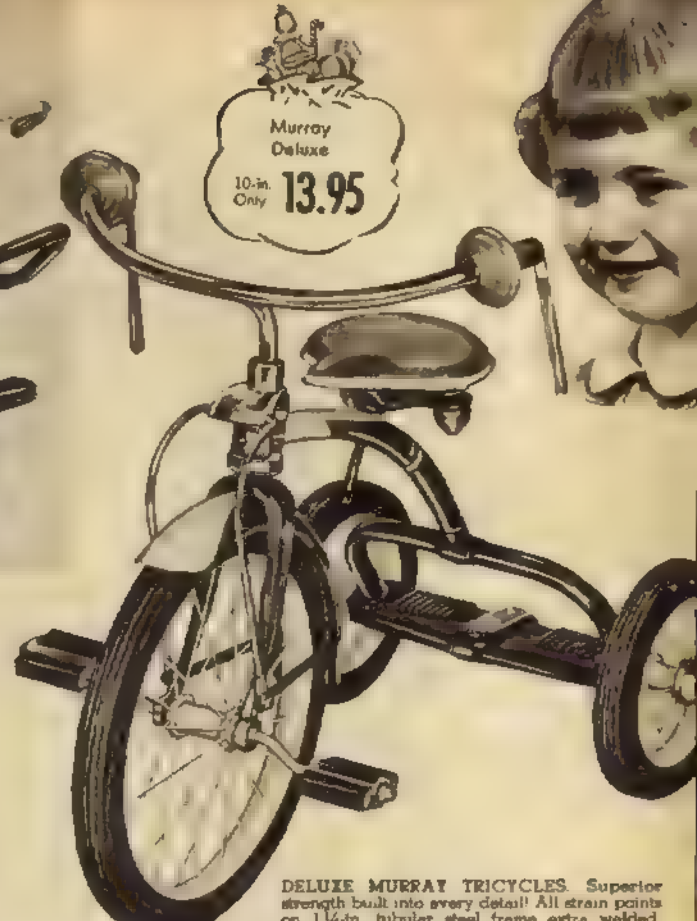


2
Murray
Economy Auto
11.98

BRAND NEW STREAMLINED "FALCON"



Large step plate . . strong bar on 3 sides; big, sturdy fenders



Streamlined Speedsters!

NEW! GARTON "FALCON" TRICYCLE

- Flashy and speedy—a brand new model
- Protective tubular steel bar on 3 sides
- Two large safety fenders on rear wheels

Sturdily constructed ⅞-in. tubular steel frame, reinforced fork with new bronze bearings. Handlebars adjust. Safety-type bucket seat. 1-pc. rubber pedals. Large ridged non-slip step plate. Wire spoked wheels 12-in. front, 7-in. rear. Semi-pneumatic tires 1¾-in. front, 1½-in. rear. Bright Red with Ivory.
E35 J 3110. Mailable. (32 lbs.) 16.95

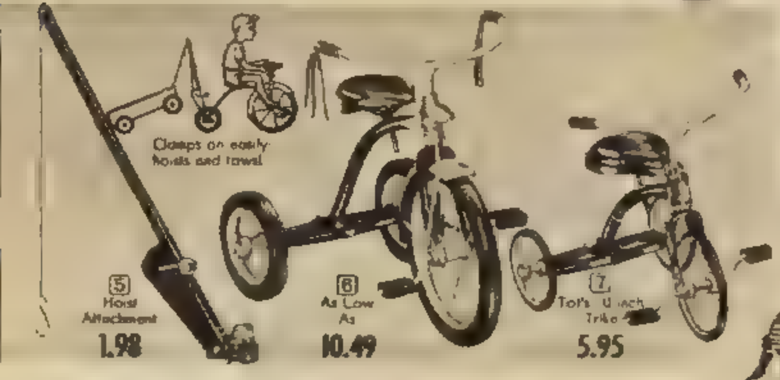
DELUXE MURRAY TRICYCLES. Superior strength built into every detail! All strain points on 1¼-in. tubular steel frame extra welded. Chrome handle bars, double spring saddle adjusts. Ball bearing wheels, 1¾-in. semi-pneumatic tires. 5-in. wide step-plate, rubber pedals. Maroon and White baked enamel. See "How to Order" below. Mailable.

E35 J 3250	10-inch (25 lbs.)	13.95
E35 J 3251	12-inch (28 lbs.)	14.95
E35 J 3252	16-inch (30 lbs.)	16.49
E35 J 3253	20-inch. (36 lbs.)	17.95

HOW TO ORDER VELOCIPEDES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in.
12 inch	17½ to 19 in.
16 inch	19½ to 21 in.
20 inch	21½ to 23 in.



RUGGED THREE WHEELERS FOR FUN 'N FAST ACTION

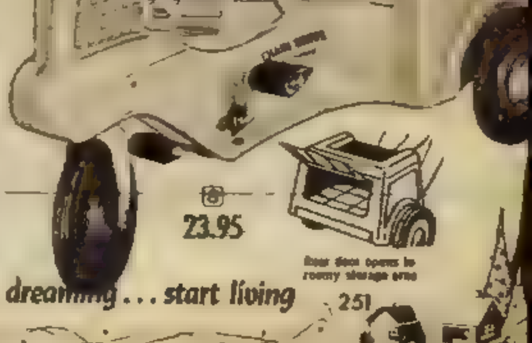
5 **ATTACH HOIST** to any standard tricycle, wagon or in a stationary position . . . swivel, raise and lower just like a real boom! Sturdy steel construction. Crank operates strong tow line with heavy plated hook. Youngsters love to hoist and tow friends' "cars". Measures about 26-in. long. Mailable.
R35 J 3100. (3 lbs.) . 1.98

6 **RUGGED MURRAY TRIKE.** Reinforced brazed 1¼-in. steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. rubber front tires. Vinyl covered seat. Adj. handle [illegible] Blue with Red trim. "How to Order" above. Mailable.

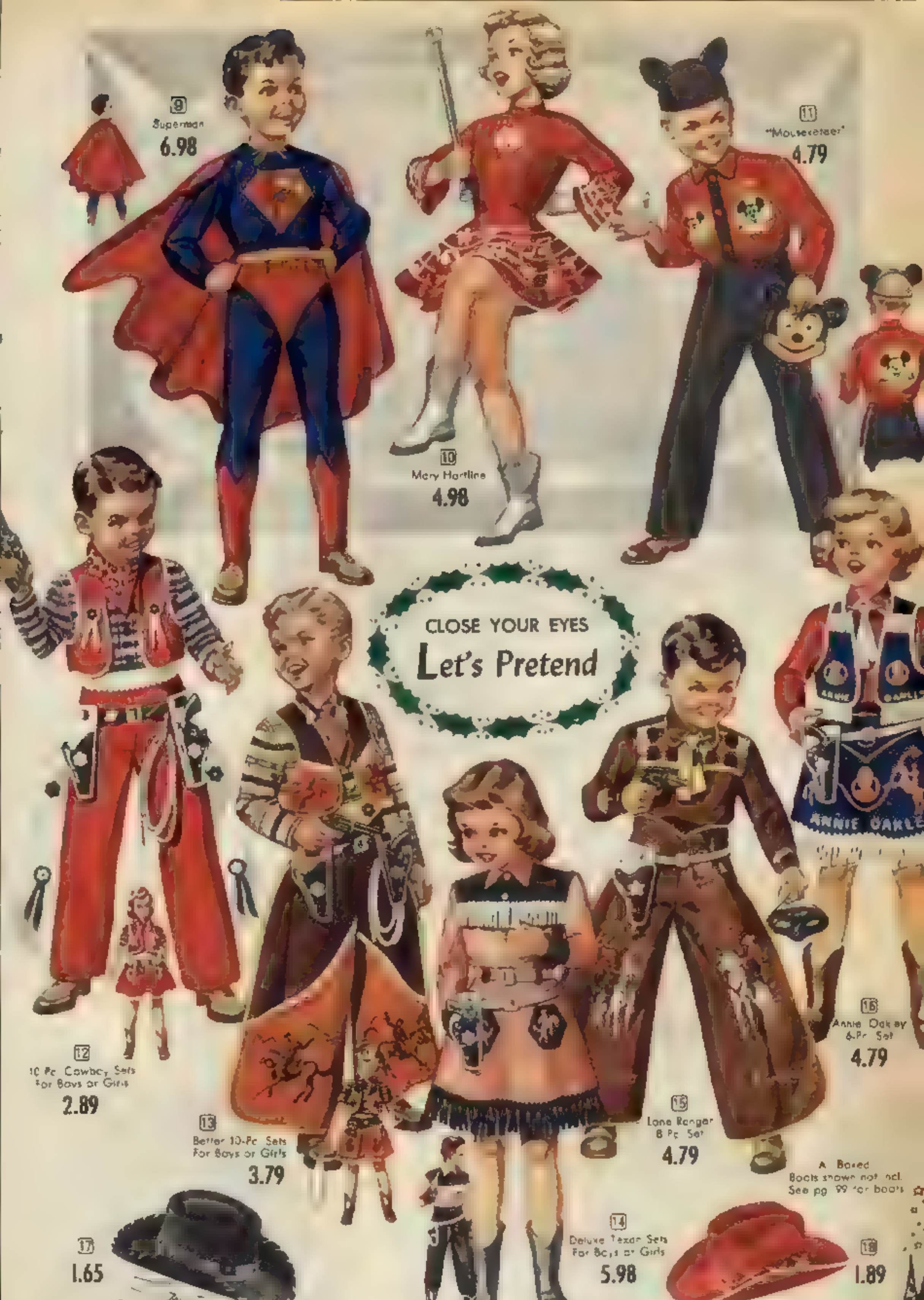
R35 J 3261. 10 in. (20 lbs.)	10.49
E35 J 3262. 12 in. (25 lbs.)	11.49
E35 J 3263. 16 in. (29 lbs.)	12.98

7 **TOT'S 10-IN. TRIKE.** Ideal for beginners . . "grows" with the child! Adjust steel handle bar and bucket seat to desired height. Ball bearing front, sleeve bearing 7-inch rear wheels. 1¼-in. sturdily constructed tubular steel frame. Rubber pedals. ⅝-in. tires. Red and White baked enamel. Mailable.
R35 J 3108. (17 lbs.) 5.95

8 **MURRAY GOOD HUMOR Truck.** Brand new—kids will love it! Heavy auto-type steel embossed grille, gas tank; plated bell. Ball bearing pedal chain drive. 8-in. dble. disc wheels. Semi-pneumatic 1¾-in. front tire, 1⅝-in. solid rubber rear tires. Baked White enamel, Red, Blue trim. 22x36x20 in. high. (42 lbs.)
E35 J 3183. Mailable........23.95



Rear door opens to roomy storage area



CLOSE YOUR EYES
Let's Pretend

9 Superman
6.98

10 Mary Hartline
4.98

11 "Mousketeer"
4.79

12 10 Pc Cowboy Sets For Boys or Girls
2.89

13 Better 10-Pc Sets For Boys or Girls
3.79

14 Deluxe Texan Sets For Boys or Girls
5.98

15 Lone Ranger 8 Pc Set
4.79

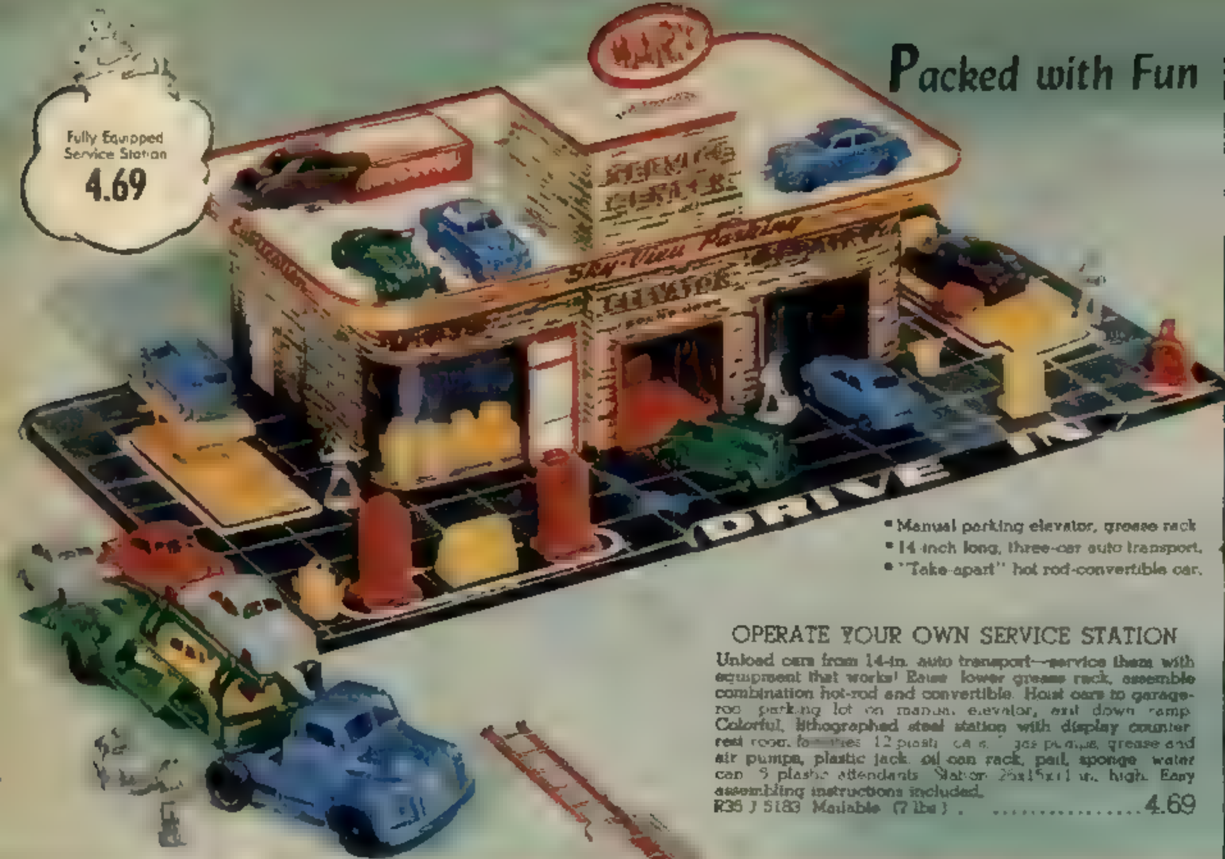
16 Annie Oakley 6-Pc Set
4.79

A Boxed
Boots shown not incl.
See pg 99 for boots

17
1.65

18
1.89

Packed with Fun

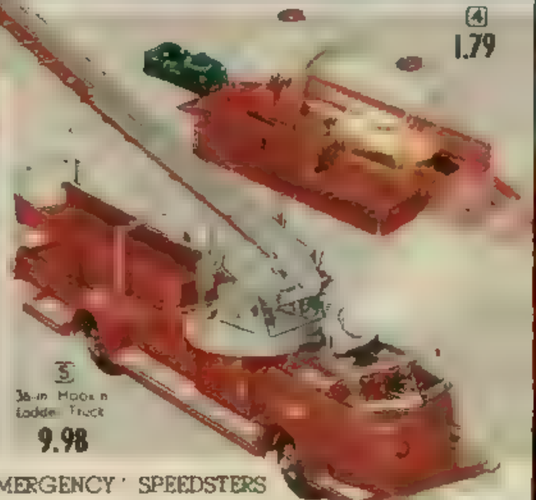


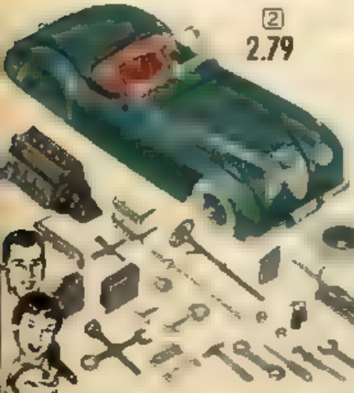
- Manual parking elevator, grease rack
- 14-inch long, three-car auto transport.
- "Take-apart" hot rod-convertible car.

OPERATE YOUR OWN SERVICE STATION

Unload cars from 14-in. auto transport—service them with equipment that works! Raise lower grease rack, assemble combination hot-rod and convertible. Hoist cars to garage-roof parking lot on manual elevator, exit down ramp. Colorful, lithographed steel station with display counter rest room. [illegible] 12 plastic cars, gas pumps, grease and air pumps, plastic jack, oil can rack, pail, sponge water can. 5 plastic attendants. Station 25x15x11 in. high. Easy assembling instructions included.
R35 J 5183 Mailable (7 lbs.) 4.69

Motors, windows, guns "work"





BUILD-EM CARS AND "EMERGENCY" SPEEDSTERS

- Construction-kit sport car replicas
- Detailed plastic—inside and out
- Assemble take-apart for "repairs"

1 JET CORVETTE. 61 pcs. incl. headlights (battery incl.). 2-pc. body, metal axles, "silvered" grille, accessories. 5 plastic wheels, light switch, tools. 16x7x3 in. high.
35 J 5161 (2 lbs. 14 oz.) 3.29

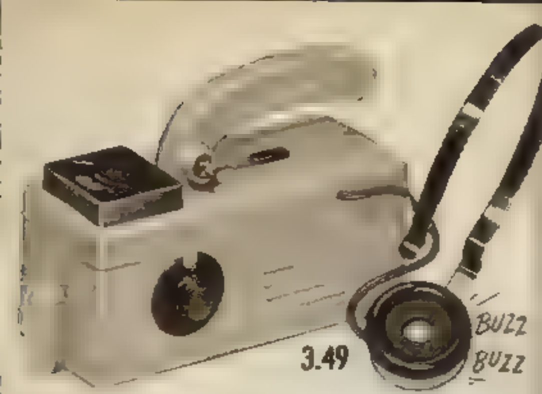
2 ENGLISH JAGUAR. 80 Pieces in Kit include 2-piece body, removable seats, 6-piece "engine," windshield wipers, license plates, fender skirts, "silvered" accessories. 7 tools. 12x5x4-inches high.
35 J 5162 (2 lbs.) 2.79

3 12 ACTION AUTOS taxis, police fire chief cars, ambulances, etc. Push car for action. Lithographed steel, rubber tires. 4 inches long. (1 lb. 10 oz.)
35 J 5169 2.69

8 ACTION AUTOS. Shpg. Wt. 1 lb. 6 oz.
35 J 5170. . . 1.79

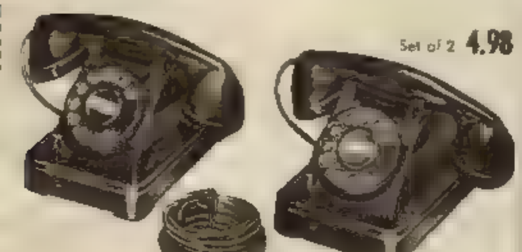
4 CAR WASH pump the handle cars automatically move on rubber conveyer belt, nozzle sprays washes car water returns to large reservoir. Two cars rubber hose, pump. Plastic base clear plastic top, 13-inches long. (1 lb. 8 oz.)
35 J 5.16 1.79

5 36-INCH FIRE TRUCK. Hook and ladder engine you can "repair." Dual control 44-in. ladder raises, swivels 360°. Rotating removable searchlight throws beam. High impact plastic body, aluminum ladder supports axles windshield. Removable vinyl tires, tool box, wrench jack. 7x36 in. long.
R35 J 5163. (6 lbs.) Mailable. Battery not incl. 9.98



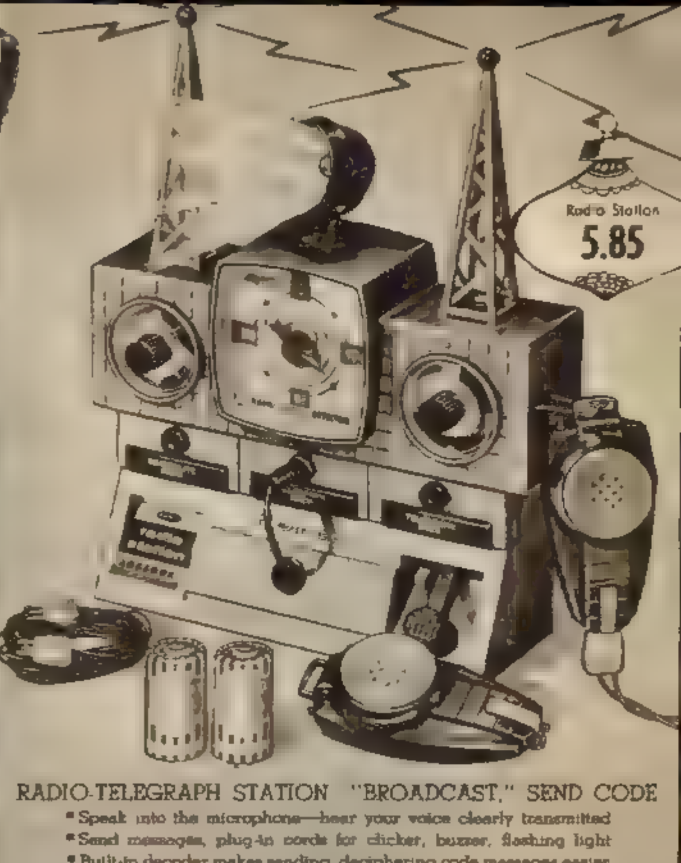
NEW! TOY GEIGER COUNTER—finds hidden metal! Search for "precious" ore—don earphone headpiece, turn on switch .. hold battery controlled unit over "field." Light flashes, buzzer sounds—meter records degree of find. Delights young "prospectors."

Streamlined varicolor high impact plastic 5x3x7 in. long. Set includes battery, sample of ferrous metal and "Gold Star Mine" stockholders' bond.
35 J 5002. Shipping weight 2 lbs.... .... 3.49



TWO "DIAL" PHONES really work, priced extra low! Push button, other phone rings—carry on a clearly audible conversation. Wonderful to use from room to room, house to barn. Phones of high impact plastic about 6x4x4 in. high. Realistic marked play dial turns

Two receivers each about 8 inches long. Takes four flashlight batteries (not included.) 25 feet of double conductor wire, instructions included.
35 J 5001 Shpg. wt. 3 lbs. 14 oz.............4.98



RADIO-TELEGRAPH STATION "BROADCAST," SEND CODE

- Speak into the microphone—hear your voice clearly transmitted
- Send messages, plug-in cords for clicker, buzzer, flashing light
- Built-in decoder makes sending, deciphering code messages easier

Live "mike" carries your voice also "buzz" or "click" of code messages. Simply plug in set to "buzz" or "click" —tap out message on sending key.

Telegraph key also controls flashing signal light Decoder dial makes Morse code simple Fun to watch big needle register electrical impulses on center dial while you send code messages.

Control knob rotates light a full 360 degrees. Sturdy high impact plastic abt. 11x4x13 in high 2 plastic microphones, 3 plug ins 1 each for searchlight, telegraph buzz, clicker

Use log book to make record broadcasts 25 ft of microphone wire. 2 dry cell batteries included.
35 J 5042. (3 lbs. 6 oz.) Outfit 5.85

① 11.95
Air Champ
② 6.49
RADIO KIT

③
Telegraph
Signal Set
2.98

④
2-Way Walkie
Talkie Set
1.69

① **2-TUBE RADIO KIT**—4-in. permanent magnet speaker gives good listening. Handsome Red and silver fiber cabinet 11x7x6 in high Easy to build, takes no expensive tools · wiring plan printed on mounting base. Clip connections no soldering

2 tubes, red dial knobs, hardware, instr. included. (Battery not included.)
35 J 5049. (3 lbs 7 oz)..11.95

② **2-IN-1 RADIO KIT** Tune in local stations "transmit" voice thru other radios up to 50 ft · hook to phono hear records Speak and hear thru mike-earphone No solder—just assemble regular radio parts with clips—follow wiring plan printed on mounting board.

50-ft. wire, board, instr. incl. Use 2 batteries (not incl.)
35 J 5048. (3 lbs.) 6.49

③ **TELEGRAPH SIGNAL SET** Send code messages like "professionals" use clicking telegraph key radio buzz or flashing light! Exciting way to learn International or Morse Code by eye and ear! Dk. Brown plastic housing 6x4 in. embossed with complete Morse Code.

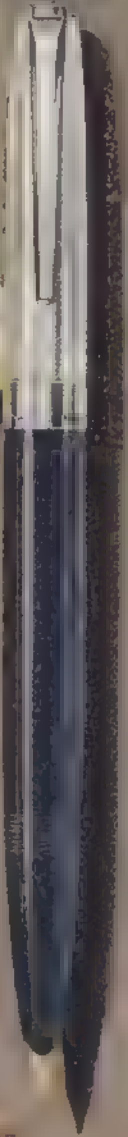
Also Signal Corps message book, 4 batteries, 15 ft. wire.
35 J 5003. (3 lbs.) ..Set 2.98

④ **2-WAY WALKIE TALKIE.** Talk or listen to your pal while out on maneuvers — voice transmits over wire.

Operate without current or battery—just speak into red mouthpiece. Black plastic body has tiny red top antenna. Red band fits over hand, easy to hold while playing Each 2x5 in. long. 25 ft. wire included.
35 J 5054. (1 lb 6 oz) ...1.69

Waterman's

THE FIRST NAME IN PENS SINCE 1884
For . . . Superb Design
. Excellent Quality
Unexcelled Performance

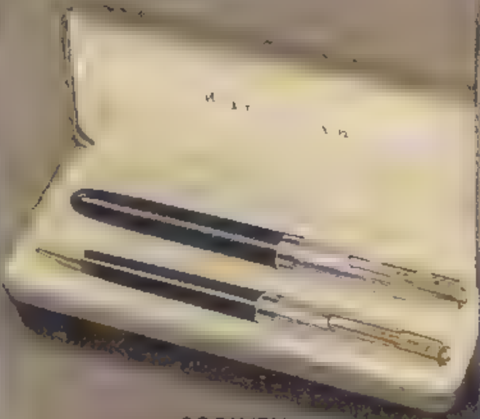


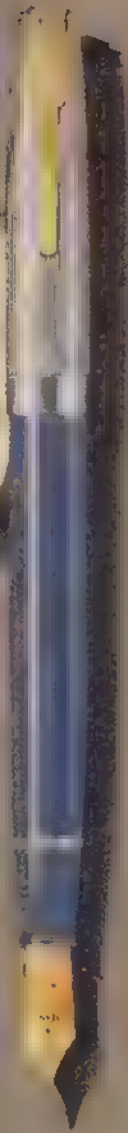
CRUSADER

Handsome pen with satin-finish chrome cap . . . Jet Black, Slate Blue, Cardinal Red . . . Ladies model in Jet Black, Capri Blue, Garnet . . . Pen and matching pencil with attractive gift box.

SET		Retail, each
15K217-515	Stand	$8 75
•15K223-515	Stand	8 75
15K218-515	Tape	8 75
PEN		
17K254-294	Stand	5 00
†17K270-294	Stand	5 00
17K255-294	Tape	5 00

†Ladies Model





CORINTH

Smartly-Styled pen with gold filled clip on gleaming silver-tone cap . . . Designed for smooth writing enjoyment . . . Choice of Slate Blue, Maroon, Midnight Black, Forest Green . . . Pen and matching pencil with gift box

SET		Retail each
15K213-882	Stand	$15.00
15K214-882	Tape.	15.00
PEN		
17K251-588	Stand.	10 00
17K252-588	Tape.	10.00

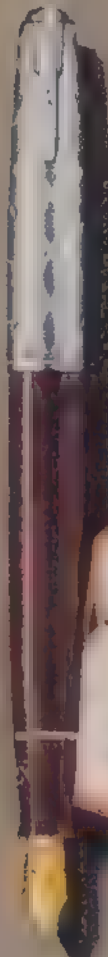
GOLD CORINTH

Deluxe pen with fine-line engraving on handsome Gold Plate cap . . . Forest Green Maroon, Midnight Black Slate Blue. Pen and matching pencil with attractive gift box

SET		Retail, each
15K209-882T	Stand	$15.00
15K210-882T	Tape	15.00
PEN		
17K250-588T	Stand.	10 00
17K249-588T	Tape	10 00

Warranted 22 k

Subject to Jewelers' Tax



LADY CORINTH

Beautifully designed ladies pen with jewel-like engraving . . . very Astrolite cap . . . Ruby, Coronation Blue, Midnight Black. Pen and matching pencil with attractive box.

SET		Retail each
15K215-867 .	Stand	$14.75
PEN		
17K253-588	Stand.	10.00

All pens have Waterman's famous handcrafted 14 kt gold points, personalized to fit your hand and writing style.

Waterman's Sapphire

First and finest ‡jewel point pen . . . a beautiful pen that brings real luxury to writing . . . Positive retractor action signals when point is in or out.

‡Jewel point is synthetic [illegible]

GOLD SAPPHIRE

Handsome retractable jewel point pen . . . Slender, smart smooth writing §Gold Plated barrel . . Distinctive gift package

Retail, each
17K261-265T $4.50*

§Heavy Gold Electro Plated by New Sa-Res Process (Gold Plate Warranted [illegible]

SAPPHIRE CARTRIDGE

Exclusive Saduro non-smear ink washes off hands, clothing [illegible]
In handy carton of ½ dozen
17K266-706 —Blue Black
Retail $12.00 doz

CHROME SAPPHIRE

Gleaming chrome model retractable pen, identical to Gold Sapphire in writing quality and other features . . . Attractive gift box.

17K265-221 . . . . Retail $3.75 each

NEW FLAIR RETRACTABLE

Choice of Fine or Medium Points . . . Chrome top with barrels in Black, Red, Blue . . . Display card holds 12 pens, assorted colors

17K267-1051 . . . . . . Retail $17.88 doz

[illegible]

[illegible] in handy carton of ½ dozen

17K268-353 Blue Black
17K268-353 Red
17K268-353 Green
Retail $6.00 doz.

BALL POINTER

Chrome-finish cap with barrels in Red, Blue, Black . . . Display card holds 12 pens, assorted colors

Retail doz.
17K245-706 . . . $12.00

Matching pen and pencil set
15K221-1376 . . . . $23.40

SKYWRITER

[illegible] pen with 5 point selection . . . Red, Blue, Black. Display card holds 12 pens, assorted colors

17K258-1376 . . . Retail $23.40 doz

Matching pen and pencil set
15K222-173 . . . Retail $2.95

BALL POINTER CARTRIDGE

[illegible]

17K246-353 Blue Black
17K246-353 Red
Retail $6.00 doz

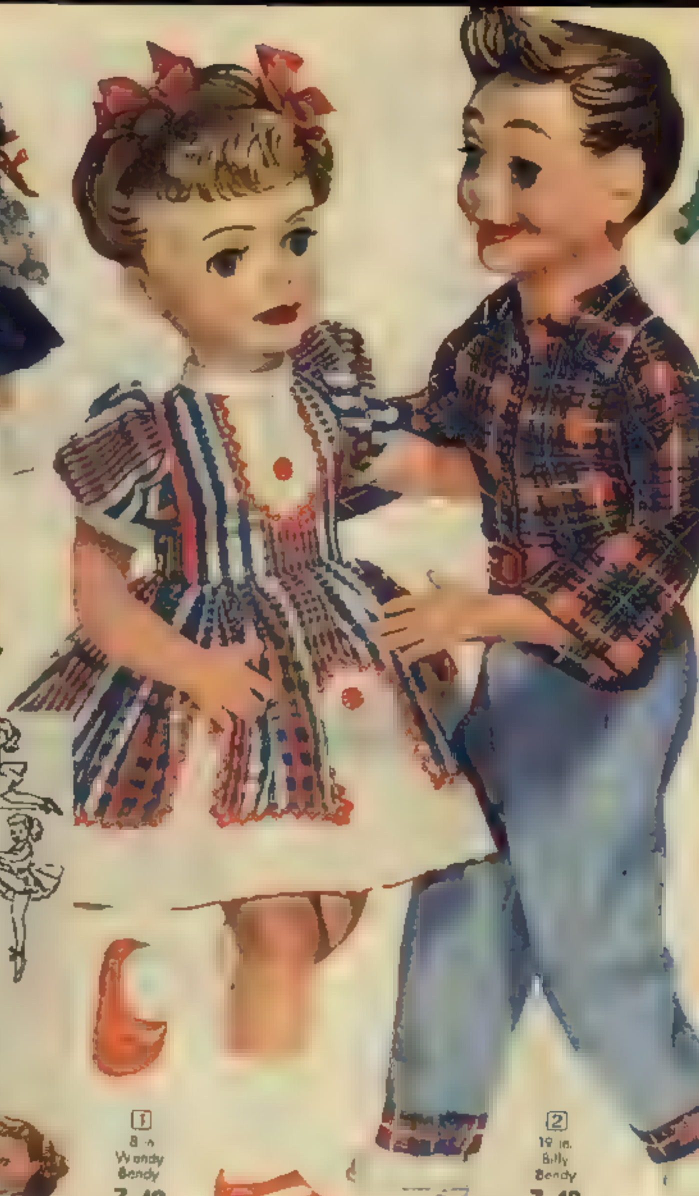
*Subject [illegible]

3

4

"Dress-Up" Outfits for Wendy and Billy Bendy **1.69** Each Set

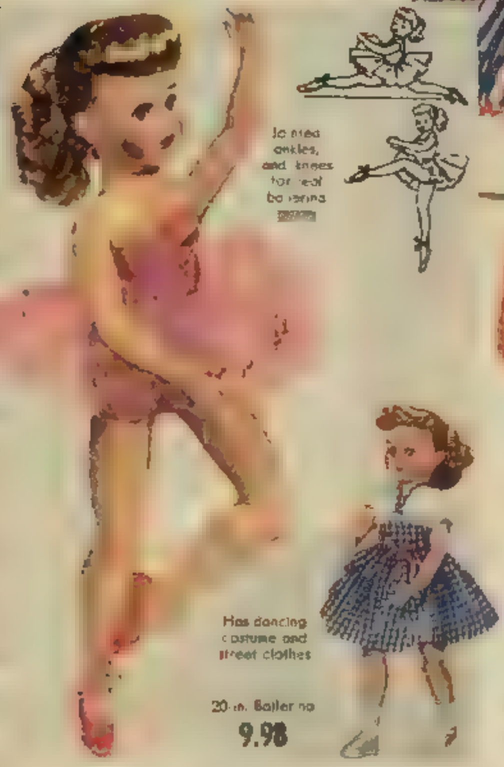
5



6

1 18 in. Wendy Bendy **7.49**

2 19 in. Billy Bendy **7.49**



Jointed ankles, and knees for real ballerina

Has dancing costume and street clothes

20-in. Ballerina **9.98**

They'll Kneel, Sit, and Pose!

- "The Bendy Twins" assume any pose . . . buy both for extra fun
- Molded 1-pc. washable foam rubber over flexible wire frame
- Make charming boudoir decorations extra clothes available

1 2 **WENDY AND BILLY BENDY** are natural as life take any position you like! They'll hug sit kneel lounge, assume dancing and walking positions—make regular companions for your little girl Older girls love them to dress up the bedroom. Molded foam rubber feels like real skin, has flexible wire-core frames—takes readily to a bath. Molded hair moving glassene eyes.

1 **18-INCH WENDY BENDY** wears rayon taffeta dress panties half slip socks shoes Re-arrange molded braids Extra clothes at right
R35 P 3501 (4 lbs) 7.49

2 **19-INCH BILLY BENDY** wears denim pants with plaid cuffs matching plaid shirt plastic belt socks shoes See extra outfit 6
R35 P 3502 (4 lbs) 7.49

BILLY AND WENDY Save on both!
R35 P 3499 (7 lbs) Both for 14.49

OUTFITS FOR WENDY & BILLY

3 Blue rayon taffeta skirt, ninon blouse, slip panties shoes socks
35 P 4462 (1 lb) 1.69

4 Caracul' plush jacket, cape muff, rayon taffeta lined
35 P 4463 (1 lb) 1.69

5 Green picolay cotton dress, panties ninon apron shoes socks
35 P 4461 (1 lb) 1.69

6 Billy's Sport tell pants jacket cotton shirt tie shoes, socks
35 P 4465 (1 lb) 1.69

20-IN BALLERINA LOVES TO POSE

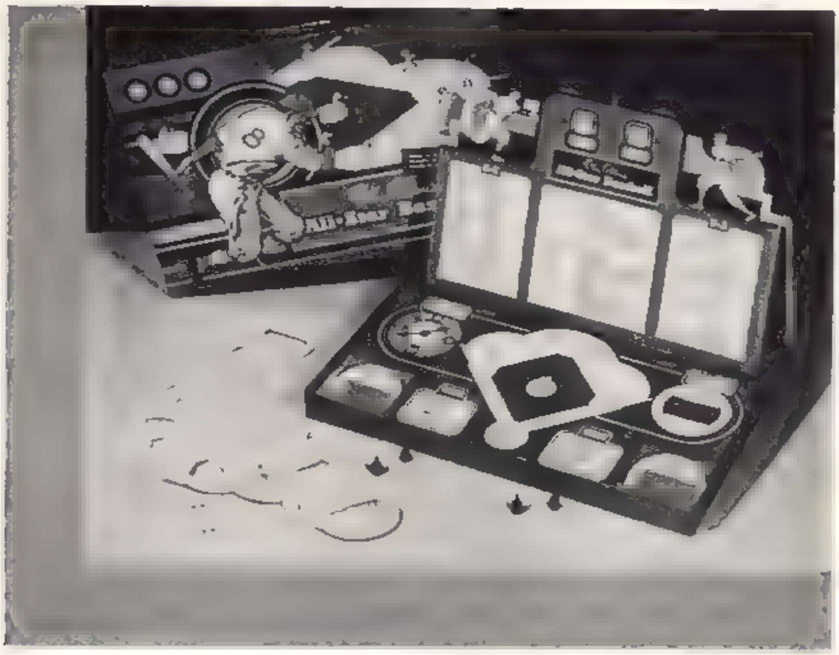
- Hold her hand, she takes dance steps on tip toe
- Put her feet in walking position she walks kneels

For dancing she wears a lame' and crisp net costume, long stretchable nylon hose Capezio slippers For street wear rayon taffeta dress, socks plastic shoes.

Turns head as she walks or dances Loves to have long rooted Saran hair washed combed and set Skin like vinyl arms and head durable plastic legs and body "Go-to-sleep" glassene eyes Ma table
R35 P 3721, 20 inches tall (5 lbs) Complete 9.98

The NEW 1955 EDITION OF

All-Star Baseball



Another Proven "Hit"!

CATALOG No. 183

Features new playing tables, new fielding spinner, 40 current stars and 20 all-time greats.

$\$2^{00}$ RETAIL PRICE

It's a new edition—but it's the same CADACO-ELLIS sport classic that has grown so steadily in sales and popularity. Designed by Ethan Allen, former Giant and Cardinal star, now coach at Yale, ALL STAR BASEBALL contains those famous CADACO-ELLIS "Success Factors" that make it a solid "bread and butter" number.

Toy Fair Display

Room 407

200 Fifth Avenue
New York, N. Y.

Cadaco-Ellis

ORIGINATORS OF SUCCESSFUL GAMES

MERCHANDISE MART
CHICAGO 54, ILLINOIS

(A) CAMILLUS CAMP KNIFE—NO. 99
Spear, can opener, punch, screwdriver-caplifter blades. Stagged handle. Shackle
3H63 Length 3⅝" closed.
List $2 25............Dealer's, dz. **$18.00**

(B) CAMILLUS CARPENTER'S & WHITTLER'S—72
Sabre Clip, Pen Clip and Coping blades. Stagged handle.
3H65 Length 3⅝" closed.
List $2 50........ ...Dealer's, dz. **$20.00**

(C) CAMILLUS PREMIUM STOCK —NO. 67
Clip, Sheepfoot Spey blades. Stagged handle
3H64 Length 3⅞" closed.
List $2 50............Dealer's, dz **$20.00**

(D) CAMILLUS SPORTSMAN'S HUNTING—20
Two skinning clip blades. Stagged handle.
3H68 Length 3⅞" closed
List $2 00............Dealer's, dz. **$16.00**

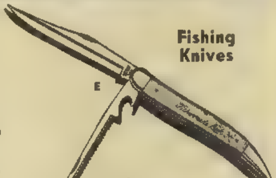
CAMILLUS
has the edge!

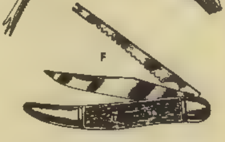
(E) CAMILLUS FISHERMAN'S LUCK —25
Luminous plastic handle glows in the dark. Stainless steel sabre clip blade and stainless scaler-caplifter.
3H58 Length 5" closed.
List $3.25 ....Dealer's, dz **$27.00**

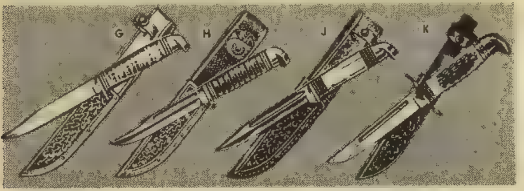
(F) 2-BLADE FISHING KNIFE—944
Equipped with a hand-edged, carbon steel, heavy duty blade and a combination hook disgorger, scaler and cap lifter blade. Simulated stag handle. Overall length: 7¾".
3H90 List $1.00......Dealer's, dz **$7.20**

IMPERIAL FISHING KNIFE—N945
Same as 3H90 above, except complete with a separate beer can opener attachment. Fish motif metal inset on plastic handle
4H02 List $1 50......Dealer's, dz **$10.80**

Fishing Knives







Western
QUALITY CUTLERY

Quality Steel Hunting Knives

(G) WESTERN HUNTING KNIFE—L48C
Sabre blade 3" long. Quality steel edge honed to razor sharpness. Decorated leather handle. Tooled leather sheath.
3H26 List $3 00.......Dealer's, ea. **$1.80**

(H) WESTERN HUNTING KNIFE— [illegible]
Blood groove blade 4⅜". Decorated leather handle. Leather sheath.
3H24 List $3 50...... Dealer's, ea. **$2.10**

(J) WESTERN HUNTING KNIFE—P48A
Blood groove blade, 4⅜". Ivory or red plastic handle Embossed leather sheath
3H21 List $4.00......Dealer's, ea. **$2.40**

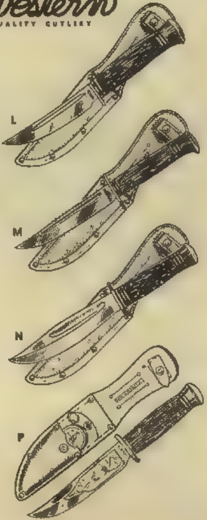
(K) WESTERN HUNTING KNIFE—677
Bone stag handle. Blood groove blade, 5". Finnish-type embossed leather sheath with liner or tough wood for blade protection.
3H31 List $6.00.. .. Dealer's, ea. **$3.60**

(L) IMPORTED HUNTING KNIFE—704
An importation from the Western zone in Germany, offering the finest in European steel and cutlery construction. Genuine stag horn handle. 3½" carbon steel blade with blood groove. Leather sheath
3H04 List $3.75..... Dealer's, ea. **$2.25**

(M) IMPORTED HUNTING KNIFE—718
Genuine stag horn handle. Polished carbon steel, 4¾" blade. Scaler milled into spine of blade. Leather sheath
3H07 List $4.95......Dealer's, ea. **$3.00**

(N) IMPORTED HUNTING KNIFE—702
Stag horn handle. Large 6¼" carbon steel, blood groove blade. Leather sheath.
3H08 List $5.75......Dealer's, ea. **$3.45**

(P) IMPORTED HUNTING KNIFE AND COMPASS SET—720
Stag horn handle. 5" etched sabre ground blade. Precision compass. Leather sheath
3H09 List $6.95......Dealer's, ea. **$4.15**



NEW YORKER
1065

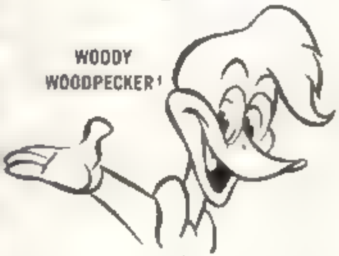
Now you can sell these famous CAPITOL CHILDREN'S RECORDS

Best-selling Non-breakable 10″ Standard Speed.
Factory Packed for the Toy Trade
In Easy-to-Handle Display Assortments!

HOPALONG CASSIDY

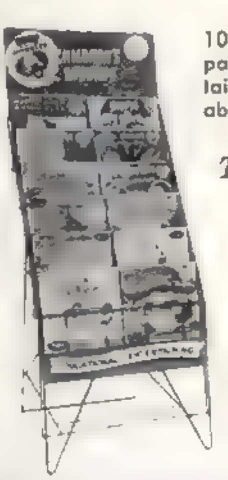
JERRY LEWIS!

BOZO'S SONG
WOODY WOODPECKER
BOZO'S
Three Little Kittens


WOODY WOODPECKER!

TWEETY PIE!

BUGS BUNNY!



10-inch Record Assortments are packed in colorful display containers; wire racks are available, too.

TOY JOBBERS! Write for information on our prepaid freight deal.

DEALERS! For immediate delivery write or contact your nearest toy jobber.

Capitol RECORDS

APPROVED © C.R.I.

Toyland

Also featuring smaller, low-priced TOYLAND RECORD Assortments

Children's Records

Tweety Pie and Bugs Bunny © Warner Bros. Cartoons, Inc. Hopalong Cassidy © William Boyd and Woody Woodpecker © Walter Lantz Productions, Inc.

See the CAPITOL RECORDS exhibit . . . American Toy Fair • Hotel New Yorker • March 7-16

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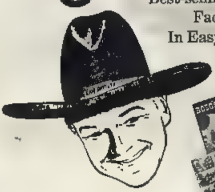

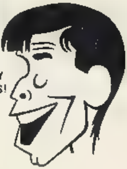

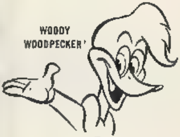

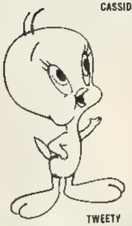

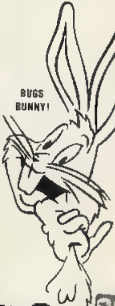

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Toyland

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Tweety Pie and Bugs Bunny ©Warner Bros. Cartoons, Inc. Hopalong Cassidy © William Boyd, and Woody Woodpecker © Walter Lantz Productions Inc.

See the CAPITOL RECORDS exhibit . . . American Toy Fair • Hotel New Yorker • March 7-16

HOLSTER SETS

DOUBLE HOLSTER SET

California range cowhide in natural russet color. Sueded oxblood steerhide on holster front, knife sheathe and cartridge holder White leather fringe on adjustable belt with Western nickel buckle. Many jeweled ornaments decorate this set. Has silver bullets and Hubley Cowboy Jr. pistols. 6/ctn., wt. 19 lbs. No. 2083.

STOCK No. 71—88735★
KEYSTON BROS.

Z95-20 L **Retail** ______ **$7.98 ea.**

Inv ______________ Pur. ______________

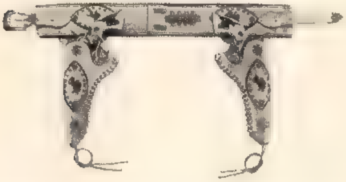
DOUBLE HOLSTER SET

Genuine leather Gene Autry beige holster set with red felt backs and nickel spots. Nickel conchas and red jewels decorate each holster. Wide leather adjustable belt decorated with conchas and red underlays. Has bullet clips and bullets plus trophy buckle. Includes two Gene Autry guns. 6/ctn., wt. 23 lbs. No. 2/870.

STOCK No. 71—88738
LESLIE HENRY CO., INC.

R45-84 S **Retail** ______ **$8.98 ea.**

Inv. ______________ Pur. ______________



DOUBLE HOLSTER SET

Authentic Western holsters in natural cowhide equipped with two repeating cowboy pistols. Hand-laced holsters are natural top grain bridle cowhide. Fully adjustable belt Two large Cowboy pistols with side break. 12/ctn., wt. 43 lbs. No. 1720CS.

STOCK No. 71—88741
CARNELL MFG. CO.

G38-44 P **Retail** ______ **$12.98 ea.**

Inv. ______________ Pur. ______________

SPUR SET

Official Texas Star Ranger cowboy spurs with bright finish. Unbreakable die-cast metal with eight point Star shaped rowel. Genuine leather cross strap and sturdy heel chain. 36/ctn., wt. 17 lbs. No. 30.

STOCK No. 71—88745
LESLIE HENRY CO., INC

R4-52 P **Retail** ______ **$ .79 ea**

Inv. ______________ Pur. ______________

HOLSTER SETS

DOUBLE HOLSTER SET

Genuine top grain cowhide holster set with richly engraved natural cowhide fronts with color inlay, cross strap with nickel plated buckle. Natural cowhide belt, richly engraved simulated lacing and Western buckle. Has leather leg ties and two Champion pistols. 12/ctn., wt. 30 lbs. No. 2/921.

STOCK No. 71—88710
LESLIE HENRY CO., INC.

R73-25 P **Retail** **$4.98 ea.**

Inv.________________ Pur.________________

DOUBLE HOLSTER SET

Brown and gold double holster set with two Texan Jr. pistols. Bark tanned genuine cowhide leather with extra size holsters. Fully adjustable belt to fit most children. 12 ctn., wt. 34 lbs. No. 1711!

STOCK No. 71—88717
CARNELL MFG. CO.

T73-90 A **Retail** **$5.98 ea.**

Inv________________ Pur.________________

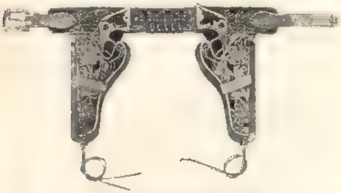
DOUBLE HOLSTER SET

Genuine top grain cowhide leather in natural finish. Decorated with cross strap and buckle, embossed border design. Natural cowhide adjustable belt designed to hug hip line. Bullet clips and bullets plus two Champion guns are included. Has Western buckle and leather leg ties. 12/ctn., wt 34 lbs. No. 2/299.

STOCK No. 71—88718★
LESLIE HENRY CO., INC.

B83-90 A **Retail** **$5.98 ea.**

Inv.________________ Pur.________________



DOUBLE HOLSTER SET

Natural tooled top grain cowhide holster set with two Western pistols. Tooled natural top grain cowhide with black inlay and fully adjustable belt. Bullets and leather leg ties are included. Attractively designed. 12/ctn., wt. 31 lbs. No. 1910W.

STOCK No. 71—88725
CARNELL MFG. CO.

B84-55 T **Retail** ....**$6.98 ea.**

Inv.________________ Pur.________________

DOUBLE HOLSTER SET

Deluxe top grain cowhide metal front holster set with embossed cowhide backs, felt lined with simulated lacings. Die-cast engraved copper metal front, embossed belt with bullet clips and bullets, nickel spots and Western buckles. Has adjustable features. Comes with two Range Rider guns. 12/ctn., wt 45 lbs. No. 2/1002

STOCK No. 71—88734
LESLIE HENRY CO., INC.

G75-20 P **Retail** **$7.98 ea.**

Inv________________ Pur.________________

DRAGNET*

and *sherry tv, inc.*

have granted **EXCLUSIVE LICENSE**

to

CARNELL MFG. CO., INC

to produce a complete line of

POLICE type GUN & HOLSTER SETS

permitting exclusive use of the following names:

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JACK WEBB

Sergeant Joe Friday

Badge 714

DRAGNET plays to a weekly television audience of over 45 million on its primary national network each week. In addition, DRAGNET has a vast radio audience. As a full length motion picture, DRAGNET is one of the smash hits of the current movie season.

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Phone: **WAtkins 4-2277**
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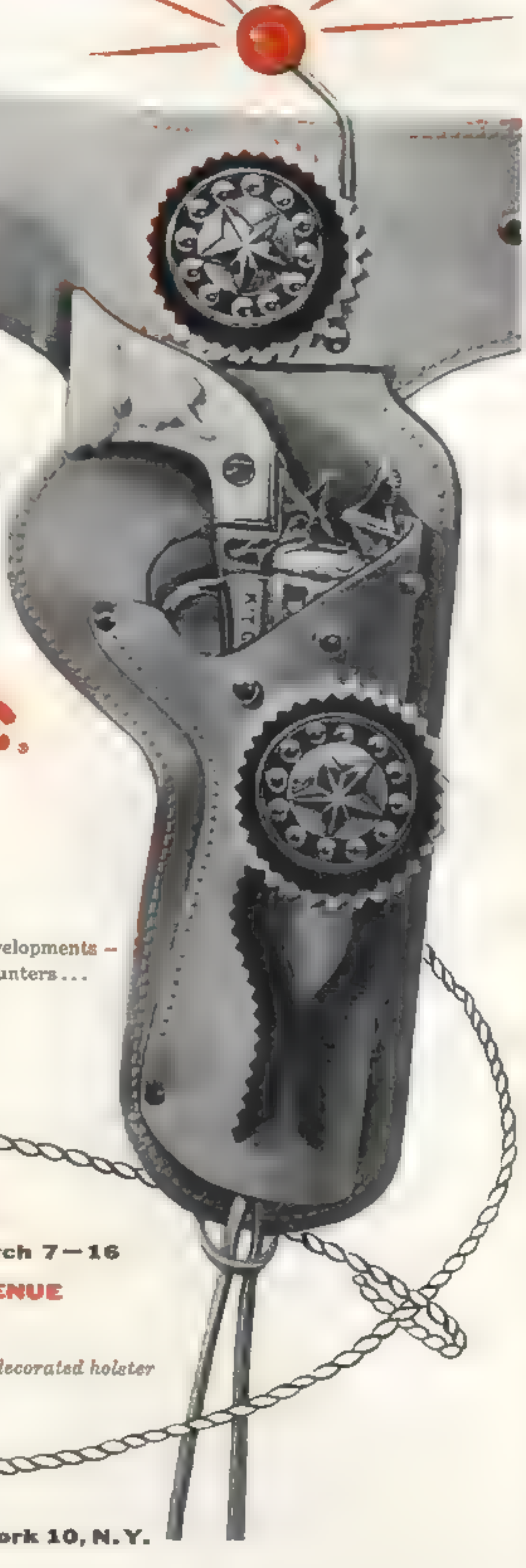
* [illegible] SHERRY TV, INC [illegible]

THE *fastest-draw* IN AMERICA!

A BRANDED ORIGINAL
CARNELL ROUNDUP



CARNELL ROUNDUP

DRAW-o-matic.

This is the holster that boys will want above all others... because it's the one that beats all others to the draw! Just a touch of the finger pops the gun into the wearer's hand – makes him "top gun" of the neighborhood. And that's the aim of every junior gun-slinger in the country!

EXCLUSIVE WITH CARNELL – like most good gun-and-holster developments – DRAW-O-MATIC will give *dramatic newness* to windows and counters... and even more important, brings the boys and their parents into the store! Naturally, it's a perfect gift item, too.

Featured on 50 TV Shows each week

SEE DRAW-O-MATIC!

SEE OUR DRAGNET POLICE SET!

WHEN YOU COME TO THE TOY FAIR, March 7—16

ONLY AT ROOM 324 at 200 FIFTH AVENUE

DRAW-o-matic Set....

individually gift-boxed and complete with lavishly studded and decorated holster

...retails at $3.98

CARNELL MFG. CO., INC. – 200 Fifth Avenue, New York 10, N.Y.

CARRON PHONOGRAPHS

Always Leaders In The Field—Always Leaders In New Features

*"If you don't check,
You're the loser
for the year"*

NEW MODELS
PLASTIC AND STEEL

- HIGH IMPACT PLASTIC CASE
- ONE PIECE DRAWN 24 GAUGE STEEL CASE, NOT IN SECTIONS OR BENT AROUND, NOT LIGHT-WEIGHT LITHO-STEEL.

INTRODUCED:
- Balanced Tone Arm—for less record wear
- Needle Screw—that cannot be lost
- Durable Diaphram—for improved tone in sound head
- Free Wheeling—over powered motor

4
ACOUSTICAL
MODELS
with or without records

RADICALLY REDUCED
PRICES
HIGHLY IMPROVED
QUALITY

NEW MODELS
PORTABLE

Durably constructed of ¼ inch wood fiber to withstand abuse.

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INCLUDING
3-SPEED

26 YEARS' MANUFACTURING

The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most.

Manufacturers of Motors for Leaders in the Appliance Field. Our Motors Must Be Tested and Right in the Field.

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the best $25.00 you ever invested!
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come along with us—

let's make our association strong and vital. Send in your dues *today*. Fill out this membership coupon

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I hereby apply for membership in the Retail Toy Dealers' Association.

Signed ______________________ Title ______________

Name of business ______________________________

Street ______________________________

City ______________ Zone ______ State ______________

Nature of business ______________________________

Date ______________ Amount paid $ ______________

A certificate of Membership will be mailed to you.

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You're the loser
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NEW MODELS
PLASTIC AND STEEL

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- ONE PIECE DRAWN 24 GAUGE STEEL CASE, NOT IN SECTIONS OR BENT AROUND, NOT LIGHT-WEIGHT LITHO-STEEL.

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26 YEARS' MANUFACTURING

The only manufacturer of Phonographs that makes all parts—resulting in the Best Quality—Lowest Price—and Insured Delivery when you need it most.

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Name of business ________________

Street ________________

City ________________ Zone ________ State ________________

Nature of business ________________

Date ________________ Amount paid $________________

A certificate of Membership will be mailed to you.

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Handy Driving Aids

"OUT-OF-WAY" WHEEL SPINNER

Designed especially for car owners who do not use a spinner at all times. Has sparkling, iridescent, silver-colored cap with bright metallic red, blue or green body. Press the button and spinner knob drops out of driving position level, leaving steering wheel clear. Lift knob and it locks into driving position again. Assorted colors will be shipped.

3-B-661—East $2.19 **Coast $2.19**
Wt. Ea. .62 Lb. Cont. Quantity 24

WHEEL SPINNER DISPLAY

Attractive display including two 3-B-661 steering wheel spinners. Made of durable plastic, size approximately 4" x 8¼" x 5½". Display furnished no charge—you pay only for the spinners.

3-B-662— Wt. Ea. 2.0 Lb. Cont. Quantity 1

NOVELTY WHEEL SPINNER

Made of highest quality clear plastic—eases driving strain in heavy traffic. Fits any steering wheel. Sturdy metal base with beautiful chrome-plated finish. Transparent lucite top holds photo of attractive girl. Construction identical to 3-B-403.

3-B-505—East $1.45 **Coast $1.45**
Wt. Ea. .33 Lb. Cont. Quantity 36

STEERING WHEEL SPINNER

Eases driving strain in traffic. Made of beautiful crystal clear Lucite in emerald, sapphire, gold and ruby colors. Matches gear shift knob 3-B-404. Easily attached to all steering wheels. Safety lock prevents spinner from slipping on the wheel. Sturdy metal base with chrome-plated finish. 12 assorted to display carton. Assorted colors will be shipped.

3-B-403—East $1.45 **Coast $1.45**
Wt. Ea. .34 Lb. Cont. Quantity 36

WHEEL SPINNER

For ease in handling car in traffic. High-type plastic knob assures safe, comfortable hand grip. Fastens securely and quickly to any type steering wheel. Available in three colors—dubonnet, beige and onyx. Chromium-plated base. Assorted colors will be shipped.

3-B-184—East $.89 **Coast $.89**
Wt. Ea. .28 Lb. Cont. Quantity 36

GEAR SHIFT KNOB

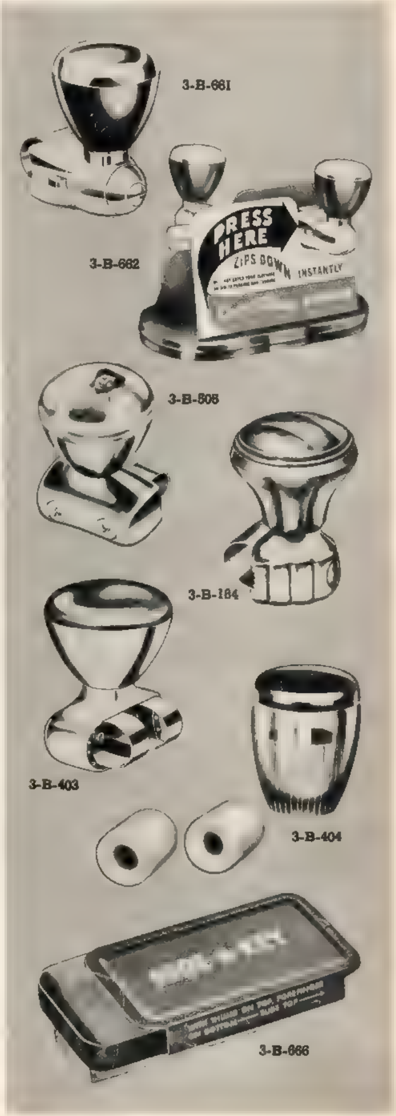
Beautifully styled Lucite Plexiglas knobs in assorted colors of emerald, sapphire, gold and ruby. Each knob individually packed in cellophane bag with two rubber bushings ⅜" and ⁵⁄₁₆" to fit any size gear shift handle. Sell as a set with matching steering wheel spinner. 3-B-403. Assorted colors will be shipped.

3-B-404—East $.59 **Coast $.59**
Wt. Ea. .11 Lb. Cont. Quantity 36

HIDE-A-KEY

Holds up to three keys. Genuine Alnico magnet holds case to any steel surface tightly and securely. Avoids costly repairs or mechanic's time to break into accidentally locked car. Lets motorist hide spare keys in secret spot under hood, fenders, etc. Overall size 1⅜" x 2⅛" x ⅜". Shipped twelve on attractive metal display board.

3-B-666—East $.69 **Coast $.69**
Wt. Ea. .25 Lb. Cont. Quantity 144
Minimum order 12 or multiples thereof.



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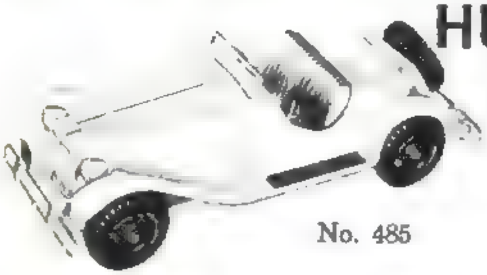
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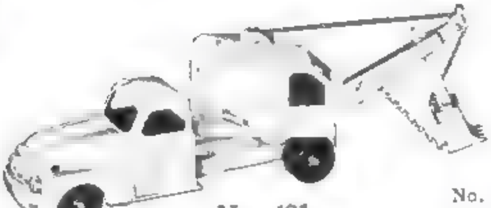
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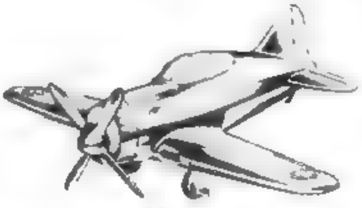
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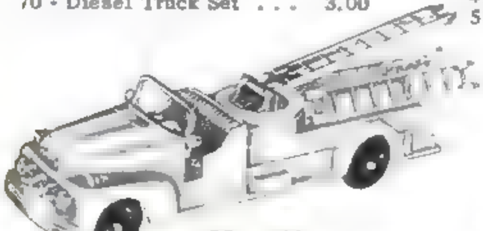
No.	Each
504 - Telephone Truck	3.98
505 - Log Truck	3.98
506 - Carryall	3.98
508 - Dump Truck	3.98
509 - Custom Sports Car	3.98

BOXED SETS

50 - Farm Set	3.00
45 - Boxed Assort.: Consists of 1 each: Plane, Truck, Sports Car, Tractor.	2.98
85 - Deluxe Farm Set	9.00
70 - Diesel Truck Set	3.00

No.	Each
480 - Road Roller	1.50
483 - Cement Mixer	1.50
484 - Telephone Truck	1.50
481 - Road Scraper	1.50
485 - Sports Car	1.50
486 - Sports Car Deluxe	1.50
491 - Shovel Truck	2.00
493 - Diesel Lumber Truck	2.00
490 - Tractor	2.00
492 - Transport	2.50
500 - Tractor-Loader	3.00

No.	Each
452 - Stake Truck	.59
453 - Tow Truck	.59
463 - Hook & Ladder Truck	.59
454 - Log Truck	.59
467 - Navy Fighter	1.00
468 - Hook & Ladder	1.00
469 - Log Truck	1.00
471 - Dump Truck	1.00
472 - Tractor	1.00
473 - Tractor	1.00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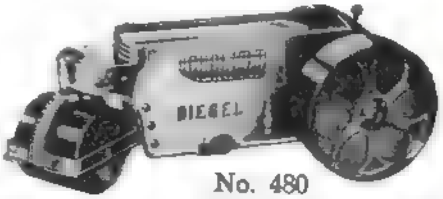

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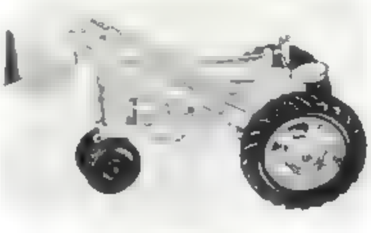
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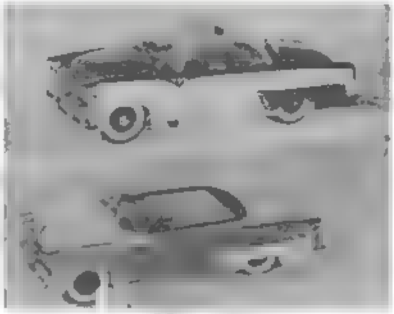
IRWIN

No. 1454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No. 1413

ELECTRIC 2-CAR CONSTRUCTION SET	6.00

No. 1342

REMOTE CONTROL SPORTS CAR	3.00

No. 687

SUN DOME CONVERTIBLE CAR	3.00

No. 1454

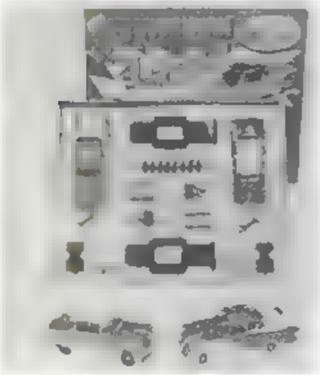
TALKING FIRE CHIEF CAR	2.00

No. 1450

TALKING TELEPHONE - 2 realistic pay station	2.35

No. 1323

MOTORIZED SET	3.00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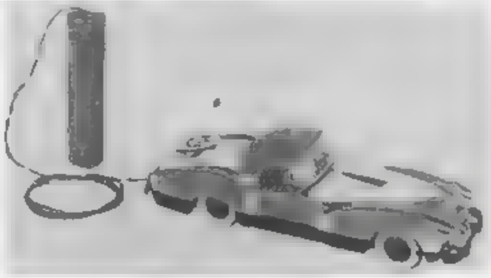
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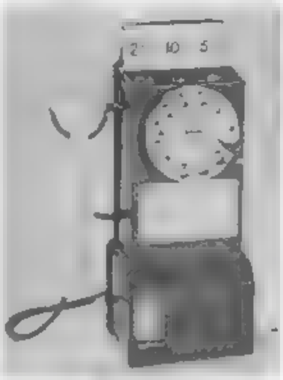
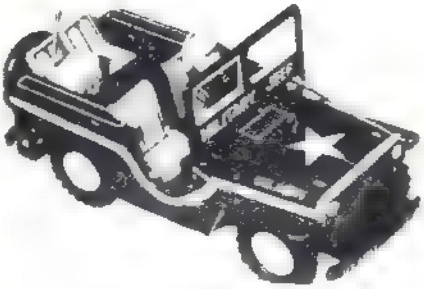


No. 1450

IMPORTED TOY AUTOS



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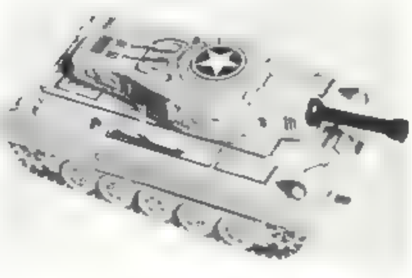
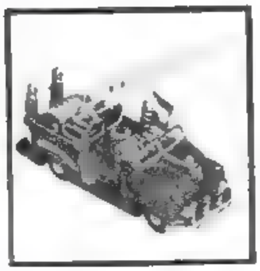
A. H. LINE

	Each
Atomic Tank	1.25
Patton Tank	1.00
Gasoline Truck	1.00
Electric Auto	1.50
Swivel Action Jeep	1.00
M.G. Car	1.00
Tractor "Loadlift"	1.00



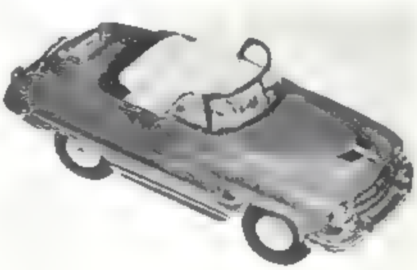
BATTERY M-56 TANK



FRICTION FLAG FIRE ENGINE

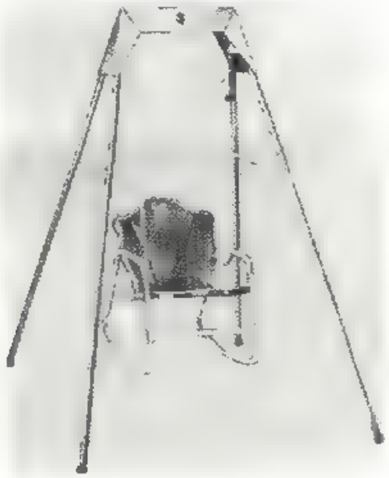
W. & R. LINE

No.		Each
19406	Large Jeep, Anti- Aircraft	3.98
20225	Military Police Car	2.00
11309	Union Pac. Elec. Car	1.50
1803	Electric Car	1.25
20336	ABC Freight Truck	1.50
	CRAIG-STANTON LINE	
6015	Fire Engine	1.00
3103	M56 Electric Tank	3.00
7501	Golden Beam Car	3.00

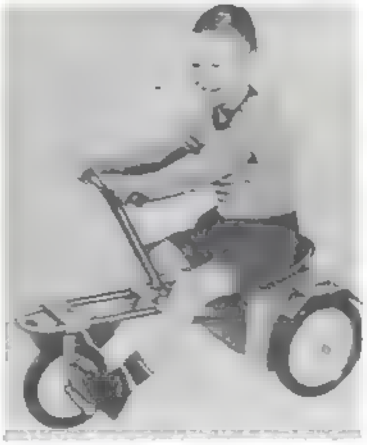


BATTERY GOLDEN BEAM CAR
WITH LIGHTS

CASTELLI

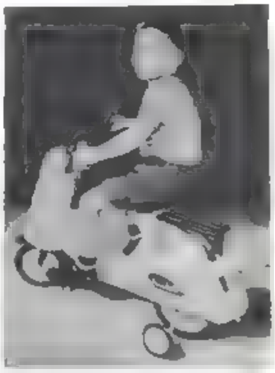


No. 300 - ROCK-R-SWING
50" high, 30" wide.
8.49



No. 700

No. 700
"JET RIDE"
IRISH MAIL
chain drive
34" x 14" x 14"
17.95



No. 615
POLICE PATROL
38" x 26" x 17"
Chain drive
22.50

AUTOMOBILE ACCESSORIES

HAND-LITE
IT BLINKS—
OR IT BEAMS

Lightweight aluminum construction. 1000 foot power beam. Red flashing signal visibility of 1 mile. One-piece, no-seam, lantern body. Sturdy, non tipping stand-up base. Lightweight black plastic handle. Sealed, removable, mirror-finish reflector. Black plastic switch knob. Plastic, ruby red threaded cover lens. Mirror-finish top light reflector. One-piece mechanism holds all contacts, switch points, plastic flasher mechanism. Sh. wt. 2 lbs.

14G104X463 .... List **$6.95**
2R30X62 6 Volt Battery .... List **5.90**

CAR-HOP

Fastens securely to car window frames; can't break glass. Allows free window movement and does not interfere with driver's vision. Adaptable to any car window except convertibles. Features the handy detachable garment carrier. Removed quickly for carrying . . . instantly installed, ready to travel. Can be hung right on closet bar. Elastic band holds clothes snugly against car door . with simplified "open door" packing for extra convenience. Holds up to 12 garments. Sh. wt. 1¼ lbs.

14G105X166 .... List **$2.49**

PLASTONE AUTO POLISH

For New Car Beauty in One Easy Operation. PLASTONE'S Exclusive Formula contains Pure Carnauba Wax, Genuine Plastic plus Silicones! PLASTONE is the Complete Car Finish — Cleans, Polishes, Protects. Quick super-easy application and brilliant plastic - tone which lasts and lasts, gives your car top appearance, even after many weekly soap washings. For all car finishes chrome and plastic trim Takes off road film, tree sap, bugs, grease, dirt. Sold case lot only (12 pints). Sh. wt. 1 lb.

1B26X720 (12 Pints) .... List, Pint **$1.00**

CEASE-FIRE
HAND SIZE FIRE EXTINGUISHER
KILLS BLAZES INSTANTLY

Kills Blazes Instantly. For Home, Car, Garage, Office, Shop, Camp, Motor Boat. Small enough to fit in any drawer or in the glove compartment of car. Does the job of large, clumsy extinguishers. War-Born Miracle Chemical—METHYLENE CHLOROBROMIDE, a powerful new fire-fighting chemical developed during World War II, gives the CEASE-FIRE Extinguisher its amazing efficiency. It is especially effective against grease, oil or gasoline fires, and around electrical equipment, where water is dangerous to use. CEASE-FIRE can be used at a safe distance from the fire. Just aim at the blaze and turn the valve. So easy, even a child can handle it. Guaranteed for 20 Years. If CEASE-FIRE should fail to operate at any time within 20 years, it will be replaced free of charge. Sh. wt. 1 lb.

12H95X300 List **$4.50**

TURTLE WAX
CUSTOM MADE AUTO POLISH

Turtle Wax
AUTO POLISH

PLASTONE Company's Greatest and Proudest Achievement No Other Polish Can Compare with Turtle Wax. Ease of use (cleans, polishes, protects all in one fast operation). Long lasting lustre (tests prove six months and longer!); Hard Shell Finish (Withstands salt spray, sun, rain, dew, snow and ice Better Than any Other Polish). Supreme Quality and Purity (contains only the finest cleaning and protective ingredients). Turtle Wax cleans as you spread polishes as you wipe—No other product required. Sold case lot only (12 pints). Sh. wt. 1 lb.

1B27X1440 (12 Pints) List **$2.00**

X-PYR DRY CHEMICAL FIRE EXTINGUISHER
2 UNITS AND
A REFILL

Blankets smothers . sweeps away Activated with the same dry chemical now used by the Armed Forces exclusively for extinguishing all electrical, gasoline, grease and small surface fires. Non-toxic edible powder forms safe CO_2 to smother flames. Convenient shape and simplicity gives cloud-like discharge at touch Each charge is sufficient for several ordinary fires. Comes complete with two units and a refill. Sh. wt. 2 lbs.

14G107X212 .... List **$3.19**

HAND-E-SPOT TROUBLE LIGHT

All chrome finish. Plugs in any 6-volt cigarette lighter on dashboard of car. Pistol grip with switch. Has attached cord for use outside car. Can be used as a spotlite or a safety lite. Has attached hook for hanging, leaving both hands free. Lucite lenses will not break or chip. Sh. wt. 2 lbs.

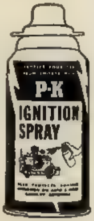
14G106X435 .... List **$7.25**

CHROME-AID
REMOVES AND RETARDS RUST

PLASTONE'S 2-WAY Miraculous New "Death-to-Rust" Discovery makes an easy task of imparting original sparkling luster to all car chrome surfaces. Even heavy rust accumulation of years comes off easily with CHROME-AID. No hard rubbing No steel wool required just a cloth. Then the super easy wipe-off for an amazing Like-MAGIC Finish! And CHROME-AID protects the surface long after you've finished—for only CHROME-AID leaves that protective film of Genuine Carnauba Wax, Plastic and Silicones! Sold case lot only (12 12-oz. bottles). Sh. wt. 1 lb.

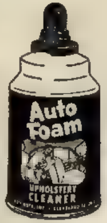
1B29X540 (12 Bottles)......List, 12 oz., ea. **$0.75**

PLASTI-KOTE
IGNITION SPRAY



A sure cure for damp weather ignition trouble Plasti Kote ignition spray forms a tough plastic coating Stops rust, moisture and corrosion Insures quick, easy starts. Sh. wt. 1¼ lbs.

14G108X89 ....List **$1.19**

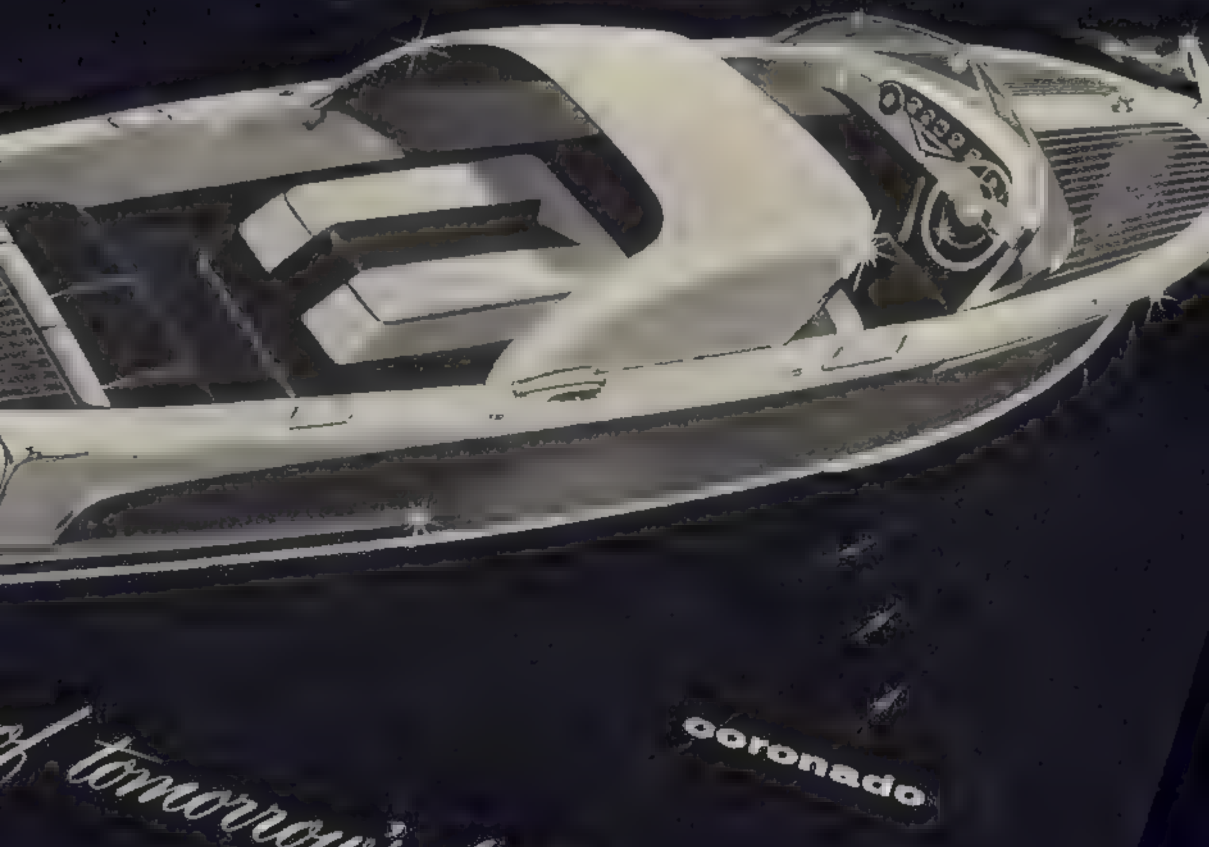


PLASTI-KOTE
AUTO FOAM
UPHOLSTERY
CLEANER

Aerosol-packed instant foam quickly cleans auto seat covers and upholstery Just touch the nozzle for an instant, and a smooth, foamy cleaner appears. Sh. wt. 1 lb.

14G108X89 ....List **$1.19**

Century



coronado

# of tomorrow's boating—today

Just wait 'till you see Century's new beautiful and glamorous Thoroughbreds for 1955. They incorporate a youthful, modern styling which is truly a vision of tomorrow's bright aptivating fashions. The new Centurys give you more room and more beautiful interiors, a new and incomparable beauty of line, a thrilling and colorful appearance to match the gayest and most festive mood, with new standards of performance and speed.

coronado—This new type of convertible has stylish, white nylon Landau op. Panoramic, automotive-style wrap-around windshield. An additional 3 foot per- ile seating 10 adults comfortably. Completely redesigned, the Coronado is available with latest high speed engines, including V8's. Speeds up to 50 miles per hour are developed, making the Coronado the fastest production boat in the world.

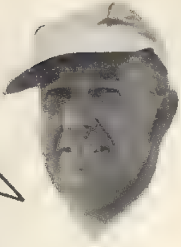
• • • No. 100 • MANISTEE, M

York—Kingsbridge Armory, January 14-2

2-13; Miami—Dinner Key Auditori

"Racing demands spark plug performance— but when my boys are running, my first thought is spark plug dependability.

CHAMPIONS PROVIDE BOTH!"



—says **AL BENSON of Seattle, father of JIMMY (left) and DON BENSON . . . all outboard enthusiasts and racing pilots. The three Bensons were awarded the 1954 Seafair Outstanding Driver award—the first time it has ever been given as a multiple citation.**

Al Benson is a tough competitor in the D Stock Hydros and the DU Stock Runabout classes, but his greatest boating pleasure is helping his boys, Donnie and Jimmy, go after records in the mile trials. Don set a JU record in 1951 that stood until 1953. Then he graduated to AU's, shattering the record for this class.

Last August, Jimmy took over in the JU's, skimming along Lake Washington for a new JU mark. The previous day, Al had taken a 1st and a 2nd in his classes at the Seafair event.

So, the Bensons know outboard racing. That's why they choose Champion Spark Plugs . . . for Champions make any boat's power plant—inboard or outboard—run better, last longer.

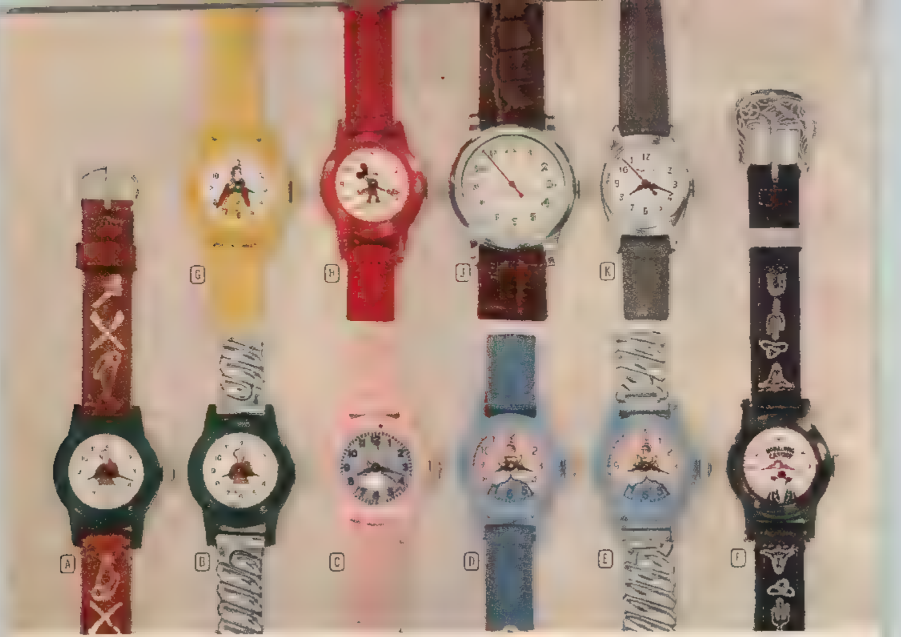
CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Best for any engine!

DEPENDABLE

CHAMPION

SPARK PLUGS



Colorful Watches that Youngsters Love

WELL-MADE JEWEL-LESS WATCHES for active young people. DURABLE WATERPROOF AND DUSTPROOF CASES on watches (A) through (H) are of gaily colored styrene plastic. SHOCK RESISTANT; temperature compensated mainsprings. ALL HAVE unbreakable crystals, are electronically timed. GUARANTEED against defects in materials, workmanship.

ALL WATCHES ARE SENT POSTPAID. See Page 105 for Terms. ALL GIFT BOXED. Children's gift boxes (3 shown at left) in bright colors, make delightful Christmas packages. MADE BY U.S. TIME largest manufacturer of wrist watches. PRICES INCLUDE 10% Fed. Exc. Tax. Shown actual size. MORE WATCH SELECTIONS for everyone, see Page 98 to 103.

WONDERFUL "STORY-BOOK" WATCHES TO CAPTURE THE FANCY OF ANY CHILD

(A) (B) DAVY CROCKETT WATCH. "King of the Wild Frontier" poses boldly in his famous coonskin cap. Underneath portrait is his authentic signature. Rugged rawhide band has powder horns, muskets and tomahawks stamped in silver. Powder horn in box (AA) actually blows.

(A) 45 TP 22—With leather strap 7.65

(B) 45 TP 21—Stainless steel expansion band 8.75

(C) ALICE-IN-WONDERLAND WATCH. Adventurous Alice, just as she appeared in the Disney movie, strikes a perky stance on easy-to-read dial. Dainty grosgrain ribbon band. A gift to make sure she's always on time for her "very important dates". Comes in Mad Hatter tea cup.

45 TP 18—Alice-in-Wonderland Watch in gift box 7.65

(D) (E) CINDERELLA WATCH. Straight from Disneyland comes this demure Cinderella dressed in her lovely gown for the royal ball. A watch to delight the heart of your little girl. Comes in colorful gift box (DD). Watch is set in magic "glass slipper" of crystal-clear plastic.

(D) 45 TP 1—Feminine grosgrain ribbon band . . . 7.65

(E) 45 TP 2—Stainless steel expansion band . . . 8.75

(F) HOPALONG CASSIDY WATCH. This popular Western hero will help to make time-telling easy and fun for any boy or girl. Western style leather strap, stamped with reminders of the "Old West", is neatly saddle stitched. Silver-colored metal buckle and tip have that real cowboy look. Western saddle stand in gift box holds watch.

45 TP 25—Hopalong Watch in colorful gift box . . 7.65

(G) SNOW WHITE WATCH. Of all the Disney folk this lovely princess is "the fairest of them all". Petite figure graces dial; black hands and numerals are easy to read. Dainty grosgrain ribbon band. All seven dwarfs pictured on gift box. Plastic wall plaque of Snow White holds watch.

45 TP 19—Snow White Watch in colorful gift box 7.65

(H) MICKEY MOUSE WATCH. Just the thing for members of the new nation-wide "Mickey Mouse Club". Walt Disney's original character, more popular today than ever before, points to the time. Snappy Vinylite plastic band is washable, takes lots of wear. Gift box (HH) provides a handy "put-away" place for watch.

45 TP 36—Mickey Mouse Watch in colorful gift box 7.65

MORE GROWN UP STYLES TO SUIT THE TASTES OF YOUR TEEN-AGER

(J) INGERSOLL "SWEEP" WATCH. Any young man will wear it with pride. New, thin-style case for greater comfort and style. Fully luminous dial. Red sweep second hand and 5-60 track are excellent for timing sports events, photography and other activities. Sturdy leather strap.

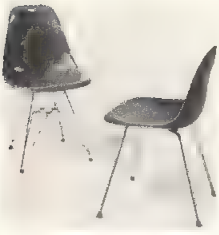
45 TP 13—Watch in handsome gift box 7.65

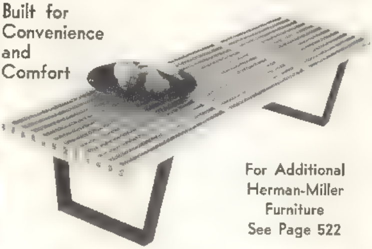
(K) INGERSOLL "DE LUXE" WATCH. Trim dainty size will certainly please a fashion-conscious young lady. All-'round watch is suitable for school, play and dress wear. Clear easy-to-read dial has bright red sweep second hand. Slim leather strap complements case.

45 TP 14—Watch in attractive gift box. 7.65

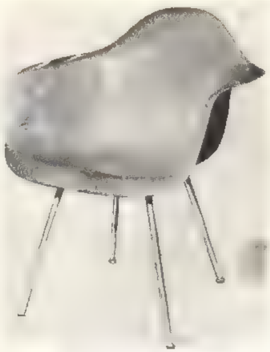
Molded Plastic Chairs and Occasional Furniture

Built for
Convenience
and
Comfort





For Additional
Herman-Miller
Furniture
See Page 522



Molded Plastic Side Chairs

The famous Eames plastic chair is designed to give luxury of comfort in the modern manner. The body conforming contours are scientifically engineered for the utmost in reclining comfort. Molded plastic reinforced with fiberglas that is light, easy to clean and stain-resistant. Rubber shock mounts join shell to base for flexibility. Shell colors are **Sea-foam Green, Dark Gray or Beige.** Legs are polished chrome plated. **Ship. wt. 17 lbs. F.O.B. California Factory. Specify color.**

(Left) 4311F1763—Wire Base Chair

Mfr's Sugg. Retail $28 20

(Right) 4318F1875 Straight Leg Chair 30.00

($1 00 per chair additional packing charge when ordering less than 4 chairs.)

Platform Bench

Multi purpose design is an accurate reflection of modern living conditions for the mobility of many families make versatility a highly desirable characteristic of their furniture. The platform bench is primarily a high base for deep and shallow cases, but it also serves as a low table and for extra seating. **Finished in Natural Birch Top (48") with Ebonized legs or all Ebonized. Specify choice. Ship wt. 60 lbs. F O B. Michigan Factory.**

5842F3875 **Mfr's. Sugg. Retail $62.00**

Molded Plastic Chairs

Newest arm chairs of molded Plastic reinforced with Fiberglas. **Durable Plastic is light, easy to clean and** stain-resistant. Shell shape is designed for the utmost comfort. Rubber shock mounts join shell base for flexibility. Shell colors **Parchment-White, Gray-Beige, Dark Grey, Red, Sea foam Green or Lemon Yellow.** Ship. wt. 20 lbs. **F O B. California. Available with Metal legs in Chrome or Black. Specify shell and leg color.**

Mfr's Sugg. Retail

8674F2500—Dining or Desk Chair (Illustrated). Seat height 18 $40.00

8675F2500—Lounge Chair 15¾" seat height 40.00

($1 00 per chair additional packing charge when ordering less than 4 chairs.)

Seats or Cocktail Tables Anywhere

Handy Size Seats or Tables

In the Living Room

Handi-Seats

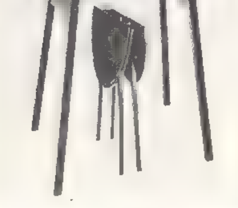
For Convenience Anywhere

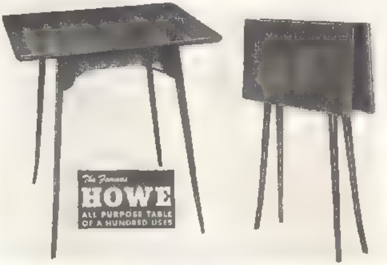
5831F1418—Set of Three. There are a hundred and one uses for these modern Handi-Seats. Outdoors or indoors, they will prove indispensable. No tricky gadgets or wobbly legs. You will like — how easily they can be opened . . . the choice of colors . . . the strong construction . . . and the neat way they can be stacked together. Seats are upholstered in easy-to-clean Boltaflex Plastic. Available in **Red, Green, Yellow, Beige, Chartreuse or Grey.** Size: 19" x 14" x 17". Ship. wt. 24 lbs. for set of 3. F.O.B. New Hampshire Factory.

Mfr's. Sugg. Retail $19.95

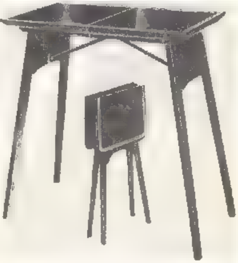
On the Patio

Folding Tables with a hundred uses





The Famous
HOWE
ALL PURPOSE TABLE
OF A HUNDRED USES



Oval Table

9419F981—Ideal for cocktails or buffet suppers. Matched veneer top finished in Mahogany with Dupont Dulux finish. Top size 18" x 25" x 20½" high. Folds to 3" one motion to open or close no locks

Deluxe Utility Table

6816F2135—The homemaker's helper for smart entertaining and everyday use. Just the thing for informal dining. A workplace where you can spread out or a living room piece you can be proud of.

All Purpose Utility Table

6818F1180—Has a hundred uses: for games, for writing, for a bedside table, for the porch, for the student's room, for portable typewriters, sewing machines and movie projectors. Patented folding

SPORTS EQUIPMENT *by* WILSON

B1620
Wilson
A
American Player

WILSON AMERICAN PLAYER

A remarkable buy at the price, this American Player basketball is rubber covered, fabric lined, and waterproof. Official size and weight, it has a rubber bladder and needle type valve. Sh. wt 2½ lbs.

3G41X597 .... List **$8.85**

Wilson
TV
Official
Grip Tite

WILSON "TV"

Wilson TV features a nylon fabricated carcass for durability and liveliness. Cover is made of high grade, genuine full grain leather. Ball has true balance and roundness wide depressed seams for excellent ball handling, and butyl bladder for maximum air retention. Sh. wt. 2 lbs.

3G38X1145 .... List **$17.25**

WILSON BOXING GLOVES

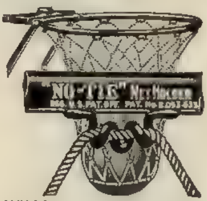
(SET OF FOUR)

For boys up to 15 years of age. Good quality, wine color, glove leather. Padded wrist. Stuffed palm grip. Well made for rugged wear. Set of four. Sh. wt. 2½ lbs.

3G34X695 .... List **$10.85**

Same as above except smaller in size for boys up to 10 years of age. Set of four. Sh. wt. 2 lbs.

3G35X580 .... List **$8.50**



WILSON BASKETBALL GOAL

Official in every respect! Steel brackets and braces, with regulation size ring of five-eighths inch round, cold rolled steel and die-formed, steel wire 'No-Tie' Net Holder. Braces streamlined with ring to eliminate interference with close-up shots. Enameled back. **Complete with net.** Sh. wt. 9½ lbs.

3G17X410 .... List, each **$6.25**

Wilson
F430
OFFICIAL
Pebbled Cowhide

CHARLEY TRIPPI AUTOGRAPH

Endorsed by Charley Trippi. Pebble grain cowhide. Double lined. Sh. wt. 1½ lbs.

2G22X400 .... List **$5.95**

QUARTERBACK OFFICIAL

(NOT SHOWN)

The Wilson Quarterback Official features the same precision craftsmanship and design as the famous Wilson collegiate footballs. Treated to provide **water repellency,** this ball is made of **full grain pebbled cowhide,** and has double lining for extra durability. Official size and weight, it also has leather lacing and a rubber valve bladder. Sh. wt 2 lbs.

2G24X560 .... List **$8.35**

WILSON STRIKING BAG

Wine colored bag leather; single lined with taped underseams. Valve bladder. Sh. wt. 1½ lbs.

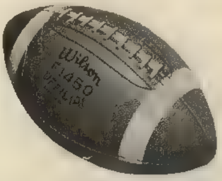
3G36X480 .... List **$7.50**

Wilson
Official
Comet

WILSON COMET

An excellent rubber covered basketball, the Wilson Comet provides durable service on any playing surface. **Absolutely waterproof.** It has a multiple 3-ply fabric lining and is official size and weight. This ball also has a molded rubber bladder and needle type valve. Sh. wt. 2½ lbs.

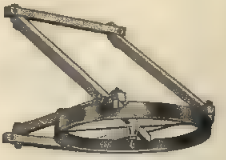
3G42X1075 .... List **$14.35**



JOHNNY LUJACK AUTOGRAPH

This model represents Johnny Lujack's practical ideas for a football in the low price field. Designed for younger players, it is official size and weight and is made of Tuf-Kover pebbled grain material that resembles leather in appearance and feel. This material is sturdy and durable and was developed to provide a tough football at a cost much lower than leather. Its plastic lacing is double at the ends and center to help the ball retain its shape. Ball has two white stripes and a rubber valve bladder. Sh. wt. 1½ lbs.

2G25X263 .... List **$3.95**



WILSON STRIKING BAG PLATFORM

Nonpareil platform. Selected hardwood frame. Securely bolted. Patented rebound ring, made of flat band of steel to give rapid rebound. Practically noiseless. Equipped with chain swivel. Sh. wt. 12½ lbs.

3G37X675 .... List **$10.45**

Ansco Nationally Advertised Cameras

THE ALL NEW ANSCOFLEX CAMERA

Modern, day-after-tomorrow design; striking new two-tone gray and silver color styling and new-type operating features. Sliding metal lens cover and self-erecting finder hood open and close with the touch of a finger, protecting the camera when it is not in use. Exclusive "watch wind" film knob transports film by quick, easy ratchet action. Special f11 two-element lens gives sharp, clear distortion-free pictures, even in poor light. Easy-to-use shutter release has interlocking double exposure prevention. Built-in neck strap adds to the beauty and utility of the Anscoflex camera.

20/232 Y1126 Retail.................................$15.95

Flash Attachment. New Lock-On Type.

21/232 Y349 Retail.................................$4.95

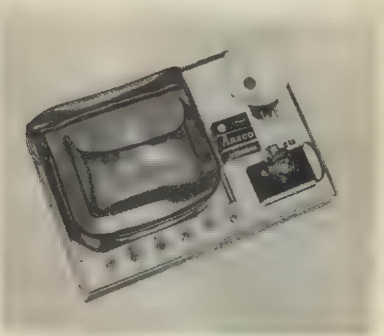
Genuine Leather Eveready Case.

22/232 Y247 Retail.................................$3.50

ANSCOFLEX CAMERA OUTFIT

Consists of Anscoflex Camera, Flash Unit, Case, 3 Roll Economy Pak 620 Film, 6 Flash Bulbs Gift boxed.

23/232 Y1761 Retail.................................$24.95



ANSCO READYFLASH CAMERA OUTFIT

Consists of 1 Ansco Readyflash Camera (makes 2¼" x 3¼" pictures), 1 Ansco Flash Unit, 3 rolls 620 Ansco Film, 6 flash bulbs, 1 double-compartment vinyl gadget bag with adjustable shoulder strap. Gift boxed.

24/232 Y970 Retail.................................$13.95

ANSCO SHUR-FLASH CAMERA OUTFIT

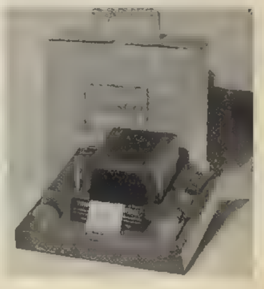
Consists of 1 Ansco Shur-Flash Camera (box design, set lens and shutter, easy to use), 1 Ansco Flash Unit, 3 rolls of 120 Ansco Film, 4 flash bulbs. Gift boxed.

25/332 Y634 Retail......$9.45

ANSCO HOME DEVELOPING OUTFIT

Features Professional-Type Contact Printer with built-in exposing light switch, constant-burning red safelight, hinged platen and new Ansco Film Tank with self-loading spring-grip reel. Outfit consist of: Ansco Developing Tank with self-loading reel, adjustable for all film sizes from 35mm to 116, 3 bakelite developing trays, glass graduate, two-way safelight for film and paper, thermometer-stirring rod, 4 stainless steel film clips, 2 film clip lead weights, printing paper, 2 packets Vividol Paper Developer, 1 qt. size Normadol Film Developer, 1 qt. size Acid Fixer with Hardener, 1 copy "Developing and Printing Made Easy."

26/332 Y1086 Retail.....................$14.95



ANSCO HOME DEVELOPING OUTFIT

Conisis of contact printer. All metal, professional type, with hinged platen, constant-burning safelight and built-in exposing light switch. Two-way safelight, for film developing and printing. 3 trays, thermometer-stirring rod, calibrated measuring graduate, 2 film clips, Ansco Vividol Developer, Ansco Acid Fixer with Hardener, Ansco Convira Paper, instruction booklet

27/332 Y688 Retail.. ...$9.75

Nationally Advertised Kodak Cameras

230 CINE-KODAK MAGAZINE 8 CAMERA, f/1.9 LENS

This is Kodak's finest for 8mm. movies. Has deluxe features galore Loads in only 3 seconds, and film magazines can be changed at any time without losing a single frame of film. Comes with a fast, focusing f/1.9 lens—interchangeable with a variety of wide angle and telephoto lenses. Has four filming speeds, including ultra slow motion. Indoor movies can be made using the Kodak Photo-Light Bar (extra). Takes Kodachrome and black-and-white Cine-Kodak Films in 8mm. magazines

29/327 Y12000 Retail $149.50

Cine-Kodak Zip Case for above.

30/237 Y600 Retail...............$7.25

82 BROWNIE MOVIE CAMERA (8mm.)

This sensational new movie maker handles as easily and operates as dependably as a Brownie box camera. Yet it takes excellent movies in full color (using 8mm. Kodachrome Film) or black-and-white (using 8mm. Cine-Kodak Super-X Film). There's only one simple setting, and a built-in guide tells how. Indoor movies can be made with the Kodak Photo-Light Bar (extra). Has fixed-focus f/2.7 lens. **31/327 Y3100 Retail $37.50**

83 BROWNIE MOVIE CAMERA (8mm.)

Same as above model only with super-speed, fixed-focus f/1.9 lens. **32/327 Y3800 Retail $46.75**

Kodak Field Case for above cameras.

33/327 Y340 Retail...............$4.00

95 CINE-KODAK ROYAL MAGAZINE CAMERA (16mm.), f/1.9 LENS

This is Kodak's finest 16mm. personal movie camera. Comes with unsurpassed Kodak Cine Ektar f/1.9 Lens which can be focused for any distance from 12 inches to infinity. Loads in only 3 seconds using Kodachrome and black-and-white Cine-Kodak Films in 16mm. magazines. Host of built-in features include real slow motion, single-frame exposures, exposure guide, enclosed finder system that is adjustable for a variety of standard, telephoto, and wide-angle lenses.

34/327 Y14000 Retail.........$169.50

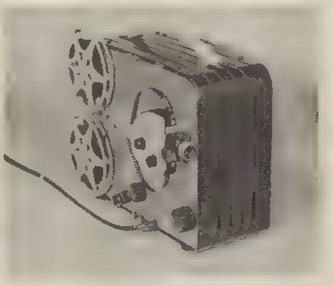
Cine-Kodak Zip Case for above.

30/327 Y600 Retail...............$7.25

196 BROWNIE MOVIE PROJECTOR

This brand-new 8mm *all metal* machine is the most convenient and the most capable one on the market for so little money. In addition to sharp forward projection, it will provide "stills" and reverse projection . even power rewinding—all without shifting belts or reels. Never needs oiling. Easy to thread . . . even in the dark. Has a fast f/2.0 lens, and 300-watt lamp.

40/327 Y5100 Retail $62.00



STEEL UTILITY STANDS

For use in tool rooms, assembly lines, maintenance or inspection departments, printing plants, garages, service stations, restaurants, etc. Complete with 3" rubber-tired casters. Constructed of 1½" x 1½" x ⅛" steel angles with 18 gauge steel shelves turned up two inches on all four sides and hemmed. Shelves interchangeable. Exclusive pressure clamps hold shelves and angle legs in position at each corner insuring maximum rigidity Finished in gray or standard green. K. D. Construction. F.O.B. ILL. FACTORY.

With 2 shelves—20"x28"x32" Ship. Wt. 45 lbs. 23/235 Y1392 Retail ... $27.95
With 3 shelves—20"x28"x32"—Ship. Wt. 55 lbs. 24/235 Y1736 Retail $34.75
Drawer & 3 shelves—20"x28"x32"—Ship. Wt. 68 lbs. 25/235 Y2176 Retail $43.75
With 2 shelves—24"x36"x32"—Ship. Wt. 60 lbs. 26/235 Y1448 Retail $28.95
With 3 shelves—24"x36"x32"—Ship. Wt. 75 lbs. 27/235 Y1810 Retail $36.50
Drawer & 3 shelves—24"x36"x32"—Ship. Wt. 88 lbs. 28/235 Y2260 Retail $45.50

STEEL WORK BENCHES

Probably the heaviest standard benches made. Will support vises, bench grinders, small punch or drill presses and lathes . . . with ease. Very durable. Top made of 8" pressed steel channels fastened together to make top warp-proof. ¼" Masonite Top is cemented on for a smooth, splinter proof surface. A heavy duty steel BENCH DRAWER 12"W x 20"D x 4"H available, if wanted. Individually packed. K. D. Finishes, green or gray. 2¾" leveling adjustment for each leg. F.O.B. ILL. FACTORY.

48"L x 24"D—Ship. Wt. 64 lbs. 29/235 Y1660 Retail $33.25
60"L x 30"D—Ship Wt. 100 lbs. 30/235 Y2420 Retail $48.50
72"L x 30"D—Ship. Wt. 120 lbs. 31/235 Y2904 Retail $57.95
96"L x 30"D—Ship. Wt. 160 lbs. 32/235 Y3872 Retail $77.50
96"L x 42"D—Ship Wt 224 lbs. 33/235 Y5440 Retail .. $99.95
Bench drawer. Heavy duty steel to fit all tables.
12"W x 20"D x 4"H—Wt. 12 lbs. 34/235 Y440 Retail $8.95

Esquire Novelty

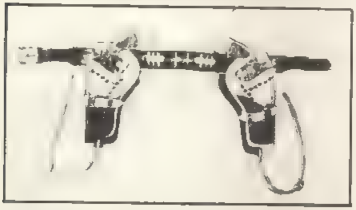
TONTO INDIAN DELUXE HOLSTER SET

Tex or Tonto pistol. Genuine leather holster set with a wide belt. Decorated with feathers and conchas. Head dress is decorated with conchas and jewels, long white feathers, downy type at crown. Litho'd metal tom tom with rubber top and bottom. Rubber head tomahawk with feathers. Genuine leather scabbard with feathers and concha. Rubber dagger.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG183-TC-600	$5.95	12 each	32 lbs.		

Classie Products

ROY ROGERS DOUBLE HOLSTER SET

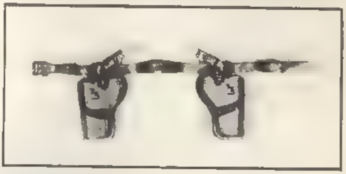


Roy Rogers "55" break-barrel repeaters. Genuine leather with 3-piece style hair-on calfskin pockets. Pockets are trimmed with nickel studs, cross strap, western buckle. Belt is edged with contrasting welt, nickel buckle, Roy Rogers signature. 6 bullets. Leather leg ties. Boxed.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG183-2555	$4.98	12 each	30 lbs.		

Classie Products

ROY ROGERS DOUBLE HOLSTER SET



For small fry. Kilgore Pal guns. Natural cowhide. 3-piece "Texan style" pockets, trimmed with RR brand and leather cross straps. Belt is embossed with Roy Roger's signature, has nickel plated buckle. Each set in a box.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG183-2502	$1.98	24 each	24 lbs.		

REPEATING CAP PISTOLS

Hubley

"COWBOY" PISTOL

Black steerhead design on white grip.

12 inches long! Shoots standard roll caps. Has a revolving cylinder which swings open on the side for loading. Automatic opening latch on left side under barrel. Bright finish, with plastic handle. Each pistol in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG183-275	$1.98	12 each		

P.L. weight 15 lbs.

Hubley

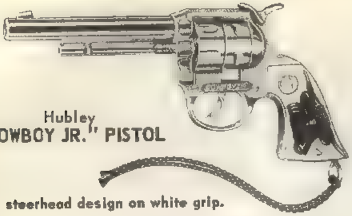
"TEXAN JR." PISTOL

Black steerhead design on white grip.

9-5/8 inches long. Shoots smoke with standard roll caps. Breaks automatically for easy loading by pressing a latch on stock above trigger. Bright finish with engraved stock and barrel. Plastic handle. Each gun in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG183-250	$0.98	36 each		

P.L. weight 29 lbs.



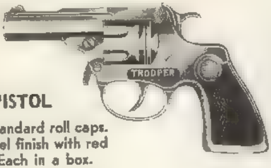
Hubley
"COWBOY JR." PISTOL

Black steerhead design on white grip.

9½ inches long. Repeater, shoots standard roll caps. The revolving cylinder breaks open on side for loading. Bright finish, plastic handles with red star decoration. Braided red and white thong attached. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG184-255	$1.25	36 each		

P.L. weight 29 lbs.

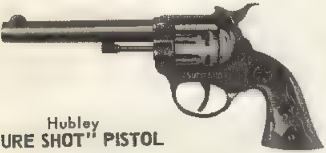


Hubley
"TROOPER" PISTOL

6½ inches long. Uses standard roll caps. Automatic device. Nickel finish with red star and black handle. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG184-240	$0.69	36 each		

P.L. weight 19 lbs.

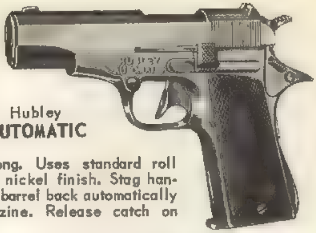


Hubley
"SURE SHOT" PISTOL

8¼ inches long. This repeater shoots standard roll caps. Barrel "breaks" to permit easy loading. Bright finish with steerhead design and star on the handle. Each gun in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG184-230	$0.59	36 each		

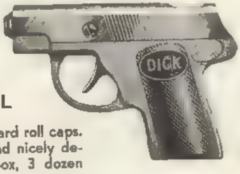
P.L. weight 16 lbs.



Hubley
AUTOMATIC

7-3/8 in. long. Uses standard roll caps. Bright nickel finish. Stag handles. Sliding barrel back automatically ejects magazine. Release catch on left side.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG184-290	$1.49	12 each	9 lbs.		

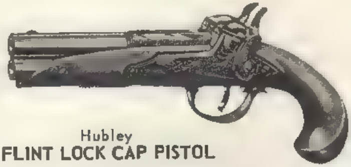


Hubley
"DICK" PISTOL

4½ inches long. Uses standard roll caps. Nickel finish. Pocket size and nicely detailed. Packed one in a box, 3 dozen to a carton.

No.	Retail	Packed	L.P.L.	P.L.
EG184-210	$0.49	36 each		

P.L. weight 11 lbs.



Hubley
FLINT LOCK CAP PISTOL

An authentic copy. 2 shots; pair of single caps can be fired one at a time or simultaneously. Double barreled. Bright metal finish with plastic stock. 9½ inches long.

No.	Retail	Packed	L.P.L.	P.L.
EG184-280	$0.98	12 each		

P.L. weight 9 lbs.

Hubley
FRONTIER STYLE REPEATING CAP RIFLE

35½ inches long. Shoots standard roll caps. Cap magazine is automatically released for easy loading by pressing a button. A realistic model in all details with a seamless steel barrel, walnut finish plastic stock and forearm. All metal die-cast mechanism. Red plastic tip and sight. Each rifle is individually boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG184-200	$2.98	6 each		

P.L. weight 28 lbs.

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8 DAY CLOCKS

F ▶ NIGHT AND DAY, the correct TIME and DATE are only as far away as this superb travel CALENDAR ALARM ...an 8 DAY, 7 JEWEL masterpiece with automatic calendar, luminous hands and dots Modern finish dial with "date" window. Choice of tan pig, blue, green or red baby crocodile grain genuine leather Size· 3⅜" x 3⅜" x 1⅛". (State color choice)

J7322A..................................List $25 50 **Dealers each $11.95**

As above, with imitation leather case in brown, tan or blue

J7326A ....List $22.50 **Dealers each $10 70**

G ▶ PRECISION AND BEAUTY in this 8 DAY, 7 JEWEL ALARM CLOCK ... ideal for desk, boudoir and TRAVEL. With luminous hands, numerals and distinctive white dial . . . choice of tan pig, blue, green or red genuine leather . . Size. 3⅜" x 3⅜" x 1⅛". (State color choice.)

J7324A. ....List $19 95 **Dealers each $10 15**

As above, with imitation leather case in your choice of brown, tan or blue

J7327A ....List $17 95 **Dealers each $8 50**

H ▶ AUTOMATIC CALENDAR ALARM clock for the executive of influence and the homemaker of decision . . . an 8 DAY, 7 JEWEL movement designed in a modern case in the color of brilliant Gold and mounted on a sculptured base . . . dial window of this unsurpassed automatic calendar alarm always shows the correct date Size. 3" x 2⅜" x 1⅜".

J7323A ....List $22 50 **Dealers each $10.95**

As above, without automatic calendar, in a modern case on a sculptured base

J7325A.. ....List $19.95 **Dealers each $9.95**

K ▶ THE DISTINCTIVELY DIFFERENT ALARM CLOCK you've been looking for! Satin black finish case with lattice work as bright as Gold makes this alarm clock ideal for home or office Luminous hands and dots and Silver finish dial add to its beauty Perfect 40 HOUR, 1 JEWEL Swiss imported movement. Size· 4½" x 2⅜" x 1⅜"

J7318A .. ..List $10.95 **Dealers each $5 90**

L ▶ THREE RINGS! Triple REPEATER traveling ALARM clock (can also be set for one continuous ring), perfect traveling companion. 40 HOUR, 7 JEWEL movement, luminous dots and hands on white dial. Choice of tan pig, blue, red or green leather. Size: 3¾" x 3⅜" x 1⅜". (State color.)

J7319A ....List $14.95 **Dealers each $7 90**

M ▶ PRIZED FOR FINE CRAFTSMANSHIP, this 7 JEWEL, 40 HOUR ALARM is ideal for travel and home. Your choice in red, blue, green or tan baby alligator grain . . . luminous hands and numerals . . . Size 3¼" x 3⅛" x 1¼" (State color choice)

J7317A ....List $11.95 **Dealers each $6.45**

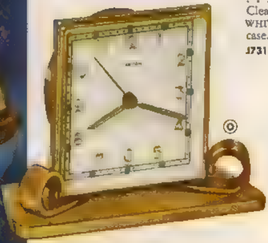
Fine Swiss Imported Clocks by

CLINTON

Boudoir, Travel and Desk

N ▶ HANDSOMELY DESIGNED and resistant to rough wear . . . 40 HOUR, 1 JEWEL TRAVELING ALARM CLOCK Clearly defined luminuous hands and numerals ON WHITE DIAL Choice of brown, blue or red genuine leather case. Size: 3⅛" x 2⅜" x 1⅜". (State color choice)

J7316A ....List $10 95 **Dealers each $5.90**



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O ▶ SHINING EXAMPLE OF ELEGANCE and good taste is this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock ... Simplicity of styling is keynoted in this contemporary designed case which is brilliant as Gold Size: 3¾"x2½"x1".

J7315A ..... List $10.95 **Dealers each $5 90**

Clinton clocks are unsurpassed in precision and beauty

Guarantee

All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material because Clinton Clocks are made in Switzerland with the same exacting care and craftsmanship as a fine watch.

ADVERTISED IN

LIFE

December 1954

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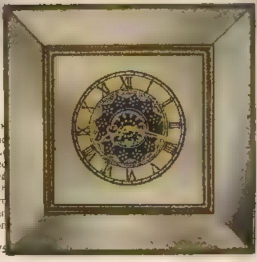

[A] ▶ AN EXCITING NEW IDEA I WALL CLOCKS"! . . beauty an function combine in this antiqu mirror 7 JEWEL, 8 DAY jewele lever clock with delicate Golde tints . . . masterfully crafted wit a pulldown winding mechanis . . . "just pull cord and it is woun for 8 days". . . can be wound o wall Size: 16" x 16"

J7329A List $49 95 **Dlrs. ea $29 7**

For Accuracy, Beauty and All around Dependability the Wise Choice is a . . .

Fine Swiss Imported Clocks by

CLINTON

Boudoir, Travel and Desk

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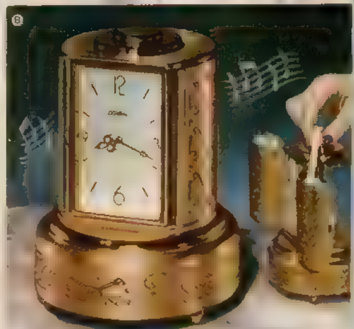

B ▶ MUSICAL CIGARETTE HOLDER CLOCK . . . the world's most unique timepiece fashioned with a 15 JEWEL, 8 DAY jeweled lever movement . . . Press the button and a beautiful tune is played as doors open and cigarettes are exposed! When the button is pressed again, a different tune is played as the doors close Silver finished dial with applied gilt numerals in an engraved, lacquered case as bright as natural Gold Size diameter 5", height 6¼

J7328A ....List $100 00 **Dealers each $52,50**

[C] ▶ A NEW ACHIEVEMENT IN CONTEMPORARY DESIGN! Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM movement . . . in polished white satin and yellow in the brilliant colors of Gold . . . distinctive Silver finish dial has applied gilt figures. luminous hands and hour dots Size 5" x 5" x 1¼"

J7320A List $39 95 **Dealers each $19 95**

[D] ▶ THE CORRECT TIME, DATE, DAY AND MONTH are always available with this Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM clock . . . automatic calendar encased in a polished frame with a Silver finish dial ideal for travel or desk . . . your choice of green, blue, red or tan case fashioned in the highest quality genuine leather. Size 4⅜" x 3½" x 1⅛". (State color choice)

J7321A .... List $49 95 **Dealers each $25 95**

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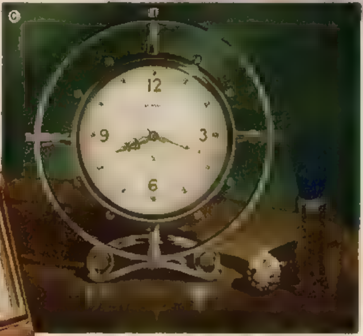

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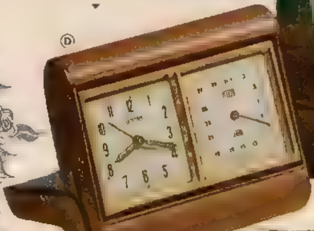


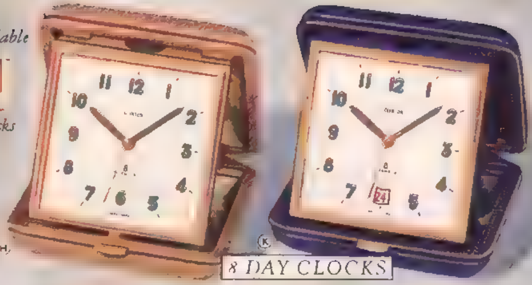
[illegible] prices include federal excise tax Prices are subject to change without notice

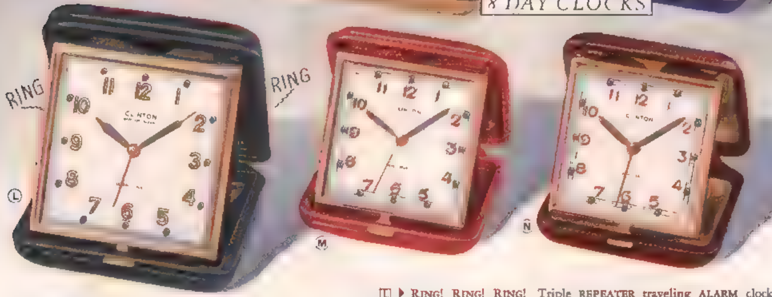
Beautiful and Thoroughly Dependable

CLINTON

Boudoir, Travel and Desk Alarm Clocks

LIFE





H ▶ **PRECISION-CRAFTED TRAVEL ALARM CLOCK** has 8 DAY, 7 JEWEL movement and is ideal for desk, boudoir or travel. Luminous hands, clearly-defined numerals and striking white dial add to its functional beauty. Truly one of America's most versatile travel alarm clocks. The perfect gift for birthdays, weddings, graduations and new home-makers. Available in luxurious tan pig, blue, green or red genuine leather. (State color choice.) 3½" x 3⅜" x 1¼".
No. 11108A1040 . . . . **Retail $22.50**

K ▶ **DATE AND TIME** are only as far away as this superbly accurate 8 DAY, 7 JEWEL travel ALARM. Clearly visible calendar window, luminous hands-and-dots and a white dial give enduring utility. Designed for busy executives and homemakers with a flair for eye appeal and rugged wear. Tan pig, blue, green or red baby crocodile grain genuine leather (State color choice.) 3½" x 3⅜" x 1¼"
No. 11107A1175 **Retail $25.50**

L ▶ **RING! RING! RING!** Triple REPEATER traveling ALARM clock with precision 40 HOUR, 7 JEWEL movement can be set to ring at short intervals or for one continuous ring. This unique clock has a white dial and luminous hands and dots. A gift that will be remembered for life! Available in handsome tan pig grain, blue, red or green genuine leather. (State color choice). 3½" x 3⅜" x 1¼".
No. 11110A845 . . . . **Retail $16.45**

M ▶ **WHEREVER YOU TRAVEL**, or wherever you live, here is the world's most functional 7 JEWEL, 40 HOUR ALARM clock for desk, boudoir or travel. Handsomely designed with luminous hands and numerals. Yours to choose from in beautiful red, blue, green or tan baby alligator grain leather. (State color choice). 3⅛" x 2¾" x 1".
No. 11383A620 . . . . **Retail $13.45**

N ▶ **BEAUTY, UTILITY, ECONOMY** are the three major attractions of this 40 HOUR, 1 JEWEL TRAVEL ALARM CLOCK. Designed with a special fashion flair for eye appeal and rugged wear. White dial and luminous hands and numerals add to its functional beauty. Brown, blue or red lizard grain genuine leather. (State color choice). 3⅜" x 2⅞" x 1½"
No. 11382A465 . . . . **Retail $9.95**

O ▶ **AUTOMATIC CALENDAR ALARM CLOCK** has 8 DAY, 7 JEWEL movement and clearly defined AUTOMATIC CALENDAR "date" window. This prized timepiece, which has easy-to-read dial and radium dots and hands, is ideal for any home or office. 3" x 2⅝" x 1⅝".
No. 11100A1095 . . . . **Retail $22.50**
Same as above, without calendar.
No. 11101A815 . . . . . **Retail $19.95**

P ▶ **A TOUCH OF ELEGANCE** is added to any room with this 40 HOUR, 1 JEWEL desk and boudoir ALARM clock. Mastercrafted with luminous hands and dots on a white dial framed in a case of modern design the color of gleaming Gold. 3¾" x 2½" x 1⅜".
No. 11381A590 . . . . **Retail $11.45**

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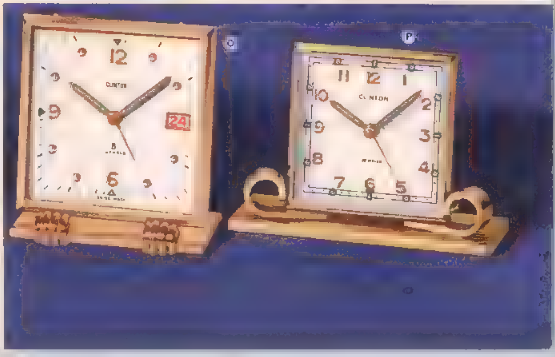
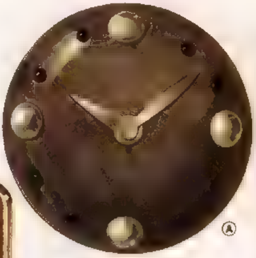
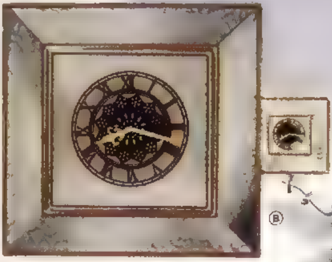
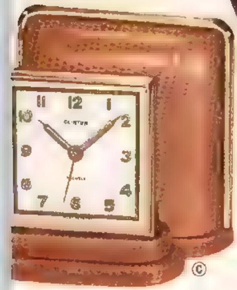


Guarantee

All Clinton Clocks are unconditionally guaranteed against any defects in workmanship and material . . . because Clinton Clocks are made with the same exacting care and craftsmanship as a fine watch.







Accurate, Beautiful and Thoroughly Dependable

CLINTON

Boudoir, Travel, Wall and Desk Clocks

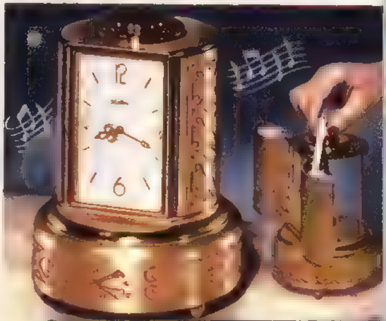
ADVERTISED IN LIFE

A ▸ CONTEMPORARY WALL CLOCK OF HIGHLY POLISHED WOOD with striking gilt hands and black-and-gilt hour indicators is ideal for any room! This distinctive timepiece has an 8 DAY, imported Swiss 7 JEWEL front wind movement. 8" diameter.
No. 11465A1595......**Retail $33.75**

B ▸ ANTIQUE MIRROR WALL CLOCK has subtle traces of Golden tints! Features of this imported Swiss 7 JEWEL, 8 DAY jeweled lever clock include pull down winding mechanism. Just pull the cord, and the clock is wound for 8 days! 16" x 16".
No. 11466A2645......**Retail $55.00**

C ▸ THE SEASON'S MOST DISTINCTIVE ALARM CLOCK is this 7 JEWEL, 40 HOUR ALARM in a leather case completely removable for desk use. Silver finish dial, luminous hands and figures make this a "go-everywhere" clock for boudoir, travel or desk. Tan, blue or red genuine leather. (State color choice.) 3⅜" x 3" x 1⅜".
No. 11463A620......**Retail $13.45**

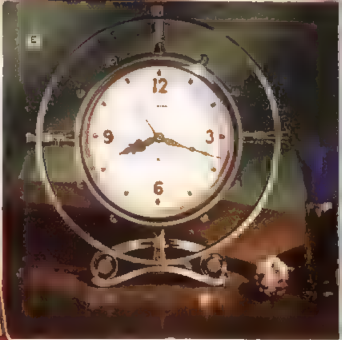
D ▸ CORRECT TIME, PLEASANT MUSIC AND CIGARETTES combine to give you the world's most unique timepiece! 8 DAY, imported Swiss 15 JEWEL jeweled lever movement, Silver finished dial with applied gilt numerals framed in a gleaming case as bright as natural Gold. To open cigarette container, button is pressed and a tune plays as the doors open. Different tune plays upon closing 5" diameter; 6¼" height.
No. 11464A5250......**Retail $100.00**

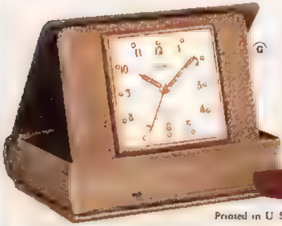


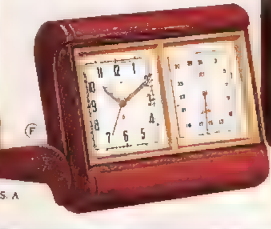
E ▸ A MODERN TREASURE FOR HOMEMAKERS AND EXECUTIVES is this contemporary Swiss 7 JEWEL, 8 DAY jeweled lever ALARM clock! Strikingly designed with Silver finish dial, applied gilt figures, luminous hands and hour dots and a unique case of polished white satin and lustrous metal as bright as Gold! 5" x 5" x 1¾".
No. 11102A1560......**Retail $39.95**

F ▸ TWIN AUTOMATIC CALENDAR AND ALARM CLOCK are designed side-by-side to show correct time, day and month at all times. This Swiss imported 7 JEWEL, 8 DAY jeweled lever ALARM CLOCK and AUTOMATIC CALENDAR is ideal for desk or travel and has elegant Silver finish dial with radium dots and hands. Green, blue, red or tan case fashioned in highest quality genuine leather. (State color choice.) 4⅜" x 3½" x 1⅛".
No. 11103A2595......**Retail $49.95**

G ▸ BOOK OF TIME is a Swiss imported 8 DAY, 7 JEWEL jeweled lever shock protected ALARM CLOCK with radium dial. For desk, den, boudoir or travel! When closed, clock looks like leather bound book. Red, green, blue or tan leather. (State color choice.) 4¼" x 3¾" x 1½".
No. 11106A1495......**Retail $29.75**







Retail prices include federal excise tax
Prices are subject to change without notice

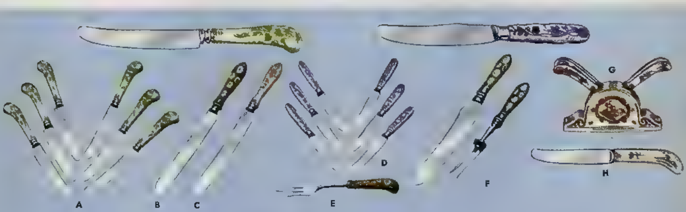
Printed in U. S. A.

CLOWN COOKIE JAR. Lovable clown appeals to small cookie jar raiders, tempts adults too. His ear-to-ear grin will brighten your kitchen hours Hand-painted highly glazed ceramic. 11" high Wt. 6⅛ lbs.
29-2075-315. ... Retail **4.50**

IMPORTED ROOSTER COOKIE JAR. Cock-a-doodle dandy will be the dandy of your kitchen. Wonderfully plumped-out rooster keeps cookies fresh beneath a tight-fitting lid. Rooster colors glazed for permanence. 12" high. 6⅛ lbs.
29-2076-315 Retail **4.50**

CASSEROLE WARMER. Effortless oven-to-table service . . . you're a guest at your own party. Aluminum warming stand comes with 1-qt. ovenproof stoneware casserole insert. Copper heating unit and lid keep food warm at table.
29-2200-975 Wt. 6½ lbs. **14.95**

MODERN COFFEE URN. Hot or cold beverages are served equally well from this extra large, 36-cup smartly designed modern urn. Rust- and chip-proof Black anodized aluminum body, brass plated lid and candle stand.
29-2129-1250 4½ lbs. . . .**19.95**



GENUINE DELFT TABLEWARE. Precious handcrafted ceramic ware made in the little Dutch town of Delft for over 400 years. This imported giftware has distinctive hand coloring and designs that give it a character and charm all its own that is known to connoisseurs the world over. Different, colorful serving items.

(A) STEAK KNIFE SET. Stainless steel blades.
29-3257-1075 6-pc. Set.. ....Retail **17.95**
CAKE KNIFE. Stainless steel blade.
(B) 29-3251-355 Blue. ....Retail **5.95**
(C) 29-3252-355 Pink. ....Retail **5.95**
(D) FRUIT KNIFE SET. Stainless steel blades.
29-3250-1015 6-pc. Set. . ... Retail **16.96**

(E) SERVING FORK. Stainless steel tines.
29-3253-325 .... Retail **5.50**
(F) CARVING SET. Stainless steel blade.
29-3254-835 2-pc. Set. ....Retail **13.95**
FRUIT KNIFE SETS. Matching holders. 7 pc. Sets.
(G) 29-3255-1190 Blue. .... . .Retail **19.95**
(H) 29-3256-1225 Pink ...... Retail **20.95**

IMPORTED SALT AND PEPPER SETS. Gay and impudent hand-painted ceramic animals carry shakers.
29-2981-100 Donkey. 4½"x4¼". Retail **1.50**
29-2980-100 Dog. 4½"x4". .... . Retail **1.50**
IMPORTED DONKEY CRUET SET. Lovable and not-so-lazy donkey is laden with removable oil and vinegar jugs, salt and pepper shakers.
29-3001-350 9"x6½". Wt. 3 lbs Retail **4.95**

IMPORTED SPICE SET. Country kitchen-styled spice set can now be enjoyed by modern cooks. Wood wall rack with rustic provincial finish holds 12 big white glazed ceramic sifter containers, hand-decorated with roosters and inscribed with names of spices. Rack is 10½"x 5½", containers 4" high. Wt. 3 lbs.
29-2951-315 13-pc. Set.. ...... Retail **4.50**

WALL GOURMET SET. Maple-finished wall rack holds salad making utensils and condiment jars and bottles. Hand-painted ceramic. Imported. 9"x14" rack. 5 lbs.
29-2952-495 14-pc. Set...... Retail **7.50**

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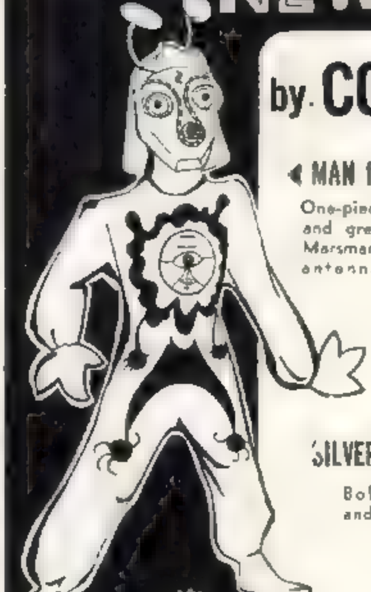
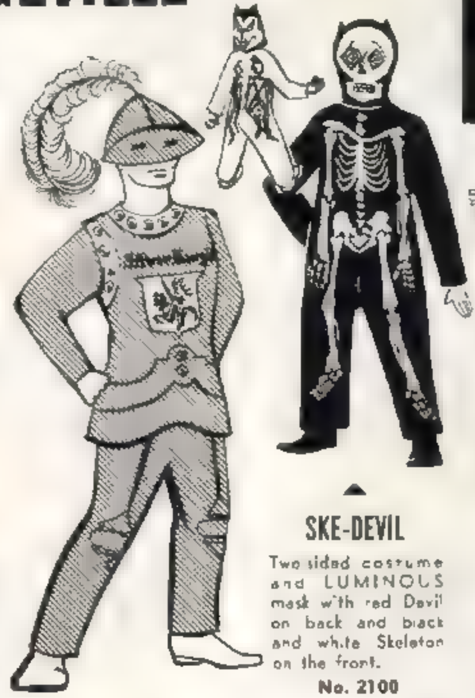


◀ MAN from MARS

One-piece red, yellow and green costume Marsman mask with antenna included.
No. 2100

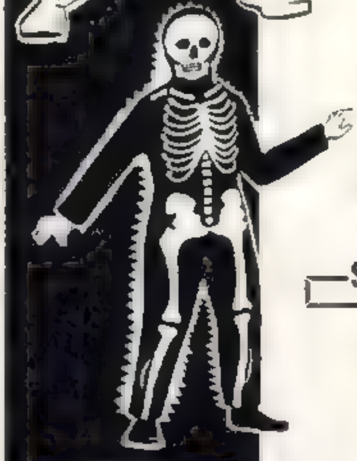
SILVER KNIGHT ▶

Bold visor-hood and armor-suit costume
No. 2100



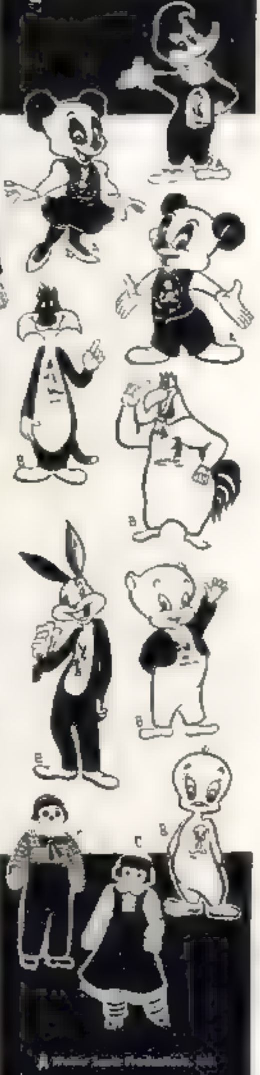
▲ SKE-DEVIL

Two sided costume and LUMINOUS mask with red Devil on back and black and white Skeleton on the front.
No. 2100



◀ SKELETON

Black hood and suit with white skull and bones that GLOW IN THE DARK.
No. 600



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FOR STUDENTS and PROFESSIONALS

COLLIN-MEZIN VIOLIN

Vuillaume Model. Awarded Gold Medal of Honor at the Paris Exposition of 1900. Top of fine spruce, close-grained at the center, widening outwards One-piece back, of beautifully flamed curly maple, shaded to imitate the original old violin from which copied. Double purfling. A model that is used extensively by outstanding concert violinists. Sh. wt. 7 lbs.

5M49X10670 List **$200.00**

COLLIN-MEZIN VIOLIN

Guarnerius Model One-piece back, beautifully flamed, in golden, amber red. Spruce top with fine grained center, widening toward the outside edges of the violin. An exceptional instrument, perfectly suited for a fine, orchestral player Ebony trim, except the pegs, which are rosewood inlaid with gold. Sh. wt. 7 lbs.

5M50X6675 .... List **$125.00**

COLLIN-MEZIN VIOLIN

Imported. Stradivarius Model, finished in golden amber red, slightly shaded to imitate old. Two-piece back of fine curly maple, close-grained spruce top, ebony trim, pegs of shaded rosewood Tone is alive, full and vibrant. An exceptionally fine instrument that will increase in value with use and age. Sh. wt. 7 lbs.

5M51X5200 .... List **$90.00**

GUITAR

Large master size with full 17" width body, in the new, popular cut-away model. Remarkable volume and carrying power. Spruce top and curly maple back are fully arched. Curly maple sides. Extra-wide white celluloid binding on top and back edges, with black inlay on top edge Metal reinforced hard maple neck. Oval rosewood finger board bound in white celluloid, with nine position markers and professional-type frets. Heavy white celluloid guard plate white celluloid heel plate. Adjustable rosewood bridge. Deluxe patent heads with built-in covers. Hand-adjusted bone nut for easy playing. Hand-rubbed and polished. Sh. wt. 22 lbs.

5M56X4712 .... List **$72.50**

5M57X880 Guitar Case
Sh. wt. 5 lbs. .... List **$16.50**

MACCAFERRI PLASTIC GUITAR

A magnificent instrument in appearance and playing quality, with superlative tone and perfect pitch. Has flat top in professional cutaway style. Cannot warp or crack. Sh. wt. 20 lbs.

5M67X1946 .... List **$29.95**

SAME AS ABOVE except has the more desirable arched-top preferred by professionals. Sh. wt. 20 lbs

5M68X2664 .... List **$39.95**

CARRYING CASE FOR BOTH ABOVE GUITARS.
5M69X400 (Sh. wt. 5 lbs.) .... List **$6.00**

Stradivarius Model Violin, nicely finished in golden red amber Best materials and workmanship. Trimmings of the finest quality ebony Complete in keratol-covered plush lined case, with quality bow and high-grade accessories. Sh. wt. 16 lbs

5M52X3475 VIOLIN OUTFIT .... List **$85.00**

Three-ply veneer shell, finest quality keratol covering, lined with high-grade lustrous silk plush. Fitted with two silk bow ribbons. Nickel plated locks, clasps and bumpers. Sh. wt. 8 lbs.

5M53X1360 VIOLIN CASE .... List **$25.50**

Brazilwood, superior quality genuine ebony frog, mother-of-pearl eye and slide. Excellent finish and polish. Nickel silver lined, nickel silver cap button. Sh. wt. 1 lb.

5M54X375 VIOLIN BOW .... List **$7.00**

Bausch Model Selected quality pernambuco wood, sterling silver mounted, ebony frog with pearl eye encircled in silver ring, pearl slide and divided button Correctly balanced, strong and resilient Sh. wt. 1 lb.

5M55X1335 VIOLIN BOW .... List **$25.00**

CARDONI PROFESSIONAL PIANO ACCORDION

A professional grade instrument of the highest quality. 41 treble keys, 120 bass, 4 sets of treble reeds, 5 sets of bass reeds, 7 treble switches, 3 bass switches, 1 master treble switch, Hand finished with hand-tuned reeds. Complete with deluxe, silk plush lined case. Sh. wt. 43 lbs

5M70X27000 .... List **$450.00**

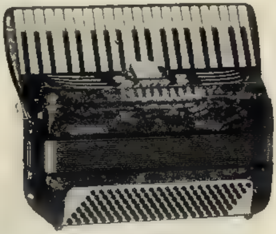
CARDONI PIANO ACCORDION

26 treble keys, 12 basses, 1 set of treble reeds, 2 sets of bass reeds, perfectly finished throughout. Excellent tone, easy playing, airtight, good volume. Hand-type reeds, sturdy body of many veneers, lined bellows, removable reed blocks and warp-proof fingerboard of American walnut. Complete in Gladstone Case. Sh. wt. 20 lbs.

5M62X3475 .... List **$85.00**

Same as above except has 3 sets of reeds in the treble, 4 sets of reeds in the bass. Sh. wt. 20 lbs.

5M63X4000 .... List **$75.00**



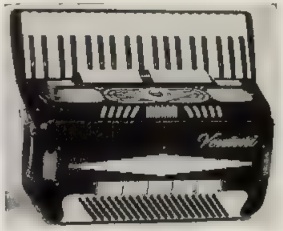
CARDONI PIANO ACCORDION

A truly magnificent instrument of superb material and workmanship. 41 treble keys, 120 bass, 2 sets of reeds in the treble, 4 sets of bass reeds, 1 (2-lever) fully automatic treble switch. Available in medium size . . weight 15½ lbs., or in small size . . weight 14 lbs. Small size is ideal for the lady or younger accordionist. Specify size desired when ordering. Sh. wt. 30 lbs.

5M65X11760 .... List **$210.00**

ACCORDIONS and STRING INSTRUMENTS

Carefully selected with the requirements of both professional and student given greatest consideration. All items on these TWO pages are F.O.B.: New York Factory—Delivery Approx. 15 days.



41 TREBLE KEYS—120 BASSES—2 SETS TREBLE REEDS—4 SETS BASS REEDS WEIGHS LESS THAN 15 LBS.

PIANO ACCORDIONS PRODUCED BY WORLD FAMOUS MANUFACTURERS

PRECISION HAND MADE REEDS OF FINEST STEEL . . . FULL, VIBRANT RICH TONE . . . BEAUTIFULLY FINISHED CASES

41 treble keys, 120 basses, 2 sets of reeds in the treble, 4 sets of bass reeds, 1 (2-lever) fully automatic treble switch. Complete in Gladstone case.

194013B10450 Each...... **$210.00**

Same as above, except has a bass shift and 2 treble shifts permitting wide variety of tone combinations. In regular or small size. SPECIFY SIZE DESIRED WHEN ORDERING. Complete in silk plush Gladstone case.

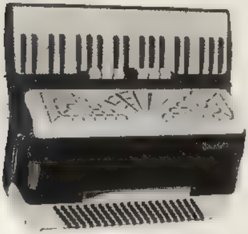
194016B13500 Each **$250.00**

41 piano keys, 120 basses, 4 sets reeds treble, 5 sets reeds bass, 11 treble shifts, 5 bass shifts. Swedish steel reeds. Treble bass shifts fully automatic. tonal effects, such as Organ, Bass, Saxophone, Flute, etc. With case.

194014B24750 Each......... **$495.00**

1 (2-lever) fully automatic treble switch. Lighter and **smaller** than any other 120 bass accordion made. Ideal for the **younger person** or **lady accordionist.** Complete in silk plush Gladstone Case.

194015B11500 Each............ **$225.00**



ARTIST ACCORDION

120 BASS—41 KEYS

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ALUMINUM KEYBOARD

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FINELY TUNED REEDS

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WHITE PEARL AND BLACK FINISHES

Attractive grille ... Professional performance achieved by 7 automatic treble shifts and one bass shift. Piccolo set included. Handsome carrying case and straps included.

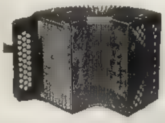
206003B17500

Each **$295.00**

PIANO ACCORDION

25 treble keys, 12 basses, 2 sets treble reeds, 4 sets bass reeds. Lined bellows, removable reed blocks. Carrying case.

194017B8750 Each......... **$75.00**



HOHNER VIENNA STYLE ACCORDIONS

31 treble buttons in 3 rows, 12 bass buttons and 5 sets fine quality steel reeds. Frames and panels covered in polished pearl celluloid, grille is polished nickel plated metal, cloth lined. Deep-fold reinforced bellows (18 fold) give ample tonal power. Leather straps and bellows clasps.

206002B5850 Each.......... **$89.95**

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41" LONG 15½" WIDE

SUPER GRAND AUDITORIUM SIZE

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Exceptionally fine instrument. Super grand auditorium size 41" long, 15½" wide. Powerful magnetic pickup unit housed in rosewood holder with chrome cover. Built-in tone and volume controls. Fully arched spruce top, arched maple back and maple sides. Steel reinforced neck. Rosewood fingerboard with nine position markers, adjustable rosewood bridge. Hand rubbed and polished. Without Case.

194022B4300 Each............................ **$65.00**

COLLIN-MEZIN VIOLIN

Vuillaume Model. Awarded Gold Medal of Honor at the Paris Exposition of 1900. Top of fine spruce, close grained at the center, widening outwards. One-piece back, double purfling.

194019B10000 Each...................... **$200.00**

Violin Case. Keratol covering, plush lined. Nickel plated locks.

194020B1375 Each...................... **$26.50**

Lamy Violin Bow. By famous French firm of Jerome Thibouville-Lamy. Bausch Model. Selected quality pernambuco wood, sterling silver mounted, ebony frog with pearl eye encircled in silver ring, pearl slide and divided button. Correctly balanced, strong and resilient.

194021B1350 Each.......... **$25.00**

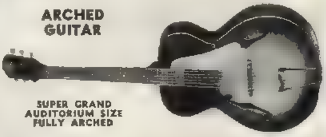
AMPLIFIER

FOR ELECTRIC GUITARS

Top quality three-tube amplifier, full 8" speaker for fine reproduction. Attractive two-tone covering with contrasting grill. Leather handle, two inputs, volume control, fuse and on-and-off switch.

194023B4500 Each........ **$67.50**

ARCHED GUITAR

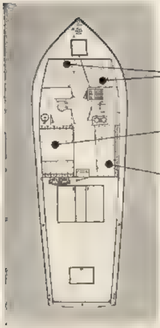


SUPER GRAND AUDITORIUM SIZE FULLY ARCHED

Spruce top, hardwood back and sides. Edges and fingerboard are bound with white celluloid. Nickel plated patent heads with white buttons. Adjustable rosewood bridge. Celluloid guard plate. Carrying Case.

194018B3200 Each..... .... **$54.00**

You've often wanted it . . .



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DINETTE SEATS OPEN UP TO FULL SIZED DOUBLE BERTH
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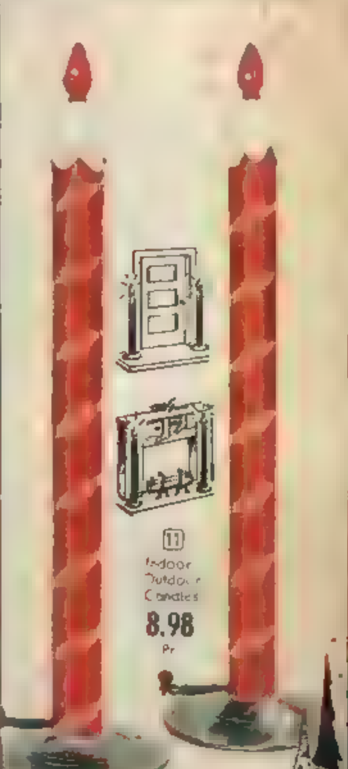

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Outdoor
Candles
8.98
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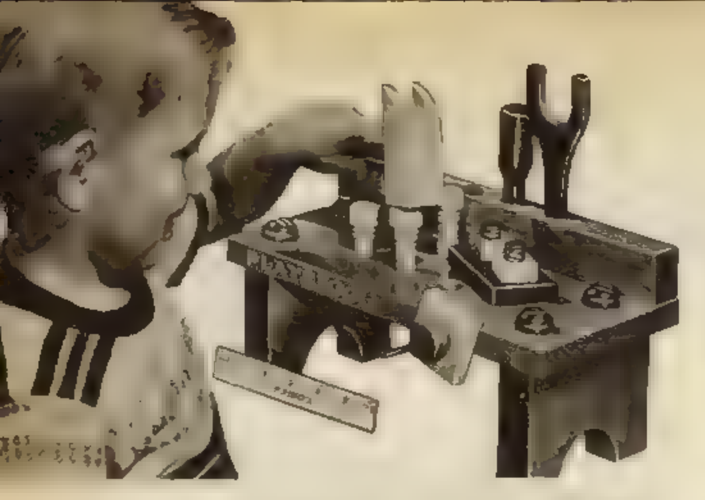
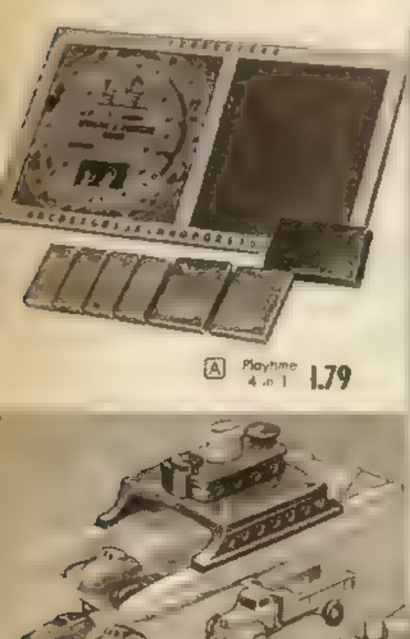


PLAYSKOOL WORK BENCH FOR YOUNG CARPENTERS

- Great fun to take wood bench apart and put it together with its own wood tools!

Junior "apprentice" uses wood wrench to take out nuts, bolts; drive wood nails with claw hammer . . . vise really works! Take bench apart with large wooden screwdriver 6-in. rule incl.
35 J 5443. 12x6 in. (3 lbs.) 2.25



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A 4-IN-1 COMBINATION. Count, spell, write or draw . . . a compact home "classroom." Natural wood frames spelling board with wooden letter tiles and blackboard; counting and white drawing board on reverse side. 4 boxes White chalk, 2 boxes rub-off crayons; eraser cleans both boards. Easel.
35 J 5030. 20x11 in. (3 lbs 13 oz.) 1.79

B REGISTER SAVINGS BANK. Watch the savings grow! Press lever to "ring up" deposits—coins register individually . . . shows total at all times. Nickels, dimes and quarters add up to dollars! Automatically opens at each $10 in coins. Deposit bills in slotted back. Black enamel finish, gilt trim.
35 J 5066. 6 in. high. (3 lbs.) 3.69

C 7-PC. FERRY BOAT SET. Fun in the water or on the floor. New flexible polyethylene plastic ferry has 2 trucks, 4 cars in permafix colors. Unbreakable; won't chip, crack or peel. "Drive" cars and trucks onto deck and "park." Gay pilot house looks so real!
35 J 5015. 12 in. long. (1 lb.) 1.49

D HARDWOOD BUILDING BLOCKS Build bridges, houses, towers dream castles. Fascinating giant assortment of 60 wood blocks in all sizes and shapes (⅞ in. thick.) Includes arches, squares, circles, triangles, oblongs ...all with waxed surfaces, rounded edges. Packed in mesh bag.
35 J 5455. (4 lbs.) . . . . . 60 pcs. 1.79

Toys For Tiny Tots

Toys 1 thru 15 shown at right

① "MICKEY 'N' CROAKER" . . . the zany comedians! Mickey gaily sways from side to side in his colorful "putt-putt" hot rod. Jolly frog "croaks", rolls his eyes as he hops. Lithographed wood.
35 J 5452. Each 6 in. long (1 lb. 8 oz.) . . Both for 1.19

② "FIDO ZILO." The faster he's pulled, the faster he plays the xylophone . . . arms swing up and down striking 4 xilo keys with mallet. Makes merry music wherever he goes! Colorful wood, metal keys.
35 J 5442. 9x6x10 in. high. (2 lbs 8 oz.) 1.79

③ "KATY KACKLER." Tiny tot's barnyard friend actually "clucks and squawks" like a real mother hen when pulled . . . flutters her wings and "scratches" for food. Brightly lithographed wood.
35 J 5412. 9 in. high. (1 lb. 11 oz.) 2.25

④ "BUCKY BURRO." Pull him—he brays a life-like "Hee-Haw," playfully kicks, bucks and swishes his tail from side to side. Driver sways back and forth in the gay cart. Lithographed wood.
35 J 5404. 14x5x8 in. high. (2 lbs.) 2.25

⑤ FIVE CAR CHOO-CHOO "chug-chugs" realistically when pulled wiggles and wobbles from side to side. Friendly trainmen, "bossy" cow brightly lithographed on sturdy wood cars. (1 lb. 6 oz.)
35 J 5414. 17 in. overall length 1.49

⑥ WOOD ALPHABET BLOCKS. Big sets, 2 block sizes. Smoothly rounded edges. Embossed, stamped letters, numerals. Non-toxic colors all sides.
35 J 4908. 60 blocks, 1⅛ in. sq. (2 lbs 10 oz.) . 1.59
35 J 4909. 36 blocks, 1⅝ in. sq. (1 lb 9 oz.) . . . . . 98¢
35 J 4930. 48 blocks, 1¾ in. sq. (4 lbs.) 2.69

⑦ 20 PLASTIC RATTLE BLOCKS. Fascinating rattle, colorful animals inside each crystal clear block. Easy care non-toxic plastic, round corners.
35 J 4914. 1½ in. sq. (15 oz.) . . . . Set 1.39

⑧ SHUTTLE TRAIN. Goes forward, stops, backs up . . . does it again and again—bell rings at each stop! Lithographed metal, plastic. Key wind motor.
35 J 5435 10 in. long. (1 lb. 8 oz.) 1.69

⑨ MUSICAL TOP "hums" as it spins! Easy plunger action sets it twirling and humming—makes a fascinating color pattern as it revolves.
35 J 4993. 10x8 in. high (1 lb. 10 oz.) . . . . 85¢

⑩ TOP WITH SWISS MUSIC BOX actually plays popular kiddy tune! Simple to operate with easy plunger action. Key-wind music box inside plays only while top is spinning. Bright lithographed steel
35 J 4978. 8x9 in. high. (1 lb. 14 oz.) 3.49

⑪ 4-PC. TOT'S SET of colorful selected wood. Perch bench with hammer; beaded counting frame; 10 colorful discs form 2 cones on pull toy cart.
35 J 5422. Ea. abt 9 in. long (3 lbs.). Set, 4 pcs. 1.98

⑫ PLAYSKOOL COL-O-ROL WAGON of sturdy select wood. Loaded with hours of fun! 21 safety edged smooth waxed blocks. Brilliant non-toxic colors.
35 J 5434. 10x4x13 in. long (4 lbs. 10 oz.) 2.69

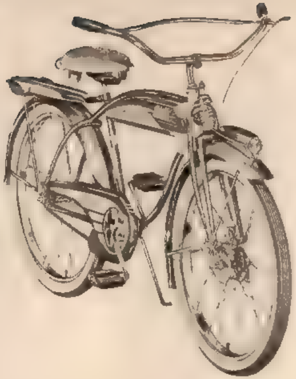
⑬ "KRAZY KRAWLER" wiggles and squirms—"squeaks". Soft vinyl plastic accordion-action body. High impact plastic off-center wheels.
35 J 4940. 16 in. long (1 lb. 6 oz.) 1.79

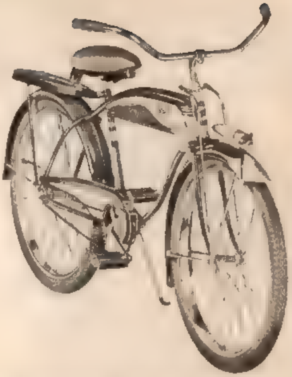
⑭ "SLINKY" PULL TRAIN comically weaves, stretches out, comes together again when pulled. High impact plastic front and cab are joined by spring body—stretches to 24 inches.
35 J 5444 12 in. (1 lb. 10 oz.) 1.69

⑮ 3-PC. TAKE-APART PULL TOY SET for tiny busy-buddies! Triple Express, Baby Racer, Baby Boat with removable parts. Smooth hardwood.
35 J 5438. Ea. 8 in. long (2 lbs. 8 oz.) . . . 3 pcs. 1.79

Bicycles for the Family

SMOOTH-RIDING AND BUILT FOR LONG SERVICE





COLUMBIA 26-IN. JET-RIDER—DESIGNED FOR SAFETY

- **Two brakes—hand-controlled front, rear-wheel coaster type**
- **Floating-action spring fork takes the jar out of bumps**

You'll ride with pride and safety. Protecto lock in fork crown locks front wheel –has manufacturer's 1-yr. guarantee against theft! Coaster brake at rear wheel Streamlined, chromed headlight and electric horn. Sturdy frame with built-in kickstand, luggage carrier with 4 Stimsonite reflectors on each side—full-length chain guard and extra wide fenders with twin-lens rear stop reflector. Curved-braced handlebar—bright chromed brace rods, acorn tips, comfortable grips. Top-grain leather Troxel saddle with chromed springs and crash rail. White side-wall balloon tires. 18-in. frame—26-in. wheels.

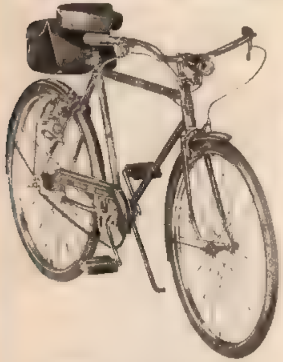
80167W6975—Boy's model. Green finish. Wt. 65 lbs...Retail $92.95

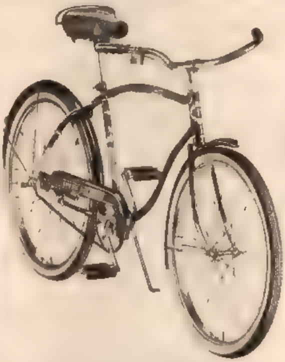
COLUMBIA 26-IN. BUCCANEER—WITH ELECTRIC HORN

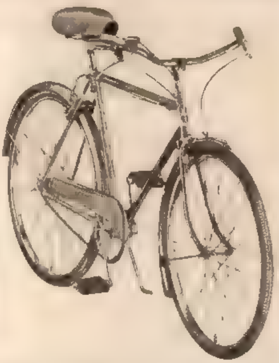
- **Powerful headlight, twin front and single back reflectors**
- **Plated fork truss rods with ivory plastic tips cut bumps**

A lower-priced model, companion to the deluxe Jet-Rider at left—same high quality Columbia construction. Electric horn in air-flow tank, reflectors front and rear—big streamlined headlight. Strong steel frame with full-length air-flow chain guard, deluxe luggage carrier, deep-wide fenders, kickstand, chrome-plated tubular fork truss rods. Tan top-leather Troxel saddle—contoured handle bars with comfortable grips. Balloon tires—non-slip foot pedals. 18-in. frame—26-in wheels. Hard enamel finish—both models with ivory trim. Wt. 60 lbs.

80169W4875—Boy's model. Maroon . .. . .Retail $64.95
80170W4875—Girl's model. Blue........ ....Retail $64.95







COLUMBIA 26-IN. TOURIST BIKES

- **Trigger-control 3-speed gear shift**
- **Safe electric head and tail lights**

Especially for hosteling, touring –but wonderful for all kinds of biking! 3-speed forward gear shift eliminates hard pedaling. Electric head and tail lights—caliper rim brakes at front and rear. Tubular steel frame reinforced for extra strength—chromed fenders and rims, built-in kickstand with full-length chain guard. Easy-steering handlebar with non-slip grips—comfortable saddle seat and leather touring bag at rear High-pressure 26 x 1⅜ in. innertube tires—non-slip pedals. Weather-resistant opalescent blue enamel finish Shpg. wt. 50 lbs.

80179W5850 Men's 21-in. frame.....$77.50
80180W5850—Women's 19-in. frame..$77.50

18-in. standard frame. Green finish.
80183W5850—Boy's model $77.50

COLUMBIA 26-IN. SPEEDLINERS

- **2-speed gear shift—trigger switch**
- **Multi-speed power brakes—fast, sure**

Lets you bike without hard pedaling! 2 speeds with trouble-free gear shift—control located on handlebar. Bendix multi-speed power brakes assure quick stops no matter how fast you're going—takes very little foot pressure to operate. Sturdy steel frame with built-in kickstand, full-length chain guard—lightweight fenders with decorative speed fins. Torrington light-road handlebar with non-slip fingertip grips. Deluxe black leather saddle with chrome crash rail for looks and protection. Tough durable white side-wall 1.75 medium-pressure tires -sure-grip pedals. 18-in frame 26-in. wheels. Enamel finish—weatherproof to keep its new look. Shipping weight 39 lbs.

80273W5200—Boy's model. Green . $69.95
80274W5200—Girl's model. Blue . $69.95

SHELBY 26-IN. TRAVELER BIKE

- **3 speeds with popular handlebar shift**
- **Hand-operated front and rear brakes**

Here's a bike that's a favorite with people of all ages Popular 3-speed model with easy Her-cu-matic shift on handlebars for sure control—takes the work out of pedaling uphill or straightaway. Caliper front and rear brakes are hand operated—they're fast stopping and sure. Rugged metal frame—feather weight and extra strong. Kickstand, full-length chain guard. Sturdy fenders take hard bumps Contoured handlebars with full grips. Mattress-type saddle for easy riding. Smooth rolling 1.375 tires—with heavy treads for long service. Non-slip foot pedals. 21 in. frame—26 in. wheels. Colorful enamel finish—durable, bonderized to prevent rust. Shpg. wt. 47 lbs.

80275W3675—Men's model Green. .$49.50
80276W3675—Women's model Blue $49.50

Comet's PLASTIC Planes Packaged for Profits!

Comet's
AUTHENTIC SCALE MODELS
Squadron of Six
JETS and FIGHTERS
PLASTIC
$1.69 For The Complete Squadron
KIT PL-1 DOUGLAS SKYRAY F4D
Comet's Squadron of Six PLASTIC JETS and FIGHTERS

$1.69 For The Complete Squadron

Sell SIX at a Time

For a Higher Unit Sale—and Increased Profits!

Model builders are so enthusiastic about Comet's Plastic Planes—that it "figured" they'd welcome an entire squadron of these planes in a richly-colored box—at a money-saving unit price! So here it is: Comet's truly sensational "SQUADRON of SIX"—in a beautiful 4-color box—authentic scale models of the famed jets and fighters in today's headlines! These faithful reproductions are beautifully molded, rich in detail, with high-gloss finish in authentic colors; each complete with clear plastic pedestal, correct decals and simple plans. Truly "Perfection in Plastics"—with Comet's quarter-century of model airplane designing experience behind them! *This* is the item to *feature*—to *push*—because it *promises*—and will *deliver*—more sales and profits to every dealer!

Packaged Individually, too

Comet
PLASTIC
Jets & Fighters

29¢

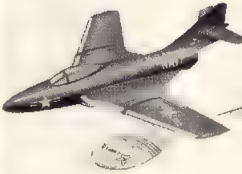
in a beautiful, color-printed box. Approx. wingspans 5½"

We've put the individual plastic planes in smart new boxes, too—with each plane pictured big and life-like on the top. Now you have two paths to profit with Comet's plastic planes—sell 'em one at a time—or six at a time in the "Squadron of Six"!

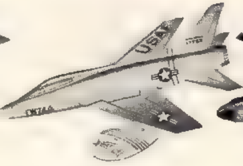
At the
TOY FAIR
visit us in
Room 702
McAlpin Hotel

COMET MODEL HOBBYCRAFT, INC.
501 West 35th Street • Chicago 16, Illinois

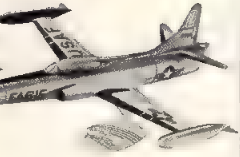
PORTRAIT of PERFECTION in PLASTIC



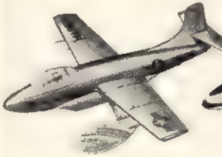
KIT PL-1
GRUMMAN COUGAR F9F-6



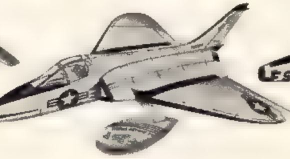
KIT PL-2
NORTH AMERICAN SUPER SABRE F100



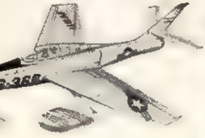
KIT PL 3
LOCKHEED STARFIRE F94C



KIT PL-4
DOUGLAS SKYKNIGHT F3D



KIT PL-5
DOUGLAS SKYRAY F4D



KIT PL-6
REPUBLIC THUNDERSTREAK F84F

Authentic Scale Models of Famous JETS and FIGHTERS

Comet
PLASTIC
Jets & Fighters
KIT PL-6

In a beautiful, color-printed box. Approx. wingspans 5½"

29¢

Like colorful masterpieces, Comet's new series of six plastic models have won the admiration of all America! Not toys, but true-to-scale, faithful reproductions of famed jets and fighters, beautifully molded, rich in authentic detail, with a high-gloss finish in authentic colors. Each is complete with its own clear plastic pedestal, the correct decals and simple plans. Ready to be assembled in a matter of moments. And yet—all this "Perfection in Plastics", thanks to Comet's mass-production facilities and tremendous volume, which make it the world's largest manufacturer of model airplanes—retails at only 29c each!

COMET

COMET MODEL HOBBYCRAFT, INC.
501 West 35th Street • Chicago 16, Illinois

Nationally Advertised

Confetti

GALA AND SPIRITED . . . captivating as its name . . . to brighten your table 3 times daily and on festive occasions of buffet dinners, late evening snacks, and Sunday brunches

GLOWING COLORS SEALED IN under the glaze to never come off or fade from hot water and detergents . . . it's dishwasher proof!

HARD-FIRED semi-porcelain with smooth glaze . . . impervious to moisture, resistant to cracking and crazing.

OVEN-PROOF . . . to bake in with ease, serve in with pleasure and cut dishwashing time.

FASHION INTEREST in hollow pieces of matching, solid-color . . . delightful contrast to confetti design. Rimless Plaza Shapes.

A BROWN CONFETTI

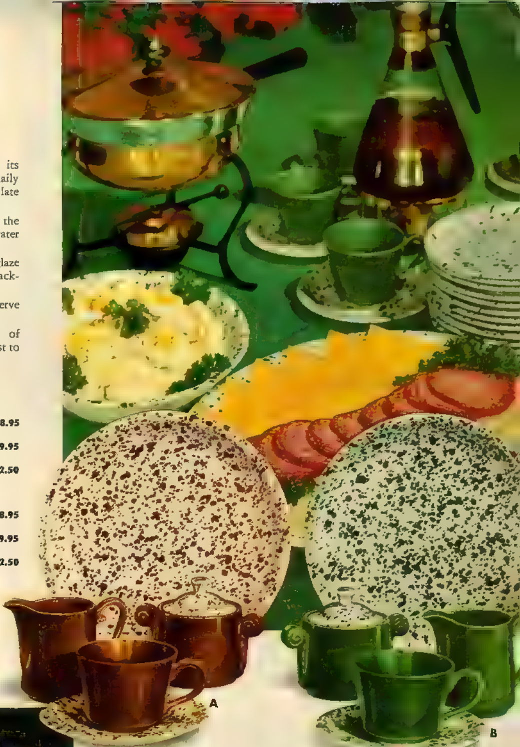
37 Piece Set (2 EXTRA Cups) Serves Six.
No. 15H-8216 (375-2) **Index 1-1250** List **18.95**
57 Piece Set (4 EXTRA Cups) Serves Eight.
No. 15H-8217 (563-2) **Index 1-1880** List **29.95**
99 Piece Set (6 EXTRA Cups) Serves Twelve.
No. 15H-8218 (1022-2) **Index 1-3405** List **52.50**

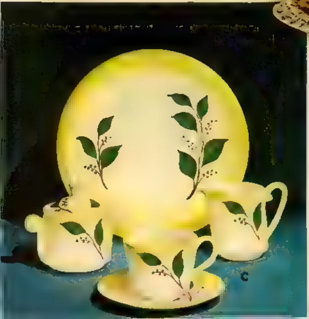
B GREEN CONFETTI

37 Piece Set (2 EXTRA Cups) Serves Six.
No. 15H-8210 (375-1) **Index 1-1250** List **18.95**
57 Piece Set (4 EXTRA Cups) Serves Eight.
No. 15H-8211 (563-1) **Index 1-1880** List **29.95**
99 Piece Set (6 EXTRA Cups) Serves Twelve
No. 15H-8212 (1022-1) **Index 1-3405** List **52.50**

HANDIEST IDEA EVER!
EXTRA CUPS INCLUDED

2 EXTRA Cups in 37 Piece Set
4 EXTRA Cups in 57 Piece Set.
6 EXTRA Cups in 99 Piece Set.





BERRYLEAF IN "PERMA-CAL"

C Shades of green and lavender framed in delicate yellow defy the automatic dishwasher, detergents and hottest water. It's because the design is "Perma-Cal," a new development in decorating that locks in the colors—they can't fade or come off. Ovenproof, semi-porcelain—can be used for baking and warming food.

37 Piece Set (2 Extra Cups) Serves Six.
No. 15H-8213 (375-3)
Index 1-1315 List **19.95**
57 Pc. Set (4 Extra Cups) Serves 8.
No. 15H-8214 (563-3)
Index 1-1970 List **32.50**
99 Pc. Set (6 Extra Cups) Serves 12
No. 15H-8215 (1022-3)
Index 1-3575 List **54.95**

COMPOSITIONS

37 Piece Set (Shipping weight 24 lbs.)	
8 Tea Cups	6-Sauce Dishes
6-Saucers	1 12 in. Platter
6-Bread Butter Plates	1 8¾ in. Open Veg. Dish
6-9½ in. Dinner Plates	1 Covered Sugar (2 pcs.)
	1-Creamer
57 Piece Set (Shipping weight 39 lbs.)	
12 Tea Cups	8-Sauce Dishes
8-Saucers	1 8¾ in. Open Veg. Dish
8 Bread Butter Plates	1-Covered Sugar (2 pcs.)
8 10 in. Dinner Plates	1 Creamer
8-Soup Dishes	1-14" Platter
99 Piece Set (Shipping weight 72 lbs.)	
18-Tea Cups	2 Platters, 12, 14 in.
12-Saucers	1 8¾ in. Open Veg. Dish
12 Bread-Butter Plates	1 Covered Casserole (2 Pcs.)
12-10 in. Dinner Plates	1 Milk or Gravy Boat
12-7 in. Salad Desserts	1 Covered Sugar (2 Pcs.)
12 Soup Dishes	1 Creamer
12-Sauce Dishes	

"Perma-Cal"

Colorfast, Ovenproof Dinnerware

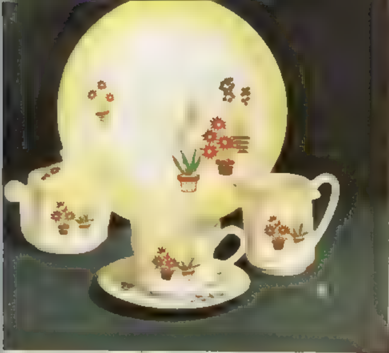
Providing more than just beauty, this color-bright dinnerware was created to serve you better, last longer, because they're

COLORFAST . . . really! Even the dishwasher's extremely hot water and strong detergents can't dull these lustrous colors they're hand-applied "Perma-Cal," a new special process in decorating that locks in color for permanent brilliancy

OVENPROOF . . . for baking or warming food, then serving it smartly in the same container . . . saves you time and extra dishwashing

HARD-FIRED first quality semi-porcelain with smooth glaze that is impervious to moisture, resistant to cracking and chipping.

HANDIEST IDEA EVER. Extra cups included. Two EXTRA cups in 37 Piece Set. Four EXTRA cups in 57 Piece Set. Six EXTRA cups in 99 Piece Set



D **FLOWER POTS** . . . appear in red, chartreuse, green, and brown on yellow-trimmed rimless Plaza shape. Lovely designs . . . artistic little gems. And these designs will be as lovely many, many years from now because they're "Perma-Cal."

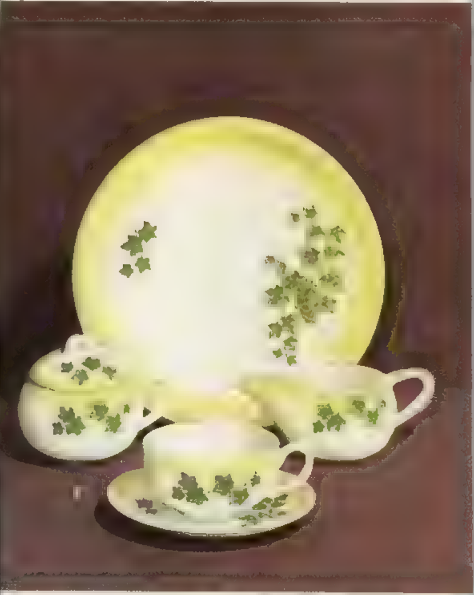
37-Piece Set. (2 EXTRA cups) Serves 6.
FP37Z24X1313 . . . . Retail **$19.95**
57-Piece Set. (4 EXTRA cups) Serves 8.
FP57Z38X1971 . . . . Retail **$32.50**
99-Piece Set. (6 EXTRA cups) Serves 12
FP99Z70X3577 . . . . Retail **$55.00**

COMPOSITIONS

37 Piece Set (Shipping weight 24 lbs.)
8–Tea Cups
6–Saucers
6–Bread-Butter Plates
6–9½ in. Dinner Plates
6–Sauce Dishes
1–12 in. Platter
1–8¾ in. Open Veg. Dish
1–Cov'd Sugar (2 pcs.)
1 Creamer

57 Piece Set (Shipping weight 39 lbs.)
12–Tea Cups
8–Saucers
8–Bread-Butter Plates
8–10 in. Dinner Plates
8–Soup Dishes
8–Sauce Dishes
1–8¾ in. Open Veg. Dish
1–Cov'd Sugar (2 Pcs.)
1–Creamer
1–14 in. Platter

99 Piece Set (Shipping weight 72 lbs.)
18–Tea Cups
12–Saucers
12–Bread Butter Plates
12–10 in. Dinner Plates
12–7 in. Salad-Desserts
12–Soup Dishes
12–Sauce Dishes
2–Platters, 12 in., 14 in.
1–8¾ in. Open Veg. Dish
1–Cov'd Casserole (2 Pcs.)
1–Milk or Gravy Boat
1–Cov'd Sugar (2 Pcs.)
1–Creamer

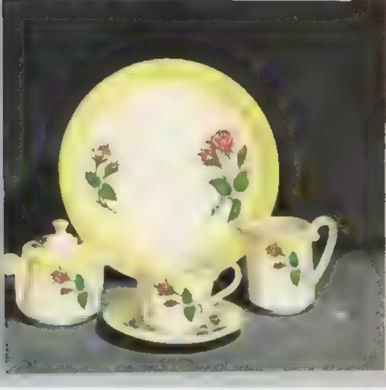


E **IVY COLORTONE** Graceful sprays in muted greens, combine with the yellow-edged Green Briar shape to create an exciting setting. "Perma-Cal" guards against fading from strongest detergents. Oven-proof.

37 Pc. Set (2 EXTRA cups) Serves 6.
VY37Z24X1189 . . . . . . Retail **$17.95**

57 Pc. Set. (4 EXTRA cups) Serves 8
VY57Z38X1744 . . . . . . Retail **$27.95**

99-Pc. Set (6 EXTRA cups) Serves 12.
VY99Z70X3068 . . . . . . Retail **$47.95**



F **STEM ROSE** A popular pattern! In truest pink, bordered by soft-tone yellow. Modern, rimless Plaza shape. Wonderful "Perma-Cal" Roses won't wilt from hottest water or strongest detergents. Oven-proof

37-Pc. Set. (2 EXTRA cups) Serves 6
SR37Z24X1313 . . . . . . Retail **$19.95**

57-Pc. Set. (4 EXTRA cups) Serves 8
SR57Z38X1971 . . . . . . Retail **$32.50**

99-Pc. Set. (6 EXTRA cups) Serves 12
SR99Z70X3577 . . . . . . Retail **$55.00**

Nationally Advertised

Confetti

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GLOWING COLORS SEALED IN under the glaze to never come off or fade from hot water and detergents . . . it's dishwasher proof!

HARD-FIRED semi-porcelain with smooth glaze . . impervious to moisture, resistant to cracking and crazing

OVEN-PROOF . . to bake in with ease, serve in with pleasure and cut dishwashing time.

FASHION INTEREST in hollow pieces of matching, solid-color . . . delightful contrast to confetti design Rimless Plaza Shapes.

A BROWN CONFETTI

37 Piece Set (2 EXTRA Cups) Serves Six
CB37Z24X1251 . . . . Retail **$18.95**

57 Piece Set (4 EXTRA Cups) Serves Eight
CB57Z38X1877 . . . . Retail **$29.95**

99 Piece Set (6 EXTRA Cups) Serves Twelve.
CB99Z70X3406 . . . . Retail **$52.50**

B GREEN CONFETTI

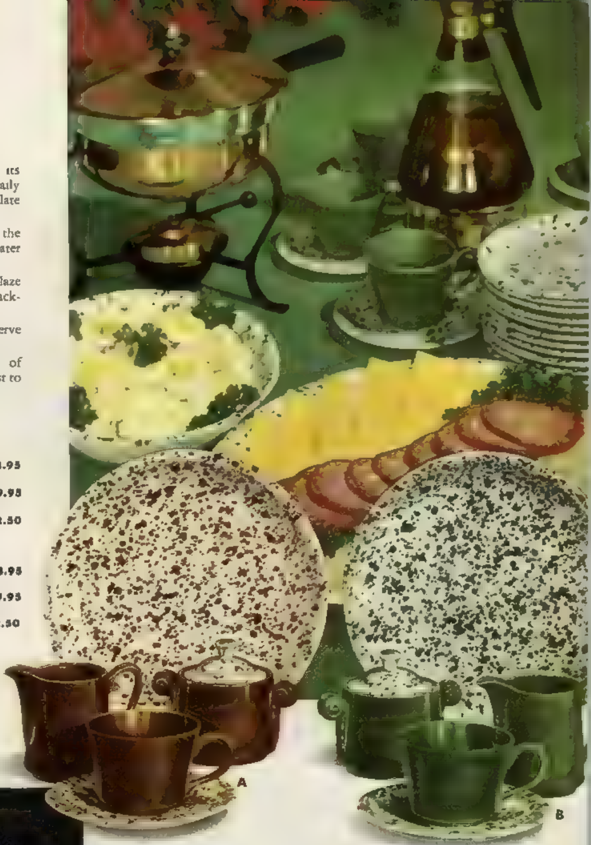
37 Piece Set (2 EXTRA Cups) Serves Six.
CG37Z24X1251 . . . . Retail **$18.95**

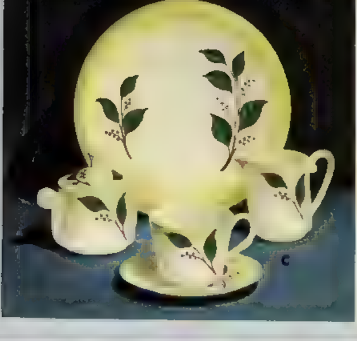
57 Piece Set (4 EXTRA Cups) Serves Eight.
CG57Z38X1877 . . . . Retail **$29.95**

99 Piece Set (6 EXTRA Cups) Serves Twelve.
CG99Z70X3406 . . . . Retail **$52.50**

HANDIEST IDEA EVER!
EXTRA CUPS INCLUDED

2 EXTRA Cups in 37 Piece Set.
4 EXTRA Cups in 57 Piece Set.
6 EXTRA Cups in 99 Piece Set





BERRYLEAF IN "PERMA-CAL"

C Shades of green and lavender framed in delicate yellow defy the automatic dishwasher, detergents and hottest water. It's because the design is "Perma-Cal," a new development in decorating that locks in the colors—they can't fade or come off. Ovenproof, semi-porcelain—can be used for baking and warming food.

37 Piece Set (2 Extra Cups) Serves Six.
TL37Z24X1313 . . . . Retail **$19.95**

57 Pc. Set (4 Extra Cups) Serves 8.
TL57Z38X1971 . . . . Retail **$32.50**

99 Pc. Set (6 Extra Cups) Serves 12.
TL99Z70X3577 . . . . Retail **$55.00**

COMPOSITIONS

37 Piece Set (Shipping weight 24 lbs.)
8 Tea Cups
6 Saucers
6 Bread-Butter Plates
6 9½ in. Dinner Plates
6-Sauce Dishes
1 12 in. Platter
1-8¾ in. Open Veg Dish
1 Covered Sugar 2 pcs
1 Creamer

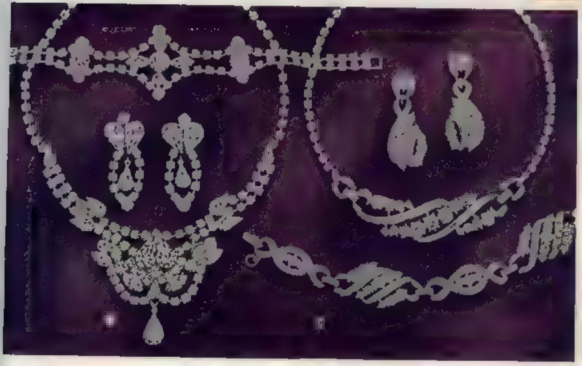
57 Piece Set (Shipping weight 39 lbs.)
12 Tea Cups
8-Saucers
8 Bread-Butter Plates
8 10 in. Dinner Plates
8 Soup Dishes
8-Sauce Dishes
1 8¾ in. Open Veg. Dish
1-Covered Sugar (2 pcs.)
1 Creamer
1-14" Platter

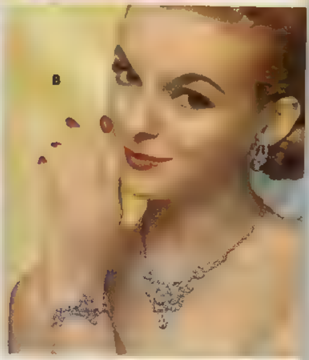
99 Piece Set (Shipping weight 72 lbs.)
18-Tea Cups
12 Saucers
12 Bread-Butter Plates
12 10 in. Dinner Plates
12 7 in. Salad-Desserts
12 Soup Dishes
12-Sauce Dishes
2 Platters, 12, 14 in.
1 8¾ in. Open Veg Dish
1 Covered Casserole (2 Pcs.)
1 Milk or Gravy Boat
1 Covered Sugar (2 Pcs.)
1 Creamer

Coro

the best known name in fashion jewelry

A. Vogue. Regal gem-cut stones in real-jewel Topaz hues set in a fabulous bracelet worthy of a goddess. To wear by the armful for fashion's new bold look Set includes one bracelet and earrings to match
414010B1396 Retail Price Set **$23 95**

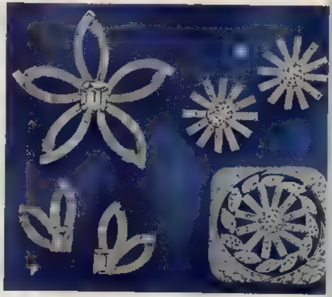




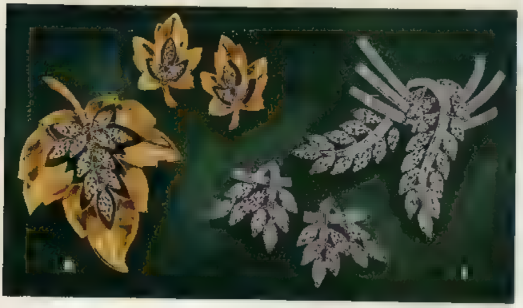
B. Brilliant Night. Opulent diamond shaped rhinestones in a design of unparalleled beauty. Brilliant accent for after-five fashions Adjustable clasp necklace Matching earrings and bracelet (as shown on model at right)
414011B2053 Retail Price Set **$33.75**

C. Coronet. Beautiful original design of swirling baguettes and gem-like stones, richly worked in gleaming rhinestones. Right for every mood or costume. Adjustable clasp necklace with matching earrings and bracelet.
414012B1465 Retail Price Set **$24.95**

All jewelry in handsome gift boxes as illustrated on next page. Safety clasp on all pins . Earrings with comfortable clip back mountings, while all necklace are adjustable to fit any neckline.



F. North Star. The enchantment of rhinestone baguettes sparked with gem-like stones make an unusually beautiful brooch and earring combination
4140138500 Brooch Retail Price **$8.50**
4140148353 Earrings Retail Price **$6 00**



G. Comet. Exquisite rhinestone brooch and earrings intricately fashioned of multi-facet stones, shining baguettes, and pear-shaped mock diamonds.
4140158500 Brooch Retail Price **$9.50**
4140168353 Earrings Retail Price **$7.50**

D Golden Leaf. The white radiance of rhinestones in a golden-hued leaf setting adds a Midas look to every costume. Sheer elegance in its rich, modern styling.
4140178500 Brooch Retail Price **$8 50**
4140188353 Earrings Retail Price **$6.00**

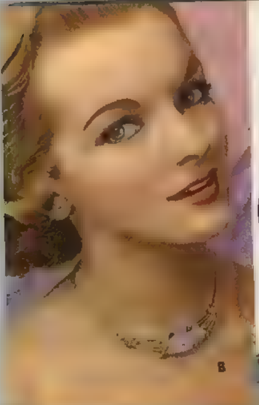
E. Debonair. Sprays of fiery rhinestone leaves hung from bands of brilliant baguettes in a graceful, original design by Coro's master craftsmen . . . truly a matchless work of art
414019B941 Brooch Retail Price **$16.00**
414020B608 Earrings Retail Price **$10.50**

**AMERICA'S
BEST DRESSED WOMEN
WEAR CORO JEWELRY**

All prices subject to Federal Tax

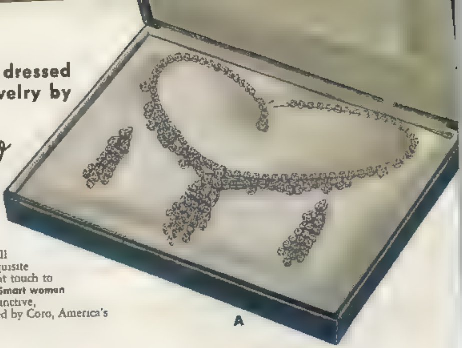
Coro JEWELRY

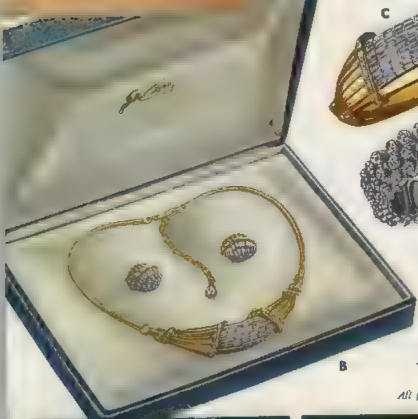
Rohde-Spencer Company, 18 S. Michigan Avenue, Chicago 3, Illinois

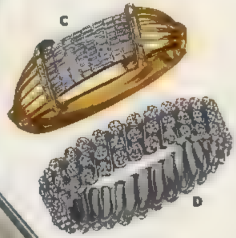


America's best dressed women wear jewelry by *Coro*

As nationally advertised in all leading magazines, **Coro's** exquisite fashion jewelry adds the right touch to each new season's costumes. **Smart women** everywhere choose these distinctive, original designs master-crafted by Coro, America's **first name** in fashion jewelry







All jewelry in handsome gift boxes as illustrated.

A. Melody. Fiery rhinestones shimmer in diamond-like magnificence from this richly-fashioned necklace and earrings. Adjustable clasp necklace.
41400181470 Retail Price Set **$25.00**

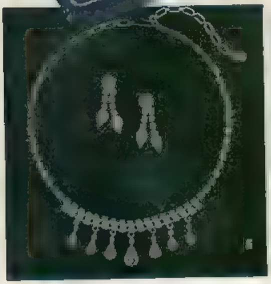
B. Vendome. Timeless classic styling seen in the new light of brilliant rhinestone baguettes in a gold-tone or rhodium plated silver setting. Adjustable clasp necklace with matching earrings (**Shown on model**)
41400281544 (gold-tone) Retail Price Set **$26.50**
41400381544 (silver) Retail Price Set **$26.50**

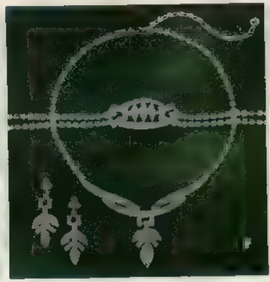
C. Vendome Bracelet. Modern design in an easy-fitting bracelet to match Vendome necklace and earring set. Rhinestone baguettes flash fabulously from either a gold-tone or rhodium-plated silver setting
41400481347 (gold-tone) Retail Price **$23.00**
41400581347 (silver) Retail Price **$23.00**

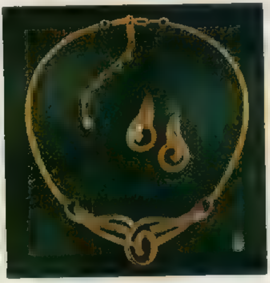
D. Coquette. Wrist band bracelet paved with fabulous sparkling rhinestones. Flexible band moulds itself to fit every wrist perfectly.
4140068220 Retail Price **$3.95**

All prices subject to Federal Tax

All Necklaces are adjustable to fit every neckline





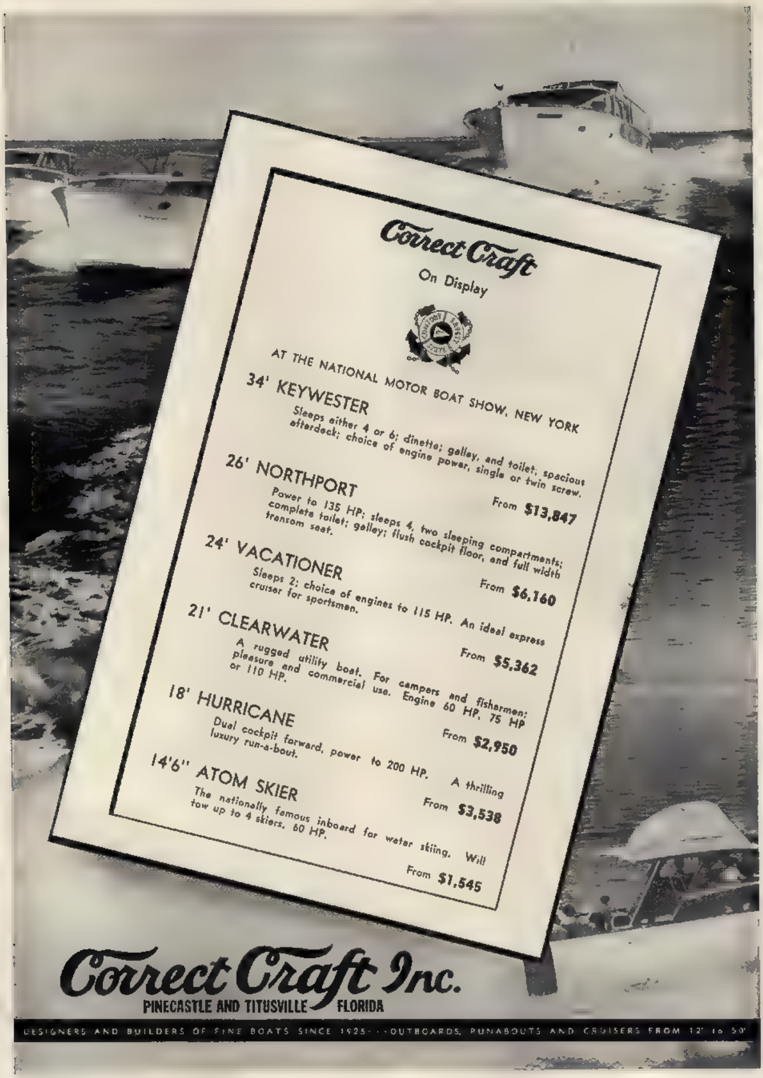


E. Elegance. Chic simplicity in an adjustable rhinestone necklace hung with graduated, pear shaped mock diamonds. Matching earrings add twin points of brilliance!
41400781779 Retail Price Set **$13.50**

F. Galaxy. Truly regal pendant necklace and earrings with matching bracelet centered by a queenly crest in this 3-piece set . . . all in gleaming rhinestones and baguettes. Adjustable clasp necklace
41400881372 Retail Price Set **$23.50**

G. Golden Swirl. Graceful swirls of gold-hued metal highlighted by fiery rhinestones in a matching necklace and earring set that adds beauty to every costume. And of course, Coro's adjustable clasp necklace
41400918980 Retail Price Set **$16.50**

Rohde-Spencer Company, 18 S. Michigan Avenue, Chicago 3, Illinois



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On Display

AT THE NATIONAL MOTOR BOAT SHOW, NEW YORK

34' KEYWESTER

Sleeps either 4 or 6; dinette; galley, and toilet, spacious afterdeck; choice of engine power, single or twin screw.

From **$13,847**

26' NORTHPORT

Power to 135 HP; sleeps 4, two sleeping compartments; complete toilet; galley; flush cockpit floor, and full width transom seat.

From **$6,160**

24' VACATIONER

Sleeps 2; choice of engines to 115 HP. An ideal express cruiser for sportsmen.

From **$5,362**

21' CLEARWATER

A rugged utility boat. For campers and fishermen; pleasure and commercial use. Engine 60 HP, 75 HP or 110 HP.

From **$2,950**

18' HURRICANE

Dual cockpit forward, power to 200 HP. A thrilling luxury run-a-bout.

From **$3,538**

14'6" ATOM SKIER

The nationally famous inboard for water skiing. Will tow up to 4 skiers. 60 HP.

From **$1,545**

Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

DESIGNERS AND BUILDERS OF FINE BOATS SINCE 1925 - - OUTBOARDS, RUNABOUTS AND CRUISERS FROM 12' to 50'

CHAMPIONS
USE BOSTON SAILS

Our sails and the skippers who
used them had another great year.

1954 Championships

LIGHTNING INTERNATIONALS
LIGHTNING PRESIDENT'S CUP
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HIGHLANDER NATIONALS
Y-FLYER NATIONALS
RHODES BANTAM NATIONALS

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The first four boats in the
ONE-OF-A-KIND

(not to mention many fleet championships
throughout the country)

MAY WE HELP YOU WIN?

BOSTON YACHT SAILS CO.
34 RIVERSIDE DR. MT. CLEMENS, MICH.

Protect your boat against
Moisture Damage!
The New DRI-Z-AIR
Removes Excessive Moisture
Quickly, Efficiently, and Safely

Top portion of Dri-Z Air container holds chemical crystals which condenses moisture in the lower bowl. Dri-Z Air crystals are odorless and retain their full power until displaced. Replacement crystals are packed in cans. Unit price complete with one container of crystals postage prepaid $4.95 (Extra refill crystals 50c f.o.b. factory) Write for literature.

Unit Size 6½"x5¾"

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HI-MATE!

DO-IT-YOURSELF
BOAT LADDER

Have fun this winter and a handsome ladder in the bargain with this exciting assembly kit. Adjust to your boat in seconds. Top loop slips over your deck cleat. Light and easy to stow. Kit includes top grade, water resistant manila, three hardwood steps shaped for hand and foot hold, mahogany stain, varnish, rubber cushions to protect boat and brass pins which lock rung to rope.

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HOLIDAY YACHTS

Holiday Yachts of Centerport, New York, are building in Europe a custom 72-foot twin screw diesel cruiser for delivery to an American owner. Built entirely of welded steel, the hull will be durable and substantial. Deckhouse and superstructure will be of mahogany and teak with windows of shatterproof glass. Joiner-work on the interior will be of plywood panelling with solid mahogany trim.

Fuel and water tanks will be carried in the double bottom, with large capacity to permit long distance cruising without the need for frequent refueling stops. An unusual feature will be a supplementary water tank designed to be refilled from rainwater. This will help to conserve the potable water and extend the radius greatly

For power, there will be a pair of 200 h.p. Caterpillar diesel engines with 3-to-1 reduction gears. This will permit the use of large propellers and produce a cruising speed of 16 knots or better. Engine room space will be exceptionally large so that the several units installed will not be crowded and permit free inspection and maintenance.

Electric equipment will include a 20 kw. U. S. generating set as well as a 5 kw. generator, driven by one of the main engines. This will supply ample power for all electrical requirements. A refrigerator and deep freeze unit will be installed in the galley.

The owner's quarters will be aft and provision is made for a large owner's room with twin beds and ample locker space. A guest stateroom is so designed that a removable partition can separate it into two individual staterooms, each with its own dresser, berth, and other essential fittings. A large dining salon will be in the deckhouse aft of the pilot house where the controls and navigating equipment will be carried. Quarters for the crew, including a stateroom for the captain will be provided in the forward portion of the yacht.

Holiday's custom 72-footer is built in Europe

In smaller sizes, the Jr. Holiday has exceeded all expectations. There are about 25 of this model now in U. S. waters, and it is expected that an equal number will be added to the roster during the coming summer. An advantage of this little boat is that it can be readily carried by trailer so that many interesting sailing areas are open to them.

A new boat last year was the 30-foot Holiday, a cruising and racing sloop with accommodations for from four to six persons. Both standard and economy types of this boat are available.

Another newcomer to the Holiday fleet is a 22-foot sailer. This boat features a mast which may be lowered when required. It has an enclosed head. The berths have full length foam mattresses. Her cockpit is large and the overnight accommodations are excellent. She is also light enough to permit moving about by trailer. The 35-foot Mariner and the 36-foot yawl Bermudian are other additions to the fleet.

Designed for a Mexican yachtsman, the 46-foot ketch Explorer is the last word in world cruising yachts. She will be prominent in Pacific events, and her easily handled one-man rig eliminates the need for a large crew.

AN ENTIRELY NEW CRUISER *Crestmark Explorer 24′*

OFFERING A NEW CONCEPT IN ACCOMMODATIONS WITH "*At Home*" CONVENIENCES

***Plus* SAFETY AFLOAT NEVER BEFORE EQUALLED IN THE LOW PRICE FIELD**

A Really Rugged Cruiser With 5,000 Pounds of Seagoing Huskiness

- ★ Sleeps four adults in solid comfort
- ★ 6′ 2″ Headroom
- ★ Complete shipshape galley includes icebox, stove, cupboards, etc.
- ★ Beautiful full size dinette table
- ★ Large self-bailing cockpit. Flush deck
- ★ Ample beam, 8′ 6″, and generous freeboard make the Explorer an unusually seaworthy and dry craft
- ★ Enclosed toilet and lavatory
- ★ Ample stowage space
- ★ Universal marine motors or optional power with speeds to 26 M.P.H.

The Crestmark Explorer has super framing of solid white oak, giving at least 40% greater rigidity and strength than usually found in any other boat of comparable size and design.

See the Crestmark Explorer and all its wonderful features at the Long Island Sportsmen's Show, Jamaica Armory, February 12th to 19th, or write us now for complete information.

CRESTMARK CRUISERS, INC., 438 SHEEPSHEAD BAY ROAD, BROOKLYN 24, N .Y.

CROOKSVILLE

Semi-Porcelain China

These lovely modern dinnerware sets are of extra fine quality semi-porcelain body with smooth, non-crazing glaze to protect the brilliant colors and decorations. All shipments F.O.B. Ohio Factory—No C.O.D. orders accepted on factory-shipped merchandise

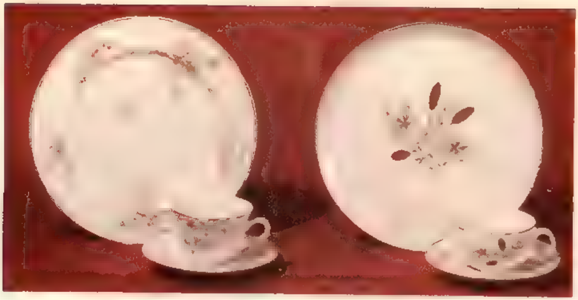
Composition of Sets

35-Pc. Set—Shipping wt. 21 lbs. 6 Dinner Plates 9", 6 Salad Plates 6", 6 Fruit Dishes 5¼", 6 Teacups, 6 Saucers, 1 Platter 11", 1 Oval Vegetable Dish 9", 1 Sugar Bowl & Cover, 1 Creamer.

53-Pc. Set—Shipping wt. 39 lbs. 8 Dinner Plates 9", 8 Salad Plates 6", 8 Fruit Dishes 5¼", 8 Soup Dishes 7¼" 8 Teacups, 8 Saucers, 1 Platter 13¼", 1 Round Veg. Dish 9", 1 Sugar Bowl & Cover, 1 Creamer

94-Pc. Set—Shipping wt. 80 lbs. 12 Dinner Plates 10", 12 Salad Plates 8", 12 Bread & Butter Plates 6", 12 Soup Dishes 7¼", 12 Fruit Dishes 5¼", 12 Teacups, 12 Saucers, 1 Platter 11", 1 Platter 15", 1-9" Round Veg. Dish, 1 Gravy Boat, 1 Pickle Dish 9½", 1 Sugar Bowl & Cover, 1 Creamer, 1 Covered Veg Dish 8".

All Dinnerware Patterns Are Open Stock



"Fleur-De-Lis"

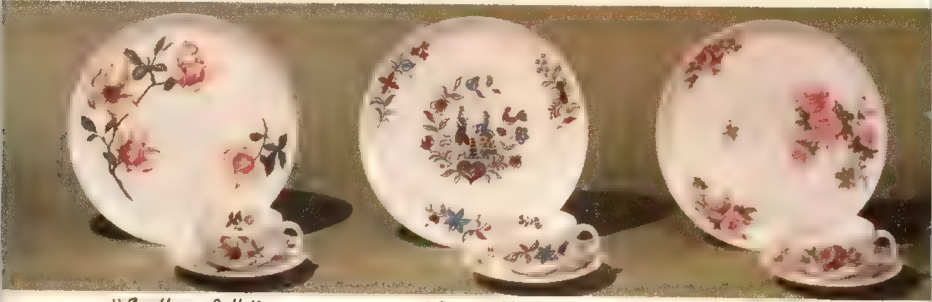
This lovely set shows beautiful pink flowers combined with cool, mint green leaves. Ivory background is trimmed with 22K Gold edges. Conventional round shape. **F.O.B. Ohio Factory**

	Mfr's. Sugg. Retail
5285XF1004—35-Pc. Service for 6	$14.75
5286XF1586—53-Pc. Service for 8	23.50
5287XF3006—94-Pc. Service for 12	44.95

"Tiffany"

A pleasant, brown-toned floral design reminiscent of pioneer days. Beautiful semi porcelain decorated with 22K Gold trim. A lovely table setting. **F.O.B. Ohio Factory**

	Mfr's. Sugg. Retail
5419XF1126—35-Pc. Service for 6	$16.50
5420XF1663—53-Pc. Service for 8	24.50
5421XF3286—94-Pc. Service for 12	49.50



"Southern Belle"

Add southern charm and hospitality to your home with this lovely magnolia blossom pattern, in soft shades of pink. New Coupe shape. **F.O.B. Ohio Factory**

	Mfr's. Sugg. Retail
5360XF1126—35-Pc. Service for 6	$16.50
5361XF1663—53-Pc. Service for 8	24.50
5362XF3286—94-Pc. Service for 12	49.50

"Dairy Maid"

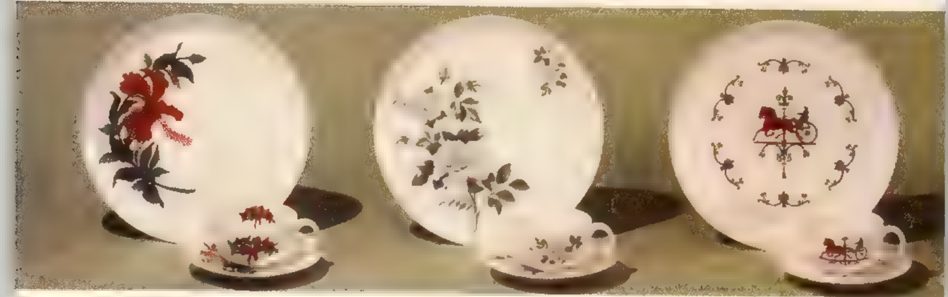
A whimsical early American scene forms the center of this pattern with colorful surrounding flowers. New Coupe shape. Glaze protects all decorations. **F.O.B. Ohio Factory.**

	Mfr's. Sugg. Retail
5363XF1020—35-Pc. Service for 6	$14.95
5364XF1551—53-Pc. Service for 8	22.75
5365XF3002—94-Pc. Service for 12	44.75

"Azalea"

Designed for the young at heart, this dainty pattern combines lovely pink azaleas with cool green leaves. New Coupe shape. New beauty at a popular price. **F.O.B. Ohio Factory.**

	Mfr's. Sugg. Retail
5291XF1020—35-Pc. Service for 6	$14.95
5292XF1551—53-Pc. Service for 8	22.75
5293XF3002—94-Pc. Service for 12	44.75



"Flamingo"

A striking pattern designed for those who like distinctive dinnerware. Beautiful Hibiscus flowers in varied shades of red. New Coupe shape. **F.O.B. Ohio Factory.**

	Mfr's. Sugg. Retail
5297XF1126—35-Pc. Service for 6	$16.50

"Queen Rose"

An enchanting white rose pattern adorns this set. The rose center is touched with a delicate shade of pink, and the leaves are soft moss green. **F.O.B. Ohio Factory.**

	Mfr's. Sugg. Retail
5422XF1126—35-Pc. Service for 6	$16.50

"Trotter"

This quaint, yet new pattern portrays in brilliant colors the story of the ever-popular Sulky race. Attractive table setting for any time of day. **F.O.B. Ohio Factory**

	Mfr's. Sugg. Retail
5425XF1126—35-Pc. Service for 6	$16.50

Fine American China by Kirk

It is the cherished desire of every woman to own a complete set of fine china. However, if the budget will not allow such an investment at one time, the Place Setting Plan is the ideal way to obtain a complete service. By adding one or two at every gift occasion, a full set is soon in your possession—to give pleasure for a lifetime

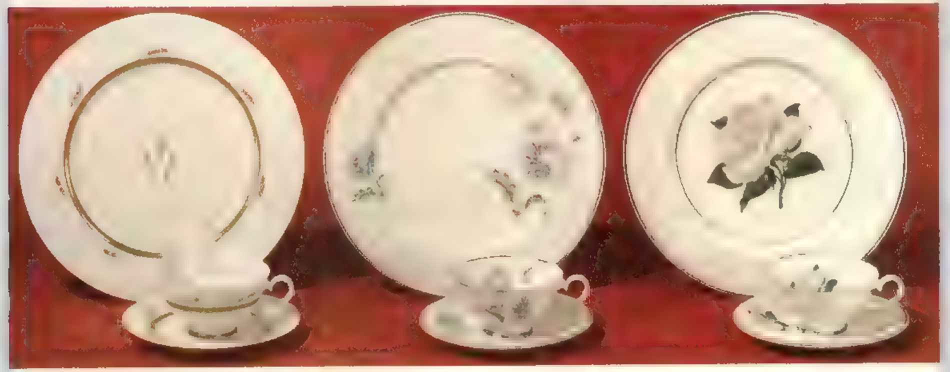
5-Pc. Individual Place Setting, 1 each—10½" dinner plate, 8⅜" salad plate, 6⅝" bread and butter plate, cup, and saucer. Ship. wt. 5 lbs

COMPOSITION OF SETS—53-Piece Set, 8 each—10½" dinner plates, 8⅜" salad plates, 6⅝" bread and butter plates, 5¾" fruit dishes, cups, saucers, 1 each—14½" platter, 10¾" baker, creamer and covered sugar bowl. Ship. wt. 45 lbs.

93-Piece Set, 12 each—10½" dinner plates, 8⅜" salad plates, 6⅝" bread and butter plates, 5¾" fruit dishes, 8⅜" rim soups, cups and saucers, 1 each—14½" platter, 10¾" baker, creamer, covered sugar bowl, covered casserole, gravy boat, salad bowl Ship wt 95 lbs.

All Dinnerware Patterns Are Open Stock

This genuine American-made China is manufactured from the finest clays by experienced dinnerware craftsmen. It is fired at the highest possible heat to provide a finely-textured, mirror-smooth finish. It is beautifully translucent and has the luxurious sheen only fine china can possess. The patterns were chosen to please every taste, modern or traditional. Fine coin gold or platinum is generously used to accent and add grace to the patterns. **All shipments are F.O.B. Pennsylvania Factory.**



"Forever Bountiful"

Sprays of rich golden wheat gracefully decorate each piece. A pattern with simple elegance to blend with any setting. 22K Gold band trim. Fine China at its finest

	Mfr's. Sugg. Retail
5321XF1321 —5-Pc. Place Setting	$ 21.50
5327XF16139—53-Pc. Service for 8	264.95
5333XF29990—93-Pc. Service for 12	492.50

"Trilby"

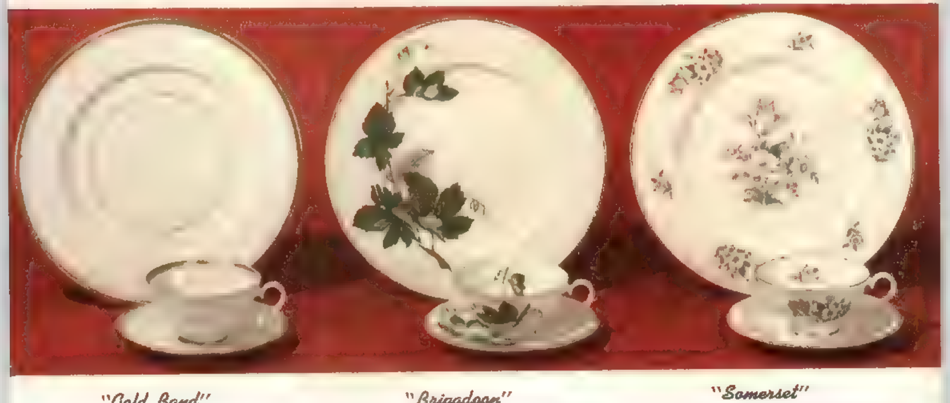
Exquisite feathery chrysanthemums in light lavender and blue shades daintily decorate the rim and center of these dishes. Pure Platinum trim. Will please the most discriminating

	Mfr's Sugg Retail
5389XF1045 —5-Pc. Place Setting	$ 16.95
5390XF12643—53 Pc. Service for 8	207.50
5391XF23409—93-Pc. Service for 12	384.50

"Killarney"

This large white rose pattern was first introduced in 1912 and yet remains one of America's favorites Pure Platinum trim accentuates its snow white beauty

	Mfr's. Sugg Retail
5392XF1105 —5-Pc. Place Setting	$ 17.95
5393XF13450—53-Pc. Service for 8	220.75
5394XF25054—93-Pc. Service for 12	411.50



"Gold Band"

In rich simplicity, the 22K Gold border accents the hairline stripe of this popular pattern Excellent for formal settings

	Mfr's. Sugg. Retail
5322XF1105 —5-Pc. Place Setting	$ 17.95

"Brigadoon"

Fine 22K Gold edge emphasizes the beauty of this enchanting pattern with its lovely leaves of Vitis (grape family) in shades of green and silver grey

	Mfr's. Sugg Retail
5395XF910 —5-Pc. Place Setting	$ 14.75
5396XF11124—53-Pc. Service for 8	182.75

"Somerset"

An exquisite pink bouquet which combines dogwood and spirea blossoms with tulips and other spring flowers. Lovely 22K Gold trim

	Mfr's. Sugg Retail
5398XF850 —5-Pc. Place Setting	$ 13.75
5399XF10348—53-Pc. Service for 8	169.95

BENSON'S ANCHORS

Benson's Anchors, Inc. of Syracuse, N. Y., have two new additions to their anchor line for 1955. One is a 4-pound rowboat anchor which is the answer to the small boat fisherman's demand for a light weight snag proof anchor.

The outstanding feature of the Benson anchor in addition to its holding power and light weight is the patented sliding ring design which makes it possible to recover a snagged anchor by sliding the ring back down the shank and pulling the anchor back out the way it went in. Because of the snag-proof feature a much lighter line of ¼ or 5/16-inch diameter can be used

This new 4-pound anchor also appeals to small boat liveries who can now equip their boats at low cost with a good holding anchor that can be released when snagged and thus reduce their losses from cut ropes and lost anchors

Benson's are also introducing a new low cost improved design of their one piece self-locking anchor chock.

The Benson anchor can be easily retrieved if accidentally fouled

M. L. CONDON

The M. L. Condon Company, Inc., has added two new products. BoatLife Plastic Canvas Seal will waterproof any type of canvas or porous surface. It is recommended for all boat canvas, canoes, tents, tarpaulins, awnings, etc. It dries in 20 minutes.

BoatVinylife, a copper vinyl anti-fouling bottom finish, is the other new product for longer lasting protection of boat bottoms. This liquid plasticized vinyl plastic prevents teredo worms or any other organic or crustaceous growth on bottoms. The copper, released at a controlled rate, prevents marine growth for as long as 18 months to 2 years. BoatVinylife gives positive waterproofing and the film is so tight it prevents drying out and seam separation while in storage. BoatVinylife, the manufacturers state, will not crack, craze, alligator, or peel after 24 hours dry. It is unaffected by salt water, acids, alkalis or fumes.

BoatLife Durable Plastic Finishes continue to be offered in blue, red, green, gray, ivory, gloss or flat white colors, as well as the popular Plasticlear.

M. L. Condon Co., Inc. continues to supply boat builders and boat yards with all types of boat lumbers and marine plywoods. For details write to M. L. Condon Co., Inc., 270 Ferris Avenue, White Plains, N. Y.

HENDERSON & JOHNSON

A new, anti-fouling marine paint called Copperclad has been developed and marketed by Henderson & Johnson, Inc. of Gloucester, Mass. Copperclad is unconditionally guaranteed for a period of six months. This written, money-back guarantee covers the use of the paint in both fresh and salt water—in northern as well as tropical climates.

Equally effective on steel or wood, Copperclad is extremely easy to brush, requires no special thinner and dries to a firm protective coating in four hours.

Copperclad is recommended for all medium speed boats. Its nominal cost makes it an ideal anti-fouling paint for all boat owners

WM. L. VROOMAN

A completely new racing lower unit for Evinrude and Johnson 25 h.p. outboard engines has been developed by William L. Vrooman, Watertown, New York. It is highly streamlined, with a maximum diameter of the gearbox of 2¼ inches. The gear ratio is 1-to-1 with the gears of heat-treated alloy steel. Shafting is stainless chrome steel and the bearings are of the ball thrust type.

Another similar unit is made for the Evinrude 15, Johnson 10, and for the Gale 12 h.p. engine. Its proportions are such as to adapt it to the smaller engine. Both units are designed to permit a rapid gear change and other gear ratios can be supplied on special order

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BOATING in CUBA

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Artist Brass Instruments by Cuesnon & Cie, Paris, France

These are fine quality instruments—offered and guaranteed with supreme confidence in the Manufacturer—famous maker since 1827! Here is found the most perfected instrument-making technique conducive to powerful, brilliant tone, smooth flawless action, strikingly beautiful appearance . . . to satisfy any musician

- **Solid nickel silver valves**
- **Sturdy bracing**
- **Beautiful gold lacquer finish**
- **Standard bore**
- **Exceptional intonation, easy blowing**

Artist B♭ Trumpet

2364MF4923—Here is beauty of appearance, brilliant tone, unusual even in higher priced instruments Excellent for school band professional work Has hand ground nickel silver valves, nickel silver trim, recessed valve caps other features. Comes with lyre, mouthpiece, fitted plush lined leather bound carrying case. In glowing Gold lacquer finish. **F.O.B Chicago or New York.** **Mfr's. Sugg. Retail $87.50**

Artist B♭ Cornet

2365MF4923—Outstanding performer, with hand ground perfectly fitted valves and slides Fast piston action, rapid fingering Easy blowing fine intonation Has pearl finger tips, recessed valve caps, modernistic bracing with nickel silver trim Includes lyre, silver plated mouthpiece, fitted deluxe Gladstone plush lined leather bound carrying case. **F.O.B. Chicago or New York.**

Mfr's. Sugg. Retail $87.50

Artist B♭ Trombone

2366MF5963 This mellow, standard bore all purpose instrument has a 6½" bell. Nickel silver slide stockings are hand ground for fast, smooth action, the slide lock prevents slide damage Fine intonation in all key positions. Exceptionally easy blowing. Has lyre, mouthpiece, and deluxe plush lined case. **F.O.B. Chicago or New York.**

Mfr's. Sugg. Retail $106.00

All items on this page F.O.B. Chicago or New York

Sousaphone

Baritone

CUESNON BAND INSTRUMENTS

Foremost in Reliability	Mfr's. Sugg. Retail
2367MF29250—Famous Artist BB♭ Sousaphone (shown)	$520.00
2368MF9844—Well-built Artist Upright Baritone (shown)	175.00
2369MF6750—Fine Artist Upright Alto Horn	120.00
2370MF7875—Graceful Artist Bell Front Alto Horn.	140.00
2371MF7875—Dual purpose Artist Mellophone (F-E♭)	140.00
2372MF10969—Parade, concert, Artist Bell Front B♭ Baritone Horn	195.00
2373MF16875—Deep tone, Artist Upright E♭ Bass.	300 00
2374MF21094—Perfect inton. Artist Upright BB♭ Bass	375.00
2375MF26438—Perfect scale Artist E♭ Sousaphone	470.00
2376MF12188—Precise, Artist Single Fr. Horn in F.	225.00
2377MF12188—Same, Artist Single French Horn, B♭	225.00

CASES

Full shaped, keratol covered veneer, side open model. Heavy padded, plush lined interiors

	Mfr's. Sugg. Retail
2378MF1406—Trumpet	$25.00
2379MF1406—Cornet	25.00
2380MF1875—Trombone w/s., comp.	32.50
2381MF2625—Upright Alto.	46.50
2382MF2625—Bell Front Alto	46.50
2383MF2625—Mellophone	46.50
2462MF2969 Deluxe Upright Baritone	53.00
2463MF3375—Bell Front Baritone	60.00
2464MF8438—E♭-BB♭ Sousaphone	150.00
2465MF2969—French Horn	53.00

Professional Band Instruments—Made in U.S.A.

Professional B♭ Trumpet

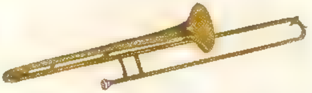
2466MF6738—A rich, full trumpet tone, made possible by the many refinements engineered by its famous maker. Racy lines, brilliant tone and perfectly tuned in all registers Special brass polished, clear lacquered with nickel silver trim Has mouthpiece, lyre, deluxe semi-Gladstone plush lined case. **F.O.B. Chicago or New York.**

Mfr's. Sugg. Retail $109.00

Professional B♭ Cornet

2467MF6738—Ideal school or professional instrument—excellent nickel silver hand ground valves assure airtight fit. Has short valve action with recessed valve caps, heavy bracing clear lacquer finish with nickel silver trim Octagon mouthpiece receiver, mouthpiece, lyre and semi-deluxe Gladstone plush lined case **F.O.B. Chicago or New York.**

Mfr's. Sugg. Retail $109.00



Professional B♭ Trombone

2468MF7906 Here is rich, broad tone with smooth-as-silk slide action. Fine extra quality construction features Has medium bore with 7" bell, nickel silver slide with hand ground fitted stockings, lyre, mouthpiece and deluxe case with slide compartment. In clear lacquer finish with nickel silver trim. **F.O.B. Chicago or New York.**

Mfr's. Sugg. Retail $127.50

Super Artist Band Instruments—Made in U.S.A.

Super Artist B♭ Trumpet

2391MF9281—Clean cut design, long racy line—has brilliant trumpet tone perfectly tuned registers This is solidly beautifully built with nickel silver trim valve casings. Valves are enclosed-spring type of hard nickel silver hand grained Short valve action gives top true performance Lacquer finished

Super Artist B♭ Cornet

2392MF9281 Made of premium-priced polished brass has unequaled power of tone true intonation. This is a truly great professional type cornet produced by master craftsmen in a world famous factory Nickel silver trim for extra wear, durable clear lacquer finish High content nickel silver valves are hand ground for fast, smooth action. In-

Super Artist B♭ Trombone

2393MF9900—This is a beautiful, perfectly balanced brass with no extra weight needed in the bell The smooth velvet slide action is due to hand fitted nickel silver slide You'll find power tone, true intonation in all key positions Complete with professional mouthpiece, lyre and deluxe case Gleam-

Prestini . . .

ITALIAN ACCORDIONS

ACCORDIONS THAT ARE CAREFULLY MADE BY TOP CRAFTSMEN . . .

PRESTINI DELUXE ACCORDION

2320MF25000—120 bass 11 full automatic treble switches and 5 base switches 41 treble keys, 4 sets of treble reeds, and 5 sets of bass reeds. Reeds are hand finished Complete in deluxe Gladstone case lined with silk plush Bound double stitched edges. Finest quality brass hardware. Black, Gray, White or Red. Please give first and second choice of colors. Weighs 22 lbs. Ship wt. 43 lbs. **F.O.B. New York** **Mfr's Sugg Retail $500.00**

PRESTINI FINE QUALITY ACCORDION

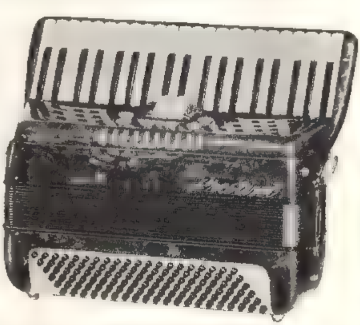
2321MF22500—120 bass. 7 fully automatic treble shifts, and 3 bass shifts Hand finished reeds—4 sets of treble reeds and 5 sets of bass reeds. 41 treble keys. Complete in deluxe Gladstone case, lined with silk plush and with bound, double stitched edges and finest quality brass hardware. Available in Black Gray, White or Red. Please give first and second choice of colors Weighs 22 lbs. Ship wt 43 lbs. **F.O.B. New York.** **Mfr's. Sugg Retail $450.00**

INSTRUMENTS OF QUALITY TONE BY THE WORLD'S FINEST MUSICAL INSTRUMENT FACTORIES

THESE HIGHLY FAVORED ACCORDIONS ARE ALL IMPORTED FROM ITALY

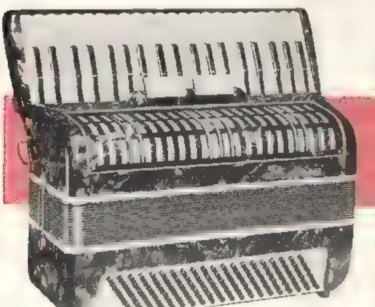
PRESTINI LIGHT-WEIGHT ACCORDION

2322MF14375—Has full-4 treble shifts permitting the player to select a wide variety of tonal combinations, including violin, flute, organ, bass, concertina, and tremolo. Also has bass shift permitting two tonal color combinations in the bass. Medium size—is a full light weight accordion. **41 treble keys with 3 sets of reeds. 120 bass with 5 sets of reeds. Four fully automatic treble switches. One bass switch.** Available in Black, Gray White or Red. Please give first and second choice of color. Complete in Gladstone case lined with silk plush and covered in glazed brown alligator. Weighs 13½ lbs. Ship. wt. 34 lbs. **F.O.B. New York.** **Mfr's. Sugg. Retail $300.00**



PRESTINI BABY GRAND ACCORDION

2323MF10500 Lighter and smaller than any other 120-bass accordion made. Perfect for the younger player or lady accordionist. Weighs less than 15 lbs. **120 bass. 41 treble keys, 2 sets of treble reeds, 4 sets of bass reeds, 1 2-lever fully automatic treble switch.** Reeds are hand-made type tuned and voiced to perfection Black, Gray White or Red Please give first and second choice. Complete in Gladstone case, lined with silk plush and covered in glazed brown alligator. Ship. wt. 30 lbs **F.O.B. New York** **Mfr's. Sugg. Retail $210.00**



EXCLUSIVE PRESTINI FEATURES

In the Reeds . . .

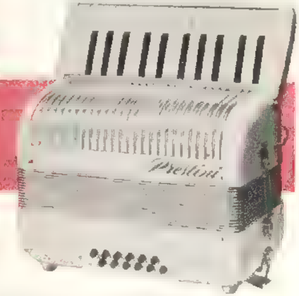
Longer and rounder reed tongues for volume with extreme sensitivity Squatter and thicker bass reeds to reduce heaviness of the end weights aiding in easy response. Close and accurate fitting of reed tongues Polished reed plates for closest fitting. **Tuned by master tuners so that tone is brilliant and powerful, yet immediately responsive**

Bass Mechanism . . .

Best bass mechanism design on market. Made of [illegible] for durability **Upright lifting levers tight fitted against the actuating pins for quick response and positive return. Uses "cartocetti" (hollow brass tubes) instead of aluminum rods so that a lighter spring can be used—eliminating friction and giving a most responsive bass.**

In the Slides . . .

Switch slides are made in the face plate instead of reed batteries—for closest fit. Air loss is eliminated. Prestini accordions are among the few **which have these slides in both treble and bass panels.**



PRESTINI LOW-COST ACCORDION

2287MF10438 A reasonably priced, full 120 bass accordion. Constructed like higher priced models, except it has one less set of reeds in treble and bass Superb workmanship and materials. **41 treble keys, 120 bass, 2 sets of treble reeds, 4 sets of bass reeds, one 2-lever fully automatic treble switch.** Black, Gray, White or Red. Please give first and second

PRESTINI PIANO ACCORDIONS

2290MF3750—Perfectly finished with the same attention to quality of material and fine workmanship as in larger accordions Excellent tone easy playing air tightness, and good volume. Has these features usually found only in large and expensive accordions, hand-type reeds, sturdy body of many veneers lined bellows, removable reed blocks, and warp proof fingerboards of American walnut **25 treble keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds.** Black, Gray, White or Red. Please give first and second color choice. Complete

ONE OUTSTANDING DESIGN

THREE DISTINCTIVE MODELS

THE HINCKLEY '36'

THE CUSTOM '36'

Here is the incomparable Custom Hinckley 36', leader without question among the finest auxiliaries built today. The exceptionally well balanced hull and the unique original cabin layout offer the discriminating yachtsman an entirely new approach to racing and cruising comfort. This is the one yacht that will pass every test of quality, in design, in specifications, in workmanship, and as you would naturally expect, in sailing ability. The Custom Hinckley '36' is truly a creative effort bearing the hallmark of Custom quality in every detail

THE STANDARD '36'

The Standard Hinckley '36' is offered expressly for those who prefer the conventional cabin arrangement in combination with the outstanding performance guaranteed by the use of the Hinckley '36' hull design. Every effort has been made to provide the utmost in sailing efficiency and cruising comfort obtainable in an auxiliary of this type. The high specifications and attention to details adhere to the best traditions of yacht construction. The Standard Hinckley 36 is an outstanding value, of moderate initial cost and subsequent low maintenance

THE SPECIAL '36'

Pictured here for the first time is the exciting new economy model, the Special Hinckley '36'. The famous Hinckley '36 hull has remained unchanged, both in design and construction. The highly developed and efficient rig has also been retained, yet a substantially reduced price has been made possible by the elimination of much of the expensive interior joinerwork and trim. The Special Hinckley '36' now makes it possible for many more yachtsmen and their families to enjoy the prestige and satisfaction of owning a Hinckley auxiliary.

If you plan to attend the National Motor Boat Show, we extend a cordial invitation to visit our booth. Or for our newest brochures on any or all of the above models, contact us or our representative nearest you

The Lighthouse, Inc.
17 Court Street
Plymouth, Mass.

Annapolis Yacht Sales, Inc.
100 Compromise Street
Annapolis, Maryland

Orienta Marine Corp.
500 Rushmore Avenue
Mamaroneck, N. Y.

Mr. Charles W. Coffin
3634 Roland Drive
Birmingham, Mich.

THE LARGEST BUILDERS OF AUXILIARIES

HENRY R. HINCKLEY & COMPANY

SOUTHWEST HARBOR, MAINE

CYMA

Honor Award Watches

WORLD PRESTIGE SINCE 1862

A CYMA Watch is the distinguished product of one of the oldest, largest, fine watchmaking institutions in the world—the CYMA Watch Factory in Tavannes, Switzerland. Beautiful to behold, every CYMA is a brilliant masterpiece of precision...each, regardless of price, shock protected by CYMAFLEX, the most effective anti-shock device ever created. You can give...or possess...nothing finer than a CYMA...the "Honor Award Watch."

The Established Retail Prices shown on this page include the Federal Excise Tax of 10%

Illustrations Slightly Reduced

5000W4500 "Babette"

Elegant mirror finished 14K white gold case, 17J Cyma movement, applied gold figure dial, gold filled expansion bracelet

Established Retail $75.00

The "Babette" is also available promptly in 14K yellow gold on special order.

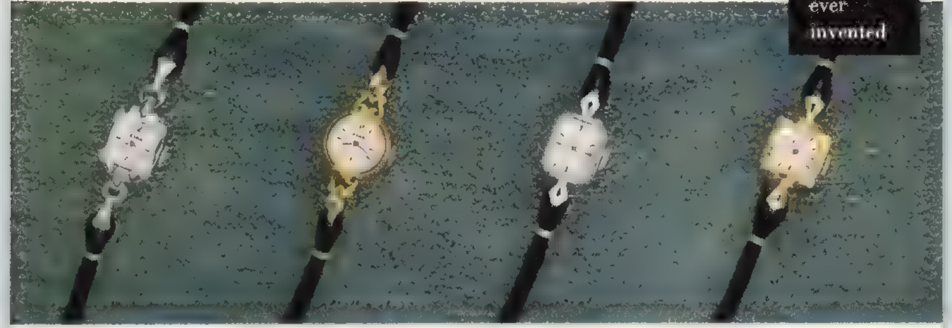
5001W4295 "Nina"

Dainty round white gold filled case, 17J Cyma movement, unusual engine turned dial with applied gold figures, gold filled expansion bracelet

Established Retail $71.50

The 'Nina' is also available promptly in yellow gold filled on special order

CYMA
presents
cymaflex
most
effective
anti-shock
device
ever
invented



5002W6600 "Lisette"

Beautiful 14K white mirror lapped case, 17J Cyma movement, unusual engine turned dial with applied gold figures, silk cord with safety catch

Established Retail $110.00

The 'Lisette' is also available promptly in 14K yellow gold on special order.

5003W6900 "Marlene"

Delicately curved creation in 14K yellow gold, 17J Cyma movement, applied gold figure dial, silk cord with safety catch

Established Retail $115.00

The 'Marlene' is also available promptly in 14K white gold on special order

5004W4950 "Arlene"

Trim 14K white gold case, 17J Cyma movement, applied gold figure dial, silk cord with safety catch

Established Retail $82.50

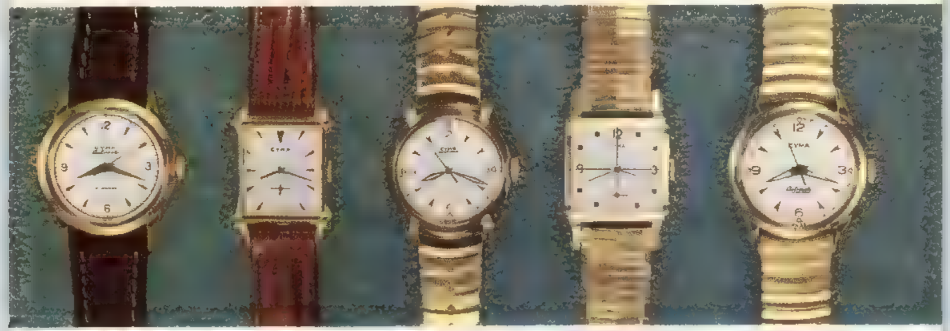
The 'Arlene' is also available promptly in 14K yellow gold on special order.

5005W5450 "Fawn"

Sculptured design in this 14K yellow gold case, 17J Cyma movement, applied gold figure dial, silk cord with safety catch

Established Retail $89.50

The "Fawn" is also available promptly in 14K white gold on special order



5006W11700 "Admiral"

Distinguished 14K yellow gold water resistant case, 17J Cyma automatic movement, sweep second hand, 18K gold hands and markers. Brown suede sad-

5007W6900 "Elton"

Distinctive 14K yellow gold dress watch 17J Cyma movement, genuine lizard strap

Established Retail $115.00

The 'Elton'' is also available

5008W4295 "Pilot"

Yellow gold filled top, stainless steel back, water resistant case with 17J Cyma movement, luminous dial, sweep second hand, gold filled expansion

5009W4295 "Drexel"

Handsome yellow gold filled case, 17J Cyma movement, modern two-toned dial, matching expansion band. Distinguished product of one of the oldest, largest, finest watchmak-

5010W5375 "Comet"

Yellow gold filled top stainless steel back, water resistant case, 17J Cyma automatic movement, yellow gold filled expansion band

Established Retail $89.50

5011W4775 "Comet"

Same as above but with all

DAISY AIR RIFLE SHOT

Daisy Bull's Eye BB shot in tube. Another new Daisy shot package for faster sales. Contains 135 copper-coated steel BB's in capped cylindrical paper tube. Packed 100 tubes per carton. No. 5 .

STOCK No. 57—69505

DAISY MFG. CO.

W83-70 B **Retail** ___ **$6.00 ctn.**

Retail $ .06 tube

Inv. ____________ Pur. ____________

BULLS EYE
B.B
SHOT
DAISY
BULLS EYE
B.B
SHOT
DAISY
BULLS EYE
B.B
SHOT

AIR RIFLE SHOT

Daisy Bulls Eye BB Shot New large tube contains 288 copper-coated BB's. No 502. Shipped 100 tubes/ctn

STOCK No. 57—69507

DAISY MFG CO

F46-25 S **Retail** ________ **$10.00 ctn.**

Retail $ .10 tube

Inv. ____________ Pur. ____

DAISY SCOUT AIR RIFLE

A 500 shot lever action reepater that holds over 350 BB's Measures 32" long. Has adjustable sight, full-fashioned carbine type stock. Yellow sling-adjustable for carrying No. 75. Std pack 10 ,wt. 28 lbs.

STOCK No. 57—69515

DAISY MFG CO.

R73-66 T **Retail** ________ **$5.49 ea.**

Inv ____________ Pur ____________

DAISY LONG RIFLE

New Daisy 1000 shot reepater with lever action. Double notched adjustable rear sight, bright plated hardware, full-fashioned stock, gold Long Rifle design. Adjustable brown sling. Has gun-case and two paks No. 700 BB's plus leather BB loader. No. 80. Std pack 10, wt. 28½ lbs.

STOCK No. 57—69519

DAISY MFG. CO.

H64-66 R **Retail** ________ **$6.95 ea.**

Inv ____________ Pur ____________

DAISY PUMP GUN

Daisy pump-action, forced-feed repeater. Combination peep and open sight, adjustable. New "ramp-type" front sight Oval stock, gold filled engraving on jacket. 37" long. In gun-case with two paks No. 700 shot and leather BB loader No. 25. Std. pack 10, wt. 37 lbs

STOCK No. 57—69523

DAISY MFG CO.

G56-00 L **Retail** ____ **$8.95 ea.**

Inv ____________ Pur ____________

RED RYDER CARBINE

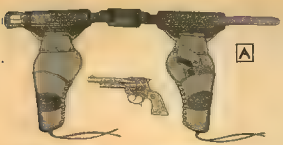
Daisy's famous Red Ryder carbine with lever action. A 1000 shot repeater with lightning loader feature. Gun is 35" long, has adjustable combination peep-and-open sight, bright plated hardware, leather boot on stock, swivel and thong. In gun-case with two paks No. 700 shot and leather BB loader No. 94. Std. pack 10, wt. 31½ lbs.

STOCK No. 57—69525

DAISY MFG. CO.

R25-33 M **Retail** **$7.95 ea.**

Inv. ______ Pur ______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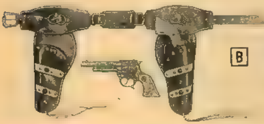
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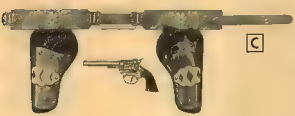
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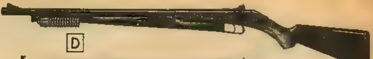
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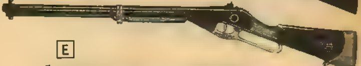
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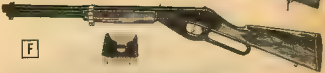
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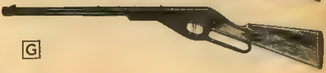
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DAISY AIR RIFLES and GUN & HOLSTER SETS

(A) DAISY RED RYDER DELUXE GUN & HOLSTER SET

For young cowpokes. Embossed "Red Ryder" figures on natural top grain cowhide belt and holsters. Top grain cowhide lacing and thong. Hand tooled edges. Adjustable gleaming buckle and keeper. Holster 13½x5½". Includes 2 "Texan Jr." repeating cap pistols with automatic-break action. 3 lbs. (#2551W).
No. 4T-1639. Index 1-557; 12-493. **LIST 7^{95}**

(B) DAISY RED RYDER GUN & HOLSTER SET

It's round-up time! Top quality, genuine tan leather belt with flashing nickelled ornaments. Buckle and keeper is adjustable for proper fit. Genuine top leather holster (12¼x4¾") has white leather straps and jewel decorations across front. White thongs. Hand tooled edges. 2 "Texan Jr." repeating cap pistols for "straight shooters" 2¾ lbs. (#2532W).
No. 4T-1638. Index 1-349; 12-309. **LIST 4^{98}**

(C) DAISY RED RYDER GUN & HOLSTER SET

2" adjustable genuine leather belt with white leather rosettes and centerpiece. Holster (10¾x4½") has black floral embossed back; nickelled studs and white leather ornaments across red leather fronts. 2 "sure-shot" repeating cap pistols. 1⅔ lbs. (#2513).
No. 4T-1637. Index 1-209; 12-185. **LIST 2^{98}**

(D) DAISY PUMP GUN

One-bolt take-down model. Forced feed shooting barrel. Adjustable "peep and open" rear sight for correct windage and elevation. "Ramp-type" front sight Metal parts are blue finish with beautifully "gold-engraved" jacket. Walnut finish pistol-grip stock. 37" long. 3½ lbs. (#25).
No. 4T-1201. Index 1-530. **LIST 7^{95}**

(E) DAISY RED RYDER CARBINE

Lightning loader lever-action. Shoots nearly 1,000 shots on single load! Adjustable sights for correct windage and elevation. Checkered carbine stock (with engraved gold "Red Ryder" design) and forepiece decorated with brightly finished engraved "western design" band. Genuine leather boot on butt tied with thong. Has swivels for attaching sling. Brightly finished ring on jacket, lever, hammer and trigger. Holds 650 BB's. 35" long. 3 lbs. (#94).
No. 4T-1635. Index 1-463. **LIST 6^{95}**

(F) DAISY RED RYDER CORK BALL CARBINE

Looks like air rifle with same lever-action except shoots ½" cork balls instead of BB's. Makes loud noise when fired. Full-fashioned checkered forepiece and stock with gold "Red Ryder" design. Swivel for sling. Carbine-type secondary barrel with Red Buttons in end. Bright-plated trigger and band. Comes with "ammo" and leather carrying pouch with belt loop. 35" long. 3 lbs.
No. 4T-1636. (#965). Index 1-332. **LIST 4^{98}**

(G) DAISY CUB REPEATER

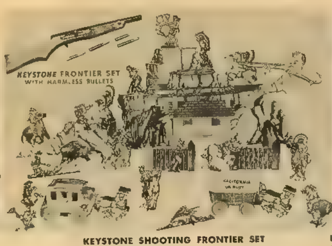
Popularly priced, yet has many quality features of above air rifles. Full-fashioned checkered stock, bright plated trigger, etc. Lever-action trigger shoots almost 500 shots on single load. Holds over 350 BB's. 2½ lbs. (#102).
No. 4T-1215. Index 1-265. **LIST 3^{98}**

(H) DAISY GIANT POUCH BULLS-EYE B-B SHOT

Sold only in 100 pouch cases. 14 lbs. (#700)
No. 4T-1611. Index 1-325. **LIST per case 5^{00}**

SPACE SHOOTING RANGE

All the challenge and excitement of the world of tomorrow! Authentic reproduction of outer world with planets, rocket ships actually move. Planetary gun mounted on turret. Beautifully lithographed on all steel construction 18"x14"x7" 3 lbs. (#372)
No. 4T-1631.
Index 1-200; 6-160 **LIST 3^{00}**



KEYSTONE SHOOTING FRONTIER SET

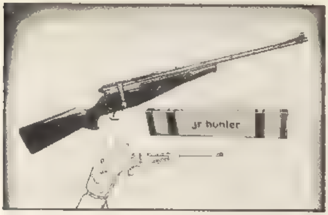
Action packed game of skill. Contains indians, soldiers, cowboys, bandits. Can be set in various positions on plateau, which extends to 34". 23" rifle shoots harmless collapsible rubber bullets. Wooden log fort, movable fence, horse drawn covered wagon stagecoach 10 lbs. (#827)
No. 4T-1629.
Index 1-330; 6-297. **LIST 5^{00}**

KEYSTONE SPACE SHOOTING SET

Interplanetary adventure! Consists of 2 panels with planet and spaceship designs about 24"x16". Fitted with ledges for target locations. Space gun on pivots can be elevated, rotated. Horizontal, elevation controls and "radar" sighting device. Includes 2 rockets 2 space ships for shooting 6 lbs (#221)
No. 4T-1633.
Index 1-330; 6-297. **LIST 5^{00}**

Ideal Toy Corp.

BOLT ACTION JR. HUNTER CAP RIFLE



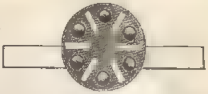
38 inches long. Hold 5 rolls of caps (250 shots). When a roll is used up, a click of the button slides next roll in place. Bolt action. Takedown feature for cleaning. Vinyl butt, steel barrel, die cast bolt, trigger and mechanism. Plastic sight. Comes in a carrying case, complete with brackets for wall mounting.

No.	Retail	Packed	L.P.L.	P.L.
EG187-4291	$5.98	6 each		

P.L. weight 20 lbs.

Kilgore

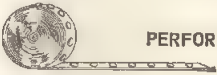
DISC MAMMOTH CAPS



18 discs (108 shots) to a box. 5 dozen boxes to a carton. 12 cartons (60 dozen boxes) to a case. No less than a carton sold.

No.	Retail	1/11 ctns.	12/m. ctns.
EG187-108	$0.05 bx.		

Pkd. 12 ctns. - 16½ lbs. N.L.S. 1 ctn.



Kilgore

PERFORATED ROLL CAPS

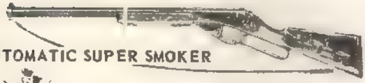
5 rolls (250 shots) to a box. 5 dozen boxes to a carton. 12 cartons (60 dozen boxes) to a case. No less than a carton sold.

No.	Retail	1/11 ctns.	12/m. ctns.
EG187-150	$0.05 bx.		

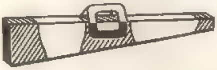
Pkd. 12 ctns. - 16½ lbs. N.L.S. 1 ctn.

Daisy Mfg. Co.

AUTOMATIC SMOKER RIFLES

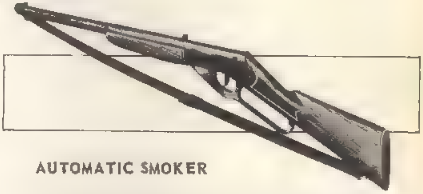


AUTOMATIC SUPER SMOKER



This 35 inch "air-rifle styled" gun shoots harmless smoke and noise only. No ammunition to buy. Can be sold where air rifles are banned. Lever action, realistic carbine band, trigger, cocking lever, all bright-plated. Checkered fore arm and stock. Full length sling. In a gun carrying case type carton.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG187-1060	$3.98	12 each	32 lbs.		



AUTOMATIC SMOKER

32 inches long. Each shot produces a loud "bang" and produces smoke (with an occasional drop of light oil in the muzzle). Lever action. Absolutely harmless. Made of heavy gauge steel, gun-blu rustproof finish. High impact molded stock and forepiece. Complete with web shoulder strap.

No.	Retail	Packed	L.P.L.	P.L.
EG187-960	$2.98	12 each		

P.L. weight 30 lbs.

Daisy Mfg. Co. - Red Ryder's

DOUBLE BARREL TRAINING SHOTGUN

31 inches long. Made of heavy gauge steel, gun-blu rust proof finish. High impact molded stock and forepiece, stock with "secret" pocket. Break action, 2 triggers. Shoot corks with a loud report.

No.	Retail	Packed	L.P.L.	P.L.
EG187-950	$1.98	12 each		

P.L. weight 28 lbs.

Daisy Mfg. Co.

BOLT ACTION TRAINING RIFLE

29½ inches long. Heavy gauge steel, rust proof gun-blu finish. Realistic bolt action, shoots corks. High impact molded stock with "secret" pocket for extra corks. Web shoulder sling. 5 corks included.

No.	Retail	Packed	L.P.L.	P.L.
EG188-940	$1.49	12 each		

P.L. weight 17 lbs.

Daisy Mfg. Co.

DOUBLE BARREL POP GUN

21 inches long. Break action. Shoots harmless corks. Made of heavy gauge steel, rust proof gun-blu finish. Walnut finished stock. Two triggers.

No.	Retail	Packed	L.P.L.	P.L.
EG188-930	$0.98	12 each		

P.L. weight 14 lbs.

All Metal Products

TRAINING RIFLE

31¼ inches long. A lever action, cork shooting rifle that is patterned after regular army rifles. Constructed from heavy gauge steel with a walnut finished wood stock and an adjustable webb shoulder strap. Five corks and a manual of arms are included.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG188-49	$1.98	12 each	20 lbs.		

All Metal Products

DOUBLE BARREL POP GUN

27¾ inches long. Just like Dad's shot gun. Made of heavy gauge steel with baked enamel finished barrels. Walnut finished wood stock. Safety cork retaining device. Absolutely safe. 2 trigger and break action. Each in a box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG188-23	$1.89	12 each	28 lbs.		

All Metal Products

PUMP ACTION CORK GUN

20 inches long. Real pump action, shoots harmless corks. Made of heavy gauge steel with barrel in baked enamel finish. Walnut finished wood stock. With 5 corks, in a box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG188-43	$0.98	24 each	18 lbs.		

All Metal Products

DART RIFLE AND DARTS

21 inches long. Real pump action, smooth working, good looking. Made of heavy gauge steel with a walnut finished wood stock. In a box, including 4 plastic darts with harmless rubber suction cup tips.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG188-39	$0.98	24 each	22 lbs.		

"Dragnet," Draw-O-Matic Lines Shown by Carnell at Fair

Carnell Manufacturing Company, one of the largest producers of toy gun and holster sets for children, featured two new lines at the Toy Fair, according to Stanley Breslow, president.

These were (1) a full line of official "Dragnet" police sets, and (2) the firm's new patented "Draw-O-Matic" outfit. Carnell will produce the "Dragnet" set under an exclusive licensing arrangement with Sherry TV, Inc., owners of "Dragnet," one of the nation's top-rated TV and radio programs. The items are now on exhibit at Carnell's New York City showrooms (Room 324), 200 Fifth Avenue.

One "Dragnet" set, a $2.98 number, (shown above), includes a holster embossed with the official "Dragnet" insignia, a belt, a police gun, the official "714" badge, a container to hold an official "Dragnet" Club card, and badge, three silvered bullets in a gun clip, and a set of handcuffs. The holster and belt are of genuine leather.

A larger set, to retail at $3.98, contains a leather holster, Sam Browne belt, bullet clip with six bullets, large type police gun, holder for the "Dragnet" Club card and "714" badge as well as police type whistle and leather holder for two pencils.

Other sets will retail for $1.98 and $4.98. All units will feature packaging bearing the picture of Jack Webb 'Dragnet' star, and his personal signature.

The "Draw-O-Matic Gun & Holster Sets" feature a patented device that promises to give the "junior cowboy" the fastest draw in the neighborhood. The holster is equipped with a patented spring device that instantaneously ejects the gun into the hand by a light tap on a button on the belt, or holds the gun firmly in place during play. The belt and holster are made of genuine leather, and are generously decorated with typical cowboy designs in rosettes and jewels. The belt is adjustable to fit any waist size. The sets come in one and two-gun outfits.

Mr. Breslow indicated that Carnell's traditional line of Western type gun and holster sets for children that bear the trade name "Roundup" will be also exhibited. These sets range in retail price from 98c to $14.95. In addition, Carnell will introduce new items in gun and holster sets, it is announced.

. . . **BILL SCHAIER**

(*Continued from page 120*)

Hialeah, Fla.; Bill Bernstein and Milton Miller of Federal Wholesale Company, Los Angeles, Calif.; Ben Siper, Mr. and Mrs. Harley Siper and Mr. and Mrs. Sam Siper of Plasticraft Manufacturing Company, Arlington, N. J.; Mr. and Mrs. Jake Wasserman and Danny Wolf of Singerman & Wasserman, St. Louis, Mo.; G. C. Herbold of R. J. Priesmaver Company, St. Louis, Mo.; Kenneth Carey of Anderson Mercantile Company, Omaha, Nebr.; G. Whitaker and Miss Lois Chisholm of Z. C. M. I. Wholesale Department, Salt Lake City, Utah.

Lew Buchwach and Herb Bodner of Northern Specialty Sales Company, Portland, Ore.; Dick Richards of Hilb & Company, Denver, Colo.; Max Fradkin of New York Merchandise Company, Los Angeles, Calif.; Ed Notick of New York Merchandise Company, Portland, Ore.; Sol Wilensky of New York Merchandise Company, Dallas, Texas; Miss Frances Scotti, Louis Scotti and Mr. and Mrs. Henry Scotti of Niscott Manufacturing Company, Bronx, N. Y.; Al Marcus and Frank Fernandez of Wesco Merchandise Company, Los Angeles, Calif.; Cecil Lee of J. K. Gill Company, Portland, Ore.; Jack Pulitzer and Morris Pulitzer of Jack M. Pulitzer & Bro., New Orleans, La.; Dave Harrison and Henry Zanville of Pensick & Gordon, Inc., Los Angeles, Calif.; Mr. and Mrs. Herb Matzdorf and Ray Rapp of Transpacific Merchandise Company, Seattle, Wash.

Mr. and Mrs. Marcus Davis of Golden Gate Stationery & Toy Company, San Francisco, Calif.; George Alfon and William S. Davis of Oakland Stationery & Toy Company, Oakland, Calif.; Lew Korens of Korens Distributing Corp., San Francisco, Calif.; Joe Neff of Southwestern Novelty Company, Los Angeles, Calif.; Mr. and Mrs. H. B. Woodward of Playthings, New York City; William Van Gorp of Toys and Novelties, New York City.

New Line of Daisy Play Guns, Games for '55

Daisy Manufacturing Company, Plymouth, Mich., has announced a new line of harmless play rifles, play guns, games, holster sets in fresh styling, modern colors and crisp new selling packages. And the company's 1955 air rifle and shot line has been further improved, according to the announcement.

Some examples of Daisy's "fresh forward look" are: a complete super play rifle line (inspired by 1954's harmless "960 smoker") which features the #1060 Super-Smoker and Annie Oakley "golden" smoke rifle for girls; new holster sets carrying the famous selling names of Red Ryder and Annie Oakley; and Ramar of the Jungle Outfits.

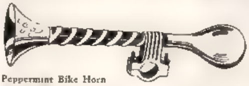
Daisy's attractively redesigned air rifle line includes many new promotional items such as a genuine leather BB Loader Wallet for stimulating sales even more on the 700 BB shot package (renamed "Red Ryder BB Refill Pack"). Air rifles have new styling, new colors, and easier cocking, and each is packaged in the new gun-carrying-case carton with the "do-it-yourself" feature. Also included in the packing of air rifles numbers 25, 94 and 80 is the new Daisy BB Loader Wallet and two full BB Refill Packs.

The new Daisy Super Play Rifle Line models are individually packaged in the new "gun case" cartons except for improved model #960.

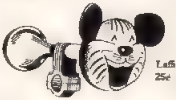
A new display rack holding any four Daisy Air Rifles or harmless Super Play Rifles is offered free to dealers. The largest national advertising program Daisy has ever scheduled to appear during May and June in the comic magazines will boost sales on all Daisy products, the manufacturer adds.

a "HONKING" good profit-maker

TRIKE and BIKE HORNS

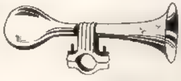


Peppermint Bike Horn
25¢ Retail



Laffing Bike Horn
25¢ Retail

Spectoys traffic-stopping assortment of popular priced **TRIKE and BIKE HORNS** in colorful plastic.



19¢ Retail
Jr. Bike Horn

Spec-toy-culars Inc.

SHOWROOM, 200 FIFTH AVE., N. Y. C.
35-35 35TH STREET, LONG ISLAND CITY 1, N. Y.

See The New 1955

DAISY DOLL LINE

Famous For Outstanding Value At Popular Prices

- VINYL
- ROOTED HAIR
- WALKING

• Everything in Rubber Dolls

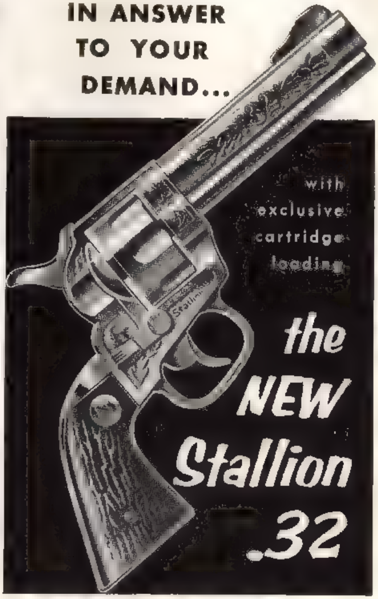
Special Promotional Numbers for Chain Stores and Other Large Quantity Users

DAISY DOLL CORP.

Factory and Showroom

536 BROADWAY
NEW YORK 12, N. Y.
ALgonquin 4-3181-2

IN ANSWER TO YOUR DEMAND...



NEW LOW PRICE

NEW distinctive appearance
NEW appeal to younger cowboys

HERE'S WHAT MAKES THE STALLION CAP PISTOLS SELL *FAST!*

- Exclusive cartridge loading
- Supersafe—cartridges hold flash within pistol
- Popular western style revolver
- Brilliant, durable finish
- Backed by service policy

Write for details on Circle Ⓝ Toys

NICHOLS Industries, Inc.

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JACKSONVILLE, TEXAS

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THROUGH 113 YEARS

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Outstanding in ***POWER*** *and* ***PERFORMANCE!***

the MICHIGAN
LIGHT • COMPACT • MODERN
"Senior Twin"

15 H.P.
2 Cylinder 4 Cycle

★ A proven power plant—ideal for small pleasure and commercial craft. Smooth and cool running; suitable for salt or fresh water use; dependable and economical, quality built for years of faithful service; reasonably priced to fit today's pocketbook! See this outstanding engine now at your dealers. Complete data on all popular Michigan models sent FREE on request.

Address: Dept. D

MICHIGAN MARINE MOTOR CO. COLDWATER MICHIGAN

Makes Boat Handling Child's Play

Brenwood's latest trailer with new adjustable undercarriage (Pat. Pending) provides perfect balance with any boat up to 16 ft. with or without outboard motor. Structural steel frames—Galvanized after welding.

Circular on Request

BRENWOOD PRODUCTS
P. O. Box 8, New Orleans 6, La.

the "Barracuda"

A new concept in boating! All that can be desired in luxury, speed and, most of all, individuality.

19' UTILITY •

A modern and pleasing design for fishing and general pleasure.*

• 18' WORKBOAT

An all purpose boat for commercial, civic, and rugged service.*

*(Outboard, Inboard or Hydrojet powered).

Dan Arena Co.

3202 N. RIVER RD., MT. CLEMENS, MICH.

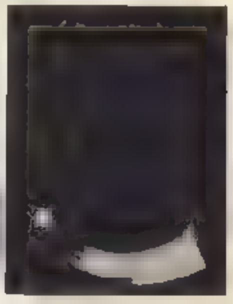
PAINT SETS-ARCHERY-NOVELTIES

#1542 NECCHI SEWING SET

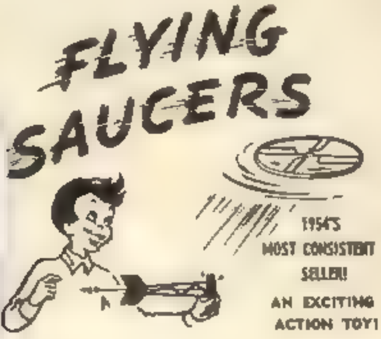
#2195 "DISNEYLAND" OIL PAINTS

DAVY CROCKETT

TOM TOM KIT



No. 1075 POWDER HORN



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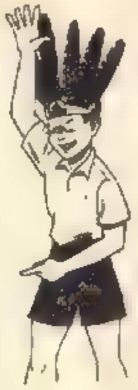
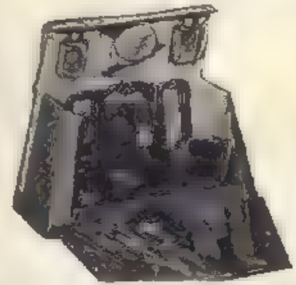
#1555 DELUXE SEWING BASKET

ARCHERY SET

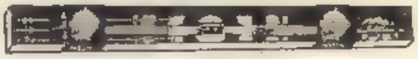
KIT No. 24
BRAVE WARRIOR





#1919 JR. MISS COSMETICS

#1532 SEWING SET



No. 200 Injun Head Dress.

HASSENFELD BROS., INC.

OIL PAINT BY NUMBERS

#2195 "Disneyland" Oil Paint Set 10" x 14" picture plus 4 miniatures. Set-1 Fantasyland Set-2 Frontierland Set-3 Tomorrowland Set-4 Adventure Land	1.00
#2195A Disneyland Assortment (24) 6-each Set 1-2-3-4.	24.00

JUNIOR MISS COSMETIC KITS:

#1910 Junior Miss Cosmetic Kit Luggage style-pure harmless cosmetics.	1.00
#1917 Junior Miss Cosmetic Kit Vanity Case-cosmetics harmless and stainless.	2.00
#1919 Junior Miss Travel Cosmetic Quilted vinyl carrying case-safe-pure-harmless cosmetics.	3.00

BLACKBOARDS:

#1830 Blackboard Set Real slate blackboard.	1.00

SEW and EMBROIDERY SETS:

#1530 Luggage Style Sewing Kit Designed to please the youngster.	1.00
#1532 Sewing Set Doll-cutout dresses & extra mat.	1.00
#1541 Junior Miss Sewing Kit Featuring Sew-Rite sewing mach.	3.00
#1542 NECCHI Sewing Machine Kit Copy of the famous Necchi, plus material, thread etc.	4.00
#1555 Deluxe Sewing Basket A smartly styled vinyl bag with complete sewing needs.	3.00
#1585 Embroidery Set A smart tea napkin set.	1.00

INDIAN TRADERS

"On the Shores of Silver Lake"

Authentic Tom Tom's and powder horns with real squirrel Tails. Tom toms have real live rubber heads. All items licensed by Walt Disney (Davy Crockett).

#1050 Davy Crockett Tom Tom	1.50
#2000 Davy Crockett Lge. Tom Tom	2.00
#1075 Davy Crockett Powder Horn	1.50
#5100 Davy Crockett Vest	2.00

WITHINGTON

#4 Little Beaver Archery Set	1.00
#23 42" Archery Set (3 to 12 year olds)	2.00
#90 Kiddie Ski Set w/poles	2.50

AURORA PLASTICS CORP.

#24 24" Plastic Bow & Arrow Set (3-suction cup arrows-carded)	.59
#100 Archery Set (Bow, quiver, finger & arm guard, target and 6-arrows, rubber cup.)	1.98

TEXAS FEATHERS

"INJUN" Head Dress, A fast moving toy novelty, with real sales appeal. Every kid in the block wants one. Colorful with 7-vari colored long turkey feathers, plus bells at each end. Cloth ties.

#200 INJUN Head Dress, 25¢ ea. Carton of 36	9.00
#201 INJUN Head Dress, Ind. packaged, 29¢ ea. Carton of 36	10.44

GEO. BORGFELDT CORPORATION

Flying Saucer	.49

Soars to unbelievable heights, harmless, and practically indestructible. Any child will have hours of Pleasure with this inexpensive Toy.

ZOOM TOY HELICOPTER

All plastic Ready to Fly	.49

WILSON

Mechanical Wind-up F-84 Thunderjet 1.00

HOBBY
TOY
Showcase

LEATHER KITS - WOODBURNING SETS - DOLL KITS

CHIEF & PRINCESS
INDIAN CRAFT KITS
WOODBURNING
Snippy

A-451 ARROW

#203 UNGAR

the **SAFE** *electric scissors*

Official *CHIEF & PRINCESS INDIAN CRAFT KITS

"The Official Chief & Princess" line backed by daily Television Promotion over Howdy Doody Show.

#1513	DeLuxe Indian Craft Kit This gigantic Gift box contains, Ind. leather moccasins, Ind. leather headdress, and Ind. leather Tom Tom.	4.98
#1505	Indian Leather Headdress kit	1.98
#1301	Childrens Indian Moccasin kit (Small-Medium-Large)	1.98
#2613	Davy Crockett Moccasin Kit (Small-Medium-Large)	1.98
#1313	Davy Crockett Moccasin Kit (Junior,3-5yrs. 9½-12½ shoe size)	.98

KIT SIZE	AV. AGE	SHOE SIZE
JUNIOR	3 - 5 yrs.	9½-12½
SMALL	5 - 7 yrs.	13 - 1½
MEDIUM	7 - 9 yrs.	2 - 3½
LARGE	9 - 12 yrs.	4 - 5½

#298	Adult's Indian Moccasin Kit	2.98

ONLY THREE SIZES!!!

KIT SIZE	MEN'S SIZE	WOMEN'S SIZE
SMALL	4 - 6	5 - 7
MEDIUM	7 - 9	8 - 10
LARGE	10 - 12	

#666	Giant-6 Indian Leathercraft Kit Contains: 6-two tone leather projects. 1 ea. link belt, billfold, key case, change purse, comb case and midget coin purse.	2.98
#444	Deluxe-4 Indian Leathercraft Kit Contains: 4-two tone leather projects. 1 ea. link belt, scotch purse, comb case, car key case.	1.98
#333	Indian Leathercraft Kit Contains: 3-two tone leather projects. 1 ea. billfold, change purse, comb case.	.98
#1598	Princess Mother & Daughter Handbag Kit	5.98
#1198	Princess Handbag Kit	1.98

ANOTHER *ARROW* FIRST

Arrow Leather Gift Assortments for children and adults...the perfect gift package. Assortments contain from three to six genuine leather articles. All pieces beautifully embossed. Fully illustrated instructions with each set.

#A451	Leather Gift Set, 6-projects	4.98
#A251	Leather Gift Set, 5-projects	2.98
#A151	Leather Gift Set, 5-projects	1.98
#A51	Leather Gift Set, 3-projects	1.00

Handicraft Creators INC.

A complete line of handicraft projects to sastify the desire of all children, from the ages of 8 yrs. up to 14. Metalcraft-Carpentry-Wood Tapping.

#O-M	Metalcraft Tapping Set	1.00
#1-M	Metalcraft Tapping Set	2.00
#O-E	Metalcraft Embossing Set	1.00
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#1-WT	Wood Tapping Set	2.00

MIMI KAY DOLL KITS

Do It Yourself "Mimi Kay" felt doll kits. Little girls love them...they're Sew E-Z to make! Educational, fascinating, unique, authentic, 12-Loveable costume dolls. Kits have patterns printed on felt, all other trimmings (except stuffing) to make 8" doll body and complete costume.

#KF75 Flicka	#MB20 Bronco Bess
#KH55 Hans	#MC10 Charley Chaps
#KM65 Marya	#MK40 Katrina
#KP35 Plum Blossom	#ML30 Lelani
#KS45 Bonnie	#MR60 Rosita
#KT85 Thundercloud	#MW50 Princ. White Cloud

Mimi-Kay Doll Kits(any number)	1.00
Mimi-Kay Introductory Assortment 23-asstd. kits plus display model and 3-D display card.	24.00
Mam'selle "Tippy Toes" 36-inch felt doll kit. Makes a beautiful blue-eyed blonde felt doll in a powder-blue and fuchsia costume.	3.98

Ungar *does a better job!*

Ungar Woodburning Kits. Complete kits for the home craftsmen. Includes the No. 776 Ungar handle and cord set and heating unit--U/L listed. In beautiful display box with complete instructions. A selection of plaques, with foil and water colors.

#203	Woodburning Set	3.00
#206	Deluxe Woodburning Set	5.00
#217	Woodburning & Soldering Set	2.50
#209	Wood Plaque Set, asst. small	1.00
#211	Wood Plaque Set, 7-lg. plaques (See Craft Section of this catalog for a complete selection of Plaques)	2.00
#301	Snippy, Electric scissors New amazing electric scissors set yet absolutely harmless for children's use.	4.00

Min-a-Plex

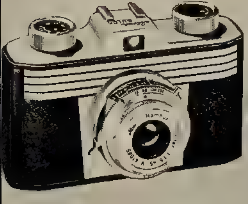
HOTTEST HOBBY-TOY on the Market

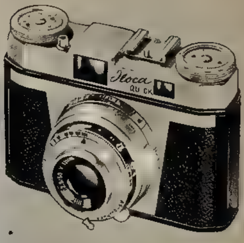
Your simple designs magically change into solid plastic objects in One Minute! Wonderful for making toys, statuettes, jewelery, monograms, 3-dimensional lettering etc. Anybody can do it with a Min-a-plex Kit—biggest money-maker of the year.

#K50-K2	Min-a-Plex Cartoon Kit	2.98
#K50-L2	Min-a-Plex Lettering Kit	2.98
#K50-S2	Min-a-Plex Sports Kit	2.98
#K10-J2	Min-a-Plex Junior Kit	1.98

MIN-A-PLEX REFILLS

White, 5 sheets 8" x 10"	.69
Clear, 5 sheets 8" x 10"	.69
Red, 5 sheets 8" x 10"	.69





Precision-Made 35mm. and Reflex Cameras

NEW ILOCA QUICK "A" 35 mm.

- **Precision-made West German Import**
- **Features Found Only in Costlier Models**

With the new Iloca "A" you can have color slides unsurpassed by cameras costing up to five times as much! Built by skilled German craftsmen it's a precision camera in every way. Has a super-coated Ilitar f/3.5 50mm. lens—remarkable for a camera selling under $50—11x14 blowups sharp and clear. Fine Vero shutter—Gauthier's newest—has 5 speeds from 1/25 to 1/200, including bulb. Truly accurate—important for color shots. Flash synchronized. Double exposure preventive with provision for making double exposure if wanted; also prevents lost exposures. Entire back snaps off with one quick flip of rewind roll of 35mm. film can be loaded in seconds! Controls grouped for fast adjustment. Size: 3x5x2 inches. Black leatherette on metal frame, satin finish.

33-0312-Z-2450..............Retail **39.95**

33-0313-Z-415 Carrying case Retail **6.50**

DEJUR TWIN LENS FOCUSING REFLEX

- **See Picture Actual Size Before Taking**
- **Viewfinder Eliminates Rangefinder**

Separate coupled lenses to view and take pictures. Subject in focus on viewfinder is in focus on film. You focus by turning knob until image is clear—no distance error! You see the picture, full negative size, while composing and snapping. Coated, color-corrected f/3.5 chromtar anastigmat taking lens with matching f/3.5 finder lens—focus together from 3 ft. to infinity. Flash synchronized shutter. Over-sized magnifier mounted in canopy—keeps stray light from dulling brilliance of image while focusing. Direct-vision sports finder simplifies taking action shots. Swing-out film holder. Takes 12 shots, 2¼x2¼ in., on 120 film. Leather carrying case.

33-0369-Z-8447 With Alphax shutter, 1/200 of a second .... Retail **109.00**

33-0368-Z-10786 With Rapax shutter, 1/400 of a second........Retail **139.00**

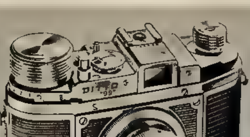
PROFESSIONAL ILOCA QUICK "B"

- **Expertly Made in Hamburg, Germany**
- **Features Very Fast Ilitar f/2.9 Lens**

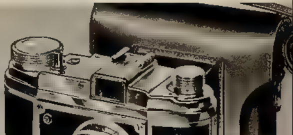
A truly remarkable 35mm. camera that will produce results any professional photographer would be proud of! The fast super-coated Ilitar f/2.9 50mm. lens focuses down to f/22. Focuses from 3 feet to infinity. Designed to speed up picture taking and give pictures in sharp focus. Pontor SV fully synchronized shutter for strobe and flash has nine speeds from 1 to 1/300 including flash. Rangefinder coupled to lens for automatic focus—you sight and focus through same window. Optical eye-level viewfinder for accurate aiming. Depth of focus calibrations in front of camera. Double exposure prevention. Loads in seconds—entire back flips off with flip of rewind. Uses 20 or 36-exposure 35mm. film; color or black and white. Size: 3"x5"x2½". Metal frame.

33-0318-Z-4975.. .... .Retail **79.95**

33-0313-Z-415 Carrying case. . Retail **6.50**



Actually two cameras in one! The Ditto "99" is a rapid sequence camera and a splendid all-purpose 35mm. miniature. Among its many useful features you will find provision for remote control sequence operation and for focusing as close as 2'. Wide angle and telescopic lenses are readily interchanged. Action is easily stopped with its 1/1000th sec. focal plane shutter.



DITTO "99" RAPID SEQUENCE CAMERA. Full frame 35mm. camera with a spring-operated motor that automatically transports the film and cocks the shutter up to 12 times on each winding. Bottom and back are removed entirely by turning a single knob for film loading. 45mm. Dittar 2.8 lens. Interchangeable lens with telephoto lenses of 70 and 105mm. focal length. Satin-chrome finish, gray ribbed body covering.

33-0320-Z-6350...................................Retail **99.00**

33-0321-Z-865 Flash gun.............................Retail **12.95**

33-0322-Z-667 Carrying case..........................Retail **9.95**

CAMERA "88" WITH CASE. Here is a beautiful 35mm. camera at an extremely low price, built by skilled German craftsmen. Fully coated Finetar f/2.8 45mm lens with speeds from 1/25 to 1/250 sec. Full flash synchronization. Double exposure preventive lock. Uses 35mm. color or black and white film. Entire bottom and back of camera are removed entirely by twisting a single knob. Scratch-proof hinged pressure plate attached to camera body that keeps the film in exact alignment. Satin-chrome finished metal, black ribbed body.

33-0319-Z-2665.................. Retail **39.95**

PHO-TAK REFLEX I FLASH CAMERA UNIT. 75mm lens. Shutter speed 1/50 second or "time"; synchronized with flash attachment. Built-in double exposure preventative. Flash attachment has automatic ejector, built-in tester. Takes 12-2¼"x2¼" exposures—uses 620 film. With camera, flash unit, 4 bulbs, 2 batteries, roll of film, "carry all" case.

33-0107-Z-2000	Wt. 4 lbs.	Retail	29.95
33-0108-Z-1335	Reflex I Flash Camera	Retail	19.95
33-0109-Z-335	Flash Unit	Retail	4.95
33-0110-Z-335	Carrying Case	Retail	4.95

PHO-TAK SPECTATOR "120" FLASH CAMERA KIT. No focusing, adjusting required. Just aim, snap, and super-sharp picture is assured. Synchronized with a detachable, easy to insert flash unit. All metal construction —110mm Zellar lens. Takes 8 album sized 2¼"x3¼" pictures—uses 120 film, color or black and white. Excellent for day and night, indoor and outdoor photography. Includes: flash camera, flash unit, 2 bulbs, 2 batteries, roll of film, leather-grained gadget bag.

33-0114-Z-867	Wt. 3 lbs.	Retail	12.95
33-0115-Z-600	Camera with Flash Unit	Retail	8.95

PHO-TAK FOLDEX "20" FLASH CAMERA KIT. 85mm Octvar lens. Takes 8 2¼"x3¼" pictures in color, black and white; uses 120 or 620 film. All metal, leather grained covering. Fixed focus lens with 1/50 speed and time exposure settings. With camera, flash unit, 4 flash bulbs, 2 batteries, roll of film, photography book, "carry all" case.

33-0104-Z-2000	Wt. 4 lbs.	Retail	29.95
33-0105-Z-1317	Camera	Retail	19.75
33-0102-Z-265	Flash Unit	Retail	3.95
33-0103-Z-265	Carrying Case	Retail	3.95

MARKSMAN
Ansco

PHO-TAK MARKSMAN "120" FLASH CAMERA KIT. All metal, with leather grained covering and bright trim. Takes 8 album-sized 2¼"x3¼" pictures using 120 or 620 film in black and white or color. No focusing, no adjustments—just aim and snap! Fully synchronized for crystal-clear pictures. Includes flash camera, easy to insert flash unit, 4 flash bulbs, 2 batteries, roll of 120 film, leather-grained "carry all" case.

33-0119-Z-1130	Wt. 3 lbs.	Retail	16.95
33-0120-Z-535	Camera	Retail	7.95
33-0109-Z-335	Flash Unit	Retail	4.95

PHO-TAK FOLDEX "6.3" FLASH CAMERA KIT. With Steinheil f/6.3 coated lens, Vario shutter with 1/25 to 1/200 second speed range, time exposure setting. Synchronized with flash unit. Takes 8-2¼"x3¼" pictures in full color, black and white; uses 120 film. With camera, flash unit, 8 flash bulbs, 2 batteries, roll of film, "carry-all" case.

33-0100-Z-3335	Wt. 4 lbs.	Retail	49.95
33-0101-Z-2317	Camera	Retail	34.75
33-0102-Z-265	Flash Unit	Retail	3.95
33-0103-Z-265	Carrying Case	Retail	3.95

"CARRYALL" CAMERA CASE. Spacious in size, it has plenty of carrying space for a camera plus essential photographic equipment like flash unit, flash bulbs, batteries, additional rolls of film, photography book, etc. The perfect, practical gift for any camera enthusiast, it's exceptionally attractive, yet priced far below actual value. Handsome, leather grained appearance gives it an expensive "professional look." Adjustable shoulder strap for comfortable carrying. Zippered top opens quick, never catches; assures easy accessibility to inside contents.

33-0118-Z-265	Wt. 1 lb.	Retail	3.95

JET MONORAIL

New Jet Monorail

8.95

Includes 210-inch oval track and 12 pylons

Speedy "intercity" monorail—tomorrow's transportation dream a playtime reality

NEW JET MONORAIL—FAST AS A FLASH

8.95

Tomorrow's transportation today! Battery powered monorail streaks around 210-in. oval track, swings out breathtakingly on curves. Flick control on pylon, train comes to a stop. Exciting fun to race it against train sets! 11½-inch car of high-impact Red plastic has two overhead trolleys, separate windows, bright "headlight" jewel. 8 curved, 4 straight rail sections, 12 metal pylons.

35 J 5276. Uses 2 flashlight batteries (not incl.) (4 lbs. 13 oz.) .. 8.95

MATCHING CAR (no motor) Attach to Monorail for added fun.

35 J 5277. High-impact plastic, 11½-in. long (8 oz.) 1.69

64-PC. "PLASTIC TOWN"—MINIATURE VILLAGE

4.98

Adds realism to any train set, fun to play with by itself. High-impact and soft vinyl plastic. Doors open, buildings abt. 4 to 5-in. high. Incl. Colonial house, 2 Cape Cod cottages, Barn with Silo, 22 pcs. picket fence (71½ in. overall), 2 telephone poles, 6 trees, station wagon, farm animals, farmer and wife, 7 other figures.

35 J 5226. (2 lbs.) 4.98

① Full Color Panorama **2.69**

② 5-Unit Diesel Freight Train **3.98**

③ 4-Unit Freight or Passenger Train **2.98**

① 5 FEET OF BACKGROUND

Add thrilling panoramic realism to any train set. Incl. city, forest, mountains, photographed in full color, mounted on sturdy laminated pulpboard. Run train through tunnel between building backdrop and mountain scene. 5 stand-up buildings, 2 bridges, 4 billboards, 10 road signs, 3-dimensional crates, wire spool. Easy to assemble. About 12 inches high.

35 J 5227. Mailable. (4 lbs.) 2.69

② 5-UNIT DIESEL FREIGHT

Just watch this 37-inch wind-up freight race around 102-in. of track. Both front and rear engines are accurate replicas of Seaboard Diesel power units. Has long-running clock-spring motor, brake and governor. Cars include gondola, tank car, Red caboose, all of lithographed steel; 102-inch track includes 2 straight sections, and 8 curved sections.

35 J 5268. (4 lbs.) . 3.98

③ 4-UNIT STEAM FREIGHT

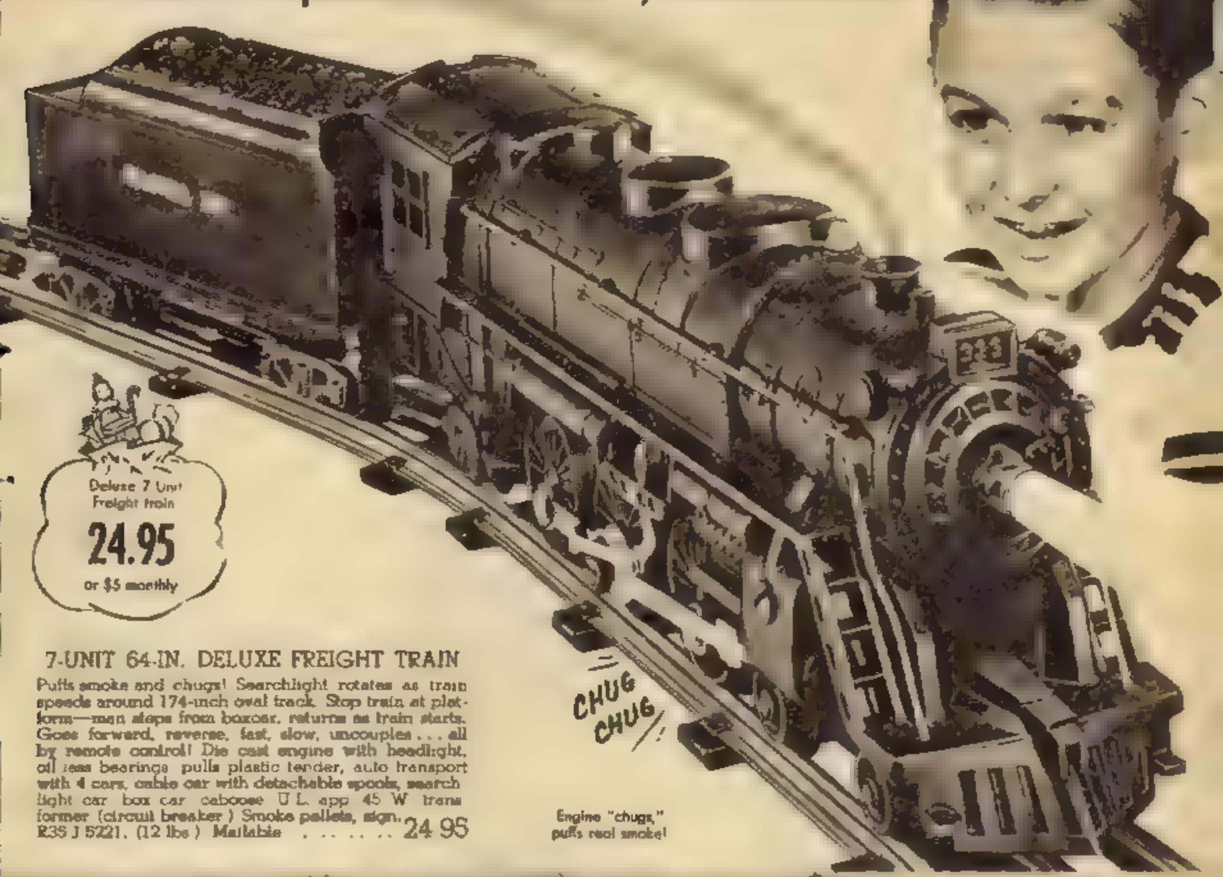
29-in. lithographed steel wind-up train, 102 in. track. Engine has battery-run headlight, clock-spring motor, brakes, governor; pulls tender, gondola, caboose. 10 track [illegible]. (3 lbs. 6 oz.)

35 J 5266. Battery not incl. 2.98

PASSENGER TRAIN. Same, except 2 lithographed passenger cars and gondola.

35 J 5267. (3 lbs. 6 oz.) 2.98

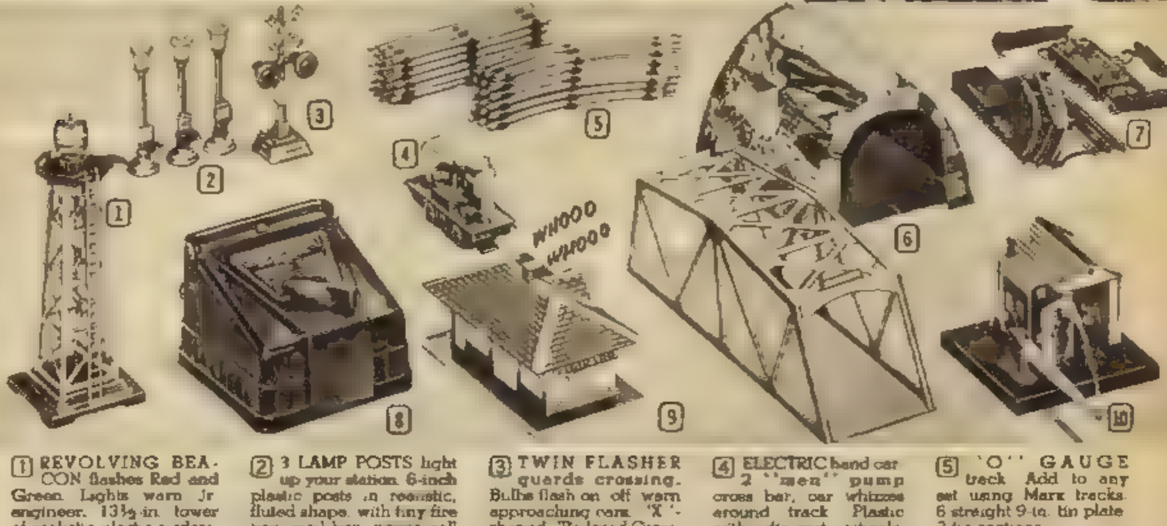
His electric express to the land of enchantment



Engine "chugs," puffs real smoke!

7-UNIT 64-IN. DELUXE FREIGHT TRAIN

Puffs smoke and chugs! Searchlight rotates as train speeds around 174-inch oval track. Stop train at platform—man steps from boxcar, returns as train starts. Goes forward, reverse, fast, slow, uncouples . . . all by remote control! Die cast engine with headlight, oil less bearings pulls plastic tender, auto transport with 4 cars, cable car with detachable spools, search light car box car caboose U L. app 45 W transformer (circuit breaker) Smoke pellets, sign.
R35 J 5221. (12 lbs) Mailable 24 95



1 REVOLVING BEACON flashes Red and Green. Lights warn Jr engineer. 13½-in. tower of realistic plastic girders detailed metal ladder Wires and connectors. 4-in. sq. base.
35 J 5208 (1 lb.) 1.87

2 3 LAMP POSTS light up your station. 6-inch plastic posts in realistic, fluted shape, with tiny fire box, mail box, police call box Attach to any track. 12 Volt bulbs, wires (8 oz.)
35 J 5214 1.79

3 TWIN FLASHER guards crossing. Bulbs flash on off warn approaching cars. "X"-shaped "Railroad Crossing sign "Stop" sign. Bulbs, connectors. 4 in. high.
35 J 5207 (8 oz.) 1.87

4 ELECTRIC hand car 2 "men" pump cross bar, car whizzes around track Plastic with die-cast wheels. 3-dimensional figures, electric motor. 6x4½ in. high.
35 J 5212. (1 lb.) 3.69

5 "O" GAUGE track Add to any set using Marx tracks. 6 straight 9-in. tin plate 3-tie sections
35 J 5278 (8 oz.) 1.08

6 CURVED TRACKS.
36 J 5279 (8 oz.) 1 08

6 BRIDGE AND TUNNEL. Steel 18x5x6-in high detailed bridge colorful lithographed metal tunnel landscape design 11x9x7 inches high Easy assembly (3 lbs 7 oz.)
35 J 5215 2.29

7 ELECTRIC track switches 4 button panel controls right, left turns (2 lbs. 13 oz)
35 J 5254 Pair 6 79

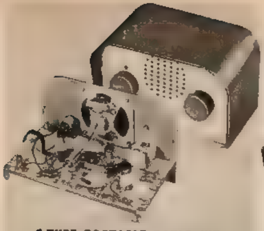
Manual switches Not shown (1 lb. 13 oz.
35 J 5255 Pair 2.85

8 150 W transformer. Control panel Reset button pops up in case of short or derailment 8x8x6-in. high plastic case indicator 6 ft cord 60 cycle AC. Mailable. (13 lbs.)
R35 J 5213 12.95

9 WHISTLING station Press button, station makes train whistle sound Lithographed steel operates from panel by transformer 9x6x5 in high Connectors. (2 lbs. 11 oz.)
35 J 5211 4.29

10 GRADE CROSSING Gate lowers as train approaches, man steps out of shack with "Stop" sign. 6x7 in steel house, plastic gate 9 in sq. track crossing platform (3 lbs)
35 J 5210 3.49

See Page 287 for Spiegel Budget Power Plan . . . increase your buying power

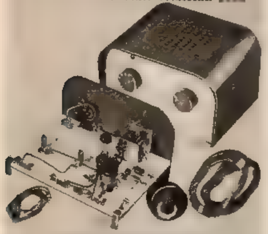


2-TUBE PORTABLE RADIO KIT

- **Receives standard broadcast band**
- **Assembles fast with screwdriver**

For local stations—and distant ones! Uses one flashlight battery, one 90V (neither included—order 90V below). Includes all parts—4-in. speaker, printed network base, silvery front panel, wood-finished cabinet.
81255A997—Kit. 3 lbs...Retail $14.95

90-volt battery for radio above.
35130A252—Wt. 1 lb.. ...Retail [redacted]

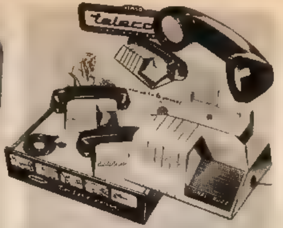


1-TUBE PORTABLE RADIO KIT

- **Includes everything for assembly**
- **For local and distant stations**

Gets standard broadcast band to 300 miles. Uses one flashlight, one "B" battery (neither included) Improved circuit, printed network, silvery front panel, wood-finished cabinet—headphone, volume control
81256A530—Kit. 2 lbs....Retail $7.95

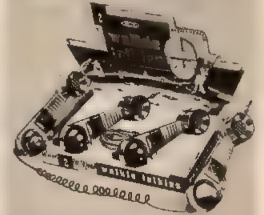
22½ volt "B" battery for above.
35131A87—Wt. ¼ lb......Retail $1.25



REMCO TELECOM INTER-PHONE

- **Two professional-type telephones**
- **Each with signal and buzz buttons**

Ideal for home or office installation. Just pick it up and talk—no buttons to press! Buttons for signal and buzz. Regulation-size phones on modern bases—sturdy plastic. Battery operated—3 batteries included. 5-time booster circuit in talking-hearing units. Includes 50-ft. hook-up wires with plugs. Gift boxed.
87578A464—Set. 2½ lbs..Retail $6.95



REMCO 2-WAY WALKIE-TALKIE

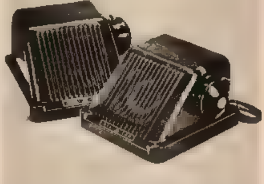
- **Two regulation-size telephones**
- **Talk and listen up to ½ mile**

Work like real telephones! Talk into it and listen through it. Electro-magnetic power—needs no batteries. Two professional-type phones of durable lightweight plastic — each with wave length channel selector, secret compartment. Dial controls retractable antenna. Includes 50-ft. 2-conductor wire
87207A197—Set. 1 lb.. . Retail $2.95

REMCO HANDIPHONE INTERCOM

- **Two telephones—with wall hangers**
- **Like real phone—talk and listen**

Works up to a mile! 2 wall-type telephones with hangers for easy mounting—designed in sturdy plastic. Battery operated—2 batteries included. Press one button for signal-buzz or voice. Engineered for clear reception. Power booster signal system for loud buzzes. 50-ft. wire with professional plugs. Boxed.
87793A330—Set. 1 lb.....Retail $4.95



BEL-COM TWO-WAY SPEAKER

- **Two loudspeakers—work like real**
- **Works over distances to ¼ mile**

Use it indoors or out—talk and hear clearly two ways! 2-way loudspeakers of sturdy plastic—with 4-in. Alnico V speakers—microphone for clear reception even over long distances. Safe operation under all conditions. Battery operated—includes 4 batteries. Complete with 50-ft. wire. Gift boxed.
87794A663—Set. 3 lbs....Retail $9.95

wrist radios
wrist radio

REMCO DICK TRACY WRIST "RADIO"

- **Two telephone-type wrist "radios"**
- **Transmit voice and sound up to ½ mile**

Two "radio" phones with wristbands—realistically designed in tough plastic Loud and clear 2-way voice transmission electro-magnetically powered. Secret code buzzer-signal system for Morse Code, telegraph click—battery operated (battery included) 50-ft. wire. Gift boxed.
87792A264—Set. Wt. 1 lb.......Retail $3.95

- Control megaphone
- Searching telescope
- Signal flashlight
- Warning buzzer
- Alarm and siren
- Space gun

SPACE COMMANDO TOY MEGASCOPE

- **It's 6 toys in 1—sure to entertain**
- **Designed with a look into the future**

Use it as a megaphone to carry the voice loud and far—flashing light for use as a signal. Magnifying telescope on top. Warning buzzer and alarm siren add to fun. Secret code compartment. High-impact styron — bright colored finish. Battery operated battery included. 11 in. long.
87795A332—Shpg. wt. 2½ lbs. .Retail $4.98

BUZZ
RRRRRR

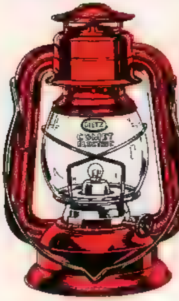
1. ELECTRO MAGNETIC EARPHONE.
2. SCINTILLATION COUNT FLASHER.
3. RAY COMPENSATOR.
4. RADIOACTIVE INTENSITY METER.
5. MILLIROENTGEN SENSITIVITY CONTROL.

DELUXE GEIGER ATOM COUNTER

- **It works like a real geiger counter**
- **Includes "legal" mining deeds, papers**

Just put on headphones and turn switch—it's ready to go to work! Buzzes and flashes when it makes a discovery. Intensity meter registers the find—ray compensator for alpha, beta, gamma, cosmic, x-ray. Rugged plastic. Works on flashlight battery (included). 6½ x 5 in. Gift boxed.
87796A265—Shpg. wt. 1½ lbs. .Retail $3.98

DIETZ ELECTRIC COMET LANTERN



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$3.00 Retail
IN PICTURE BOX
(less batteries)

A Non Competitive QUALITY TOY for the Young at Heart!

— between dusk and twilight — "the Children's Hour" is brightened by the little red *Electric* COMET. Appeals to all age groups — fine for backyard camping, boating, hiking or for walking the dog after dark.

The *Electric* COMET is a perfect reproduction of a genuine old railroad or ranch lantern — even to the wick-handle (a twist lights the bulb). Beautiful Raybaked Enamel Finish. Very strongly made, faultless operation. Gives "Matchless Safety" to any little fellow because it operates on two D-cells.

NOW THAT SPRING IS HERE, DISPLAY THE *ELECTRIC* COMET WITH OUTDOOR TOYS AND JUNIOR SPORTING GOODS. THE TURNOVER IS CONSTANTLY GOOD.

The *Electric* COMET created enthusiasm at the Toy Fair as an all round, year round quality item — in fact complete nationwide top flight Toy Jobber Distribution was achieved, plus the already complete top Hardware Jobber distribution which was so successful in 1954.

NOW OVER
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CARRY
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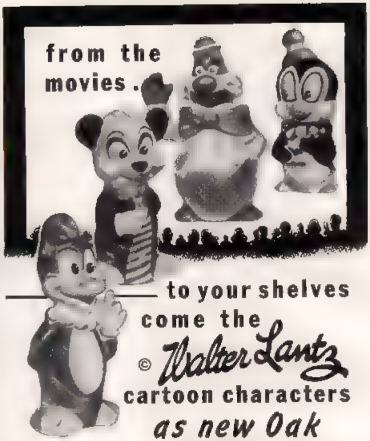

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finest quality rubber crib toys . .

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ANDY PANDA
Wally Walrus
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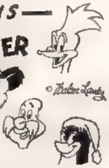

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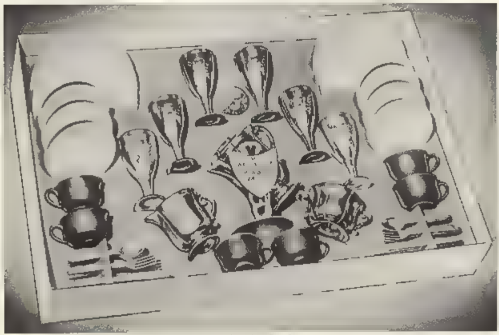
The first with the new TWO-TONE unbreakable Polyethylene playtime sets.

In 1955
The first with the all-new SWINGING TEA KETTLE



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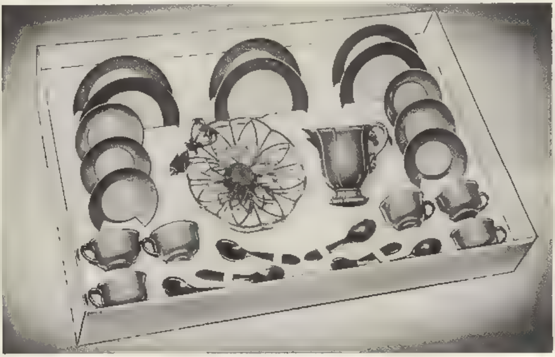

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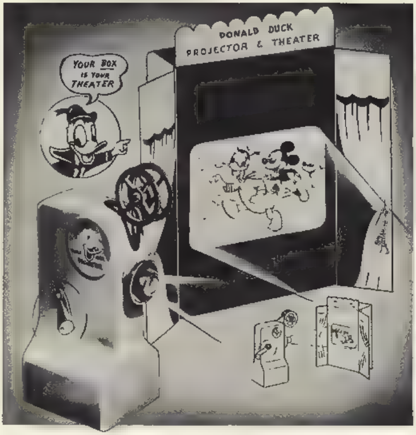
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YOUR BOX IS YOUR THEATER

- EQUIPPED WITH BATTERIES
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- CAN BE SHOWN ON ANY FLAT SURFACE

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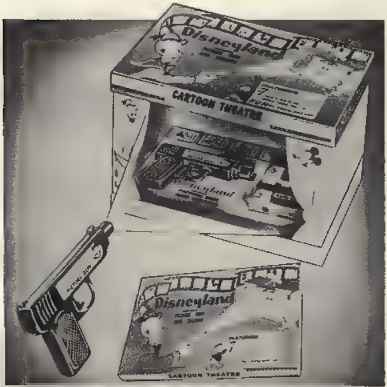
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For thrilling play and educational value, with new colorful playing board 4 differently colored wheels new timer and 4 color box top.

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AUTHENTIC and OFFICIAL RULES APPLY
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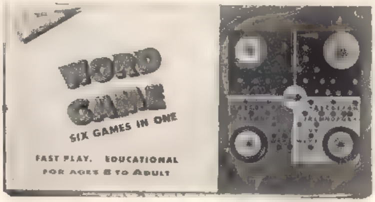
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"Best baseball game I ever saw," says Dizzy Dean! Colorful game board, batter and pitcher wheels to produce all the thrilling plays of a real diamond.

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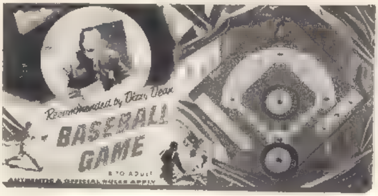
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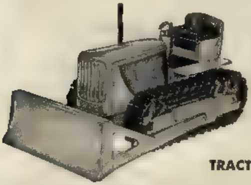
DOEPKE "MODEL" SCALE TOYS

Authentic Reproductions of Leading Makes of Equipment—Model Toys Are of Heavy All-Steel Construction with Famous-Make Rubber Tires—All Carry the Model Toy Emblem as Well as that of the Real Machine from which it Was Copied

Attached to every toy is a booklet which contains a coupon. Upon returning this coupon to the factory, the child receives a fire chief's badge, driver's license or construction permit depending on the toy purchased. This represents another Model Toy good will builder.



CATERPILLAR TRACTOR & BULLDOZER

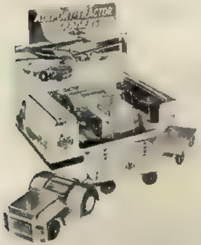
Model Toy owners asked us to build this toy, and in just one year it has become a best seller. A rugged replica of the giant "Cat," it levels areas for miniature construction jobs, cuts down banks of earth for the Model Heiliner to haul away. Bulldozer blade adjusts from driver's seat. Authentic Caterpillar treads operate independently for sharp turns. Tow bar for towing other Model Toys. Length, 15", weight, 7 lbs.

2T58X883 ....Fair Trade List **$12.95**

UNIT MOBILE CRANE

Fascinating, educational toy for older boys—remarkably realistic in performance. Clam-shell and cargo hook lift earth and other materials, swing with boom in full circle, dump loads for other Model Toys. With ground jacks extended, has astonishing lifting power. All operations crank-controlled from cab. Tow bar steers front wheels. Dual rear wheels. "Unit Orange" baked enamel finish. Length, 12"; boom length, 19". Sh. wt. 7 lbs.

2T151X930 ....Fair Trade List **$13.95**



CLARK AIRPORT TRACTOR AND 2 TRAILERS

Fun-packed toy for youngsters. Superbly built, with tractor of durable die-cast construction, trailers of heavy-gauge welded steel. Self-locking couplings on tractor and trailers. Real airlines insignia on side panels of trailers. Packaged in colorful, self-merchandising display box. Baked enamel finish—tractor in red, trailers in green and yellow. Overall length, 27". Sh. wt. 5½ lbs.

2T152X683 ....Fair Trade List **$9.95**

the ONLY true, working Model of Actual Firefighting Equipment in the Toy Market.

IMPROVED AMERICAN-LAFRANCE AERIAL LADDER TRUCK

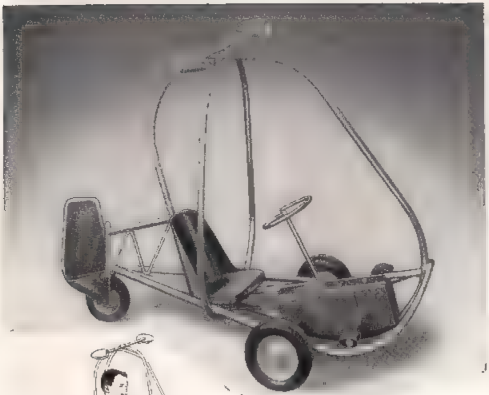
A thrill-packed toy—most authentic, best-built model fire engine on the market. Die-cast aluminum extension ladder rises high above truck with spring activated lift action. Revolving ladder base, extension jacks, auxiliary ladders. Fire engine red baked enamel finish. Length, 33"; height, (ladder extended), 42". Sh. wt. 11 lbs.

2T113X1330 ....Fair Trade List **$19.95**

NEW BARBER-GREENE BUCKET LOADER

The completely new model of the latest Barber-Greene machine. The buckets scoop up earth, move to the top of the loading unit and empty onto a rubber belt conveyor. The conveyor carries the loads forward and dumps them into a Model Euclid Truck or Heiliner. One crank coordinates action of buckets, spirals and conveyor belt. Length, 22". Sh. wt. 10 lbs.

2T114X1283 ....Fair Trade List **$12.95**



A NEW APPROACH TO *Fun*— . . . *the* ROLYBIRD!

THIS SMALLFRY HELICOPTER is coming in for a landing — right in the heart of every boy and girl who sees it!

Here's a wheel toy that's really new, really different — and packed with excitement from rudder to rotor. The lucky young pedal-pusher who pilots a Rolybird leaves the kids in ordinary toys miles behind — he's aboard something that's built for tomorrow!

THE ROLYBIRD streaks along a straightaway on fast-spinning ball bearing wheels, whips around corners with all the flexibility of a real 'copter — easily out-maneuvers *any* other toy. Kids who've test-driven a Rolybird say it does everything but fly!

ROLYBIRD captures the parents, too — they know their youngsters are having the time of their lives in perfect safety. Rolybird's wide-spaced wheels and low center of gravity make it hug the ground like an Indianapolis racer!

THE ROLYBIRD is poised to soar on the wings of young imaginations — you'll find it will make sales soar, too!

SPECIFICATIONS: 52" long, 37½" high, 25" wide. Welded tubular steel frame. Pedal propelled, chain-driven. Ball bearing wheels. Steering wheel controls steerable tail assembly. Color, blue, yellow and silver. Shipped partially knocked-down. Shipping weight, 35 lbs. Factory Maintained List, $34.95.

DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MFG. CO., INC.
ROSSMOYNE, OHIO

1929 DUESENBERG LATEST REVELL AUTO MODEL KIT

Duesenberg, the mammoth custom auto remembered as the "Mightiest American Motor Car," is the newest Highway Pioneer in Revell's line of miniature car construction kits.

Lewis H. Glaser, Revell president, announced the release of the 1929 Model J Duesenberg, stating, "E. L. Cord and Fred Duesenberg worked two years developing this car. Their goal was 'the biggest, fastest and most powerful stock automobile the world has ever seen.' We feel the Revell scale reproduction is equally spectacular!

"No two Duesenbergs were exactly the same. A 1929 Duesenberg buyer bought the standard wheel base, running boards, headlights, fenders, radiator shell and bumpers. From there on he was on his own with a choice of magnificent custom bodies by Le Baron, Rollston, Murphy or Derham. However, we feel that our choice of the 265 hp Le Baron phaeton is representative of one of the most elaborate and distinctive Duesenbergs. Supercharged, it could do a top of 130 mph," Mr. Glaser reveals.

The all-plastic Revell Duesenberg incorporates every minute detail of the sporty original, including the extra tonneau windshield, twin horns, four "flexible" cylinder exhaust tubes, tires in fender wells, hood-mounted parking lamps, running boards, chrome-connected headlights, giant taillight, double bar bumpers, hood vents, a spacious rear trunk, chrome fender and engine strips, and two figures, authentically dressed in the Duesenberg-era fashion.

Arresting blue, black and white window banners showing the two-tone Duesenberg speeding along a 1929 highway are packed free with each order. Made-up models are also available. The 1929 Duesenberg retails at 89¢.

. . . ALLEN STORCH

(*Continued from page 162*)

doll industry, and until this situation changes, I don't see how they can. Manufacturers will have to accept that fact and make their plans accordingly.

"Now—volumewise—what can we look forward to in the coming year? If we study the birthrate statistics over the past few years in this country, we can be sure there is an ever-increasing number of doll users in this country. At the present time there is the greatest number of female children in the history of the country. Do they have money? The nation's leading economists predict prosperity, so I think we can look forward to a good doll year.

"As you all know, volume is only important if followed by profits. However, retail profits have fallen and there are

RECENT APPOINTMENTS

. . . The following additions to the national sales staff of **Service Manufacturing Co., Inc.**, creator and manufacturer of the *S-Bar-M* line of cowboy holster and gun sets, has been announced: **Joe Rosen**, Brooklyn, N. Y., working out of the newly-established permanent showroom (1459) 200 Fifth Avenue, New York City, to cover the New York City metropolitan area and the eastern states, **Diemar & Kirk Co.**, P. O. Box 3338, Savannah, Ga., to cover the southeast, **Joe Medeiros**, 307 M & M Bldg., Memphis, Tenn., to cover Louisiana; **Paul Lande**, 3861 Clove Lane, Dallas, Tex., Texas and Oklahoma; and **Western Slope Sales Service**, 788 Mission st., San Francisco, in the 11 far western states

. . . **William S. Loeb**, vice president, **Wilkening Manufacturing Co.** has named the following sales representatives on the company's item, *Mr. Wiggle*: **Merwin Smith Organization**, 813, 200 Fifth Avenue Bldg., New York City, metropolitan New York and northern New Jersey; **Edward D. Smith**, Copake Falls, N. Y., upper New York state and the New England states; **Art Hobba**, Oreland, Pa., in south Jersey, Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia; **Hugh D. Kenney**, 14-108 Merchandise Mart, Chicago, the midwest.

. . . **Sheldon Sayles**, sales manager, **Highlander Sales Co.**, Minneapolis, has announced the appointment of **B. F. Schoen Ltd.** as its Honolulu, Hawaii representative

. . . **John F. Wilson**, former works manager of **American Machine & Foundry Co.'s** Leland Electric Division, Dayton, Ohio, recently was named general sales manager of **Cleveland Welding Co.**, AMF subsidiary.

JOHN F. WILSON

A NEW CONCEPT IN *TOY DESIGN!*

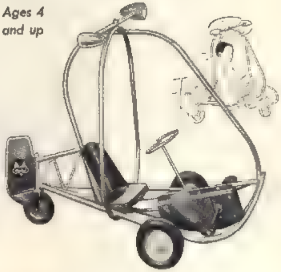
Model No. 2022

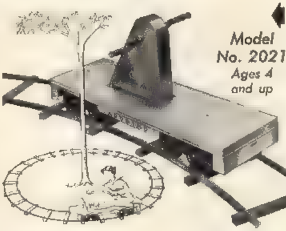
THE ROLYBIRD

Ages 4 and up

This small fry helicopter is really new, really different — and packed with excitement from rudder to rotor! Goes like a streak on ball bearing wheels, whips around corners with all the flexibility of a real 'copter — easily out-maneuvers *any* other toy. Welded tubular steel frame and low center of gravity for safety 52" long, 37½" high. Steering wheel controls steerable tail assembly Color, blue, yellow and silver Shipped partially knocked-down. Shipping weight, 39 lbs.

Factory Maintained List—$34.95.
11 Western States—$37.95.





THE YARDBIRD

Model No. 2021
Ages 4 and up

Great idea — great fun! The Yardbird travels on its own tracks, lets young backyard railroaders lay out a whole rail system that actually hauls freight and passengers. Trailing car and additional track available Color, scarlet and yellow. Shipped with 40 feet of curved track, knocked-down in separate container. Shipping weight complete, 86 lbs.

Factory Maintained List $34.95.
11 Western States—$37.95.

JAGUAR

SPORTS CAR KIT
Model No. 2018
Ages 9 and up

Perfectly detailed, completely authentic build-it-yourself kit of the famous Jaguar A rugged, long-lasting toy, or a collector's cherished miniature A natural for hobbyists, young or old. Length, 18", weight, 5½ lbs Shipping weight, 6 to carton, 40½ lbs.

Factory Maintained List—$10.95.*

SEARCHLIGHT TRUCK

Model No. 2023 *Ages 4 to 10*

Brand-new running mate for the great Model Pumper and Aerial Ladder Giant searchlight swings through full 360 degrees, moves up and down, throws a brilliant beam powered by flashlight batteries. Steerable front wheels. Gleaming white baked enamel finish. Length, 18", weight, 6 lbs

Factory Maintained List—$13.95.*

***In 11 Western States add 80¢.**

DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MFG. CO., INC.
Rossmoyne, Ohio, U. S. A.

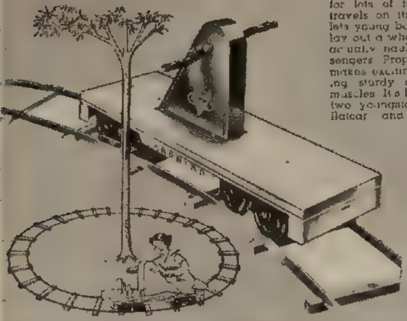
ALL ABOARD...

for a brand new

kind of *Fun!*

YARDBIRD

— a most unusual toy!



Meet the Yardbird! A great idea for lots of fun. Imagine [illegible] travels on its own tracks [illegible] lets young backyard railroaders lay out a whole rail system that actually hauls freight and passengers. Propelled by cranks, it makes exciting fun out of building sturdy arm and shoulder muscles. It's big enough to carry two youngsters with an extra flatcar and additional track available. For day in and day out fun it outshines anything the commercial playgrounds have to offer. A wonderful toy for backyards, nursery schools, motels, etc. Parents will appreciate this great new plaything that gives more thrills and excitement than any other wheel toy [illegible] and at the same time keeps children off the streets and safe in their own backyards!

SPECIFICATIONS Car, 34½" long, 11" wide. Crank operated, chain driven. 8 cast-iron wheels, mounted on 2 trucks. Color scarlet and yellow. Complete with 40 feet of curved track, shipped knock down with detailed assembly instructions.

THE YARDBIRD
Car with 40 ft track 86 lbs
T-2017 LIST $37 95 **NET. $25.30**

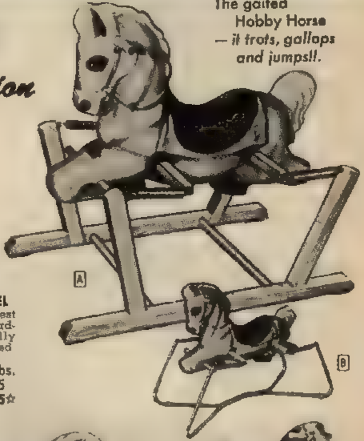
EXTRA TRACKAGE
Four sections straight track — 20 feet
T-2018 LIST $8.75 **NET $5.84**

TRAILER 26 lbs.

NO.	LIST	NET
T-2019	**$16.95**	**$11.30**

WONDER HORSE

—with magic spring action



The gaited
Hobby Horse
*— it trots, gallops
and jumps!!.*

- **Enormous Play Value for Children from One to Six**

This is the famous Wonder Horse that has proved to be the preschool sets most popular 'big' toy. Actually it has all the play value of a pony — indoors. MAGIC SPRING action develops grace, rythm and muscular coordination. It's the kind of toy youngsters never tire of.

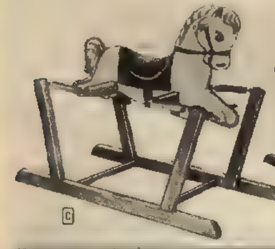
WONDERHORSE Deluxe
Finest Hobby Horse ever built! Life-like Golden Palomino molded of high impact plastic. Stands up under rough riding without chipping or peeling. Sturdy, high test springs are replaceable. Choice of wood or chrome base. Wt. 20 lbs.

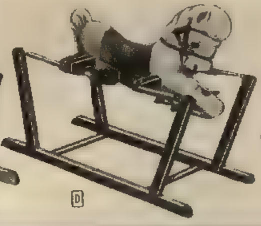
MODEL	NO.	Length	Height	LIST	NET
A) WOOD BASE	T-5080	39½"	21¾"	29.95	19.95☆
B) CHROME BASE	T-5083	35½"	20¾"	29.95	19.95☆

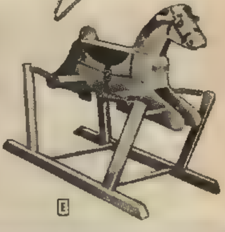
C) WONDER MARE
New, high-spirited Palomino 34½" long, 18¾" high. Extra tough plastic in golden finish.
T-5086 18 lbs.
LIST **$19.95**
NET .... **13.95☆**

D) WONDER PONY
A lovable Palomino Pony for youngsters 1 to 3. Same durable plastic 30" long. 14¼" high.
T-5082 14 lbs.
LIST **$10.95**
NET .... **7.95☆**

E) WOOD MODEL
A consistent best seller! Select hardwood, carefully turned. Painted Red 34½" L. 20½" H.
T-5081 23 lbs.
LIST **$14.95**
NET .... **10.95☆**







FULL REMITTANCE WITH ORDER is required with all orders for items on this page

NY-LINT

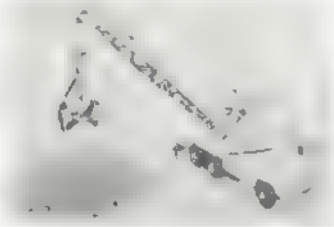
No. 1600 - PAYLOADER
18 x 7 x 7-5/8", 3 3/4" tires
$7.98

No. 1700 - TURNAHAULER
30¼ x 7¾ x 6½"
$7.98

No. 1800 - TRAVELOADER
30 x 8 x 10-1/8", 3 3/4" tires
$15.00

No. 1900 - TURNATRACTOR-DOZER
14¾ x 8 x 6½", 4 3/16" tires
$7.98

No. 2000 - SPEED SWING
19 x 7½ x 11¼", 3 3/4" tires
$7.98



No. 2200 - MICHIGAN SHOVEL
31½ x 7½ x 20¼
$10.00

NOT ILLUSTRATED:

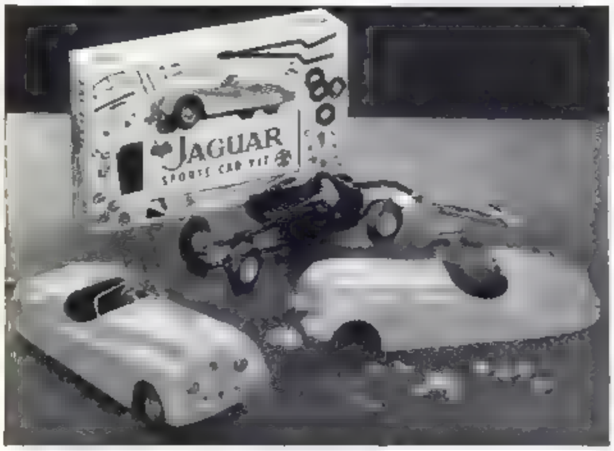
No. 1300 - TOURNAROCKER
18 x 6 x 6½", 3 3/4" wheels - $6.00

No. 1400 - ROADGRADER
19¾ x 8 x 7¼", 3 3/4" tires - $6.98

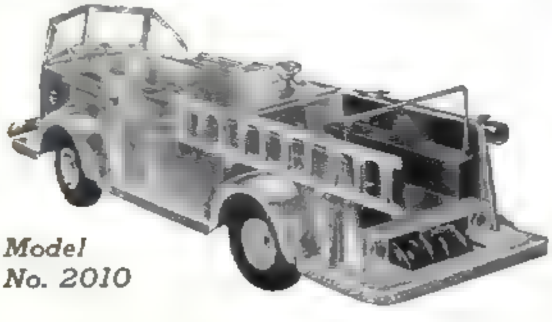
No. 1500 - TOURNAHOPPER
22½ x 5¾ x 6½", 3 3/4" tires - $6.98

DOEPKE

Model
TOYS



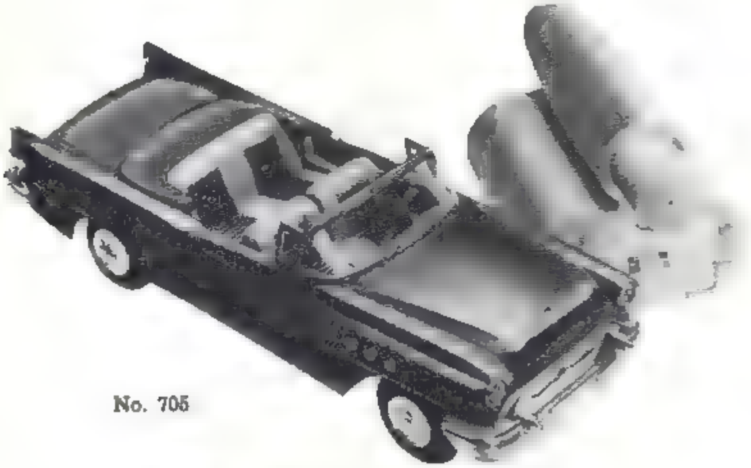
Model No. 2018



Model
No. 2010

No.	Length	Each
2006 – Road Grader	26"	13.95
2009 – Euclid Bottom Dump Truck	27"	13.95
2011 – Heiliner Scraper	29"	14.95
2012 – Caterpillar Tractor and Bulldozer	15"	12.95
2017 – M T. Sports Car Kit	15"	9.95
2018 – Jaguar Sports Car Kit	18"	10.95
2021 – Yardbird	34½"	34.95
2023 – Searchlight Truck	18"	13.95
FIRE EQUIPMENT		
2010 – La France Pumper	18"	15.95
2014 – La France Aerial Ladder	33"	19.95

ALUMINUM MODEL TOYS — *SCALE MODEL AUTOMOBILES*



No. 705

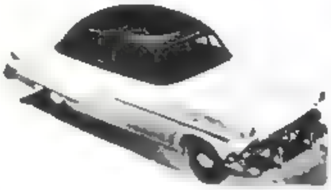
ELECTRIC REMOTE CONTROL UNITS

AT 6.98 EACH

Cars are powered by a 5-pole enclosed electric motor, with double end drive.

Spring action control switch operates car and returns to neutral or off position when released.

No.
700 - Ford Victoria
704 - Ford Convertible
705 - Buick
706 - Dodge
707 - Cadillac
708 - Ford Thunderbolt



MOTORIZED UNITS

The quality built motorized scale model cars are driven by special integral key-wind clock spring motor equipped with brass pinion gears and securely mounted on the metal chassis.

AT 1.50 EACH

No.
137 - Dodge
138 - Cadillac
133 - Ford

No.
134 - Studebaker
135 - Pontiac
136 - Buick

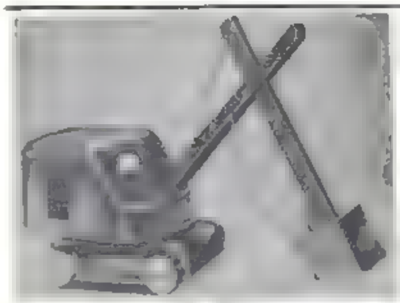
CONVERTIBLE

44 Buick	2.00

STYLING KIT

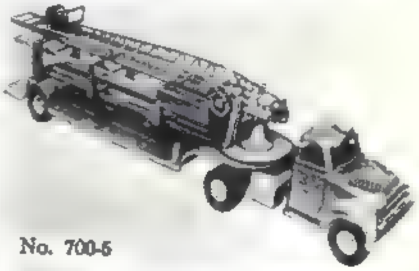
300	3.00

MOUND METALCRAFT
TONKA TOYS



No. 50-5

No.		Each
50-5	Steam Shovel, 15" x 5¾" x 5¾"	3.00
180-5	Dump Truck, 13" x 6"	3.98
750-5	Carnation Milk Truck, 11¾" x 5½".	3.98
575-5	Road Builder Set, 27" x 7¼" x 16¾"	6.00
880-5	Pick-up Truck, 12¾" x 5¾" x 5½"	3.00
700-5	Aerial Ladder Truck, 32½" x 7¼" x 6"	15.00
825-5	Aerial Sand Loader, 25½" x 10½" x 8"	16.00

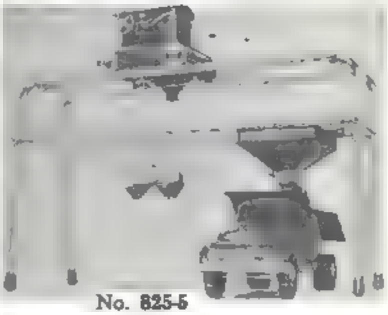


No. 700-5

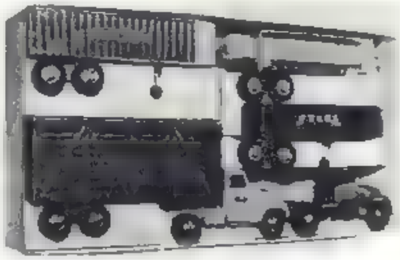
No. 180-5

BOXED SETS

675-5	Trailer Fleet Set	20.00
775-5	Road Builder Set	15.00
0875-5	Builders Supply Set	11.00



No. 825-5



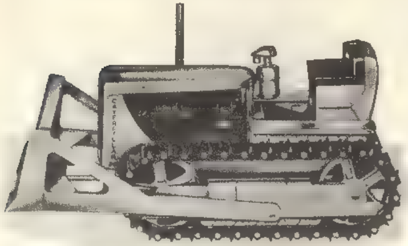
No. 675-5

No. 575-5

No. 880-5

Chas. Wm. Doepke

CATERPILLAR DIESEL BULLDOZER

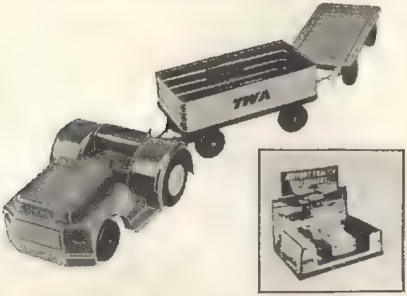


An authorized scale model of a Caterpillar D-6, exactingly detailed in heavy gauge steel with yellow baked enamel finish. Tenite molded authentic design mock diesel engine. Three position bulldozer blade. Easy running, linked track tread on sturdy wheels. Driver's seat and controls realistically copied. 15 inches long. Each in a carton.

No.	Retail	Pkd.	Wgt.	1/5	*6/m
EG87-2012	$12.95	1 ea.	7 lbs.		

Chas. Wm. Doepke

AIRPORT TRACTOR & TRAILERS



27 inches overall length. A rugged scale miniature of the famous Clark Airport Tractor and 2 trailers with emblems of a leading airline. Die cast tractor, heavy gauge steel trailers, all 3 finished in baked automotive enamel, all 3 with self-locking couplings. Each set in a display carton.

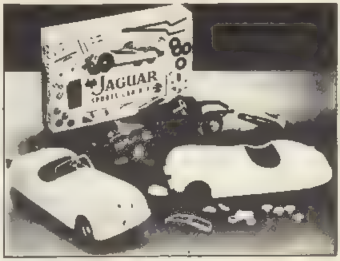
No.	Retail	Packed	L.P.L.	*P.L.
EG87-2015	$6.95	6 sets		

P.L. weight 33 lbs.

* 6 or more assorted Doepke numbers qualify for this price.

Chas. Wm. Doepke

MODEL JAGUAR SPORTS CAR KIT



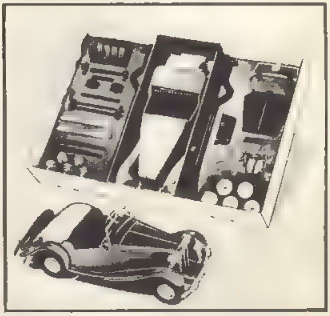
An absorbing project that builds into a sturdy miniature, faithfully detailed. Display box contains all the parts and instructions; chassis, springs and steering assembly of heavy gauge steel; semi-eliptical rear springs, cast metal body, semi-pneumatic tires. Body finished in automotive baked enamel, chrome trim throughout.

No.	Retail	Packed	L.P.L.	*P.L.
EG87-2018	$10.95	6 each		

P.L. weight 40½ lbs.

Chas. Wm. Doepke

SPORTS CAR ASSEMBLY KIT



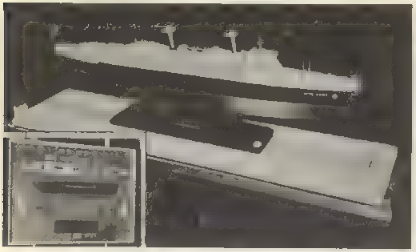
A rugged and realistic model of the famous MG sports car. 15 inches long. Over 50 precision parts that can be assembled with only a screw driver. All parts are metal except seats and real rubber tires. Chrome plated trim. Die cast body finished in prime coat, permitting builder to apply own color scheme. Semi-elliptical rear springs, heavy gauge steel chassis, steerable front wheels. In a display carton.

No.	Retail	Packed	L.P.L.	*P.L.
EG87-2017MT	$9.95	6 each		

P.L. weight 42 lbs.

Ideal Toy Corp.

S.S. UNITED STATES ASSEMBLY KIT



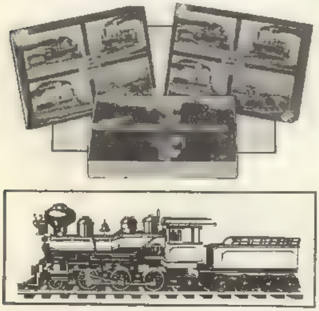
A great luxury ship, scaled to toy size. Hours of fun in assembling more than 200 precision plastic parts. Comes with twin lights and wiring equipment to electrify the vessel when assembled. Hull alone has 16 parts when life boats, masts, funnels and other details have been added, finished model may be placed on its pedestal for display. Ship is 29 inches long, 7 inches high. Colorfully boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG88-3701	$9.95	3 each		

P.L. weight 20 lbs.

Northwestern Products

4 HISTORIC LOCOMOTIVES HOBBY KIT



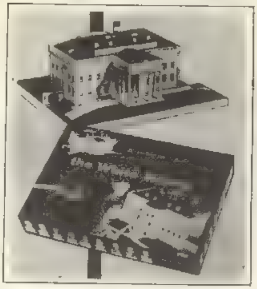
All plastic, authentically detailed, "O" gauge models. Set contains The General, Porter Switch Engine, the famous wood-burning "Cabbage Stack" locomotive and hand car-work trailer combination. Paint, brush, cement and instructions are included. Beautiful 4-color litho box with pictures of the originals.

No.	Retail	Packed	L.P.L.	P.L.
[illegible]	$3.98	6 each		

P.L. weight 16 lbs.

Empire Plastic Corp.

WHITE HOUSE MODEL KIT



Kit of 55 plastic parts, 17 litho'd cardboard pieces, glue and instructions. Makes up a beautiful and accurate model of the White House 16 x 16 x 9 inches, mounted on a colorful terrain base. Booklet included with history of the White House and Presidents.

No.	Retail	Packed	L.P.L.	P.L.
EG88-1600	$2.98	6 each		

P.L. weight 16 lbs.

Revell

WESTERN COLLECTION

WESTERN COLLECTION

A gift package of miniature masterpieces. Parts are precision molded of sturdy plastic. Cement for assembly, paint and brush for finishing are included. Set has a covered wagon, chuck wagon, ranch wagon, Wells Fargo stage coach and group of Western figures.

No.	Retail	Packed	L.P.L.	P.L.
EG88-G-511	$4.98	6 each		

P.L. weight 11 lbs.

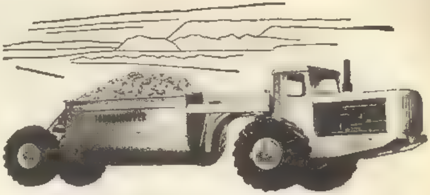
Ny-Lint

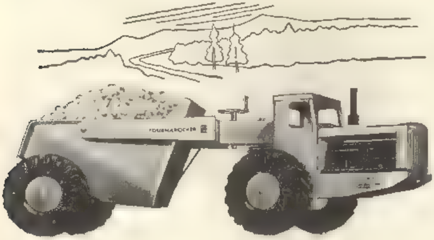
TOURNAHOPPER

A faithful working scale model, approved and authorized by LeTourneau. Made of heavy gauge steel, 22½ inches long, electrostatically sprayed baked enamel finish. Front unit is double pivoted to hopper so it can turn and snake over rough ground like the big machine. Clamshell type dump gates slide across full bottom width so hopper empties clean. A spring-loaded lever latch mechanism operates the dump gates firmly and efficiently. Big rugged treaded rubber tires. Each in a corrugated box.

No.	Retail	Packed	L.P.L.	*P.L.
EG85-1500	$6.95	6 each		

P.L. weight 48 lbs.





Ny-Lint

TOURNAROCKER

An accurate and striking scale model, approved and authorized by LeTourneau. Reproduces the distinctive action of the original, including hoist on big rear-dump hopper and the 2-way pivot on connecting pin. 18 in. long, 5½ in. wide and 6½ in. high. Made of heavy gauge steel with electrostatically sprayed baked enamel finish. An amazingly durable and flexible toy for real hauling and dumping, just like the big machines used on heavy road building work. Each in a strong corrugated box.

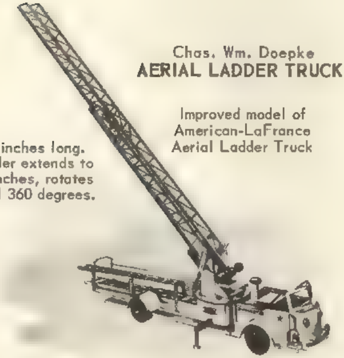
No.	Retail	Packed	L.P.L.	*P.L.
EG85-1300	$5.95	6 each		

P.L. weight 40 lbs.

* 12 or more assorted Ny-Lint numbers qualify for this price.

Chas. Wm. Doepke

AERIAL LADDER TRUCK



Improved model of American-LaFrance Aerial Ladder Truck

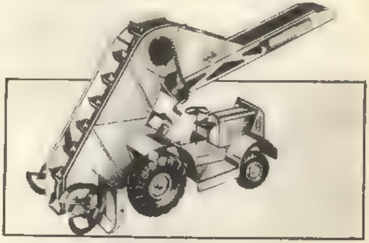
33 inches long. Ladder extends to 33 inches, rotates Full 360 degrees.

Reinforced steel frame, die-cast aluminum extension ladder. Has 2 auxiliary ladders, bell, searchlight and stabilizing jacks. Rubber tires. Fire engine red with silver trim. Each in a box.

No.	Retail	Pkd.	Weight	1/5	*6/m
EG85-2014	$19.95	1 ea.	13 lbs.		

Chas. Wm. Doepke

BARBER-GREENE BUCKET LOADER



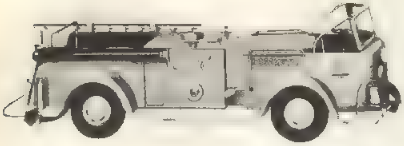
Rugged reinforced steel construction, 22 inches long. The crank activates the scraping spirals, the buckets and the conveyor belt. 2-position pivot action. Front wheels steer. Husky rubber tires. Each in a box.

No.	Retail	Pkd.	Wgt.	1/5	*6/m
EG85-2013	$18.95	1 ea.	10 lbs.		

* 6 or more assorted Doepke numbers qualify for this price.

Chas. Wm. Doepke

LaFRANCE PUMPER

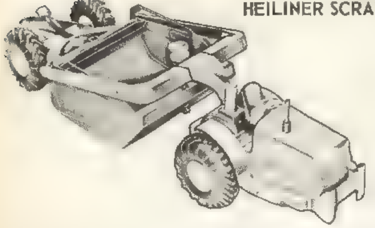


18-3/8 inches long. Authentic reproduction including famous make tires. Welded steel in red enamel with aluminum and plated trim. Positive pump with detachable nozzle and hose, bell, ladder, 2 imitation extinguishers, mock intake hose, steerable front wheels. Each in a carton.

No.	Retail	Pkd.	Weight	1/5	*6/m
EG86-2010	$15.95	1 ea.	8 lbs.		

Chas. Wm. Doepke

HEILINER SCRAPER

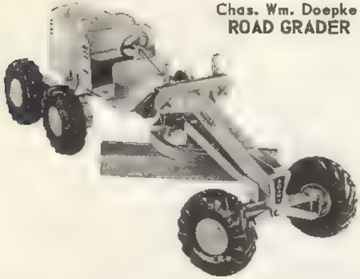


Nearly 2½ feet long. An accurate model and a miniature working tool. Scrapes and loads, carries load with body in raised position, dumps at a flick of the finger. Brilliant weatherproof enamel finish. Cleated rubber. Sturdily constructed for long, rough usage. Each in a carton.

No.	Retail	Packed	Weight	1/5	*6/m
EG86-2011	$14.95	1 each	13 lbs.		

Chas. Wm. Doepke

ROAD GRADER

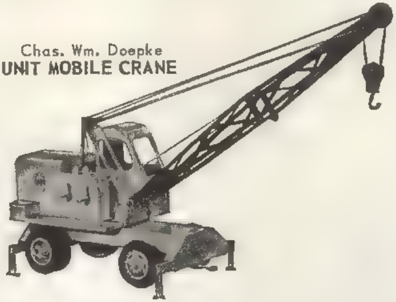


Authorized working reproduction of an Adams Diesel road grader. 26 inches overall. 18 gauge steel electrically welded, handsomely finished. Famous-make rubber tires. Wheels, axles, scraper blade fully adjustable.

No.	Retail	Pkd.	Wgt.	1/5	*6/m
EG86-2006	$13.95	1 ea.	12 lbs.		

Chas. Wm. Doepke

UNIT MOBILE CRANE



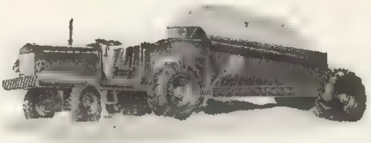
11½ inches long, boom 19½ inches. Authorized working scale reproduction of 22 gauge steel, handsomely finished. Gear operated cab swings 360 degrees. All action controlled by gears and cranks. Includes both hook and clam shell. Has realistic motor sound. Engine hood removable for extra weights. Jointed boom. Steerable front wheels.

No.	Retail	Packed	1/5	*6/more
EG86-2007	$13.95	1 each		

Weight each 7 lbs.

Chas. Wm. Doepke

EUCLID TRUCK



Authorized reproduction of the mammoth Euclid bottom dump truck. Trailer unhitches from universal coupling so tractor can be used otherwise. 6 famous-make rubber tires. Steerable front wheels with 3-point suspension. Loads and dumps with a flick of the lever. All steel, 27 inches long.

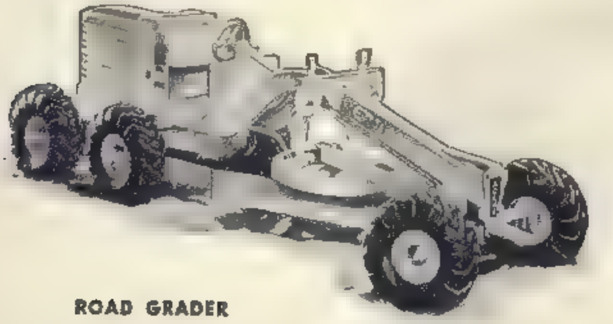
No.	Retail	Pkd.	Wgt.	1/5	*6/m
EG86-2009	$13.95	1 ea.	10 lbs.		

* 6 or more assorted Doepke numbers qualify for this price.

Doepke "Model Toys"

• Authentic working models of real machines

Exciting fun . . . fascinating play for all children. Real action toys of welded heavy-gauge steel to withstand long, rigorous use. Fitted with easy-rolling, famous-make rubber tires. (Model Toys are fair traded.)



ROAD GRADER

Levels ground for small-scale construction sites, grades and banks miniature roads and airport runways. Adjustable scraper blade turns in a 90° arc. Travels easily over the roughest ground with its knee-action front wheels and tandem rear wheels. **An authentic reproduction of the Adams Diesel Motor Grader. 28" long.** Ship. wt. 12 lbs.

75R75-868..................RETAIL **$13.95**

UNIT MOBILE CRANE

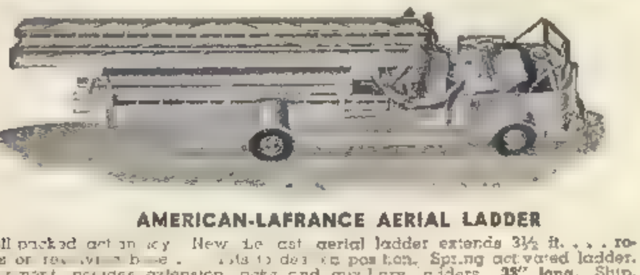
Scoops up earth with its clam shell, swings on boom, and dumps loads for other Model Toys. Lifts astonishingly heavy loads with cargo hook attached and ground locks extended. Operation is crane controlled from cab. Dual rear wheels. **12" long. Boom: 19" long.** Ship. wt. 7 lbs.

75R80-866..RETAIL **$13.95**

HEILINER-SCRAPER

Scoops up earth, hauls it away, and dumps it for Bucket Loader or Crane to pick up. **Loading and dumping controlled manually.** Tows other Model Toys. Heaviest, strongest toy built. **29" long.** Ship. wt. 13 lbs.

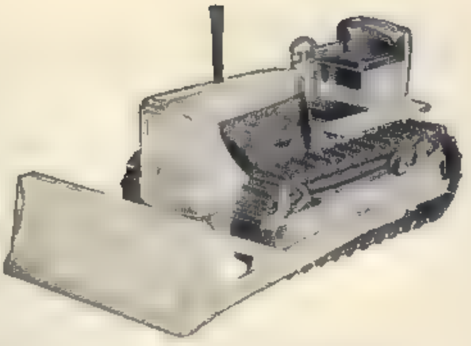
75R79-989..RETAIL **$15.95**



AMERICAN-LAFRANCE AERIAL LADDER

Thrill packed action toy. New die cast aerial ladder extends 3½ ft. . . . rotates on revolving base . . . locks to desired position. Spring activated ladder. Equipment includes extension jacks and auxiliary ladders. **38" long.** Ship. wt. 11 lbs.

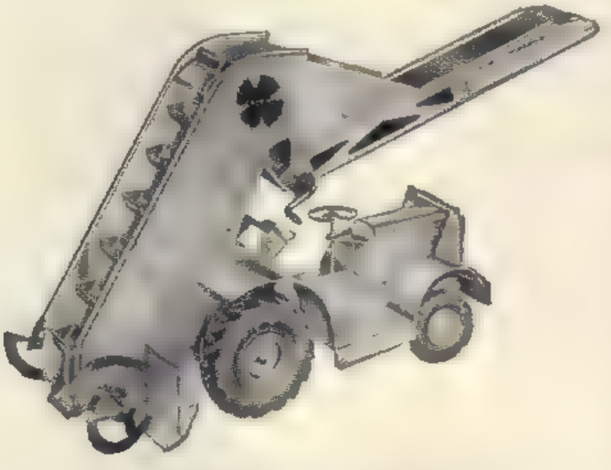
75R81-1238..RETAIL **$19.95**



CATERPILLAR D6 TRACTOR AND BULLDOZER

Levels areas for miniature construction jobs, cuts down banks of earth . . . works in miniature just like the giant "Cat." Scraper blade adjusts from driver's seat. **Authentic Caterpillar treads operate independently for sharp turns.** Tow bar hooks on back to tow other Model Toys. **15" long.** Ship. wt. 7 lbs.

75R77-804..RETAIL **$12.95**



BARBER-GREENE BUCKET LOADER

Works just like the real earth mover. As the powerful loader moves forward, buckets scoop up earth and move to the top of the loading unit. Then they empty onto a rubber belt conveyor which carries the loads forward dumping them into a Model Euclid Truck or Heiliner. One crank coordinates action of buckets, spirals and conveyor belt. **32" long.** Ship. wt. 10 lbs.

75R78-1176..RETAIL **$18.95**

AMERICAN-LAFRANCE PUMPER

A real action-toy for young firemen. Just unreel a rubber hose, connect to pump operated tank, and direct streams of water high into the air. Standard equipment includes scaling ladder, hard suction hose, fire extinguishers, and bell. Knee-action front wheels steer from driver's seat. This toy pumper joins with the Aerial ladder to form a complete fire department. **18" long.** Shiping weight 7 lbs.

75R76-989..RETAIL **$15.95**

EUCILID BOTTOM-DUMP TRUCK

Hauls heavy loads of earth from small scale construction sites. Rides smoothly over rough ground. Tractor unit has cam universal type coupling to tow other Model Toys. Lever controls dump mechanism. Knee-action front wheels steer from driver's seat. **27" long.** Ship. wt. 1[illegible] lbs.

75R82-866..RETAIL **$13.95**

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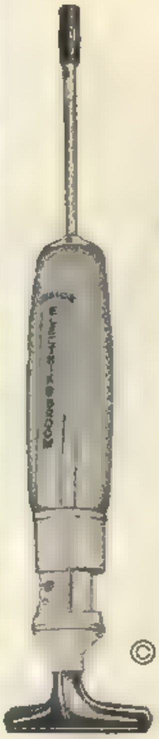
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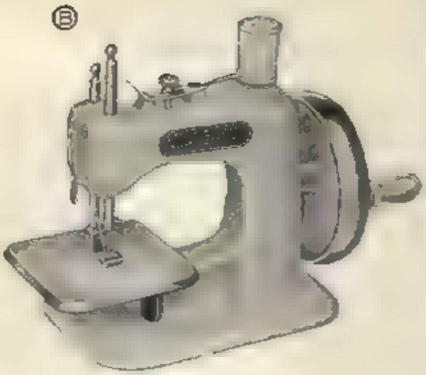

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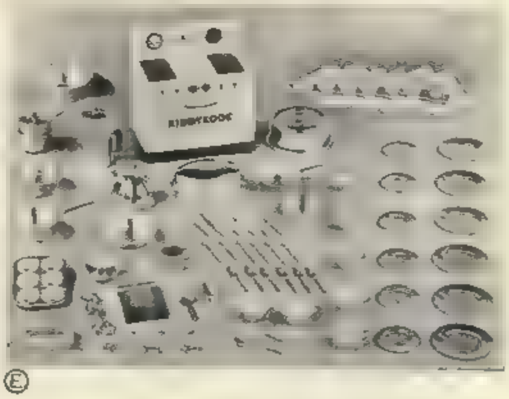
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Toys For Little Housewives

Ⓐ **Little Princess Washer.** Highly educational toy, precision built with the [illegible] safety features and long life as the family washing machine. Universal wringer [illegible] **Uses standard 6-V lantern battery—no shocks.** Sturdy [illegible] construction with no raw edges, and finished with baked enamel. Rubber feet. **Size** [illegible]" Battery not included. Ship. wt. 4 lbs.
75R66-498 .... RETAIL $7.95

Ⓑ **Stitch Mistress Sewing Machine.** Sews, stitches, hems just like the latest machine for grown-ups. **Gear mechanism completely enclosed by aluminum body.** Metal clamp holds machine on table top. Non-marring base. Hammerloid finish with bright nickel trim. Ship. wt. 2 lbs.
75R73-431 .... RETAIL $6.95

Ⓒ **Regina Electrikbroom Jr. Vacuum Cleaner.** Actually cleans, just like mother's. Designed like the real Regina model, yet simple and safe for the youngest child. **Operates on 3 ordinary flashlight batteries.** Dustproof bag. [illegible] base with plastic and aluminum frame. **38" high.** Ship. wt. 5 lbs.
75B72-506 .... RETAIL $8.00

Ⓓ **"Susy-Goose" 21-Piece Housekeeping Set. Includes:** sweeper, plastic broom, vinyl apron, metal dust pan, hand duster, chamois, Squeezo cellulose sponge mop, yarn floor mop, and brush, plastic dish pan and drain tray, plastic dish drainer, dish scraper Tide, Ivory soap, DuPont sponge, etc. Ship. wt. 7 lbs.
75R70-333 .... RETAIL $5.50

Ⓔ **Aluminum 72-Piece Kook'n Serve Set.** Equipped with all the utensils for cooking, baking, or serving. Includes: cake and muffin pans, oval roaster, 8-cup coffee maker, tea kettle, etc. Complete flatware and dinner ware for 6. Packed in heavy cardboard "make-believe" range. Ship. wt. 5 lbs.
75R71-333 .... RETAIL $5.50

Ⓕ **"Friendly Folk" Motel.** A new idea in dollhouses. Realistic motel with handy open back. Includes: large motel sign, 2 road signs, TV antennas, flag staff, flag, office desk, cash register with drawer that opens, telephone, plastic swinging door, and complete furnishings for 2 rooms and office. Ship. wt. 7 lbs.
75B69-444 .... RETAIL $7.00

Ⓖ **Electric Range.** Bakes prepared mixes just like mother's oven. Fiberglas insulated oven with window. Includes set of 12 utensils with cookbook. White baked enamel with peach top, and polished chrome burners, handles, switch plates and molding trim. **Extra safe—U.L. approved. Size:** 15x12¾x7¾". Ship. wt. 12 lbs.
75R67-825 .... RETAIL $12.85

Ⓗ **Electric Iron and Ironing Board Set.** 8" iron heats just like real model. Irons doll's clothes with even, non-burning heat. **U.L. approved.** Board has ventilated top and reinforced steel construction. **Folds flat 28x8", stands 22" high.** 4-point suspension. Packed in 1 ctn. Ship. wt. 7 lbs.
[redacted] .... RETAIL $5.50

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["Fiberglass" INSULATED OVEN]

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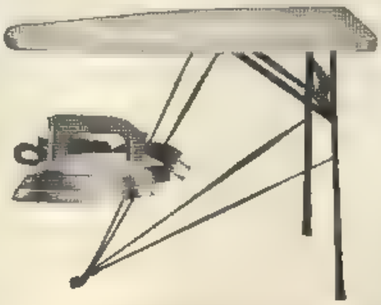


TOM THUMB CASH REGISTER

More than a toy . . . it's a real cash register. To register sale **push lever**—drawer opens and bell rings. Expertly built by technicians with years of production experience. Sturdy construction with electrically welded joint and no sharp edges—completely safe. Unbreakable plastic window, and protective rubber feet. Includes [illegible] play money. Chrome trim and [illegible] finish. **7¼x6½x7½" high.** Over 3 million sets in use. Ship. wt. 5 lbs.
75R74-253 .. RETAIL $4.00

New Toys on Parade

SEARCHLIGHT TRUCK newly introduced permits junior firemen to throw a little light on make-believe blazes. Modeled after the vehicles found in station houses across the country, the toy is produced by Charles William Doepke Manufacturing Co., Rossmoyne, Ohio.

Built as a companion to the company's other scale model fire engines, the new truck is a replica of American-LaFrance equipment. As much detail as possible has been reproduced.

The searchlight unit is mounted in the center. Operated with two flashlight batteries that supply power to the light, the self-contained section resembles the power generator of the real truck. Simulated controls are located on each side. The entire section is removable to replace the batteries.

Mounted on a yoke support, the light rotates 360 degrees as well as up and down to direct the beam. Cross hatch lines on the glass lens for focussing the beam have been copied from the real light. The parabolic reflector is of spun aluminum. An on-and-off switch is located atop the generator.

Finished in white baked enamel, the new toy has steerable front wheels and riding space in the rear for toy firemen. Retail price is $13.95; batteries are not included.

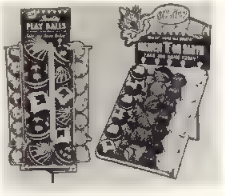
* * *

JUNIOR FIRE CHIEF SCOOTER has sturdy 3" wheels with plated gongs that sound musically as the youngster rides along. The rugged wooden platform is realistically lithographed as a fire chief's car. The handle of the scooter is 20" high, the scooter itself is 17" long. Packed in half dozen quantities, the toy is made by Gong Bell Manufacturing Co., East Hampton Conn.

* * *

BALL DISPLAYS: Available from Barr Products Co., 1552 First St., Sandusky, Ohio, are two ball merchandisers.

The Turn-A-Bout, for decorated gas balls, is a revolving display rack for easy selection. The assortment is made up of balls in 3", 3½", 4", 5" and 6" sizes, including star embossed, face design and three color decorated numbers. They are packed one unit to the carton, weighing 37 pounds per deal.



"The Greatest 'B' on Earth" is the name of the new metal and wire display rack for a sponge ball assortment. According to Barr, only its fastest selling numbers are included in this deal. They are packed one unit to a carton, weighing 30 pounds per deal.

* * *

SNIPPY is the newest member of the handicraft family made by Ungar Electric Tools, Inc., P.O. Box 312, Venice, Calif. It is a safe electric scissors, according to the firm, and is colorfully packaged with nine novel cutouts and 3-D papercraft projects in a cellophane-lidded box.

Retailing at a suggested $4 per set, Snippy is said to fascinate youngsters of six or older. The scissors zips through paper and light cardboard, but cannot cut curtains, drapes, clothing, furniture or little fingers. Snippy's bag of cut-out tricks includes jet planes, pinwheels, dolls, Indian masks, and a zoo-full of animals.

* * *

BOW GUN or cross bow, introduced by Withington, of Buckfield, Me., has a realistic gun design, but is said to be quite safe. The gun itself has an embossed walnut plastic sling and is 20" in over-all length. Arrows are released by a trigger that has fingertip spring action.

Besides the gun, each set includes a 24" white ash bow, three large rubber suction safety cup tipped arrows, and a 17" x 17" four-color target complete with archery scoring rules.

The sets are packed in heavy-duty transparent polyethylene bags with colorful identification tags. Suggested retail price is $2.

* * *

1955 LINE of Playtime doll strollers and doll carriages features bright new colors and new body and hood designs. All plating, paints and fabrics used in the products are non-toxic and flame-resistant.

The line will spotlight four strollers, designed to retail at $4, $6, $9, and $15. The carriage line will range in retail price from $3 to $20. Special features of the items are: roll-formed steel sections for strength with light weight, and axles that are fastened to frames for durability.

One of the numbers in the line is Pink Pram (illustrated), a non-collapsible toddler's doll carriage for the child just learning to walk. It has a quilted plastic body and hood kept clean by the wipe of a cloth. The pusher of triple chrome and the soft white rubber tires are style points of the carriage. Suggested retail is $7.95.

Playtime Products Inc., 442 N. Detroit St., Warsaw, Ind., is the manufacturer.

Scarne Wins Teeko Tournament, Ten Top Troupers Toppled

JUDY HOLLIDAY

John Scarne, standing, begins playing 'celebrity row.'

John Scarne, the internationally-known authority on games, magic and sleight-of-hand, who has developed the new skill game of Teeko, played 10 celebrity-experts simultaneously in a Teeko tournament on March 14 in the Hunt Room of the 21 Club, New York City. It was mathematically possible for him to lose $10,000 during the course of play, as he offered to pay a thousand dollars to anyone winning two out of three games from him. However, the Scarne bankroll remained intact as he won or drew all of his games. The Teeko enthusiasts who tried to outstrategy the master were Larry Evans, three times national open chess champion, Tom Wiswell, world's unrestricted checker champion, John Crawford, winner of many national bridge championships and six Vanderbilt Cups; Jim Braddock, former world's heavyweight champion; Steve Allen and his wife, Jayne Meadows, playing as a team; Judy Holliday; Walter Slezak, Jinx Falkenberg; Frances Langford; and Patty McCormack, child star of "The Bad Seed."

Teeko is made by John Scarne Games Company, Fairview, N. J. It is a simple board game played with eight pieces, and sales reports indicate that it is gaining enthusiasts at a rapid clip. Scarne has written many books on games, toured Army camps all over the world, and even given command performances at the White House. His ambition has always been to develop a game that would rival checkers in widespread popularity, and he feels that he has achieved this aim. He says that Teeko is so simple in principle that a child or adult can actually learn to play it in five minutes; yet the possibilities for different and intriguing playing positions are so tremendous that it cannot be memorized or completely mastered. Scarne also reports that interest in the game has grown at such a fast pace that he was asked to write a book about technique of winning play, with pictures, diagrams, match games etc. He has done so, and "Scarne on Teeko" has been issued by Crown Publishers, Inc., 419 Fourth Avenue, New York City 16.

DRAPER-MAYNARD MAKING TED KLUSZEWSKI MITT

Draper Maynard is featuring the name of "Ted Kluszewski," hard hitting Cincinnati Reds' first baseman, on their DG957 basemen mitt this year. The mitt, which lists at $7.95, is a genuine trapper model made of selected mitt leather, with a leather lined palm. The glove is slightly smaller than a regular professional model and is highly recommended for junior league play the manufacturer states.

D. & M. will also feature the names of Earl Torgeson, Ferris Fain and Walter Dropo on other trapper model mitts.

Complete information may be secured from Draper-Maynard Company, 4861 Spring Grove Avenue, Cincinnati 32, Ohio.

BABY GRANDDAUGHTER FOR IDEAL'S DAVID ROSENSTEIN

A daughter, Jessica Anne Gabriel, was born to Professor and Mrs. Mordecai L. Gabriel of 33 Riverside Drive, New York City, on February 8, 1955 at Mt. Sinai Hospital.

Mrs. Gabriel is the former Elinor Rosenstein, daughter of Mr. David Rosenstein, president of Ideal Toy Corporation. Professor Gabriel teaches biology at Brooklyn College, Brooklyn, N. Y.

I. BRAUN, NOVELTY DOLL, DIES AT SEVENTY-TWO

I. Braun of Novelty Doll & Toy Mfg. Corporation, of New York City, passed away on Tuesday, January 18, in his 72nd year. Mr. Braun was one of the best known and best-liked men in the industry. He entered the doll business in 1919 and was actively engaged in the manufacture of popular-priced dolls until his untimely death.

I. Braun

Always ready to extend a helping hand to his less fortunate fellows, he gave most of his time after business hours to charitable works. An indefatigable worker, he was the possessor of an excellent sense of humor and a pleasing personality that won him a wide circle of friends. He is survived by his wife, Mrs. I. Braun, two sons, and a daughter.

AIRGUIDE'S BIRD WATCHERS KIT COMPLETE WITH DISPLAY PACKAGE

The herein-illustrated Bird Watchers' kit is a product of the Airguide Instrument Company of 2210 Wabansia Avenue, Chicago 47.

Contained in the kit are glasses, a carrying case with shoulder strap, a manual which shows 112 of the most familiar American birds in natural color and a handy, spiral-type field note book for making quick notes and sketches.

BIRD WATCHERS KIT

The glasses have 40-millimeter, optically ground lenses which are secured by smooth, black plastic pieces. A sturdy lightweight metal frame of black enamel is weather-protected on the barrels by a durable black leatherette covering.

Airguide stock #901, the kit, retails at $8.95 and is packaged in a colorful display box about 12" x 12" x 2¾".

18-PAGE BOOKLET TO BE CIRCULATED BY STRATHMORE

The Strathmore Company, Aurora, Illinois, manufacturers of Magic Slate toys and novelties recently began publication of an 18-page letterpress booklet called "Magic Merchandiser."

Designed for circulation to the toy trade the booklet contains much of interest to this group. Future market trends are discussed; tips on proper merchandising of the Strathmore line are offered; Strathmore reps are identified in entertaining and informative manner; and Strathmore policies and aims are set forth in easy-to-read style with plenty of halftone and line illustration

MAGIC
MERCHANDISER
Toy
Merchandising
What the
Future
Holds

Conceived as a periodical, the booklet is edited and issued quarterly by Dan Watkins

Anyone interested will be included in the Strathmore mailing list upon request

NATIONAL GAMES BRINGS OUT NEW, #55 "SPACESAVER" DISPLAY

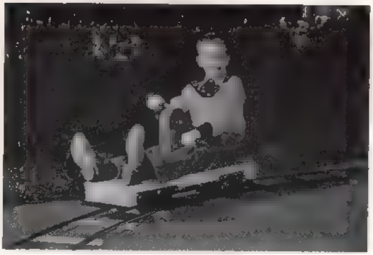
National Games, Inc. of West Springfield, Mass., has introduced a new "Spacesaver" display. Less than two square feet, it gives full visibility to a pre-tested assortment of games and puzzles retailing from around 29c to $2 in Deal #55

Games & Puzzles

Actually a complete game department in itself, this colorful merchandiser is shipped in an easy "pull-off" sleeve.

For further information contact National Games, Inc., at 91 Church Street, West Springfield, Mass.

Doepke Introduces "Yardbird" —Newest in Line for 1955



Parents who have trouble dragging the small-fry away from those hand-operated, pint-size railroad cars in amusement parks can breathe easy. The above-illustrated toy has bowed into the 1955 home market complete with 40 feet of railroad track. It will fit into any backyard more than 12 feet square.

Called the "Yardbird," the hand car and track are manufactured by Charles William Doepke Mfg. Company, Rossmoyne, Ohio—the same firm which pioneered in manufacturing accurately scaled-down construction equipment

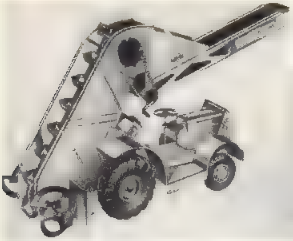
New Associated Arts' Hobby Set Features Picture Decoration

"Textured," the word that is cropping up in all artist circles, has now appeared in the toy world, in the form of a junior art series. Associated Arts, manufacturers of the famous Color King lines of painting sets, has announced an entirely new and unique method for the junior (and senior) hobbyist to express himself.

The newest idea in the picture decoration field is the Color King, Jr., Texturall set which includes pre-sketched pictures, stencils, temproil paint, glitter, flock and flock gun, flue, brush, instructions and packaged in a beautifully designed display box, offers a completely new and challenging method of art expression. Now, children may develop pictures according to a pre-sketched design or create their own textured pictures merely by applying the suggestions for free execution which are included with the set. The end result for the children are glamorous, textured pictures which can be treasured as original works of art. The retail price of the item is $2.95

Associated Arts includes the following among its outstanding features in the set. paint packaged in large glass vials with resealable closures paints which are soluble in water, standardized colors for all textures and paints, water-soluble glue, subject matter in pre-sketched pictures psychologically designed to interest children, flock gun to ease application of flock, high quality artist brush, and the blessings of educational value in the art field

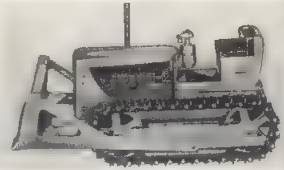
Fun for All



1646T1263—Doepke Bucket Loader

Completely new model of the latest Barber-Greene machine. The buckets scoop up earth, move to the top of the loading unit and empty onto a rubber belt conveyor. One crank coordinates action of buckets, spirals and conveyor belt. Length 22", weight 10 lbs.

Estab. Retail $18.95



1568T865—Doepke Caterpillar Tractor and Bulldozer

A rugged replica of the giant "Cat," it levels areas for miniature construction jobs. Exposed mock diesel engine, exacting detail. Features: 3 position bulldozer blade adjusts from driver's seat; independently operating caterpillar treads for turns; tow bar. Baked enamel finish on heavy gauge steel.

Estab. Retail $12.95

1654T1330—Doepke Aerial Ladder Truck

Model of American LaFrance truck of heavy gauge steel and aluminum construction with stainless steel trim. Red enamel finish. Die cast wheels, rubber tires, siren, bell and mock searchlight. Length 33", height 42"

Estab. Retail $19.95

Toys
for Young
and Old

1569T1065—Doepke LaFrance Pumper Truck

The action toy for young firemen. Authentic reproduction of LaFrance Pumper. Rubber hose unreels—connects to pump operated tank; shoots stream of water high in the air. Equipment includes scaling ladder, hard suction hose, fire extinguishers and bell. Brilliant red. Length 18".

Estab. Retail $15.95

1711T1500—Tom Thumb Toy Typewriter

This latest sensation in educational toys is a toy replica of the standard typewriter. The "Tom Thumb" has letters arranged same as standard keyboard. New ribbon shift, finger tip spacer, individual key operation, and shift keys. Ball bearing carriage. Uses a standard ½" ribbon. Attractively finished in chrome trim. 10" deep, 10¼" wide, 6" high. Weight 9 lbs.

Mfr's. Sugg. Retail $20.95

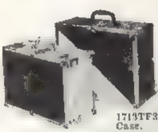
Jet Swimming Set

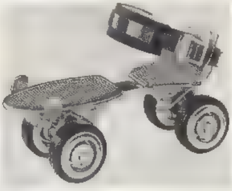
Ideal for all ages. Fins designed for 50% faster swimming. Fully adjustable straps. Goggles fit face closely and comfortably, made with heavy plastic lenses. Fully adjustable headstrap. Fins and goggles are made of soft green rubber. **Sugg. Retail**

1635T240—Medium—fits shoe size 3 through 7 .... $4.00

1636T270—Large—fits shoe size 8 through 13 .... 4.50

CHICAGO ROLLER SKATES





1649TF1533 — Men's Rink Skates Equipped with Hard Maple Hockey Style Wheels with black top grain leather shoes attached. Sizes 5 6 7 8 9 10 11-12. **Be sure to specify shoe size. Ship. wt. 7**

1650TF1533—Ladies' Rink Skates. Equipped with Hard Maple Hockey Style Wheels with top grain white elk leather shoes attached. Sizes 3 4 5 6-7-8-9. **Be sure to specify shoe size. Ship. wt.**

1713TF307—Skate Case. Smart jumbo size metal covered skate case with plywood frame re-inforced with metal corners and edges. Dimensions are 16½ x 12½ x 6½ inches. Assorted colors 4 lbs. **Parcel Post from Pennsylvania Factory Mfr's. Sugg. Ret. $5.50**
1714TF393—Same as above three tone color combination of red,

1651T530—Roller King Skates

Cushioned on rubber with rubber heel and toe plates, rubber tires. Roller King skates are non-skid. Wheels contain 18 ball bearings. Sponge rubber

1712T663—"Speed Queen" Doll Size Washer

Construction resembles full-size "Speed Queen." This realistic scale-model really washes. Doll clothes roll around in churning suds—then can be wrung through rubber wringer rolls. Battery operated as safe as a flashlight! Battery is supplied with the washer. Bowl tub and Agitator are **rustproof** aluminum. Back of washer is sturdy steel

HORSMAN DOLLS

THESE DOLLS POSSESS "SUPER-FLEX" KNEES WHICH PERMIT THE CHILD TO DO MOST ANYTHING WITH THEM: SIT ALONE, KNEEL, CROSS THE LEGS AND TO ASSUME MANY OTHER POSITIONS. THEY ALSO HAVE "FAIRY SKIN," THE LOVELY TEXTURE AND BEAUTY OF BABY SKIN. ROOTED "MIRACLE HAIR" IS ANOTHER IMPORTANT FEATURE.

No. T25 - "DRAFT DODGER" 15"	5.00
No. 521 - "TYNIE BABY" In Blanket 15"	3.98
No. 234 - "BABY PRECIOUS" with Hat and Coat - 15"	6.00

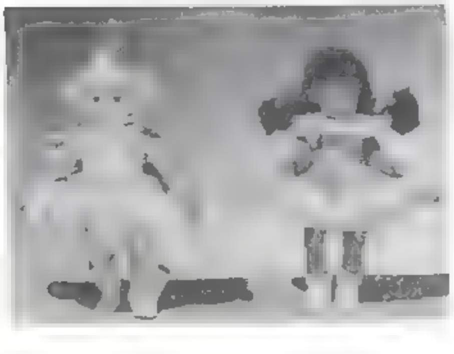
"LOVE ME" BABY PONY TAIL DOLLS
With Pinafores.

No. 151 - 13"	3.98
No. 253 - 15"	5.00
No. V22/5 - 22"	10.00
No. 451 - 19" With Nylon Dress	8.00

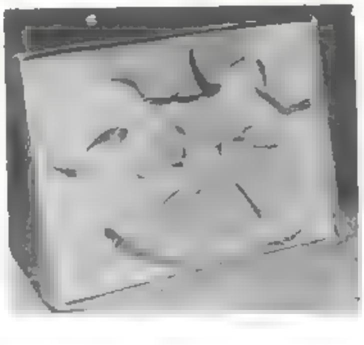
No. 332 - BABY PRECIOUS Bonnet Doll	6.00
No. 15 - LOVE ME BABY in a suit-case, with Wardrobe	10.00

BEEHLER ARTS

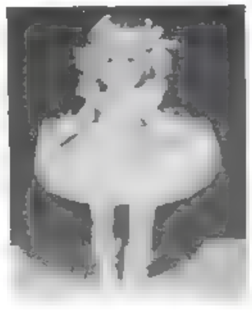
VIRGA'S DOLLS — THEY WALK, SIT AND STAND



8" PLAYMATE SERIES
Nos. P 801 - P 818
18 types of dolls from which to choose. Clothes are removable.
Each $2.00

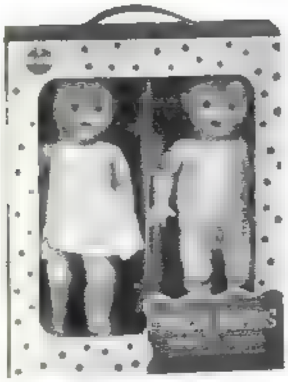


8" CLOTHES PACKAGE
Nos. C 801 - C 818
18 separate clothes assortments with accessories.
Each $1.00



8" LOLLY-POP SERIES
A walking doll with fancy rayon dresses with lace trim.
Each $2.00

SUN RUBBER—*DOLLS*


No. 14038

No.	Description	Unit	Price
No. 14033	A New Tod-L-Doll that drinks and wets.	Each	1.25
No. 10541	"So-Wee" Set - a doll that drinks and wets. Bottle and other accessories included	Each	3.00
No. 14038	"Tod-L-Twins" - boy and girl dolls with voices.	Per Set	3.00
No. 10046	"Betty Bows", a rubber doll with ribbons.	Each	3.98
No. 10612	Gerber Baby Feeding Case.........	Each	6.00
No. 10635	"Babee Bee" Layette Set - 13" Drink-Wet Doll with voice	Each	10.00
No. 14004	Vinyl Character Dolls, Mickey Mouse Assortment (6 in a case)	Each	2.00

No. 10612

VALENTINE

MONA LISA DOLL

AIDA-TOE
DANCING
BALLERINA DOLL

Made of plastic with Vinyl head and rooted hair. 9 inches tall.

7.98

STAHLWOOD

VINYL DOLLS

No. 114
HOWDY DOODY
14" 2.00

No. 11
"BUCK"
8-3/4" .. 1.00

No. 12
SUE
. 8-3/4" ... 1.00

DARFLOW

BABY CROCKETT DOLL

BABY CROCKETT DOLL

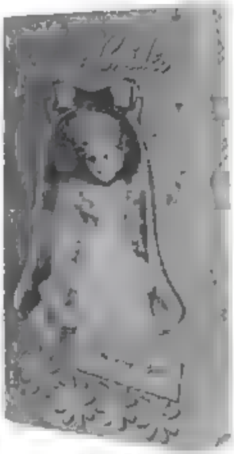
No. 505

Made of Plastisol non-toxic vegetable colors.

9" tall.

1.00

DANDEE DOLLS


No. 711

No. 711

LOVABLE
BRIDE

12", plastic, Head, eyes, arms and legs are movable.

3.00

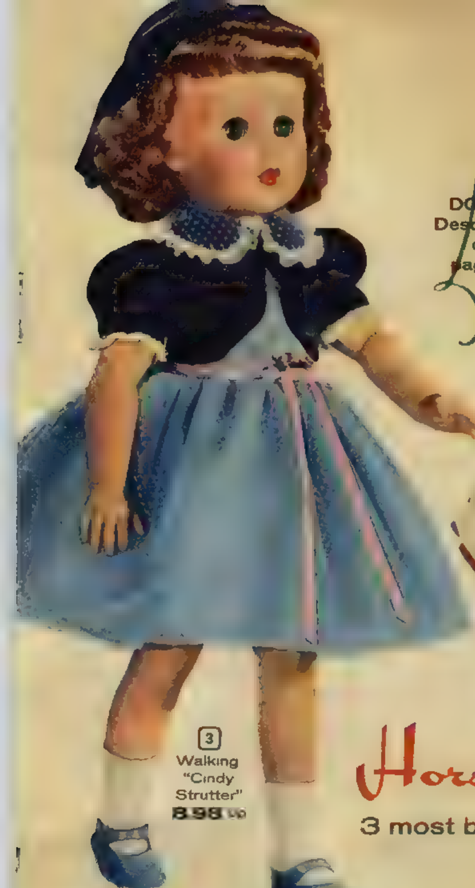
No. 1200

NUN

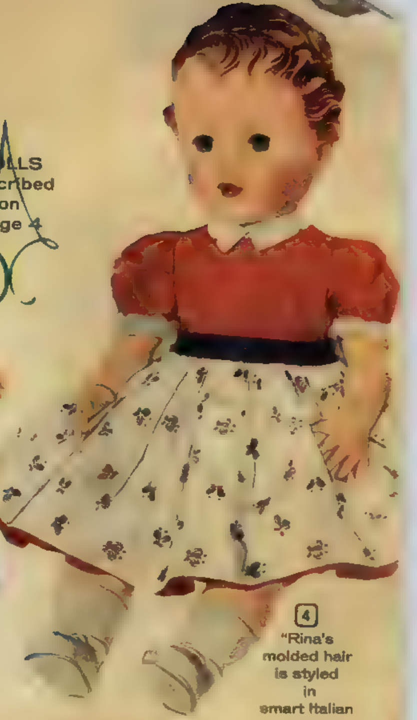
12" plastic. Head, eyes, arms and legs are movable.

3.00

No. 1200



DOLLS
Described
on
page 4

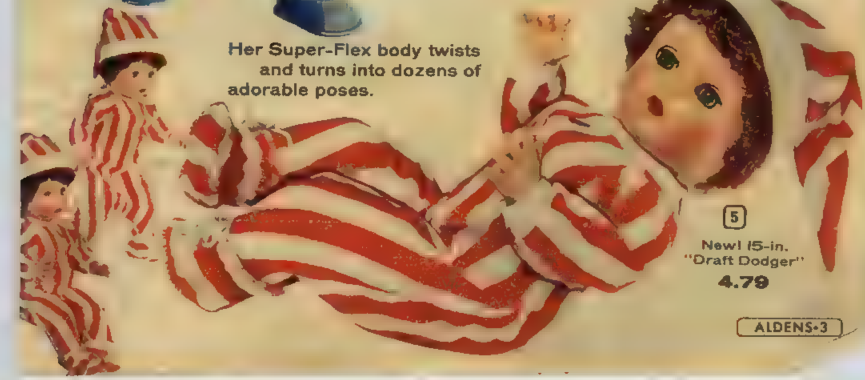


4
"Rina's
molded hair
is styled
in
smart Italian
cut
3.98 up

3
Walking
"Cindy
Strutter"
8.98 up

Horsman

3 most beautiful dolls made!



Her Super-Flex body twists
and turns into dozens of
adorable poses.

5
New! 15-in.
"Draft Dodger"
4.79

Aldens Front Cover Dolls

"Sister dolls" with rooted saran hair to do dozens of different ways
Dressed alike in rustling rayon taffeta and cotton jumper dresses

"Baby Sister" was 4.98 2.99

She's all washable vinyl—perfectly and realistically molded from her rosy cheeks to her dimpled knees, fingers and toes—even her tiny finger nails show. Her rooted Saran hair is washable too—and made to be styled and restyled! With a sweet coo voice and long-lashed go-to-sleep glassene eyes. She's dressed like a "doll" in rayon taffeta and embossed cotton dress with panties beneath. Socks and vinyl plastic shoes.

35 Y 5001—Abt 15-in. Ship. wt. 1 lb. 12 oz..........**2.99**

"Walking Sister" 6.98 value 3.99

Only at Aldens this fine quality "Little Girl" walker under 6.98! Her soft, washable vinyl head is designed with all the saucy charm of a little school girl—with a pert nose—big, sassy moving glassene eyes. Her thick rooted Saran pony tail is washable—made to be "done" dozens of different ways. Hard plastic body with jointed arms, legs. Wears rayon taffeta and embossed cotton dress with vinyl sandals. Panties, ankle socks

35 Y 5002—Abt. 18-in. Ship. wt. 1 lb. 14 oz.........**3.99**

Aldens own Walkers Shown on page 2 and Horsman dolls on page 3

1. "MERRIE"—truly the loveliest bride doll you ever saw! Billowing White satin gown, lavishly lace trimmed. Exquisite lacy halo over filmy bridal veil, dainty White rose corsage. Soft, gleaming, rooted Saran hair—you can wash, comb and curl it! Jointed hard plastic body, sparkling glassene eyes, fringed with thick lashes, open and close. Wears dainty White undies, socks and shoes.

Cat. No.	Size	Ship wt	Price
35 Y 5137E	Abt. 19-in.	5 lb. Mail	10.98
35 Y 5136E	Abt. 17-in.	4 lb. Mail.	8.98
35 Y 5135E	Abt. 14-in.	3 lb. Mail.	6.98

2. "HONEY BRAIDS" dream doll walker with Saran hair to wash, comb, curl! With jointed, hard plastic body, go-to-sleep glassene eyes, cry voice. Dressed in festive rayon print dress, undies, socks, shoes. Her hatbox holds extra dress, panties, socks and shoes

	Cat. No.	Size	Ship. wt.	Price
"Honey Braids" doll with hatbox, outfit.	35 Y 5179E 35 Y 5180	Abt. 23-in. Abt. 14-in.	6 lb. Mail. 2 lb	Set 8.98 Set 5.98
"Honey Braids" doll only. No cry voice.	35 Y 5177E 35 Y 5176	Abt. 23-in. Abt. 14-in.	5 lb. Mail 1 lb. 8 oz.	6.98 3.98

3. CINDY STRUTTER MARVEL WALKER—fabulous doll! Cindy walks with you—just take her hand! You can wash, comb, curl her feather-soft Brown Saran hair—it's permanently rooted in head. Washable soft vinyl body, big sleeping glassene eyes. Wears adorable sheer nylon frock, lace-edged velvet bolero, dainty White undies, socks, shoes; 3 curlers.

Cat. No.	Size	Ship. wt.	Price
35 Y 5196E	Abt. 26-in.	7 lb. Mail.	10.98
35 Y 5178E	Abt. 24-in.	6 lb. Mail.	8.98

4. FASHION-WISE "RINA" — with newest, no-muss molded hair—styled in the Italian fashion! Washable "Fair-Skin", from molded hair to toes! Head turns, arms, jointed at sholders. Coo voice, expressive, sleeping glassene eyes, thick lashes. She wears the newest in doll fashions — a Rayon taffeta dress, lace-trimmed bodice. Dainty White undies, socks, shoes.

Cat. No.	Size	Ship. wt.	Price
35 Y 5163E	Abt. 23-in.	7 lb. Mail.	6.98
35 Y 5169E	Abt. 21-in.	6 lb. Mail.	3.98

5. NEW! "DRAFT-DODGER" Soft plastic Super-Flex body holds any position—she sits, she kneels, she curls up like a sleepy kitten! She's fun to bathe, and you can wash, comb and curl her short-cropped, permanently rooted Saran hair! Has cry voice, big glassene eyes, long lashes. Candy-striped, "Draft-Dodger" 1-pc flannel pajamas, front zippered. Matching booties, long, tasseled stocking cap. About 15-inches high.

35 Y 5165—Ship. wt. 1 lb. 14 oz. **4.79**

Shown at right: Horsman's all-vinyl washable "Fairy Skin" dolls

6. "JUDY" — famous Horsman doll with washable head-to-toe "Fairy Skin" vinyl plastic. Permanently rooted Saran hair in new shorter length won't tangle or mat! You can wash, comb, curl it. Cry voice, sleeping glassene eyes, lashes. Nylon dress, hair ribbon, undies, socks, shoes.

Cat. No.	Size	Ship. wt	Price
35 Y 5116E	Abt. 23-in.	5 lb. Mail	6.98
35 Y 5113	Abt. 20-in.	2 lb. 14 oz	5.98
35 Y 5111	Abt. 17-in.	2 lb. 6 oz	4.98
35 Y 5110	Abt. 15-in.	1 lb. 10 oz	3.79

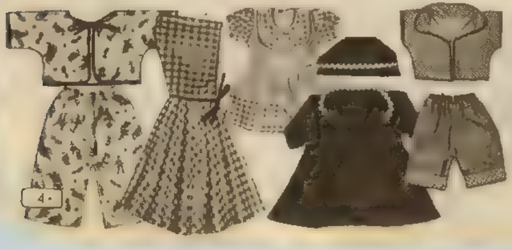
7. "CAROL" THE COAT DOLL—all-vinyl "Fairy-Skin"—so lifelike to look at—so nice to bathe! With exquisitely detailed dimpled knees, elbows, fingers. Blonde rooted Saran hair can be washed, combed, curled! Big glassene eyes to go to sleep, have long lashes. Wears adorable nylon dress, beautiful coat, big match. bonnet. White undies, socks, shoes. 18-in. Order now for early Xmas mailing

35 Y 5123—Ship. wt. 2 lb. 14 oz...**4.98**

8. "BETTY BRIDE"—18-inch Walker with "Fairy-Skin"! Wash, comb, curl her gleaming, rooted Saran hair. Sleeping glassene eyes, lashes! Satin, lace-trimmed bridal gown, veil, floral crown. Also undies, socks, shoes. Her trousseau incl.: "Going-away" suit, nylon dress, satin pajamas, nylon negligee, Red vinyl shoes, purse, comb, brush, mirror. Trunk: 19½x7x10-in.

35 Y 5121E—Mail Wt. 7 lb......**14.95**

35 Y 5122 Bride only 2 lb. 2 oz. **8.98**



SHOWN AT LEFT

5-PC. FRONT COVER DOLL WARDROBE—

(1) Inverness style plastic plaid raincoat. (2) Polished cotton daytime dress, assorted checks. (3) Coat 'n' Hat Set, with scalloped trim on assorted colors Gabardine. Buckled plastic belt. (4) Printed flannel pajamas, 2-pc. style with elastic waistband. (5) Pedal Pushers of solid color denim, printed percale shirt

35 Y 5005—Fits 15-in. doll. Wt. 14 oz...**2.98**

35 Y 5006—Fits 18-in. doll. Wt. 1 lb. **2.98**

Outfit 13.98
2
Volume Control Phono
9.95
3
Phono Davy Crockett Record
7.49
Turntables electrically powered

"Look! My Own Records, My Own Phonograph!"

1 PHONO 'N STAND 10 RECORDS

Electric phono plays up to 12-in. 78 RPM records with clear tone. Plastic tone arm, metal head, acoustic reproducer, switch. Alligator fiber-board case 11x11x6-in. deep plastic handle snap lock, 5 tru-tone needles. Yellow finished masonite stand wipes clean, wooden legs, 16x12x20 in. 110V UL app. 10 records incl. See titles item 6 below. Save on outfit!
R35 P 2719W Mailable (20 lbs.) . Complete Outfit 13.98
R35 P 2718 PHONOGRAPH ONLY Mailable (10 lbs.)... 8.95

PHONOGRAPH 10 RECORDS for kiddies, same as No. 6
R35 P 2720 Mailable (11 lbs. Save! Set 10.29
R35 P 2716 STAND ONLY Mailable (10 lbs.) 4.49

2 NEW ELECTRIC PHONO

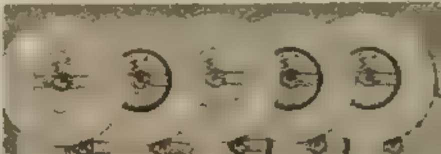
Beautifully styled high impact plastic case takes rough handling; tone control screw on acoustic head gives loud or soft response. Metal tone arm plays up to 10-in. 78 RPM records; rubber grip turntable. Case 14x10x6 in. deep, handle folds into case. Needles included. 110 V. AC. UL App. cord.
R35 P 2710. Mailable. (11 lbs.) 9.95
PHONOGRAPH 10 RECORDS. See item 6 below for titles. (12 lbs.)
R35 P 2708. .....Phono, Records 11.29

3 PHONO, RECORD

Ballad of Davy Crockett 7-in. record with electric phono. Plays 78 RPM records up to 12-in. Acoustic reproducer, metal turntable, needles. Red-Blue high impact plastic. 110 V. AC 15x10 in. Mailable
R35 P 2713. (7 lbs.). Both 7.49
PHONO DAVY CROCKETT 10 other records (same as No. 6) Mailable (8 lbs.)
R35 P 2701 Save! , Set 8.79

4 Outfit
2.69
DONALD DUCK THEATER

Loads and operates so easily! Projects clear images. Set has 8 ... plastic projector, 12-in. high ... screen 4 films included



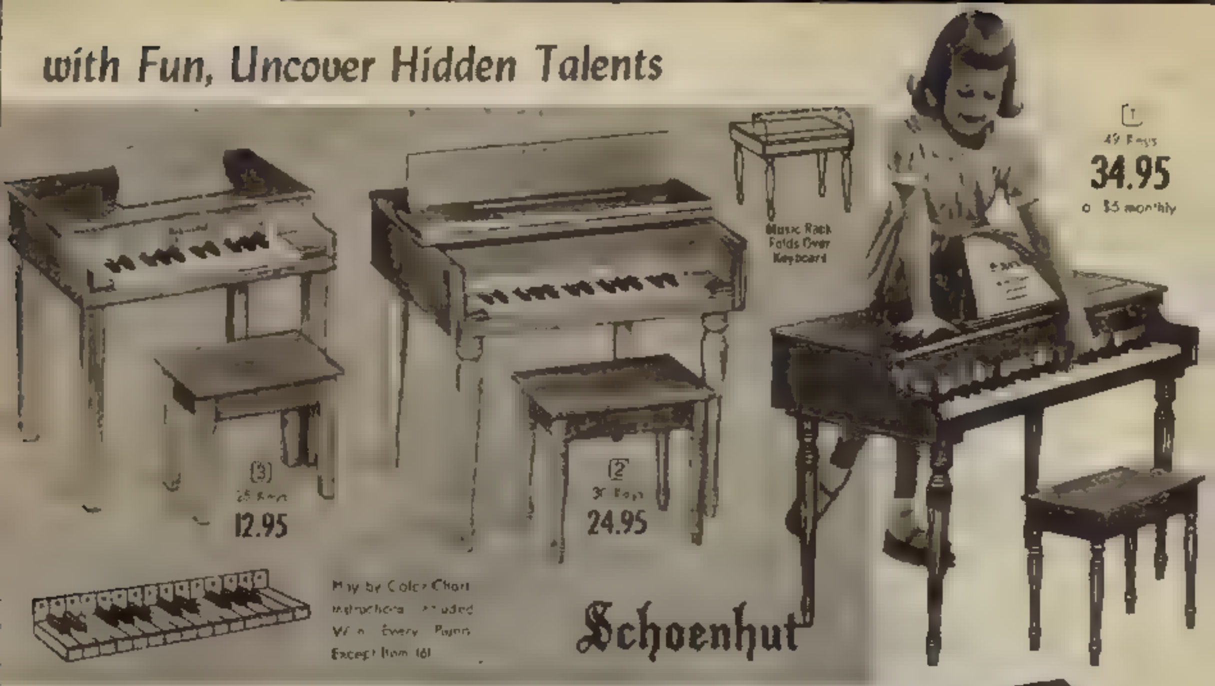
4 **PROJECTOR, SCREEN, FILM OUTFIT.** "Donald Duck" projector shows 4x5in. picture on screen when handle is turned. Loads from side—dummy film roll on top. 4 safety plastic films, 2 Davy Crockett, 2 Disney cartoons. Lights from 2 pen-lite batteries included.
35 P 2530 Mailable (2 lbs.) Outfit 2.69

EXTRA FILMS Circular, all Black and White
Set No. 1 The First Christmas, Christmas Song, Dickens' Christmas Carol—holiday favorites
35 P 2531 Shpg. wt. 7 oz.................. Set 89¢
Set No. 2 Three Bears, Little Red Riding Hood, Three Little Pigs—popular nursery stories
35 P 2532 Shpg. wt. 7 oz. Set 89¢
Set No. 3 Justice Rides the Range, Tom Darell, G-Man, Hop-a-Long Cassidy adventure tales."
35 P 2533 Shpg. wt. 7 oz. Set 89¢

5 **ALBUM FOUR 7 IN. RECORDS** finely grooved for 10-in. playing time. Orchestra backgrounds, well known vocalists. 1 long-life needle incl. with each album. Sturdy plastic, 78 RPM Album (X) Christmas favorites. (E) Mother Goose; Jack Spratt, etc. (F) 8 Storybook, Goldilocks etc. (G) 8 Animal and Toy; 3 Little Pigs, etc. State Album X, E, F or G.
35 P 2769 (10 oz.) ... . Album of 4 for 94¢

6 **TEN 6 IN. 78 RPM RECORDS** finely grooved to play as long as 7-in. records! Break resistant Yellow plastic. 20 favorite songs include Robin Hood, Cinderella, 3 Little Kittens, London Bridge, Baa Baa Blacksheep, Alphabet Song and many others.
35 P 2768. (13 oz.) 10 for 1.69

with Fun, Uncover Hidden Talents


1
49 Keys
34.95
or $5 monthly
Music Rack Folds Over Keyboard
(3)
25 Keys
12.95
(2)
30 Keys
24.95
Play by Color Chart Instructions Included With Every Piano Except Item (6)
Schoenhut

1 44-KEY SPINET and bench. This deluxe Schoenhut Concert Spinet has a full four octave keyboard with sharps and flats—the largest range of any toy piano we know of!

Standard size keys readily enable child to graduate to adult size instrument. 29 White keys, 20 Black keys. Precision-ground high carbon steel tone rods.

"Play by Color" instruction chart fits over back of keyboard, teaches child to play two-hand melodies easily.

Finest quality ply wood with turned legs, all in rich Walnut finish. About 15x30x21-inches high. Matching bench about 7x14x10-inches high. Two Music books. Shipping weight 30 lbs.
B35 P 2726. Shpd. frt. or exp. 34.95

(2) 30-KEY SPINET. Your youngster will love learning to play on this 2½ octave Schoenhut miniature. 18 standard size White whole-tone keys, 12 Black half-tone keys enable child to graduate easily to full size piano later.

Precision-ground high carbon steel tone rods. Hardwood cabinet, bench, finished in light Walnut. Turned wood legs.

Hinged keyboard cover folds back to form handy music rack.

"Play by Color" instruction chart fits back of keyboard, makes learning music fun. 2 music books. Piano 16x22x20-in. high, bench 7x12x10-in. high. (25 lbs.)
E35 P 273 Mailable 24.95

(3) 25 KEY SPINET AND BENCH. Full 2 octave range with sharps and flats. 15 standard size White, 10 Black keys, all plastic. Plywood with light Walnut lacquer finish. Precision ground high-carbon steel tone rods give mellow ringing tone. Spinet 13x16x17-in. high, bench 7x11x8-in. high. "Play by Color" chart, standard and color music books.
E35 P 2723 Mailable lbs. 12.95

(4) TABLE MODEL SPINET. Two octave range with sharps and flats. 15 White, 10 Black keys all made of durable plastic. Steel tone rods give clear mellow tone. Plywood cabinet, turned legs, finished in light Walnut lacquer. 15x11x9-in. high. "Play by Color" chart. Easy to follow instructions, music book included. Gives them an early start in music. Mailable.
K35 P 2781 Shpg. wt. 7 lbs. 5.98

(5) GRAND PIANO. 1⅔ octave range, sharps and flats, 20 plastic keys. Walnut finish hardwood, mirror keyboard backing. 11x12x6-in. high. Color chart, music books.
E35 P 2744 (4 lbs.) 3.98

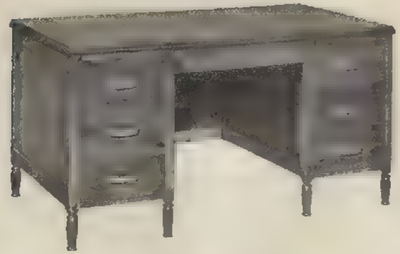
13 Key Model (not shown). Red enamel. 8x10x5 in. high. Color chart, music book.
35 P 2742. (3 lbs.) 2.98

(6) COLOR KEY GRAND PIANO teaches tiniest tots to play simple melodies. Eight multi-color keys make note learning easy. Hardwood construction, Red enamel finish. Mirrored backing. Metal tone rods with wooden hammers. Overall size 9x10x5 inches. "Play by Color" instruction book included.
35 P 2724. (2 lbs. 12 oz.) 1.98

(7) 2-OCTAVE XYLOPHONE. Learn to play any tune on Schoenhut's new "True Tone" floor model. Two octaves with sharps and flats. 25 steel bars. Sturdy wooden frame and removable wooden legs are finished in bright Red lacquer. Imitation fiberboard chimes on sides. Comes with music holder, two mallets, and easy-to-play sheet music. 22x16x22-inches high. Easily assembled. Mailable.
E35 P 2732. Shpg. wt. 11 lbs. 5.69

(8) TRAP DRUM SET. Jr. drummer learns rudiments of rhythm on this colorful set. 20-inch steel shell bass drum with "bucking bronco" design on 1 fiber, 1 cloth head. 8-in. snare drum, 7-in. tom tom, all have Red steel bodies. Silvered tension springs. Foot pedal beats bass and side cymbal at same time. Set includes cow bell, triangle, 2 bells, wood block, top cymbals; 2 wooden sticks.
E35 P 2705. Mailable (14 lbs.) 4.39

WORDEN — DESKS — CHAIRS



TURNED LEG OR PERIOD STYLE FLAT TOP DESKS

33/181—58x32"—Double Pedestal—Wt. 160 lbs. Y9245 Retail . . $142.95

34/181—52x32"—Double Pedestal—Wt. 155 lbs. Y9130 Retail . . .$141.50

35/181—42x32" Single Pedestal—Wt. 125 lbs. Y5845 Retail $105.50

WOOD CHAIRS

Finishes. Oak, Walnut, Mahogany. Swivel chair has adjustable metal mechanism. Chairs are 35½" high . . . and seats are 20x16¾".

36/181 Arm Chair—weight 24 lbs.—Y1835 Retail . . . $27.95

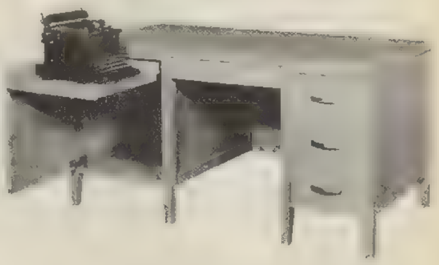
37/181 Swivel Chair—weight 36 lbs.—Y2650 Retail . . $41.25

LEG-TYPE FLAT TOP DESKS

38/181—58x32"—Double Pedestal—Wt. 160 lbs. Y6895 Retail. $137.50

39/181—52x32"—Double Pedestal—Wt. 150 lbs. Y6775 Retail . . $135.95

40/181—36x26"—Single Pedestal—Wt. 100 lbs. Y5625 Retail. $89.95

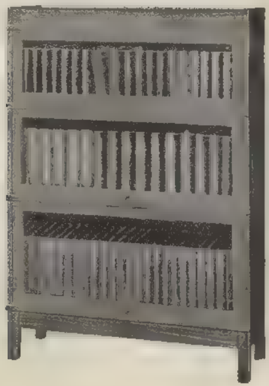


PEDESTAL TYPEWRITER DESKS

STANDARD STEEL MECHANISM

41/181—58x32"—Leg Type Secretarial Desk, Wt. 170 lbs. Y10180 Retail $169.50

42/181—59x32"—Island Base Secretarial Desk, Wt. 180 lbs. Y11585 Ret. $179.50



DORO SECTIONAL BOOKCASES WITH RECEDING DOOR

Three Section Unit. Available in oak, walnut or mahogany finish. 33¾" wide, 11½" deep. F.O.B. Illinois Factory.

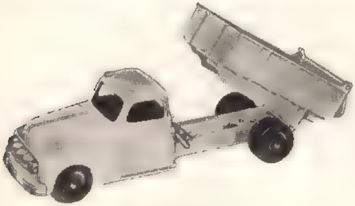
Top—3½" High—Ship. Wt. 10 lbs.
26/236 Y570 Retail. $11.40

Book Section—13⅛" High—Ship. Wt. 24 lbs.
27/236 Y1280 Retail. $25.60

Book Section—15⅛" High—Ship. Wt. 27 lbs.
28/236 Y1335 Retail. $26.70

Base—Leg Style—7" High—Ship. Wt. 11 lbs.
29/236 Y570 Retail. $11.40

CARS & TRUCKS



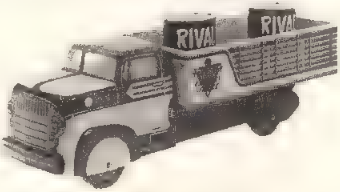
DUMP TRUCK

Here is a sturdy all metal dump truck measuring 9½" in length. Has green chassis, removable red dump body and bright metal trim. Tail gate opens when dump body is raised. Has solid rubber wheels. 12/ctn., wt. 14 lbs. No. 471.

STOCK No. 71—84625★
HUBLEY MFG CO.

D8-65 M **Retail** **$ .98 ea.**

Inv.________________ Pur.________________



FRICTION STAKE TRUCK

Rugged steel stake truck with lithographed design. Equipped with heavy duty friction motor which propels truck freely. Equipped with rubber wheels, body compartment measures 8¼" x 4½" x 2⅛". Overall size is 13⅝" long, 4⅞" wide, 4¾" high. 12/ctn., wt. 25¾ lbs. No. 1881C.

STOCK No. 71—84634
LOUIS MARX & CO.

G8-97 N **Retail** ________ **$1.49 ea.**

Inv. ________________ Pur.________________

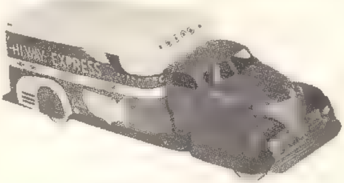
HAULER AND TRAILER TRUCK

Newly designed hauler with open van trailer. Entire items is heavy gauge steel construction and colorfully and minutely detailed. Measures 14¼" long, 4" wide, 5¼" high. 12 ctn., wt. 20 lbs. No. 845.

STOCK No. 71—84641
LOUIS MARX & CO.

H3-97 R **Retail** **$1.49 ea.**

Inv.________________ Pur.________________



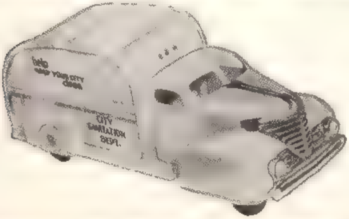
HI-WAY VAN TRUCK

Cab and chassis constructed of heavy gauge steel finished in bright baked enamel colors. The enclosed van body made of steel. Hinged door on rear. 16¼" x 5" x 5". 6/ctn., wt 12½ lbs. No. 785.

STOCK No. 71—84645
LOUIS MARX AND COMPANY

U7-91 E **Retail** ________ **$1.39 ea.**

Inv.________________ Pur.________________



SANITATION TRUCK

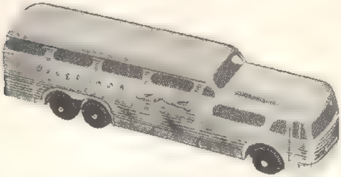
Measures 13" long, 4¾" wide, 5½" high. Heavy gauge steel. New type enclosed body. In gleaming white enamel. Truck equipped with metal wheels. 6/ctn., wt. 10¾ lbs. No. 678.

STOCK No. 71—84650
LOUIS MARX AND COMPANY

Q7-91 A **Retail** **$1.39 ea.**

Inv.________________ Pur.________________

CARS & TRUCKS



SCENICRUISER BUS

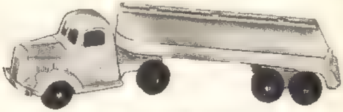
Greyhound's new ultra modern scenicruiser bus reproduced from scaled drawings. A sturdy metal toy that is realistically finished in bright authentic colors. Measures 7" long, packed in attractive gift box. 36/ctn., wt. 20 lbs. No. 769.

STOCK No. 71—84607

DOWST MFG. CO.

C2-46 K **Retail** ______ **$ .69 ea.**

Inv ______ Pur ______



OIL TANKER TRUCK

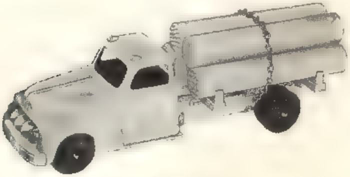
This realistically designed trailer and cab will deliver the goods in volume sales. Packed individually in colorful gift box. This all metal truck measures 9" long and has sturdy rubber wheels, duals on trailer. 36/ctn., wt. 20 lbs. No. 669

STOCK No. 71—84608

DOWST MFG. CO.

L3-46 R **Retail** ______ **$ .69 ea.**

Inv ______ Pur ______



LOG TRUCK

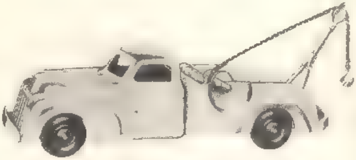
All metal log truck measures 10" long. Orange with bright metal bed, bright trim. Has five removable logs with chain and sturdy rubber wheels. 12/ctn., wt. 15 lbs. No. 469

STOCK No. 71—84609

HUBLEY MFG. CO.

L1-65 P **Retail** **$ .98 ea.**

Inv. ______ Pur ______



TOW-TRUCK

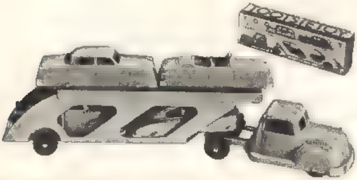
All metal tow truck in bright red with aluminum finished winch and boom. Rubber wheels. Length 9¾". Strong winch cord. Twelve to carton. No. 474.

STOCK No. 71—84614

HUBLEY MANUFACTURING CO.

X3-65 M **Retail** **$ .98 ea.**

Inv. ______ Pur ______



AUTO TRANSPORT

Famous Tootsietoy all metal miniatures made with "Rol-Ezy" construction. Rubber wheels, tractor trailer and 4 cars. Packed in box. 72 to carton. No. 207.

STOCK No. 71—84620

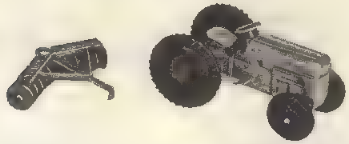
DOWST MANUFACTURING CO.

U3-65 V **Retail** ______ **$ .98 ea.**

Inv ______ Pur. ______

Dowst-Tootsietoy

TRACTOR AND DISC HARROW



An authorized reproduction of the famous Ford Tractor and Disc Harrow used by the modern farmer. Boys and girls will spend hours playing with this toy. Tractor 4¾ inches long, 2¾ inches wide, 2-3/8 inches high. Disc Harrow 2¾ inches long, 3-3/8 inches wide, 1 inch high. Each set in an illustrated gift box.

No.	Retail	Packed	1/11	12/more
EG59-289	$0.79	72 each		

P.L. weight 41 lbs.

Dowst-Tootsietoy

FIRE DEPARTMENT SET

Everything for the young enthusiast; 8¾ inch aerial ladder truck, 6 inch fire engine, 4 inch chief's car, 4 inch ambulance, 2 extra ladders, chief's badge, miniature fireman's axe, shovel and 2 helmets. Ladder on large truck raises, lowers and revolves. Featuring "Rol-Ezy" construction with rubber wheels. In a gift box.

No.	Retail	Packed	1/11	12/more
EG59-5211	$1.98 set	24 sets		

P.L. weight 40 lbs.

Dowst-Tootsietoy

BILD-A-TRUCK SET

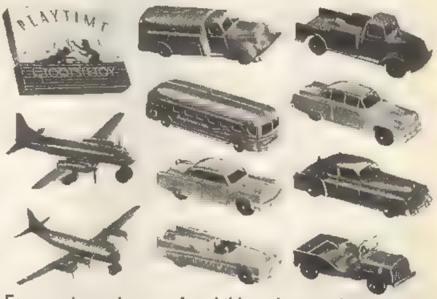
Attractive gift box contains all the parts to assemble lots of different types of 9 inch trucks with various cab and trailer body combinations. "Rol-Ezy" construction with dual rubber wheels.

No.	Retail	Packed	1/11	12/more
EG59-7600	$2.49	24 sets		

P.L. weight 55 lbs.

Dowst-Tootsietoy

PLAYTIME SET



For genuine enjoyment for children the year 'round, this big set of brilliantly colored, jumbo size TOOTSIETOYS is a "must." Includes eight cars and trucks and two large airplanes, all with TOOTSIETOY "Rol-Ezy" construction. Rubber wheels. Packed in a beautiful, play inspiring gift box.

No.	Retail	Packed	Weight	1/5	6/m
EG59-7000	$2.98	12 sets	34 lbs.		

Dowst-Tootsietoy

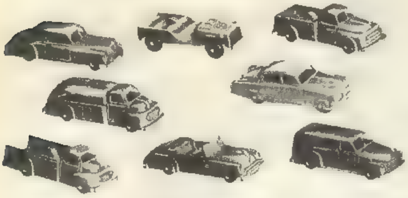
AUTO TRANSPORT AND CARS

Double decked auto carrier with "Rol-Ezy" construction. Rubber wheels. Tractor cab is 4 inches, steel carrier 7 inches. Overall length hooked up 9¾ inches. Loaded with four Tootsietoy cars. Packed in a colorful box.

No.	Retail	Packed	Weight	1/23	24/m
EG59-207	$0.98	36 each	25 lbs.		

Dowst-Tootsietoy

CAR AND TRUCK ASSORTMENT



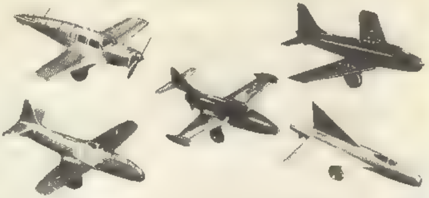
Cars and trucks approximately 4 inches long in various eye-catching colors. "Rol-Ezy" construction with rubber wheels. 12 in a box, 6 or more kinds. 24 boxes in a carton.

No.	Retail	P.L. wgt.	L.P.L.	P.L.
EG60-1180	$0.19	42 lbs.		

Pkd. 288 ea. - N.L.S. 12 ea.

Dowst-Tootsietoy

AIRPLANE ASSORTMENT



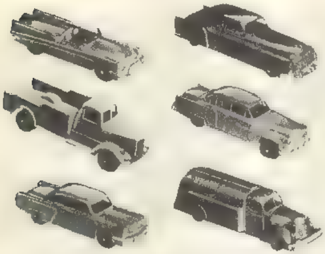
4 super jets and a civilian plane, approximately 3½ inches long with 4½ inches wing spread, in various bright colors. 12 planes to a box, assorted models and colors, 24 boxes to a carton.

No.	Retail	P.L. wgt.	L.P.L.	P.L.
EG60-1200	$0.19	35 lbs.		

Pkd. 288 ea. - N.L.S. 12 ea.

Dowst-Tootsietoy

JUMBO ASSORTMENT



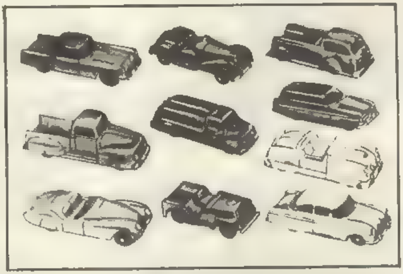
Models approximately 6 inches long, 2 each of 6 styles to a box. Assorted colors; Lincoln Capri, dump truck, oil truck, Chrysler sedan, Buick experimental sportster and Cadillac sedan. 12 boxes (144 pieces) to a carton.

No.	Retail	P.L.Wgt.	L.P.L.	P.L.
EG60-5030	$0.29	37 lbs.		

Packed 144 ea. - N.L.S. 12 ea.

Dowst - Tootsietoy

CAR AND TRUCK ASSORTMENT



Latest models in pocket sized miniatures. There are ten different styles, including two European sports cars. 24 in a box, 3 each of 8 models. 12 boxes to a carton.

No.	Retail	P.L. wgt.	L.P.L.	P.L.
EG60-1210	$0.10	24 lbs.		

Pkd. 288 ea. - N.L.S. 24 ea.

COLORFUL METAL TOYS

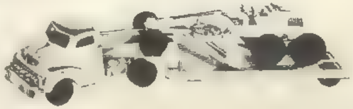
Hubley

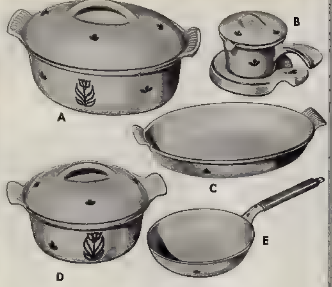
CARRYALL AND SCRAPER

19½ inch orange colored flat-bed hauler. Cab lifts off revealing realistic motor. Seven wheels mounted on rear of trailer as on real equipment. Set includes a 10¾ inch metal road scraper. Both pieces have black rubber wheels.

No.	Retail	Packed	L.P.L.	P.L.
EG60-506	$3.98	6 each		

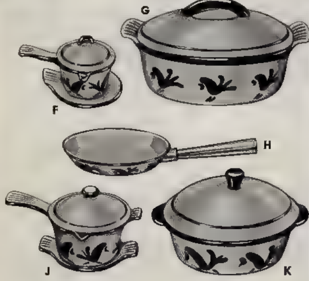
P.L. weight 25 lbs.





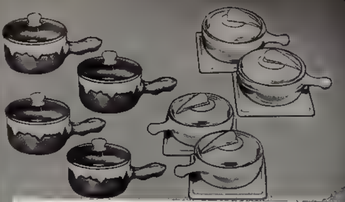
DRU-IRON WARE. Oven-to-tableware for a lifetime of beauty. Imported from Holland where this type of ironware has been used and handed down from generation to generation "little-the-worse" for wear. Delft Blue with White insides, hand decorated. Cooking will not change their color. See the color gift section for additional pieces.

(A) 29-2377-505	1¼ qt. Baker. Wt. 4 lbs	Retail	**7.45**
(A) 29-2378-660	2¾ qt. Baker. Wt. 5½ lbs	Retail	**9.95**
(B) 29-2385-295	Butter Melter. Wt. 1¼ lbs	Retail	**4.45**
(C) 29-2380-325	10" Oval Dish. Wt. 3 lbs .	Retail	**4.95**
(C) 29-2381-510	14" Oval Dish. Wt. 5½ lbs ..	Retail	**7.75**
(D) 29-2376-595	1¾ qt. Casserole. Wt. 4½ lbs	Retail	**8.95**
(E) 29-2382-395	8½" Frying Pan. Wt. 3¼ lbs.	Retail	**5.95**
(E) 29-2383-525	10½" Frying Pan. Wt. 4½ lbs	Retail	**7.95**



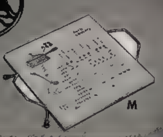
HUSQVARNA ENAMELLED IRON WARE. From Sweden . . . the new-look in cooking utensils. The latest in modern cooking and serving. Yes, now you can take those piping hot dishes out of the oven . . . bring them right to the table! And foods stay steaming hot, too! Scandinavian Modern in delicate cinnamon brown and cream. Stay new through years of use . . . heat won't affect them. Will give your table settings an extra touch of glamor, plus the convenience of "to-table" service. You will see more of their beauty and charming coloring in the colored gift section.

(F) 29-2814-215	Butter Melter and Trivet. Wt. 2 lbs.	Retail	**3.50**
(G) 29-2810-585	2-Qt. Covered Oval Roaster. Wt. 6½ lbs. .		**9.30**
(H) 29-2811-405	9½" Frying Pan. Wt. 4½ lbs.	Retail	**6.50**
(J) 29-2813-445	1-Qt. Covered Sauce Pan & Trivet. Wt. 5½ lbs.	Retail	**7.00**
(K) 29-2812-425	1-Qt. Covered Casserole. Wt. 4¾ lbs.	Retail	**6.80**



CASSEROLE SET. Four covered casserole dishes to give oven-to-table serving the charm that goes with superb cooking. Ovenware is of brown ceramic with tan shading. Serve foods steaming hot. Wt. 4½ lbs.
29-2046-260 Set. Retail **3.95**

FRENCH CASSEROLE & TILE SET. Service for Four . . . cook and serve foods steaming hot. Clear "peek-in" covers. Casseroles in assorted colors . . . red, yellow, gray, green. White tiles for table use are heat resistant.
29-2044-250 Set 7½ lbs. **3.95**



(L) BLACK CAST IRON TRIVET SET. Victorian antique "hot pads" that really add a delightful flair wherever used. Rubber tipped feet. 6" long.
29-2007-150 (Set of 2) 4½ lbs.
29-2007-140 (6 or more sets)
Retail **2.25**

(M) RECIPE TRIVET TILE. An interesting trivet that combines colorful novelty with some practical cooking tips you should know when seasoning foods with herbs. Large 8" tile, on sturdy brass frame.
29-2047-150 2¼ lbs. **2.50**

IMPORTED MOLDS. Attractive, versatile copper fruit molds you can use for pepping up a meal, or for perking up your kitchen wall. With hanger. 1½ qt. size.
(N) 29-2802-285 Retail **4.75**
Set of 3 pint molds and rack.
(P)29-2803-595 Set.... **10.00**

6-PIECE CRABSHELL SET. Smart, different glass dishes for baking and serving your favorite fish recipes. Foods retain their temperature whether served hot or cold. Each piece is guaranteed heat resistant. Red base, clear top. Wt. 2½ lbs.
29-2045-160 Set. Retail **2.49**

A 9.95

B [illegible]

G 6.98
SUN 55
Varsity
OFFICIAL

H 4.7[illegible]
SUN 44
Scholastic
OFFICIAL

C 6.69

D 5.6[illegible]

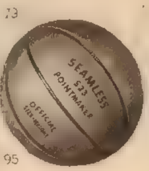
J 3.79

K 7.[illegible]5

L 3.[illegible]

E 3.89

F 3.95



SPALDING
AIRFLITE

Regulation

Give Official Equipment to Help that Active

A [illegible] OVE. Best Qu[illegible] ro-made [illegible] adjustable wrist for [illegible] pad. [illegible] lace lining [illegible] P[illegible] [illegible] d fingers. Bound edg[illegible]
[illegible] 9.95 [illegible] 9.95

B [illegible] Welted seam [illegible] wt. 1 lb. 8 oz.
60 W 4215—Wear on Left Hand 7.69 60 W 4216 Wear on Right Hand 7.69

C MARTY MARION PLAYMA[illegible] Made by Rawlings, Endor[illegible] Select tan cowhide [illegible] trap, laced fingers, Solid [illegible] Ship. wt [illegible]
60 W 4240—Wear on Left Hand 6.69 60 W 4241 Wear on Right Hand 6.69

D [illegible] AD[illegible] NES 5 FINGER GLOVE. Made [illegible] Streamlined back [illegible]
[illegible] 5.69 [illegible] 5.69

E [illegible] Reddish Tan cow[illegible] Full size 5 finger [illegible] shaped felt pad, [illegible] laced fingers [illegible] value. Ship wt. 1 lb. 8 [illegible]
60 W 4205 Wear on Left Hand 3.89 [illegible] W 4206 [illegible] 3.89

F [illegible] MODEL BASE[illegible] Made by Raw[illegible] ped fe[illegible] her[illegible] palm. 2 tunnel trap. Ship. wt [illegible]
[illegible] 3.95 60 T 4259 Wear on [illegible] 3.95

M 6.69

N 3.98

G [illegible] S[illegible] [illegible] 6.95
60 W 5294 - [illegible] With needle [illegible] 4 oz 4.98
60 W 5256 M - [illegible] al net [illegible] 2.65

[illegible] FR[illegible] cludes [illegible] 4.75
[illegible] 3.49
[illegible] 1.69

[illegible] K [illegible] 3.79
[illegible] 2.8[illegible]
[illegible] 1.2[illegible]

K SPALDING [illegible] RNAMENT BASKETBALL. One of [illegible] basketballs made. Sturdy [illegible] new deep pebble [illegible] seams. Wt. [illegible] 7.9[illegible]

L [illegible] de cover [illegible] Striped seams.
[illegible] W 530[illegible] 3.39

[illegible] BASEBALL [illegible]

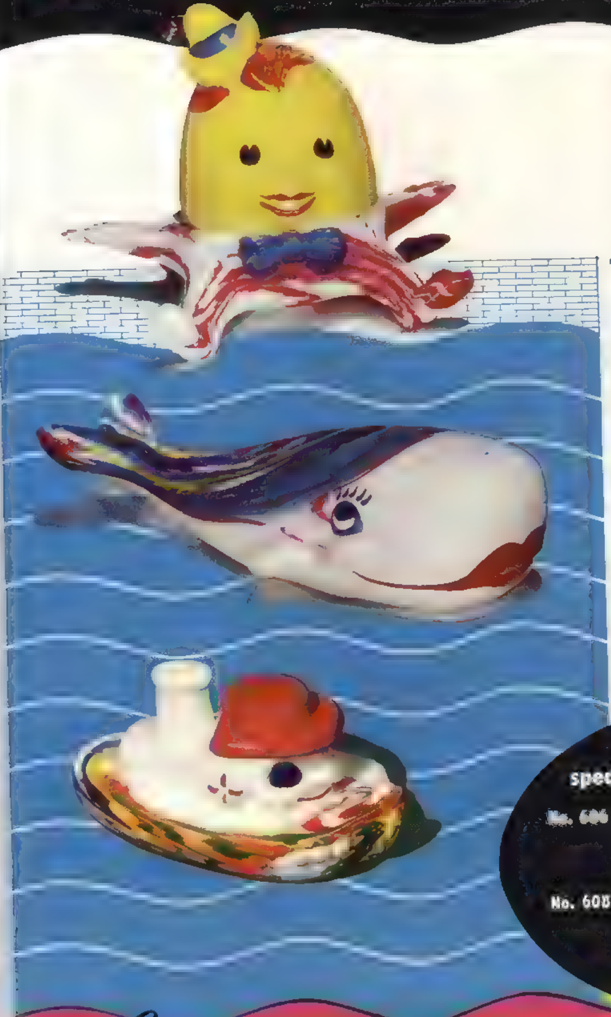
M [illegible] BASEBALL [illegible] "Pro League" [illegible] oiled, full le[illegible] Pre[illegible] Le[illegible] sehide cover, [illegible]
60 [illegible] left or right hand. Wt. 5 lbs. 6.69
60 [illegible] Only—wear on left hand. Wt. 1 lb. 8 oz. 4.79
60 W 423[illegible] Glove Only—wear on right hand. Wt. 1 lb. 8 oz. 4.79

N 3-PC. "JR. LEAGUER" BASEBALL SET Includes Ransom Jackson 5-finger tan cowhide glove. Solid web laced fingers. Part leather lined. Special league ball; Adirondack Jr. ash bat.
60 T 4224 L Set. State Glove for left or right hand. Wt. 4 lbs. 3.98
60 T 4222—Glove Only wear on left hand. Wt. 1 lb. 2.95
60 T 4223 Glove Only—wear on right hand Wt. 1 lb. 2.95

Econolite

GLAMOUR TOYS

America's Favorite Vinyl Plastic Floating and Squeeze Toys



humphrey dumpty **No. 250**

Roly-poly favorite of nursery rhyme fame. Combines action, sound and color in a lovable, squeezable playmate for any child. With tinkling bell and built-in "voice."
Size: 5" wide, 7" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

winnie the whale **No. 251**

Darling of the deep sea — her cupid's bow lips make her irresistible. Built-in "voice" speaks when she's squeezed! Size: 9" long, 5" wide, 2½" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

cap'n tug **No. 354**

The clever toy tugboat with smoke-stack whistle — it blows when he's squeezed! Size: 7" long, 3¾" wide, 4" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

you'll like these special "display" assortments

No. 606 Contains 2 each of HUMPHREY DUMPTY, WINNIE THE WHALE, CAP'N TUG, MR. GLAMOUR DUCK, JASPER THE FROG, FIFI THE FISH
1 dozen to shipping carton. Weight: 6 lbs.

No. 608 Contains 2 each of HUMPHREY DUMPTY, WINNIE THE WHALE, CAP'N TUG, MR. GLAMOUR DUCK, FLIPPER THE SEAL, FIREBALL TURTLE.
1 dozen to shipping carton. Weight: 6 lbs.

Econolite CORPORATION

Econolite

GLAMOUR TOYS

Only Vinyl Plastic Toys Expressly Designed to Float

mr. glamour duck **No. 104**

He floats like a real duck and quacks when he drinks! Size: 7½" long, 4¾" wide, 4¾" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

fifi the fish **No. 512**

Floating beauty of bath and pool. Soft, brilliantly colored. Size: 9½" long, 4" wide, 3½" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

flipper the seal **No. 853**

Cute, realistic-looking seal with play appeal for all tots. Size: 8¼" long, 5½" wide, 3½" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

jasper the frog **No. 952**

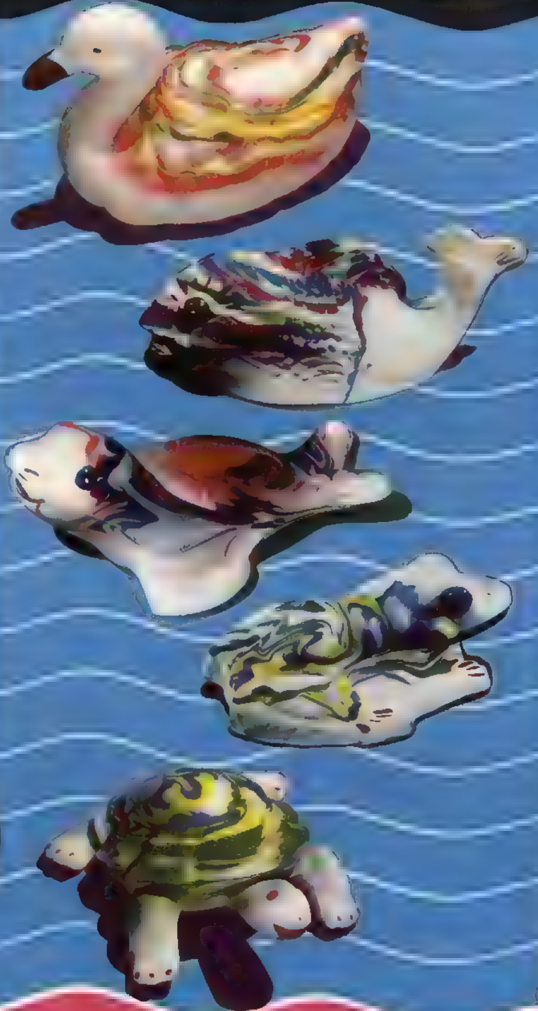
He croaks as he floats for fun! Most colorful frog in the world of play! Size: 7¼" long, 5¾" wide, 2¾" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

mr. fireball turtle **No. 216**

Realistic swimmer and amusing "talker"—colorful, cuddly water toy. Size: 7¼" long, 6½" wide, 2¼" high. Packed 2 or 4 dozen to shipping carton. Weight: 6 lbs. per dozen.

Individually Packaged in Beautiful 3-Color Window Boxes

DURABLE "GLAMOUR TOYS" ARE MADE OF SOFT, NON-TOXIC VINYL PLASTIC, WITH PERMANENTLY FUSED, VARIEGATED RAINBOW COLORS



Econolite CORPORATION

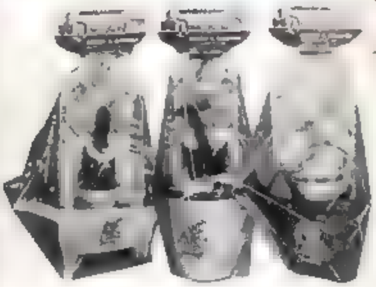
TAKE THE NAME

GROUCHO MARX

OR TAKE THE NAME

Disneyland

ELDON'S OFFERING
YOU BOTH IN ITS 1955
LIST OF BEST SELLERS!



Disneyland

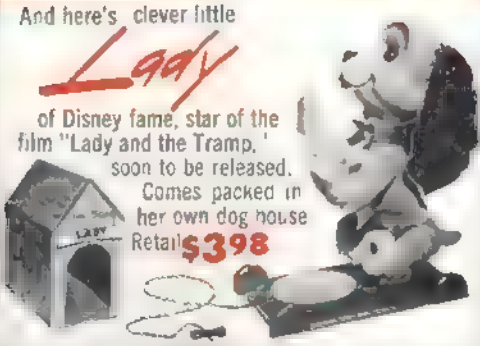
Unbreakable Beach and Garden Sets. Gay, colorful "safe play" companion sets. Packaged in transparent polyethylene bags. **Priced to sell at**

98c

And here's clever little

Lady

of Disney fame, star of the film "Lady and the Tramp," soon to be released. Comes packed in her own dog house Retail **$\$3^{98}$**

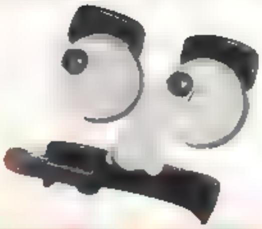


Kids and grown-ups alike will want to make like lovable, laughable Groucho with these

GROUCHO GOGGLES

Red hot for 1955 at a popular price.

98c



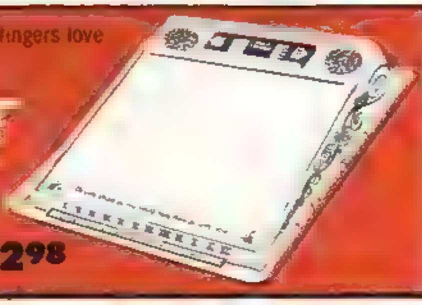
PUDGY

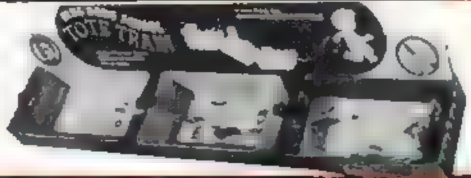
the piggy bank that makes prosperity round that corner! This winning little rascal, 8" high, sells for **98c**

Busy little fingers love this wipe-off

DOODLE DESK

their own special vehicle for self-expression. Retail **$\$2^{98}$**





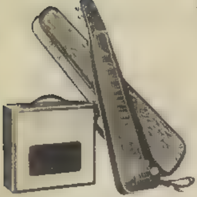
The Ding Dong School

TOTE TRAIN

unbreakable, multi-purpose, for pre-kindergarten youngsters. In red, yellow and blue. At a new low price of **$\$1^{98}$**

See our display at the Toy Fair, Room 720, Hotel New Yorker, Room 450, 200 5th Avenue

ELDON *Manufacturing Company* 1010 EAST 62ND STREET, LOS ANGELES 1, CALIFORNIA



ELECTRIC HAWAIIAN GUITAR
Guitar has gloss wood finish, 21" scale, no-slip, flock back. Super-sensitive amplifier pickup, volume control. 11" x 16" speaker, 3 tube, AC. Case included
A1063A List $99 50.
Dealer's, ea. **$64.68**

HARMONY MANDOLIN
Seasoned birch. Celluloid top edge. Hardwood neck. Fingerboard accurately fretted. Mahogany
A1064A List $27.50.
Dealer's, ea. **$17.88**
A1065A Case to fit. List $5.25
Dealer's, ea **$3.42**

BEGINNER'S VIOLIN OUTFITS
Stradivarius model, spruce top, maple back, with bow and case.
A1066A Full size List $28.50
Dealer's, ea **$18.53**
A1067A ¾ size. List $28.50
Dealer's, ea **$18.53**
A1068A ½ size. List $28.50.
Dealer's, ea. **$18.53**

CONCERT MODEL VIOLIN
Quality spruce and selected maple Inlaid purfling, pear wood trim. Outfit complete with hard-shell case, bow, chin rest and rosin. Full size only Ship. wt. 8 lbs.
A1069A List $49.50.
Dealer's, ea. **$32.18**

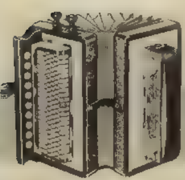
ALL INSTRUMENTS
SHIPPED F.O.B.
CHICAGO

AUDITORIUM GUITAR
Arched top and back. Birch with F holes. Hard Maple fingerboard. Celluloid guardplate on bracket.
A1070A List $27.50.
Dealer's, ea. **$17.88**
A1071A (Guitar Case) List $9 50
Dealer's, ea. **$6.18**

MONTEREY GUITAR
Auditorium size, seasoned hardwood. Black polished finish. White celluloid trim. Ship wt. 10 lbs
A1072A List $36.00.
Dealer's, ea **$23.40**
A1071A (Guitar Case) List $9.50
Dealer's, ea. **$6.18**

STANDARD GUITAR
Mahogany shaded finish. Birch with hard maple fingerboard. Rosewood stained. Accurately fretted.
A1073A List $18.50.
Dealer's, ea. **$12.03**
A1074A (Guitar case) List $6.90
Dealer's, ea. **$4.49**

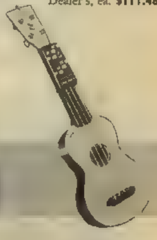
ELECTRIC SPANISH GUITAR
Professional auditorium size. Top spruce; back and sides Maple. Celluloid bound and inlaid Headpiece engraved. Two inputs and overall volume control, with case.
A1076A List $171 50.
Dealer's, ea. **$111.48**



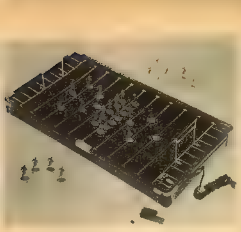
BUTTON ACCORDION
Stradella model. Frames and panels in burl walnut finish. Top gallery nickel-plated. Bellows have 16" folds. 21 composition keys, 8 bass keys, 4 sets reeds.
A1077A List $50.00.
Dealer's, ea. **$32.50**

STOP BUTTON ACCORDION
Vienna style Mahogany frame with metal protectors. 10 treble keys, 2 bass keys, 2 sets of reeds and 2 wooden stops. Fine tone. Size 10¼"x5½".
A1078A List $27 50.
Dealer's, ea **$17.88**

STANDARD UKULELE
"Roy Smeck" standard size. Brown mahogany eggshell finish. Non-slip tuning pegs. Nylon strings.
A1079A List $10 95.
Dealer's, ea. **$7.12**
A1080A (Bag to Fit) List $1 59.
Dealer's, ea. **$.98**

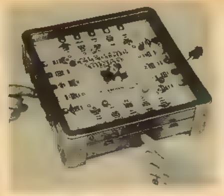


ISLANDER PLASTIC UKE
The ukulele Arthur Godfrey made famous! Full size. Includes bag, visual chordmaster; instructions
A1083A List $5.70.
Dealers, ea. **$3.70**
A1084A (Uke only) List $4.50.
Dealer's, ea **2.95**



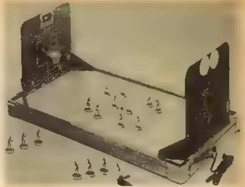
ELECTRIC FOOTBALL GAME

Players actually move up and down field, ball is actually kicked and passed. Mahogany grain-like steel frame with colorful masonite playing surface and reinforced nickel plated corners. Includes: 11 red and 11 blue plastic players, metal kicker and passer, magnetic football, 2 goal posts, rules, etc. 15x28x2''. 110V. AC. U L. Appr. 6 lbs.
No. 4T-1552. (#G880). Index 1-467. LIST 7^{00}



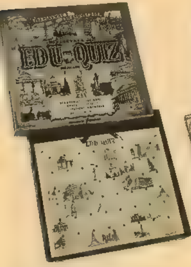
ELECTRIC BINGO GAME

Easier faster to play! Blue finished steel frame and legs, reinforced with nickel corners. Colorful playing surface protected by clear plastic top. Includes 20 metal flippers (5 on each side) to push up marbles, 30 marbles, rules, etc Rubber bumper on revolving post. 110 volt, AC. U.L. Approved 14¾x14¾x3¾''. 6 lbs. (#G1100)
No. 4T-1553. Index 1-867. LIST 10^{00}



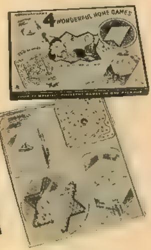
ELECTRIC BASKETBALL GAME

Players move up and down court; ball is actually 'dribbled'' and ''shot'. All metal with rounded, nickel-plated corners and baskets. Colorful masonite playing surface and backboards. Includes: 5 red and 5 blue plastic players, basket shooter 2 marbles, magnetic basketball 4 score discs (above baskets), rules, etc. 110V. AC. U.L. Approved 15x28x2''. 7 lbs. (#G770).
No. 4T-1554. Index 1-467. LIST 7^{00}



ELECTRIC EDU-QUIZ GAME

Deluxe model electric question-and-answer game Covers 18 subjects. 432 questions answered 24 electrical circuits with reinforced contacts. Completely safe. Beautifully illustrated in full color. 12x12½''. 2½ lbs. (#700).
No. 4T-1297.
Index 1-300; 6-188. LIST 2^{98}



4-GAME PACKAGE

Plays ''Zoo-M-Roo'' pin ball game, ''Tipt'' 3-game combination, ''Bat-M-Up Jr'' like real baseball, ''San-loo'' chinese checkers. All plastic in bright, full colors. 15x12¼x1-3/16''. 1 lb.
No. 4T-1088. (#420).
Index 1-139. LIST 2^{29}

4-IN-1 POOSH-M-UP JR.

Plays 4 different games. Automatic feed and reload. Glass covered wood frame. Folding legs. 9 steel balls of one color and one odd colored ball. 18x12x1''. 4 lbs. (#441)
No. 4T-1071.
Index 1-152; 6-143. LIST 2^{50}

ELECTRIC ICE HOCKEY GAME

Lights up and buzzes when goal is scored. Masonite playing surface. Steel legs and frame. Silver legs, blue frame. 4-color playing surface. 29¼x13⅞x4⅞''. Batteries not included 9 lbs. (#G800).
No. 4T-1536. Index 1-467. LIST 7^{00}

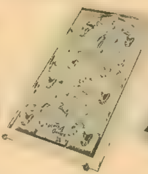
BLAST-OFF GLOBE GAME

A game based on true discoveries by astronomers. Played with magnetic rockets on interplanetary globe. Players spin travel dial and pilot their rocket on exciting trip. Contains data, etc. 3 lbs. (#815)
No. 4T-1285.
Index 1-288; 6-255. LIST 3^{95}

STARS ON STRIPES
FOOTBALL GAME
STARS ON STRIPES

STARS-STRIPES FOOTBALL

Fast exciting action. Endorsed by ball players team owners and sport-writers. Comes with dice, yard maker playing field and score board. Results of game is based on calculated averages. Deluxe model, glossy finish Instruction sheet. 18½x12½x1½''. 2 lbs.
No. 4T-1066. (#200).
Index 1 167; 6-136. LIST 2^{50}



ELECTRIC SUPER POOSH-M-UP

Plays 4 exciting games. Operates on 2 flashlight batteries (not included). Automatic feed and reload. 9 illuminated pockets. Glass covered, 2 plungers. One ''gold'', one blue and 9 ''silver'' balls. Wood frame. 15x28x2''. 11¼ lbs.
No. 4T-1069. (#460).
Index 1-520. LIST 8^{95}

ACTION BASEBALL

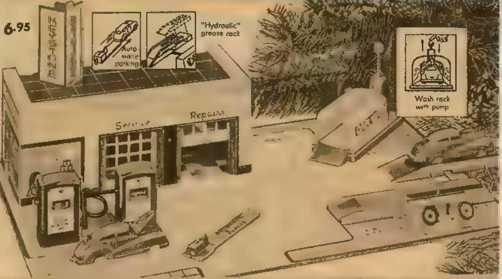
ACTION BASEBALL GAME

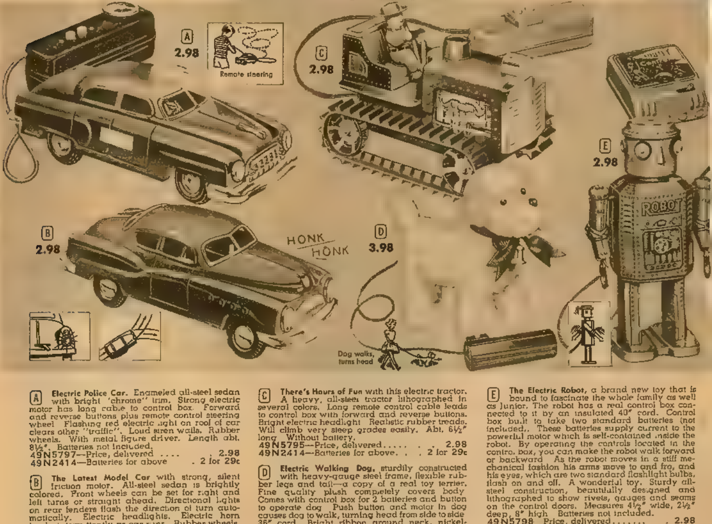
All metal playing field, illustrated in full color. Player controls spring-action ball pitcher. Automatic ''umpire'' rings bell when strike is pitched. Multi-color bleacher ''cutout'' section cheers ''home team''. Wood frame. Beautifully finished. 14¾x19⅝x1''. 3 lbs. (#2279).
No. 4T-1065.
Index 1-150; 6-125. LIST 2^{00}

Service Station

AUTOMATIC PARKING MECHANISM

Just Like the Real Thing, a complete service centre that will entertain the junior mechanic and his friends for hours. Garage realistically decorated in 5 colors, is sturdily constructed of wood and Masonite, fully assembled. Garage has sliding doors. Two fuel pumps indicate the number of gallons and price when the car is "filled up". Automatic parking mechanism, when loaded with one of the two cars supplied and aimed at the proper place, will automatically "park" the car in front of the pumps, in the car wash or grease rack, in either door of the garage or on the parking lot. Wash rack may be filled with water and when pump is operated car is thoroughly washed. Water runs back and can be used again. Grease rack has realistic "hydraulic" action which slowly raises and lowers the cars. Cars are about 4¾" long with dummy motors and "gas tank filler hole". Garage overall size abt. 24 x 16".
49N5909—Price, delivered.... 6.95





A **Electric Police Car.** Enameled all-steel sedan with bright 'chrome' trim. Strong electric motor has long cable to control box. Forward and reverse buttons plus remote control steering wheel. Flashing red electric light on roof of car clears other "traffic". Loud siren wails. Rubber wheels. With metal figure driver. Length abt. 8½". Batteries not included.
49N5797—Price, delivered 2.98
49N2414—Batteries for above . 2 for 29c

B **The Latest Model Car** with strong, silent friction motor. All-steel sedan is brightly colored. Front wheels can be set for right and left turns or straight ahead. Directional lights on rear fenders flash the direction of turn automatically. Electric headlights. Electric horn honks intermittently as car runs. Rubber wheels. Abt 9½" long. Battery not included.
49N5794—Price, delivered 2 98
49N2414—Batteries for above...... 2 for 29c

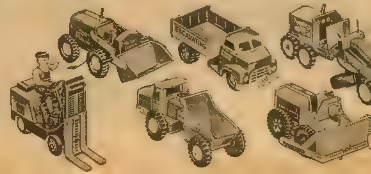
C **There's Hours of Fun** with this electric tractor. A heavy, all-steel tractor lithographed in several colors. Long remote control cable leads to control box with forward and reverse buttons. Bright electric headlight Realistic rubber treads. Will climb very steep grades easily. Abt. 6½" long Without battery.
49N5795—Price, delivered..... . . 2.98
49N2414—Batteries for above. . . 2 for 29c

D **Electric Walking Dog.** sturdily constructed with heavy-gauge steel frame, flexible rubber legs and tail—a copy of a real toy terrier. Fine quality plush completely covers body Comes with control box for 2 batteries and button to operate dog Push button and motor in dog causes dog to walk, turning head from side to side 36" cord Bright ribbon around neck, nickel-plated bell. Size 10½ x 4 x 9½" high.
49N5796—Less batteries. Delivered 3.98
49N2414—Batteries for above...... 2 for 29c

E **The Electric Robot**, a brand new toy that is bound to fascinate the whole family as well as Junior. The robot has a real control box connected to it by an insulated 40" cord. Control box built to take two standard batteries (not included). These batteries supply current to the powerful motor which is self-contained inside the robot. By operating the controls located in the control box, you can make the robot walk forward or backward As the robot moves in a stiff mechanical fashion his arms move to and fro, and his eyes, which are two standard flashlight bulbs, flash on and off. A wonderful toy. Sturdy all-steel construction, beautifully designed and lithographed to show rivets, gauges and seams on the control doors. Measures 4½" wide, 2½" deep, 8" high Batteries not included.
49N5798 Price, delivered....... . 2.98

Batteries for Above Robot.
49N2414—Delivered. . . .. . 2 for 29c

6-Piece Construction Set. No sand-box construction job can be completed without this rugged construction set. Each piece has sturdy friction motor—pieces move along floor with a slight push. All pieces are of heavy-gauge steel, brightly lithographed to give realistic appearance of actual road construction equipment. As the friction motor propels the vehicles across the floor they make siren or motor noises. Set includes: fork-lift truck with actual operating forks and friction siren, high-lift loader with operating scoop and friction siren, heavy-duty dump truck that actually dumps its load, realistic high-lift loader with operating scoop, bulldozer with friction siren and movable blade, and sturdy road grader with friction siren and movable operating blade. Pieces average about 5" in length. All the vehicles are equipped with long-wearing rubber wheels that won't scratch your floors or furniture. All six pieces at this low price.
49N5799—6-piece set. Delivered............ 2.98



ENGLISH (HOBBYLINE) "HO" READY TO RUN TRAINS

READY TO RUN HO-ELECTRIC TRAINS

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#440 "The Yard-Master"
Road Name: Pennsylvania (black)

#451 "Lake Cities Express"
Road Name: Erie (green & gray)

#461 "The Californian"
Road Name: Western Pacific (orange & silver)

#466 "The Frontiersman"

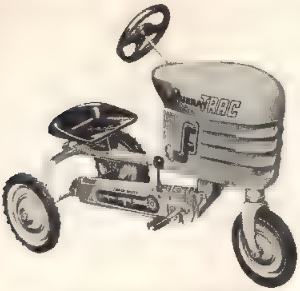
HObbyline

#1	Diesel Switcher w/4 cars 32"x64" Oval Track	24.95
#411	"The Wall Street" Pass. Train Lehigh Valley Diesel, Combination Baggage & Passenger Car, Two Passenger Cars, 32"x54" Track Oval	29.95
#416	"The Prospector" Freight Santa Fe Diesel, Loaded Flat Car, Box Car, Caboose, 32"x54" Track Oval	24.95
#421	"The Whistle Stopper" Freight Chesapeake & Ohio Diesel, Gondola, Tank Car, Caboose, 32"x54" Track Oval	24.95
#430	"The Train Maker" Pass. Train Penn. 0-4-0 Loco, Combination Baggage & Passenger Car, Two Passenger Coaches, 32"x54" Track Oval	31.95
#440	"The Yard-Master" Freight Penn. 0-4-0 Steam Loco, Gondola, Tank Car, Box Car, Caboose, 32"x54" Track Oval	29.95
#446	"The Ridgerunner" Freight Penn. Road Diesel, Box Car, Tank Car, Loaded Flat Car, Hopper Car, Caboose, 32"x54" Track Oval	34.95
#450	"The Penn." Pass. Train Set Twin Unit Penn. Road Diesels, Baggage Car, 3-Passenger Cars, 36"x72" Track Oval	41.50
#451	"Lakes Cities Express" Pass. Train Set Erie Twin Unit Diesels, Combination Baggage & Passenger Coach, 3-Passenger Coaches, 36"x72" Track Oval	41.50
#455	"The Westerner" Pass. Train Twin Unit Pacific Road Diesel, Baggage Car, 3-Passenger Cars, 36"x72" Track Oval	41.50
#456	"The Trail-Blazer" Pass. Train Twin Unit Penn. Road Diesels, 3-Pullman Cars, Observation Car, 36"x72" Track Oval	44.95
#460	"The Pennsylvania" Freight Penn. Twin Unit Road Diesel, Flat Car, 2-Box Cars, Tank Car, Gondola, Caboose, 36"x72" Track Oval	39.95
#461	"The Californian" Pass. Train Western Pacific Twin Unit Road Diesels, 3-Pullman Cars, Observation Car, 36"x72" Track Oval	44.95
#465	"The Californian" Freight Union Pacific Twin Unit Road Diesel, Gondola, 2-Box Cars, Tank Car, Flat Car, Caboose, 36"x72" Track Oval	39.95
#466	"The Frontiersman" Freight Western Pacific Twin Unit Road Diesel, Gondola, Box Car, Tank Car, Loaded Flat Car, Hopper Car, Caboose, 36"x72" Track Oval	39.95

Power Pack

#720	Hobbyline Power Pack Complete Power Pack for any of the above Train Sets. A 12 volt variable Direct Current for train operation and -- 18 volts constant Alternating current for switches and accessories operation.	9.95

TRACTORS



CHAIN-DRIVE TRACTOR

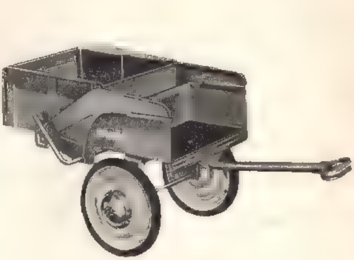
The new Murray tractor with full ball-bearing chain drive mechanism and motor-tone shift. All heavy gauge steel construction with 8" ball bearing front and 10" rear wheels. Equipped with chain guard and bucket type saddle. Measures 38½" long, 20½" wide, 27½" high. Finish is highway orange with black trim. One/ctn., wt. 34 lbs. No. L-302.

STOCK No. 67—80874

MURRAY-OHIO MFG. CO.

T714-48 L **Retail** **$19.98 ea.**

Inv.________ ________ Pur.________________



DUMP TRAC

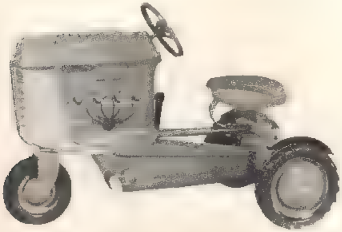
A wheel toy that may be attached to all Murray tractors. Also has handle and loop grip for use alone. Dump box operated by lever at side. Made of heavy gauge steel, 33" long, 15½" wide. 8" double disc ball-bearing wheels, ⅝" rubber tires. Red, white trim. 1/ctn. Wt. 16 lbs. No. [illegible]-320.

STOCK No. 67—80877

MURRAY-OHIO MFG. CO.

E56-08 M **Retail ________________ $8.98 ea.**

Inv. Pur



MONCO POWER TRACTOR

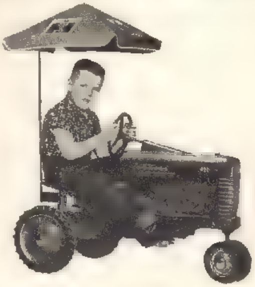
Steering wheel turns 360 degrees, shift lever works and produces motor noises, spring mounted adjustable seat supports up to 200 lbs., ball bearing adjustable chain-drive is encased, tow bar hitch for wagons. Has 8" ball bearing front wheel, 10" rear wheels with 1.75 semi-pneumatic rubber tires. Red enamel finish with silver and white trim. 37" long, 20½" wide, 25½" high. Shipped KD. No. 3212.

STOCK No. 67—80880

NEW MONARCH MACHINE & STAMPING CO

Z716-50 K **Retail** **$22.95 ea.**

Inv.________________ Pur



FARMALL TRACTOR WITH UMBRELLA

Authentic duplicate of the famous Farmall tractor made of aluminum alloy casting with baked enamel finish in red. Has gear shift lever that activates tractor sound, authentic tractor hitch, concealed chain drive, and new ball bear construction. Front wheels turn at a 45 degree angle. Measures 39½" long, 18½" wide, 27½" high. No. F400/402.

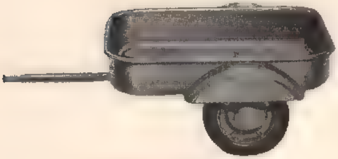
STOCK No. 67—80882

ESKA CO

M324-75 K **Retail** **$34.95 ea.**

Inv.________________ Pur

TRACTORS — BABY WALKERS



TRAILER FOR FARMALL

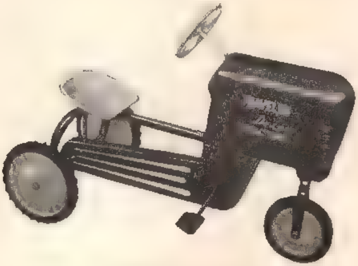
This is the authentic two-wheel trailer made to go with the Farmall tractor shown on page 17-A. Constructed of heavy gauge steel stamping with authentic International-Harvester red baked enamel finish. Designed for quick-hitch adaptability. Measures 29" long, 18" wide, 8½" high No. F101.

STOCK No. 67—80885

ESKA CO.

N35-20 S **Retail.................... $7.98 ea.**

Inv.________________ Pur.________________



DELUXE TRACTOR

Castelli's deluxe new 1955 tractor. Completely restyled and re-designed with the latest mechanical improvement. Easy-to-ride chain drive, bucket type seat, steering wheel turns 360 degrees , gripper treads on rear wheels, and many other Features. No 606.

STOCK No. 67—80889

F. C. CASTELLI CO.

W810-00 R **Retail .... $14.98 ea.**

Inv.________________ Pur.________________

BABY STROLLER WITH BAG

Full collapsible baby stroller with chrome tubular pusher, pressed board seat with brace, adjustable wire foot rest, brake. Royal blue twill and plaid material and detachable hood and shopping bag with carrying strap. Wheels are 6" with ¾" rubber tires. One/ctn., wt. 13 lbs. No. 8504.

STOCK No. 67—80896

OAK HILL CO.

G57-79 J **Retail.................... $11.98 ea.**

Inv.________________ Pur.

KIDDIE KAR WALKER

Tubular folding pusher with removable foot rest. Food tray with bead decoration. Coil spring shock absorbers on front wheels. 5" disc wheels, ⅝" rubber tires. Self-oiling bearings. Width overall 17", length 29". Height of pusher 35" In blue with ivory seat. One per carton set up. No. 620.

STOCK No. 67—80899

OAK HILL COMPANY

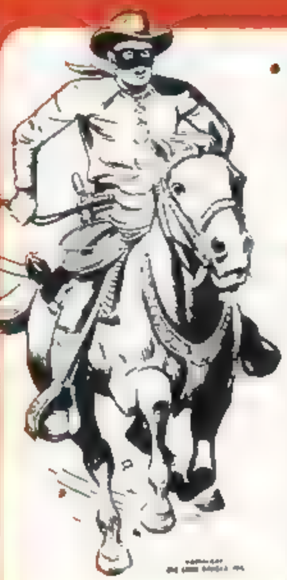
Z86-80 A **Retail.................... $9.98 ea.**

Inv.________________ Pur.________________

HI-YO SALES . . . WITH THIS COLORFUL LINE OF

Lone Ranger Tents

Never before has a line of children's tents been so readily accepted as the new Lone Ranger Tents . . . for the Lone Ranger is the most powerful and most effective force in creating play tent sales at the consumer level. The nation's number one Western figure can sell for you with these outstanding official Lone Ranger Tents



• FIRST IN ITS FIELD

FIRST IN RADIO . . .

The Lone Ranger is heard by 12,000,000 people each week over 249 stations coast-to-coast.

FIRST IN TV . . .

The Lone Ranger was the first Western film made especially for TV . . . and is now viewed by 5,000,000 people each week.

FIRST IN COMICS . . .

The Lone Ranger was the first syndicated Western comic strip and now appears in 177 daily and 119 Sunday papers. It is read by 71,000,000 people each week . . . plus millions of comic books each month.

LONE RANGER TEPEE

The dream tent for the small ones, the Lone Ranger Tepee is a year-round seller for it can be set up either indoors or outdoors No center pole or stakes are needed . . . four corner poles held together at the top support the tent. The Lone Ranger and Tonto are reproduced on all 4 sides, 3½ ft. x 3½ ft. at the base and 44 inches high. Comes complete with four corner poles. Individually packaged. (Mailable) Shipping Weight 4 lbs.

Item No. LRI
Suggested Retail Selling Price .... $^{\$}5^{00}$

Printed in 4 Colors With Bright Chartreuse Background

LONE RANGER & TONTO WIGWAM

Here's the ideal outdoor Indian tent for children of all ages. It's 5 sided, 17 ft perimeter and 58 inches high. Has 3 ft. awning extension. Complete with center pole, awning extension poles with guy ropes and metal stakes. It has the Lone Ranger and Tonto reproduced on all sides and on the front. Individually packaged in corrugated shipping carton. (Mailable) Shipping Weight 5 lbs

Item No. LRW
Suggested Retail Selling Price.................... $^{\$}6^{95}$

Printed in 4 Colors With Bright Orange Background

LONE RANGER CAMP TENT

Large enough to hold the entire "Posse" The Lone Ranger and his horse, Silver, are reproduced on both sides. It's water repellent treated, too. 7 ft. x 7 ft. at the base, 5 ft. high at the peak, and 4 ft. at eaves. Complete with center pole, wire frame for eaves, awning extension poles, guy ropes and metal stakes. Individually packaged in corrugated shipping carton. (Mailable) Shipping Weight 11 lbs

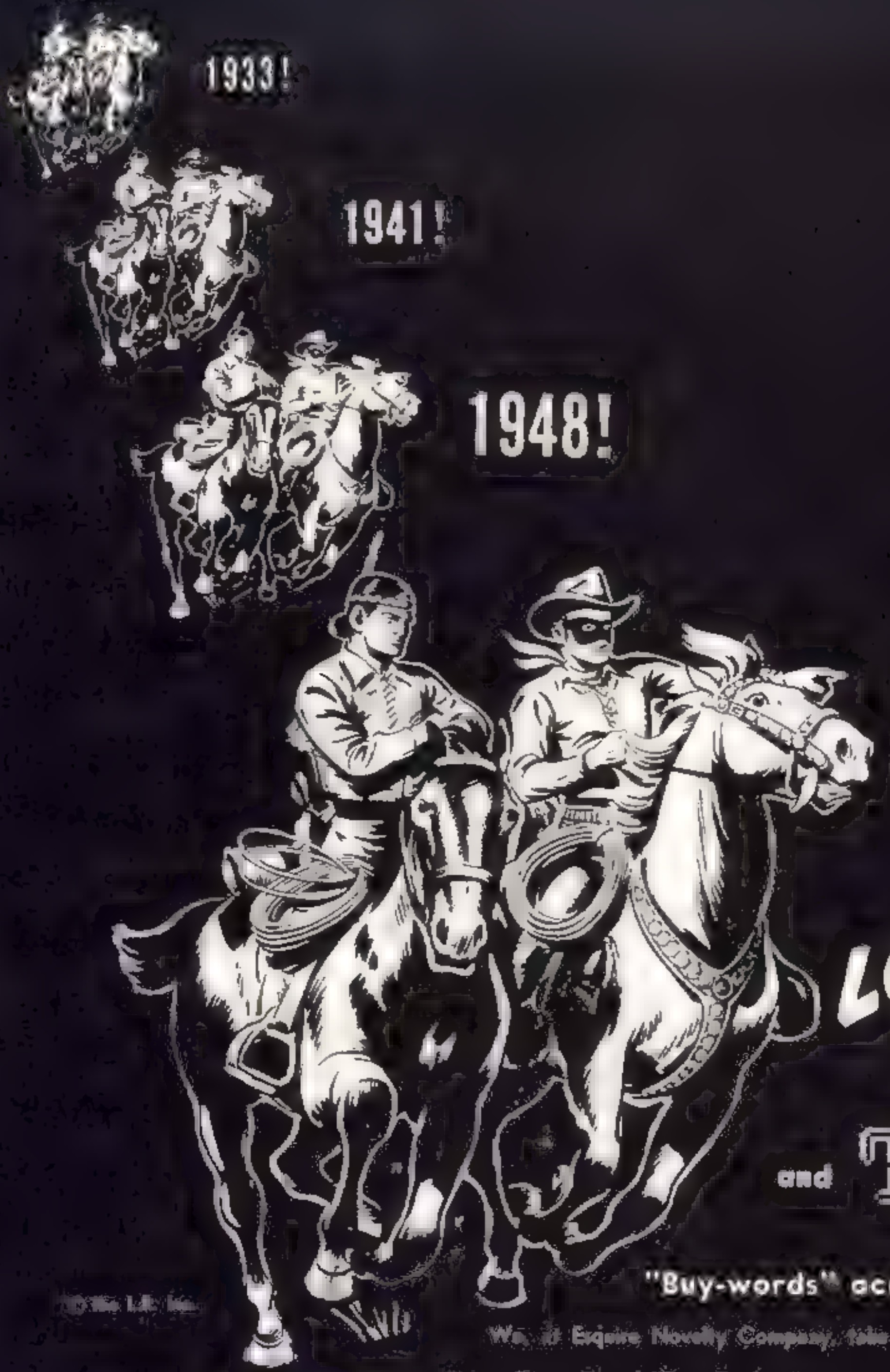
Item No. LRC
Suggested Retail Selling Price.................... $^{\$}11^{89}$

Printed in 4 Colors With Bright Yellow Background

H. WENZEL TENT & DUCK CO
ST. LOUIS 4, MO

another Wenzel product

See the *LONE RANGER TENTS* at the Toy Fair
HOTEL NEW YORKER
Room 1052



1933!

1941!

1948!

1955!

Through the years . . .
The greatest names
in Western!

LONE RANGER and TONTO

"Buy-words" across America for 22 years!

We, at Esquire Novelty Company, take great pride in our long relationship with "Lone Ranger" and "Tonto", the two greatest names in America's Western tradition. We are now ready with our new "Lone Ranger" and "Tonto" gun and holster and accessory lines which will be the finest we have ever produced during our long association with "Lone Ranger" and "Tonto". With the help of the most extensive advertising and promotional campaign in our history, we look forward to 1955 being the most successful ever.

During TOY FAIR

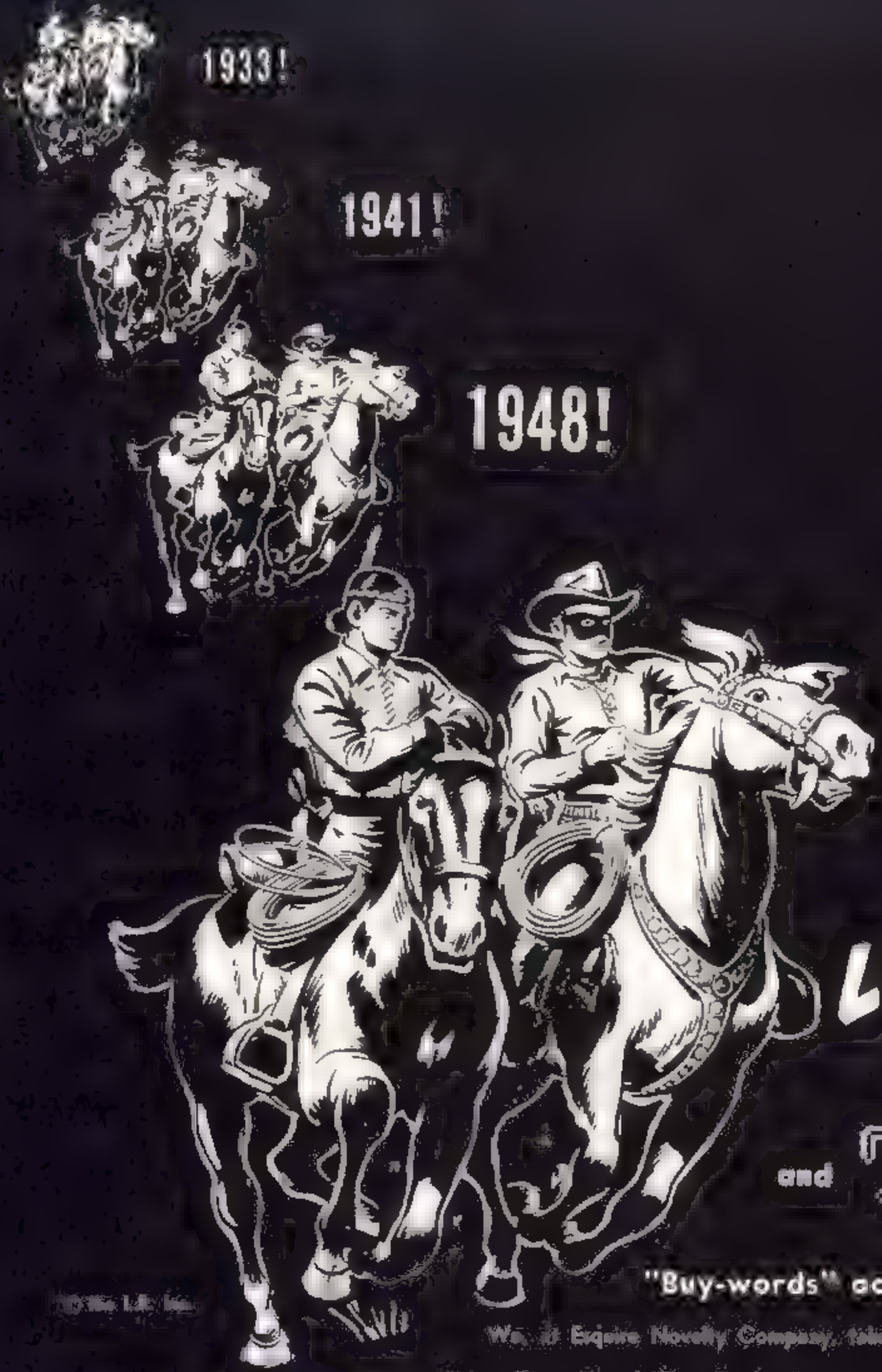
Be sure to see the new 'LONE RANGER' 'TONTO' and 'PONY BOY' Merchandise

We'll be at 200 5th Avenue in Room 254 and at the Hotel New Yorker in Parlor F on the 4th floor

"Western is BIG BUSINESS!..and Western is OUR BUSINESS"

esquire novelty company

151 WESTSIDE AVENUE, JERSEY CITY 5, N. J.
Showroom: Rm. 254 — 200 FIFTH AVE., NEW YORK, N. Y.



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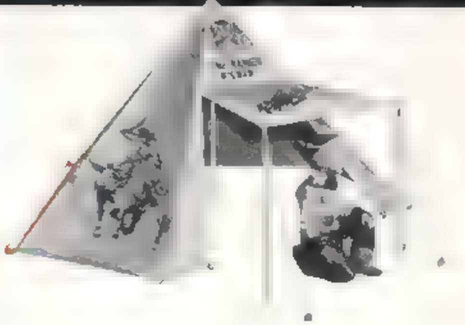
Printed in 4 Colors With Bright Chartreuse Background

LONE RANGER & TONTO WIGWAM



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Item No. LRC
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H. WENZEL TENT & DUCK CO
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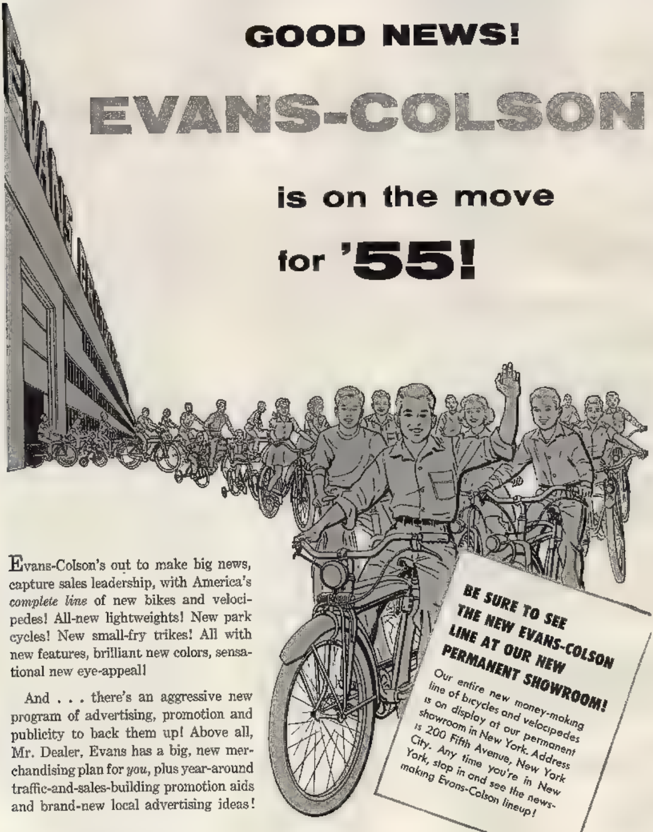
Here's BIG NEWS!
GOOD NEWS!
EVANS-COLSON
is on the move for '55!



Evans-Colson's out to make big news, capture sales leadership, with America's *complete line* of new bikes and velocipedes! All-new lightweights! New park cycles! New small-fry trikes! All with new features, brilliant new colors, sensational new eye-appeal!

And . . . there's an aggressive new program of advertising, promotion and publicity to back them up! Above all, Mr. Dealer, Evans has a big, new merchandising plan for *you*, plus year-around traffic-and-sales-building promotion aids and brand-new local advertising ideas!

BE SURE TO SEE THE NEW EVANS-COLSON LINE AT OUR NEW PERMANENT SHOWROOM!

Our entire new money-making line of bicycles and velocipedes is on display at our permanent showroom in New York. Address is 200 Fifth Avenue, New York City. Any time you're in New York, stop in and see the news-making Evans-Colson lineup!

EVANS PRODUCTS COMPANY *For the greatest news in bikes and trikes, write Evans Products Co., Dept. AZ-2, Plymouth, Michigan, today!*

Here's BIG NEWS!

GOOD NEWS!

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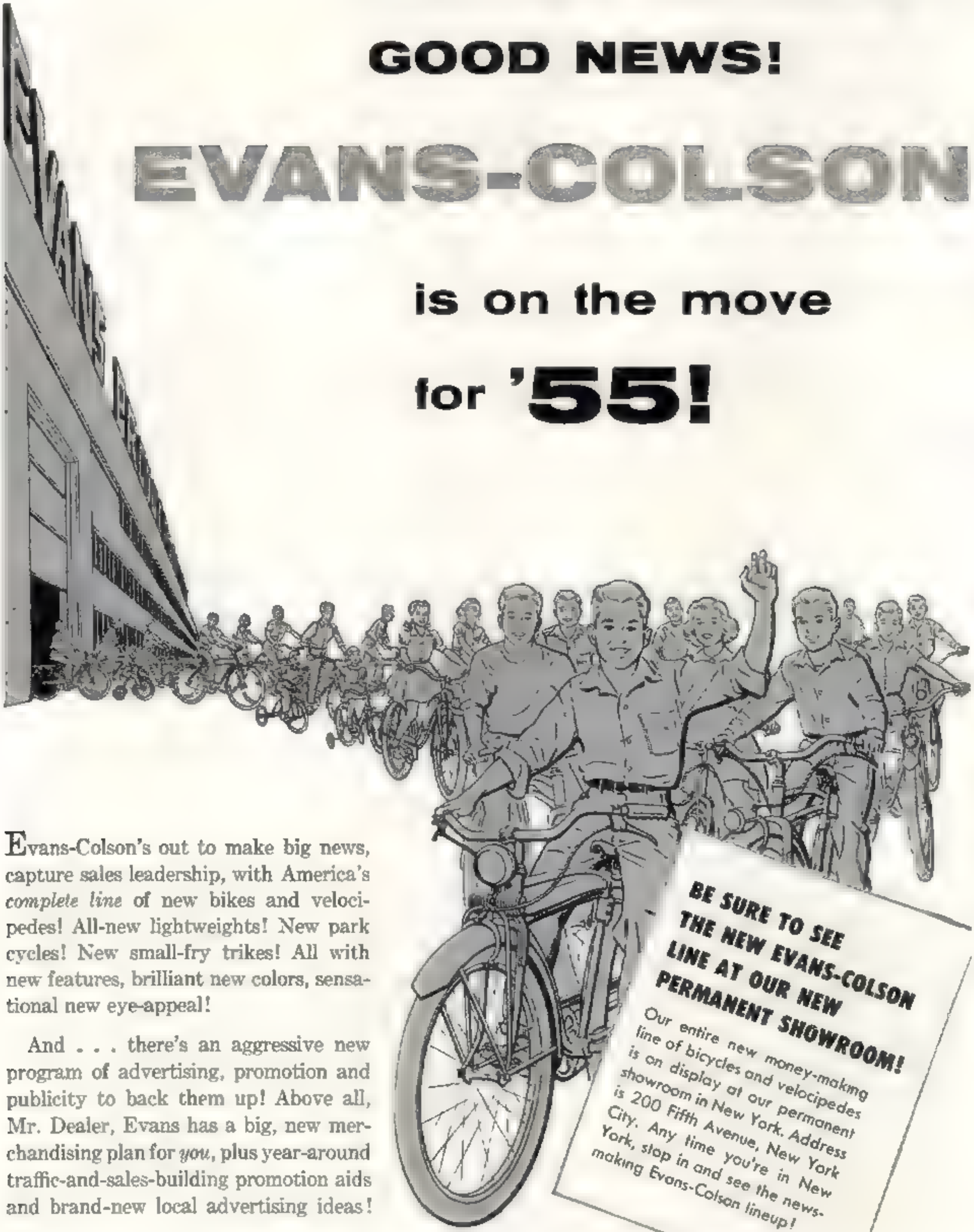

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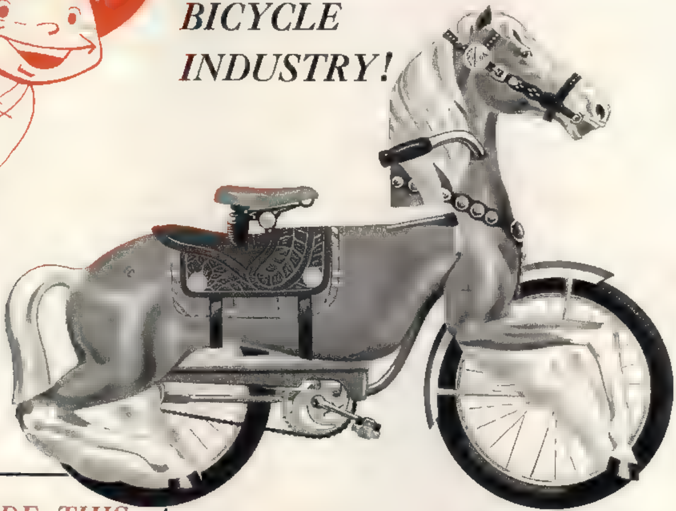
EVANS-COLSON "PONY-BIKE"

Hottest Promotion in the entire BICYCLE INDUSTRY!



RIDE THIS WINNER TO A QUICK PAYOFF!

Here's a deal you can play right "across the board" . . . and *RIGHT NOW!* It's a brand-new traffic-building idea with a terrific sales wallop and a high profit potential. Evans dealers are now taking advantage of this liveliest bicycle promotion of the year. And the same attractive offer is available to other qualified dealers who take on the Evans line. Let us send you full details right now.

EVANS
PRODUCTS COMPANY

QUICK! Mail this Coupon TODAY!

EVANS PRODUCTS COMPANY, Plymouth, Michigan

Rush full details of your timely PONY-BIKE Promotion Deal.

NAME ______________________________

COMPANY NAME ______________________________

STREET ADDRESS ______________________________

CITY ______________________ ZONE ______ STATE ______

AZ-6

Really a Deal in a Million!

You get a complete Promotion Package including a colorful Palomino Pony (a $5.00 retail value as pictured) with each Evans-Colson 20-inch or 24-inch bike. You also get a floor display card, window and wall posters, newspaper mats, radio commercials . . . *everything* FREE *with a minimum order.* Mail coupon at once. This offer is open for a limited time only.

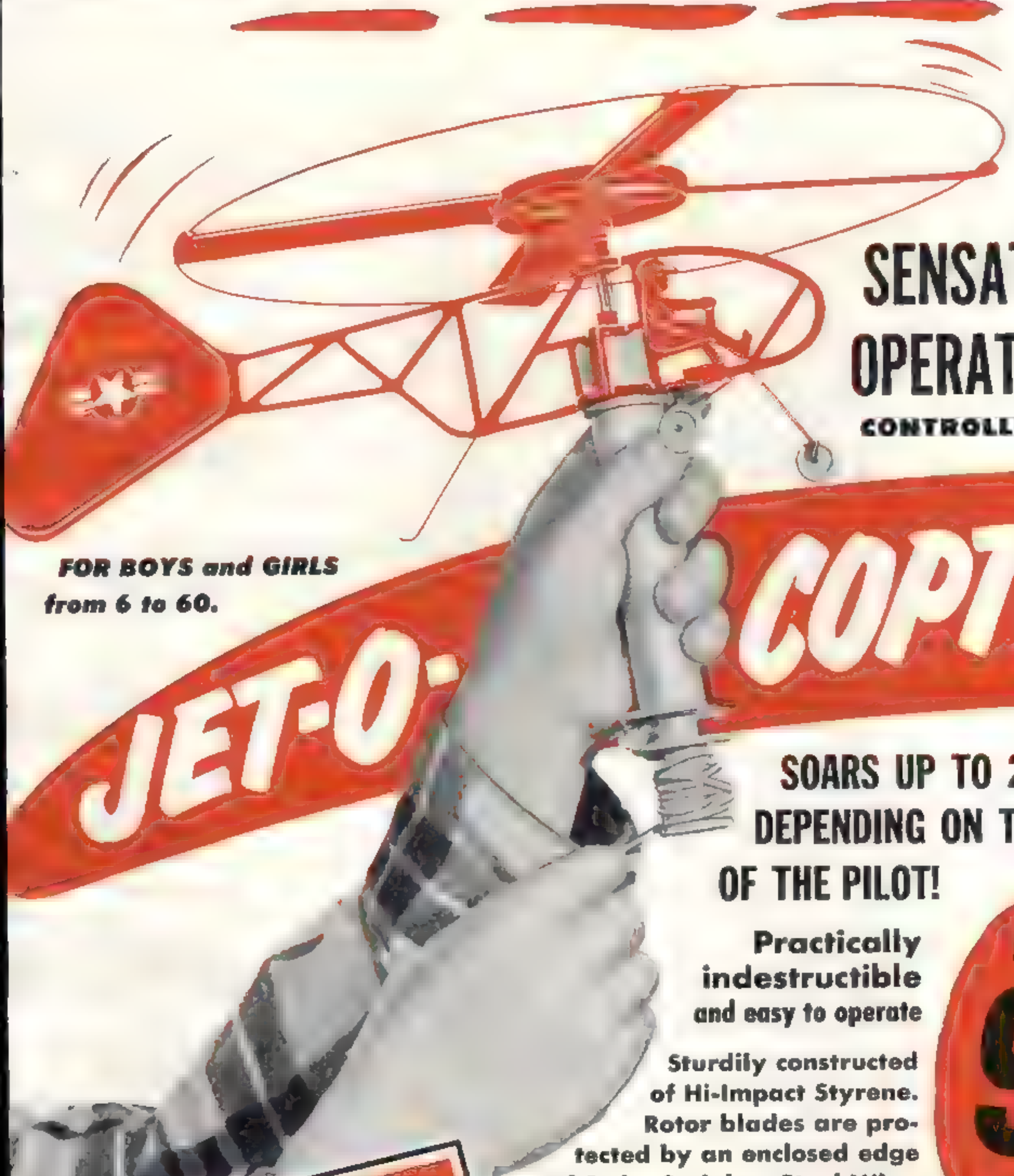
Pilot to buyer... LAND EXTRA PROFITS

with the

NEW

SENSATIONAL OPERATIONAL

CONTROLLED FLIGHT



FOR BOYS and GIRLS from 6 to 60.

JET-O-COPTER

SOARS UP TO 200 FT. DEPENDING ON THE AGE OF THE PILOT!

Practically indestructible and easy to operate

Sturdily constructed of Hi-Impact Styrene. Rotor blades are protected by an enclosed edge of Swiss Stainless Steel Wire.

Retails for ONLY

98c

SEE IT AT THE SHOW
ROOM 1415
HOTEL NEW YORKER

Packed dozen in a carton. Individually carded in cello bags.

Colors: Red and Yellow

Manufactured and distributed for Commodity Development Corp.

by

FALCON PLASTICS

6020 W. Washington Blvd.
Culver City, California

FASCO

Special features of Fasco Arctic-Aire fans: Oscillating type with completely enclosed mechanism and adjustment knob for straight-blow use. Gears and worms precision ground. . . . Fasco motors are of the shaded pole induction type with no radio interferences. Finest materials to assure dependable service. . . . Aluminum blades, carefully balanced for quietness and designed to develop the most efficient performance from the motor unit. . . . Two-tone finish in Persian Grey, iridescent and cool, does not show dust and harmonizes with any setting. Glistening aluminum guards. All models operate on 110, 120V 60 cycle, AC. . . . Fasco Fans and Ventilators are approved by Underwriters' Laboratories.

FULL 5-YEAR GUARANTEE

All models listed on this page are unconditionally guaranteed for five years from date of purchase against defects in material and workmanship. With proper care FASCO Fans will last a lifetime.

12" LO-LEVEL CIRCULATOR

The Floor Fan that draws the coolest air—the lo-level air—up to the proper height for maximum comfort. Circulates all the air in room without drafts. Keeps everyone in the room refreshed. No stagnant air in a room, when this circulator is at work. Solid base prevents floor dust from being drawn up into the fan and recirculated. **Fan blades completely guarded against curious children and pets. Fan doubles as a stool or hassock. Features** 20 h.p. heavy-duty motor with oversize bearings and large oil reservoir [illegible] deep pitch blade provides maximum air delivery. Resiliently mounted motor and [illegible] for quiet operation. Guaranteed for 5 years against defects in material and workmanship. **3 speeds for comfort control.** 10 ft. UL approved cord and plug. **C.F.M. air delivery, 3500. Height 14" diameter 15".** Sturdy, all metal construction. Function styling finished in Mahogany with Bronze trim. Ship. wt. 25 lbs.

18E112-6X2823/2844.......................................RETAIL $41.95

12" and 16" 3-Speed Oscillating Fans

- Deluxe fans with new, larger bearing construction.
- Oscillating or straight-blow use with new, deep-pitched blades.
- Ideal for home or office.

Top quality Fasco Oscillating fans—built for efficiency and long life. Blade guards carefully designed to prevent accidents. **Aluminum blades are balanced to motor power out-put to give maximum air delivery.** UL approved. 110-120 volt, 60 cycle, AC only. Unconditionally guaranteed for five years against defects in material and workmanship.

12" Table Model. Deluxe heavy-duty model in every detail—built to withstand hard, constant use. **1080 C.F.M. 8 ft. cord set.** Ship. wt. 12 lbs.

18E11-6X2203/2302.......................................RETAIL $33.95

16" Table Model. Fully adjustable for desk or wall mounting. Convenient knob to turn for oscillating or straight-blow use. **1520 C.F.M.** Ship. wt. 24 lbs.

18E2-6X2917/3048 . . . . RETAIL $44.95

16" Pedestal Model. Mounted on a sturdy pedestal base with sure-set adjustment in height from 4 to 7 feet. Fan head may be tilted forward or backward [illegible] degrees. Ship. wt. 45 lbs.

18E3-6X4120/4305 ....RETAIL $63.50

Meier Electric Co.

HEAVY-DUTY INDUSTRIAL FANS

Powerful industrial cooler draws and circulates large quantities of air. Designed to withstand rough use and abuse — will operate after being knocked over by industrial trucks. Extra heavy guard—1½" sq. mesh— prevents accidents. Tubular guard protects motor from mechanical damage. Column adjusts fan height from 3 to 6 ft. from floor. Single phase motor—110V, AC. **20" Fan. ¼ h.p. motor. Delivers 4,300 C.F.M. of air. RPM 1750.** Ship. wt. 80 lbs. F.O.B. Factory, Ind.

D25E306-3X7326/7700

RETAIL $110.00

24" Fan. ½ h.p. motor. Delivers 6,300 C.F.M. of air. RPM 1750. Ship. wt. 90 lbs. F.O.B. Factory, Ind.

D25E307-3X7992/8400

RETAIL $120.00

FASCO HEAVY DUTY EXHAUST VENTILATORS

(At Left) Removes objectionable odors, fumes, or humidity. Ideal for ventilation in stores, basements, restaurants, garages, factories, etc. **4 deep-pitched 12" blades deliver large air quantities—1100 CFM.** Rugged construction for dependable lasting service. **Shaded pole, induction motors cause no radio or TV interference.** Motor mounted securely on steel mounting plate—18x18". Blades completely protected by metal guards. **Outside grilles not furnished.** 110-120, 60 cycles AC. Ship. wt. 13 lbs.

18E8-6X1771/1849.......................................RETAIL, EACH $26.95

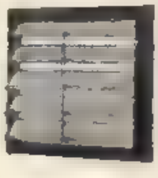
As above, 16" exhaust ventilator. 1520 CFM air delivery. Mounting plate—19½" x 19½". Ship. wt. 1[illegible] lbs.

18E9-6X2099/2192.......................................RETAIL EACH, $31.95

(At right) 20" exhaust ventilator. Same fine quality construction as models above. **Delivers 3400 CFM.** Powered by a slow 2-speed 6 pole motor. Gives quiet and efficient air delivery. Mounting plate size: 28 x 26. 2-speed switch mounted on frame behind deep-pitched blades. Ship. wt. 44 lbs.

18E113-6X3939/4113.......................................RETAIL, EACH $59.95

LOUVERS FOR EXHAUST VENTILATORS



Felt-cushioned, no-flutter Aluminum louvers for instant operation. Center tie-rod construction. **Copper coated, rust-resistant steel axles mounted in bronze bearings.**

Size: 12" x 12". For ventilator 18E8. Ship wt. 6 lbs.

18E82-6X576/600.......................................RETAIL $8.75

Size: 16" x 16". For ventilator 18E9. Ship. wt. 8 lbs.

18E83-6X786/820.......................................RETAIL $11.95

Size: 20" x 20". For ventilator 18E113. Ship. wt. 9 lbs.

18E118-6X1102/1149.......................................RETAIL $16.75

ORDER EARLY for Holiday Delivery

SCHWITZER-CUMMINS

Fresh-Air Maker Fans For '55

All models designed to be carried from room to room or window to window. Used for exhaust or intake, or a portable circulator. Large custom handle, center balanced. Instantly convertible from reversible window fan to portable floor fan. Safety guards front and back to prevent injury or damage. Adapters for easy window installation on the 24" model expands from 27½" to 40½" in width—on all other models 23½" to 40½". Durable, all metal construction with beautiful two-tone finish in cloud gray baked-on enamel with charcoal gray blades and handles.

WINDOW-PORTABLE FANS

All Fresh-Air models are designed with the new "Induced-Air-Action." Increases air delivery approximately [illegible]% Rubber mounted fan blades for quiet operation. **All fans guaranteed for 5 years, motors and electrical assemblies guaranteed for 1 year.**
Fans listed from left to right.

Model RP-24—24" Electrically reversible fan. Ample capacity to ventilate an entire home or apartment. A flip of the switch reverses air flow. 2 Speed, ¼-H.P. motor, shaded pole, 115 volt, 60 cycle AC. Equipped with 2 speed switch and 10 ft. cord and plug. Ship. wt. 58 lbs.

18E150-6X6871/7040..............................RETAIL **$105.75**

Model RP-20—20" Electrically Reversible Fan. Flip switch to reverse flow of air. 2 Speed motor, shaded pole, 115 volt, 60 cycle, AC. 1/12 H.P. Equipped with 2 speed switch. 10 ft. cord and plug. Ship. wt. 30 lbs.

18E149-6X4722/4838..............................RETAIL **$72.50**

Model WP-20—20" Reversible Fan. 2-Speed motor, shaded pole, 115 volt, 60 cycle AC. 1/12 H.P. Equipped with 2-speed switch, 10 ft. cord and plug. Ship. wt. 28 lbs.

18E148-6X3747/3839..............................RETAIL **$57.50**

Model WP-16—16" Reversible Fan. 1/15 H.P. motor—shaded pole, 115 volts 60 cycle, AC. Equipped with 2-speed switch, 10 ft. cord and plug. Ship. wt. 28 lbs.

18E147-6X3568/3658..............................RETAIL **$54.95**

Model WP-T—Twin Reversible 12" fan. Two 1/40 H.P. motors—shaded pole, 115 volt 60 cycle AC. Equipped with 2-speed switch. 10 ft. cord and plug. Ship. wt. 25 lbs.

18E146-6X4092/4196..............................RETAIL **$62.95**

Model WP-12—12" Reversible fan. 1/40 H.P. motor—shaded pole, 115 volt, 60 cycle, A.C. Equipped with 2-speed switch, 10 ft. cord and plug. Ship. wt. [illegible]0 lbs.

18E145-6X2499/2563..............................RETAIL **$38.45**

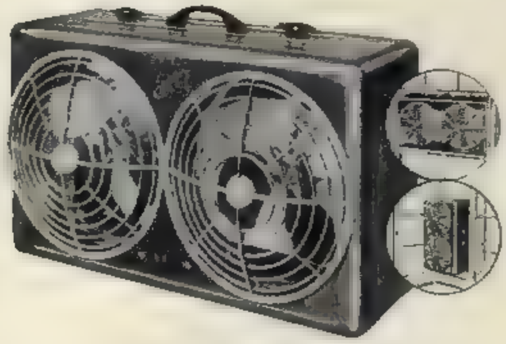
MODEL	Air Delivery High	Air Delivery Low	High	Low	Watts Max.	Dimensions Dia. Blade	Height	Width	Depth
	CFM-NEMA		SPEEDS						
RP-24	4800	3000	800	600	380	24"	27"	27"	7½"
RP-20	2900	2400	1040	720	160	20"	22"	22"	7½"
WP-20	2900	2400	1050	700	140	20"	22"	22"	7½"
WP-16	2100	1650	1100	725	137	16"	18½"	18½"	7½"
WP-T	2560	1600	1500	800	210	12"	14⅝"	27"	7½"
WP-12	1280	800	1500	800	110	12"	13½"	14⅜"	7½"

WELCH

WELCH AIR FLIGHT DELUXE HASSOCK FAN

A powerful fan that does a truly efficient job yet is designed to fit into the modern room like a functional piece of furniture. **This model produces more cubic feet of cooling air per minute than any other circulator—4500 CFM.** Sturdily constructed of alcohol proof and flame resistant plastic, will support [illegible] times its own weight. **Patented louver rings direct flow of air in all directions—yet completely enclose fan so that children or pets cannot bump or touch fan blades.** Very quiet—because motor literally floats on rubber bushings. **12" deep pitched four leaf wide area overlapping fan blades.** Conveniently located, foot-operated switch in base permits ready selection of **3 cooling speeds**—1750 RPM on high, 1250 RPM at medium, and 900 RPM at low. Mahogany plastic top and base and harmonizing buff louvers. **Super powered 1/15 HP. shaded pole type motor; 110-120V, 50-60 cycle AC. 15" dia., 14" high.** Ship. wt. 20 lbs.

18E84-6X3140/3378..............................RETAIL **$49.95**



WELCH TWIN MASTER

● 5 Cooling Speeds ● Reversible Twin Fans ● Extendable, Locking Slide Panels. Fits sash and casement windows. Amazing range of air delivery displaces 3,[illegible]00 cubic feet of cooling air per minute. **Draws enough fresh air to change air in 2 or 3 average size rooms every 2 minutes.** Fingertip control reverses fan blades to cooler, outside night air, or to exhaust hot stuffy inside air. Also enables two-way movement of air. **Extendable slide panels fit windows from 27" to 36" wide. Fits casement windows as small as 18" wide.** Fan blades recessed behind protective grill. Two 1[illegible]" fan blades. No noise or vibration. **Individually controlled motors with 3 speeds.** 110-115 volt, 50-60 cycle, AC. High 1450 RPM, Second 1250 RPM, Low 900 RPM. Portable, weighs only 25 lbs. Size 27" wide 16" high 10 [illegible]" deep. Beautifully styled in neutral Gray. **5 year motor warranty against mechanical or electrical defect.** Ship. wt. 25 lbs.

18E103-6X4387/4730..............................RETAIL **$89.95**

Semi-Porcelain Dinnerware Sets

MAKE-UP OF SETS

35-Pc. Set, Service for 6—contains 6 each: cups, saucers, sauce dishes, bread and butter plates, and 10" dinner plates. 1 each: Deep oval vegetable dish, platter, covered sugar bowl and creamer. Ship wt. 26 lbs.

53-Pc. Set, Service for 8—contains 8 each: Cups, saucers, sauce dishes, bread and butter plates, coupe soup bowl and 10" dinner plates. 1 each: Deep, round vegetable dish, platter, covered sugar bowl and creamer. Ship. wt. 44 lbs.

95-Pc. Set, Service for 12—contains 12 each: Cups, saucers, sauce dishes, bread and butter plates, salad plates, coupe soup bowls and 10" dinner plates. 1 each. Oblong vegetable dish, deep, round vegetable dish, 11½" meat platter, 15" meat platter, gravy boat, gravy boat tray, covered casserole, covered sugar bowl and creamer. Ship. wt. 90 lbs.

NATIONALLY ADVERTISED W. S. GEORGE POTTERY

Pine cone spray in fresh, natural coloring of brown, beige, green, and orange on pure white body. Bolero shape. Pie crust edge with Gold outline. See make-up of sets above.

6B34-1115—35-Pc. Set	RETAIL **$16.75**
6B35-1790—53-Pc. Set	RETAIL **$24.50**
6B36-3075—95-Pc. Set	RETAIL **$45.00**

Harbinger of Spring. Delightful sprays of Pussy Willow—gray buds, green leaves with shading of brown and pink. Pure white body. Ranchero shape, a coupe shape which has captured popular demand. See make-up of sets above.

6B37-1360—35-Pc. Set	RETAIL **$19.75**
6B38-2065—53-Pc. Set	RETAIL **$31.00**
6B39-3795—95-Pc. Set	RETAIL **$49.50**

Luxurious Spray of green leaves with delicately shaded flowers and buds in the new Shasta Shape. Pure white body with graceful French Curves. See make-up of sets above.

6B31-1060—35-Pc. Set	RETAIL **$15.50**
6B32-1600—53-Pc. Set	RETAIL **$24.00**
6B33-2915—95-Pc. Set	RETAIL **$43.00**

8" Openwork China Plates. Gleaming pure White china . . . detailed leaf openwork accented with gold striping on leaves and edge of plate. **Comes in apple, plum, and pear designs.** Pierced to hang on wall as wall plaque. Smart for serving cookies, cake, or fruit. **Packed 6 assorted (2 of each pattern) in carton.** Ship. wt. per carton 5 lbs.

635B23-630	RETAIL, SET OF 6, **$9.88**

3-Piece Child's "Yo-Ho" Set. Here's an interesting and delightful set which makes a strong appeal to the child's appetite. **Pure White porcelain with gold edging** . . . decorated with full-color pirate scene. Plate scene shows vegetables in natural colors and white milk bottles. **Set: 9" plate 6" cereal bowl, and handled mug, 3" high, and 3½" dia.** Packed in an eye-appealing gift box. Ship. wt. 4 lbs.

611B1-6X115 125	RETAIL SET **$2.25**

10-Piece Snack Set. Fine quality American semi-porcelain . . . beautifully finished with [illegible] coloring, and highlighted with White edging. **Contains** 4 cups, 4 plates, 1 large 11" service plate and 1 cake server. Dark Green. Packed 1 set in carton. Ship. wt. 8 lbs.

612B77 375—Green	RETAIL, SET **$6.50**
612B78-375—Chartreuse	RETAIL, SET **$6.50**
612B79-375—Silver Mist Gray	RETAIL, SET **$6.50**

FIESTA DINNERWARE

Fiesta . . . brilliant, gay and charming dinnerware . . . presents an endless opportunity to the hostess for creating a variety of table settings. A new and different setting is achieved by matching, color mixing, contrasting, or blending to suit the mood and occasion. Dinnerware with a multiple use—cheerful and gay for everyday use, individual piece or grouped pieces lend decorative note to the room setting. Quality semi-porcelain, in fashionable, modern design, beautifully proportioned. (NOT MAILABLE). NOTE: Additional pieces that come with the sets listed below. 1 Each: Yellow Creamer, Turquoise Covered Sugar Bowl, Rose 12" Platter, Grey 8½" Nappy.

25-Pc. set—service for 4. Colors: 1 piece each in Yellow, Turquoise, Forest Green, and Chartreuse. Packed 1 set in carton. Ship. wt 22 lbs.

610B302-950	RETAIL **$13.50**

35-Pc. Set—service for 6. Colors: 2 pieces each in Yellow, Forest Green, and Chartreuse. Packed 1 set in carton. Ship. wt 32 lbs.

610B303-1265	RETAIL **$17.95**

45-Pc. Set—Service for 8. Colors: 2 pieces each in Yellow, Turquoise, Forest Green, and Chartreuse. Packed 1 set in carton. Ship. wt. 42 lbs.

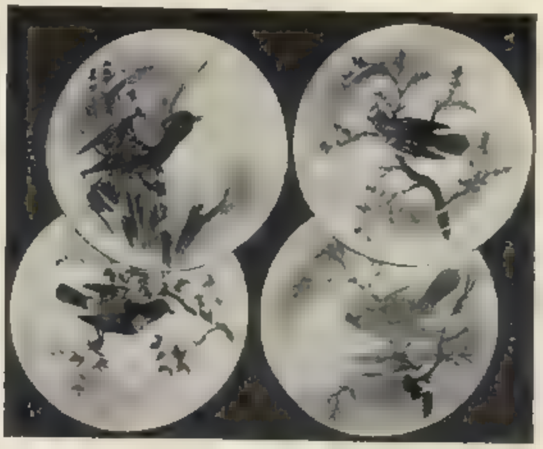
610B304 1595	RETAIL **$22.50**

China Wall Plates

HAND PAINTED WALL PLATES

Imported 9" ceramic wall plates masterfully hand painted with scenes of natural beauty. Their exquisite and realistic artistry make them ideal to hang on any wall in the home. They're easy to keep clean too—just wipe with a damp cloth. Each plate inscribed with artist's name. Available in four patterns as shown depicting sea boat, mountain, water and country scenes. Finished with gold edge.

635B12-155—Specify Pattern.............................. RETAIL, EACH $2.50



HAND PAINTED IMPORTED WALL PLATES

Set of 4 plates, 8" hand painted wall plates showing birds and foliage in beautiful, natural colors. Finely designed in [illegible]. An art [illegible] that is always in demand [illegible] decorative value for modern as well as period furnishings. **Sold only in sets of 4.** Ship. wt. per set [illegible] lbs.

635B13-435 .... RETAIL, SET $7.95

Hand Painted, Imported Wall Plates. Set of 4 fish design plates in natural colors. Fish designs of Spike Marlin, Sail Fish, Bass, and Trout. **8" plates with Gold edge. Sold only in sets of 4.** Ship. wt. per set 4 lbs.

635B21-380 . . . . . . RETAIL, SET $7.75

As above. Game bird wall plates—Pheasant, Mallard Duck, Grouse, and Partridge.

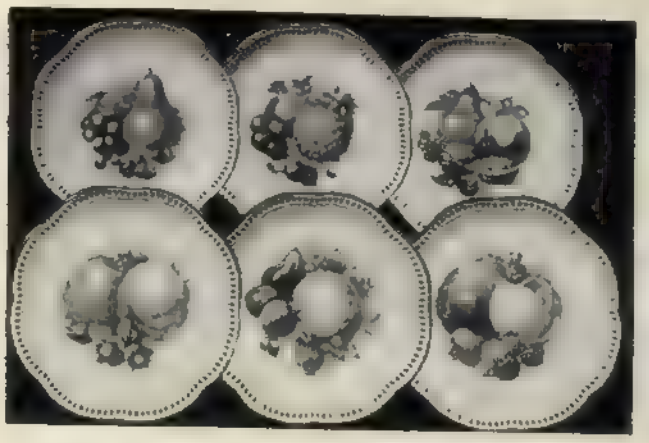
635B22-380 ....RETAIL, SET $7.75

ORNAMENTAL PICTURE PLATES

9" full-color plates ornamented with ½" 22K Gold edging intricately designed with delicate floral work. Made of fine China with a high luster glaze. Ship. wt. per dozen pair, 15 lbs.

640B34 115—Carriage pattern—2 styles. ...... RETAIL, PER PAIR $1.75
640B35 115—Bird pattern—2 styles . . RETAIL, PER PAIR $1.75
640B36 115—Dog pattern—2 styles . RETAIL, PER PAIR $1.75

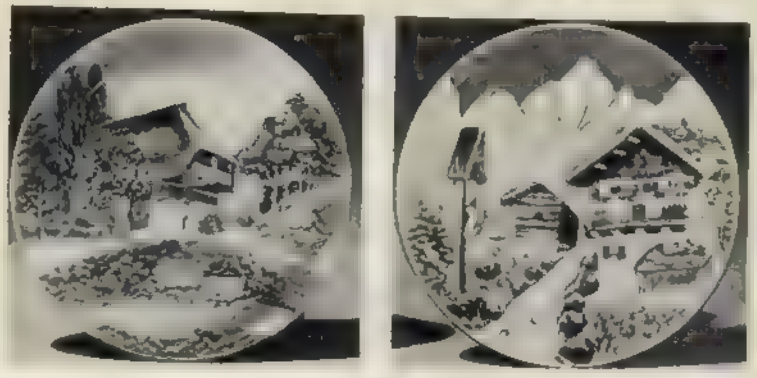
Tray for hanging plates. Metal eye clamped to cloth. M[illegible] backing.
640B37-90 . . RETAIL, PER DOZEN $1.20



IMPORTED FRUIT PLATES

Beautiful pure White China 7" fruit plates—made by Schumann, in Germany. Lovely fruit decorations in natural, beautiful colors. Interesting pierced and scalloped edge with gold trim and gold [illegible] of plates. **Packed in 6 assorted patterns to a bundle.** Ship. wt. per bundle [illegible] lbs.

635B20-438........................ .. . . RETAIL, BUNDLE OF 6, $7.50

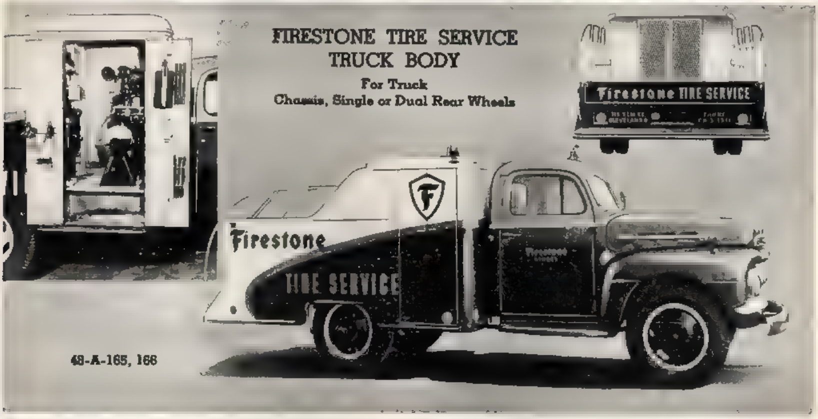


MADE IN GERMANY

Authentic scenes from the Black Forest in Germany on these imported wall plaque plates. Unique gift item with a genuine Old World charm. Brightly [illegible] on [illegible] porcelain plates. Different assorted Summer (shown above left) and Winter (shown above right) scenes. **Made in Western Germany.** Ship. wt. 3 lbs.

635B16-195—Summer Scene, 9" plate . . . . RETAIL, EACH $2.95
635B19-395—Summer Scene, 12" plate .... RETAIL, EACH $6.95
635B17-235—Winter Scene, 9" plate .... RETAIL, EACH $3.50
635B18-395—Winter Scene, 12" plate.................................RETAIL, EACH $6.95

EQUIPMENT AND SUPPLIES



FIRESTONE TIRE SERVICE TRUCK BODY

For Truck Chassis, Single or Dual Rear Wheels

48-A-165, 166

GENERAL SPECIFICATIONS—Here's a custom-tailored truck body that is the most efficient and complete tire service unit ever developed for Firestone Dealers and Stores. It has big roomy compartments to carry all needed equipment and tools, plus ample space to carry up to 18 large truck tires. All lettering is applied with exception of dealer name, street address and telephone number. Brilliantly colored with orange cab, blue and cream or red and white body in modern design, the new "Firestone" service truck commands attention and becomes a potent traveling advertisement of your service facilities.

The rugged, welded steel body is built for years of hard service. It can be transferred to a new chassis should you need to replace your chassis. The inside of the body is lined with 18 gauge corrugated steel for added strength and protection of side panels. Side panels are 18-gauge steel equipped with exterior rub rails. Marker lights and reflectors are furnished. All doors have built-in locks. Floor is 1/8" treadplate with high-tensile channel steel floor sills. Rear step provides easy access to body and simplifies loading of heavy tires. Truck hoist (48-H-87 or 172) can be mounted on either right or left side of body for added convenience in handling heavy tires.

LEFT HAND COMPARTMENT—The top shelf is designed to carry truck tubes or other merchandise. Bottom shelf holds two Truck Horses (48-H-170). There is also an additional tool compartment below the floor level.

REAR COMPARTMENT—The compartment for air compressor and air hose reel is located directly behind the cab in the front end of the body accessible from the rear through two mesh doors and through the right hand compartment doors. Special brackets are provided for mounting air hammer and impact wrench. A rack for 10 sockets and a box for air gauge and tire inflator are mounted on compartment wall. A steel compartment for Hot Patches is mounted on the rear partition.

RIGHT HAND COMPARTMENT—Provides adequate space for tools necessary for all types of tire service, and easy access to air compressor and hose reel. Recommended equipment for this compartment is as follows. (Order Separately)

1. **48-A-167 Air Hammer**
2. **48-A-133 Straight Tire Irons (2)**
3. **48-A-134 Curved Tire Irons (2)**
4. **48-A-72 4-Way Wrench**
5. **48-A-170 Truck Tire Spreader**
6. **48-A-135 Truck Bead Tool**
7. **48-A-87 Lock Ring Replacer**
8. **48-A-176 Impact Wrench**
   Or
   48-A-172 Impact Wrench
9. **48-A-114 Lock Ring Remover**
10. **48-A-127 Truck Rim Tool**
11. **48-A-73 Miracle Tool Set**
12. **48-A-136 Truck Tire Hammer**
13. **48-A-138 Rubber and Metal Hammer**
14. **48-A-92 Budd Nut Wrench**
15. **3-K-144 30-Ton Jack**
16. **8104 Schrader Valve Fishing Tool**
17. **3263 Schrader Valve Core Tool**
18. **8106B Schrader Air Gauge**
19. **48-A-173 Nelson Tire Inflator**
20. **Patching Material From Dept. 3**
21. **48-H-167 Air Compressor with Pressure Regulator**
22. **48-H-169 Air Hose Reel**
23. **3-H-36 Flags (3)**
24. **3-H-72 Fusee Flare Set**
25. **3-H-35 Flare Set**

In addition to the above service equipment, we recommend the following: Stoplight (3-H-24) with Dash Control Switch (3-H-31) and flasher attachment (secure locally) to be mounted on top of compressor compartment; roof-mounted Spotlight (3-B-717 with 3-B-718 Bracket) for the truck cab, and a Fire Extinguisher (3-H-2 or 3-H-95).

SPECIFICATIONS DUAL REAR WHEELS: Body mounts on a standard 130" to 137" wheelbase chassis with cab to rear axle measurement of 60" equipped with dual rear wheels. Body size, 132" long including rear step; 93½" wide; 67" high. Compressor compartment dimension, 34" wide; 64" long; 53" high. Recommended minimum rear-tire size, 7:00-17 8-ply

SPECIFICATIONS SINGLE REAR WHEELS: Body mounts on a standard 130" to 137" wheelbase chassis with cab to rear axle measurement of 60" (depending on make) originally equipped with single rear wheels. Body size, 126" long, including rear step; 84" wide; 67" high. Compressor compartment dimensions, 34½" wide; 60" long; 53" high. Recommended minimum rear-tire size, 7·50-20 10 ply when available.

HOW TO ORDER

The Firestone Tire Service Truck Body must be purchased through your Auto Supply Warehouse. Consult your Territory Salesman for complete instructions on the procedure to follow. Order truck chassis through your local truck dealer for delivery direct to Body Manufacturer (consult Auto Supply Warehouse for location) who will mount the body and make delivery via **drive-away service.** Your truck chassis will be painted blue, orange and cream or red and white colors by the Body Manufacturer if specified on the order. Your order should specify make, model, year, tire size and wheel base of chassis. Time payment terms on the body and related equipment are available if desired.

48-A-165—Dual Rear Wheels Wt. Ea. 1900.0 Lb.

48-A-166—Single Rear Wheels Wt. Ea. 1700.0 Lb.

RECREATION SUPPLIES

Firestone
THREE-SHIFT OUTBOARD MOTORS

- **Forward—Neutral Reverse Gear Shift For Safe and Convenient Operation.**
- **Steering Handle Throttle Control . . . Smoothly Increases or Decreases Speed . . . Gives Quick, Positive Control at All Times.**
- **Automobile-type Fuel System—Separate 6-Gallon "Fuel-O-Matic" Tank Gives Longer Running Time, Less Refueling. (3-gal. capacity on 5 H.P. model)**
- **One-Knob Operation of Choke and Carburetor Adjustment for Convenient, Simplified Control.**
- **High-Tension Magneto Combined With Positively Non-Flooding Carburetor and New Simplified Starter Assures Virtually One-Pull Starting.**
- **New Styling With Lightweight Shrouds Gives Complete Accessibility To The Entire Powerhead by Loosening Just Two Screws.**
- **New Simplified Shock Absorber Propeller Affords Maximum Shear Pin Protection.**
- **PLUS! Underwater Exhaust for Quiet Operation . . . Special Alloy Steel Connecting Rods and Torrington Needle Bearings for Long, Efficient, Trouble-free Service . . . Aircraft Precision Quality for Maximum Smoothness, Long Life, Dependability.**

16 H.P. ALTERNATE-FIRING TWIN — Recommended for boats 14 feet and longer. Has tilt-lock feature—locks motor in horizontal position until released. Maximum speed 30 miles per hour. Equipped with four convenient carrying handles.
SPECIFICATIONS. OBC certified H.P., 16 at 4200 R.P.M.; No. of cylinders, 2; Bore and Stroke, 2$\frac{11}{16}$" x 2$\frac{5}{16}$"; Piston Displacement, 19.95; Gear Ratio 17–23; Propeller Diameter and Pitch, 9" x 9"; Gas Tank, 6 gal.; Concentric Bowl Carburetor; Simplified Belt Automatic Winding Starter; Bearings: Torrington Needle Bearings and SAE 64 Bronze. Approx. net weight 85 lbs.

NOTE: Special Propellers are available to provide maximum efficiency. Information furnished upon request from your warehouse.

10-A-105—East $329.95 **Coast $334.95**
Wt. Ea. 115.0 Lb. Cont. Quantity 1

10 H.P. ALTERNATE-FIRING TWIN—Recommended for boats 14 feet and longer. Maximum speed 24 miles per hour. SPECIFICATIONS. OBC certified H.P. 10 at 4200 R.P.M.; No. of cylinders, 2; Bore and Stroke, 2.172 x 2; Piston Displacement, 14.69; Gear Ratio, 13-21; Propeller Diameter and Pitch, 8½ x 10; Gas Tank, 6 gal.; Concentric Bowl Carburetor; Simplified Belt Automatic Winding Starter; Bearings: Torrington Needle Bearings and SAE 64 Bronze. Approx. net weight 59 lbs.

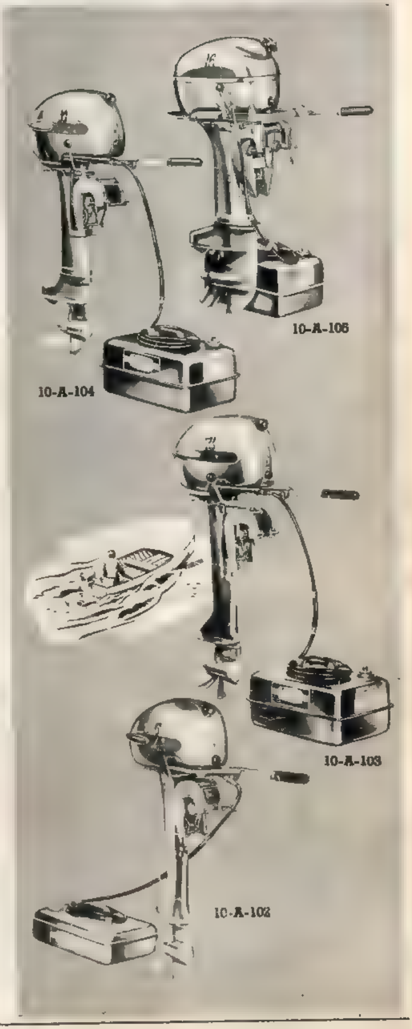
10-A-104—East $279.95 **Coast $284.95**
Wt. Ea. 81.5 Lb. Cont. Quantity 1

7½ H.P. ALTERNATE-FIRING TWIN—Recommended for boats 14 feet and longer. Maximum speed 20 miles per hour. SPECIFICATIONS: OBC certified H.P., 7.5; No. of cylinders, 2; Bore and Stroke, 2 x 1¾; Piston Displacement, 11.0; Gear Ratio, 13-21; Propeller Diameter and Pitch, 8 x 7½; Gas Tank, 6 gal., Concentric Bowl Carburetor; Simplified Belt Automatic Winding Starter; Bearings: Torrington Needle Bearings and SAE 64 Bronze. Approx. net weight 50 lbs.

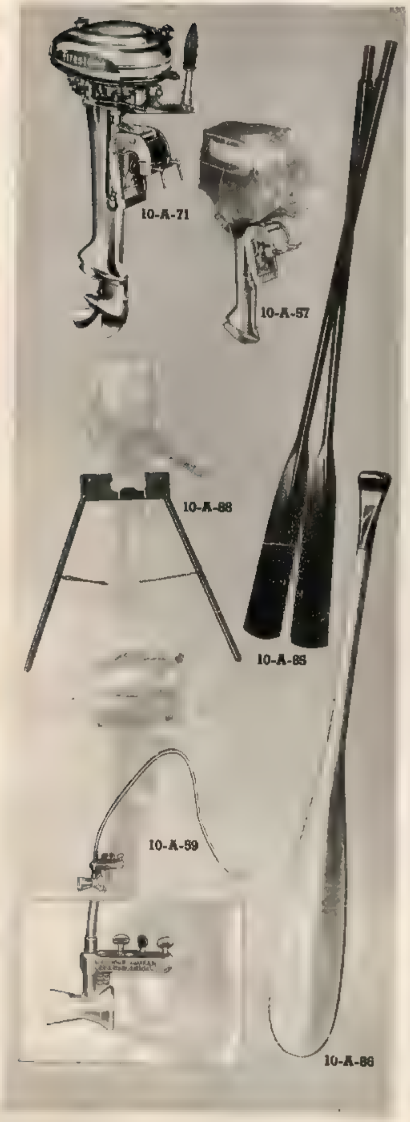
10-A-103—East $219.95 **Coast $224.95**
Wt. Ea. 72.5 Lb. Cont. Quantity 1

5 H.P. ALTERNATE-FIRING TWIN — Recommended for boats 10 feet and longer. Maximum speed 17 miles per hour. SPECIFICATIONS: OBC certified H.P., 5; No. of cylinders, 2; Bore and Stroke, 1$\frac{11}{16}$" x 1$\frac{43}{64}$"; Piston Displacement, 7.48; Gear Ratio, 13 x 21; Propeller Diameter and Pitch, 7½" x 6"; Gas Tank, 3 gal.; Concentric Bowl Carburetor; Simplified Belt Automatic Winding Starter; Bearings, Torrington Needle Bearings and SAE 64 Bronze. Approx. net weight 42 lbs.

10-A-102—East $199.95 **Coast $204.95**
Wt. Ea. 66.0 Lb. Cont. Quantity 1



Popular Outboard Profit-Makers



3.6 H.P. *Single Cylinder* OUTBOARD MOTOR

Fast-selling, low priced model. Economical, yet it has everything—performance, dependability and appearance. Automatic recoil starter makes starting easier. New high-intensity magneto gives hotter spark for quicker starting and lower idling speed. Positive non-flooding, push-type choke. Quiet too, because jet silencer buries exhaust and fumes under water Positive-action water pump keeps motor cool at all speeds. Drop-forged hardened steel connecting rods with roller bearing for long life. All castings specially treated to prevent corrosion. Streamlined gas tank holds one gallon. Equipped with safety chain lug to help prevent motor loss. Steering handle serves as carrying handle. Speed range of one to twelve m.p.h. Develops 3.6 horsepower at 4000 revolutions per minute. Actual weight 40 pounds. Handsome green finish. Recommended for large canoes and row boats 12 feet and under with capacity of one or two and as an auxiliary motor for sailing craft.

10-A-71—East $114.95 **Coast $114.95**
Wt. Ea. 53.0 Lb. Cont. Quantity 1

OUTBOARD MOTOR COVER

Protects motor from moisture. Made of durable, six-gauge, clear Firestone Velon. Impervious to gas and oil. Has heavy draw string at bottom to completely enclose motor assembly. Heavy stitched binding. Large—fits even the 10 H.P. motor.

10-A-57—East $1.19 **Coast $1.19**
Wt. Ea. .50 Lb. Cont. Quantity 12

New

OUTBOARD MOTOR DISPLAY STAND

This dandy stand will hold the motor securely in place and display it to its best advantage—out where the salesman can point out the features and where the customer can inspect it. Holds all Firestone motors. Has a hardwood mounting block and sturdy chain to hold the motor. The legs are sturdy ⅞" chrome-plated steel tubing with plastic tips. Height 25", width at base 27".

10-A-88— Wt. Ea. 4.7 Lb. Cont. Quantity 3
Minimum order 3 or multiples thereof.

OARS

Made of selected ash to assure long, rugged service. Will not warp or splinter, durable gray finish gives added protection. Lightweight, easy to handle, standard 6½-ft. length.

***10-A-85—East $6.95** **Coast $6.95**
Wt. Ea. 10.0 Lb. Cont. Quantity 6 Pr.

CANOE PADDLE

Here's a canoe paddle that's easy to handle with a shaped grip on the tip to comfortably fit the hand. Made of selected straight grain ash with a smooth varnish finish. Length 4½-ft.

***10-A-86—East $2.98** **Coast $2.98**
Wt. Ea. 2.0 Lb. Cont. Quantity 12

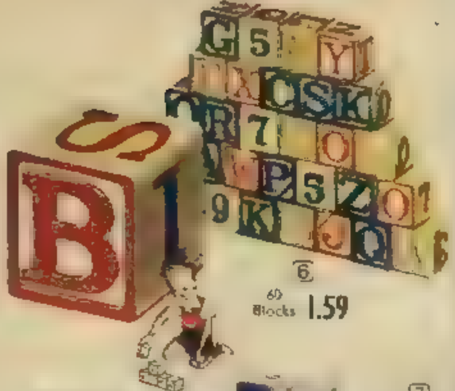
New

K-B BOAT BAILER

Fits all motors having a cavitation blade. Attaches in seconds—no holes to drill. Bails the boat automatically in roughest water or weather and eliminates the need for tipping out, hand bailing or sponging. Pumps up to 4 gallons a minute. Nothing to get plugged up and no moving parts to wear out. Works quietly and efficiently off venturi-vacuum created by propeller-driven water. Comes equipped with 6 feet of ½" vinyl hose.

10-A-59—East $6.95 **Coast $6.95**
Wt. Ea. 2.0 Lb. Cont. Quantity 6

***Firestone Stores should not stock.**



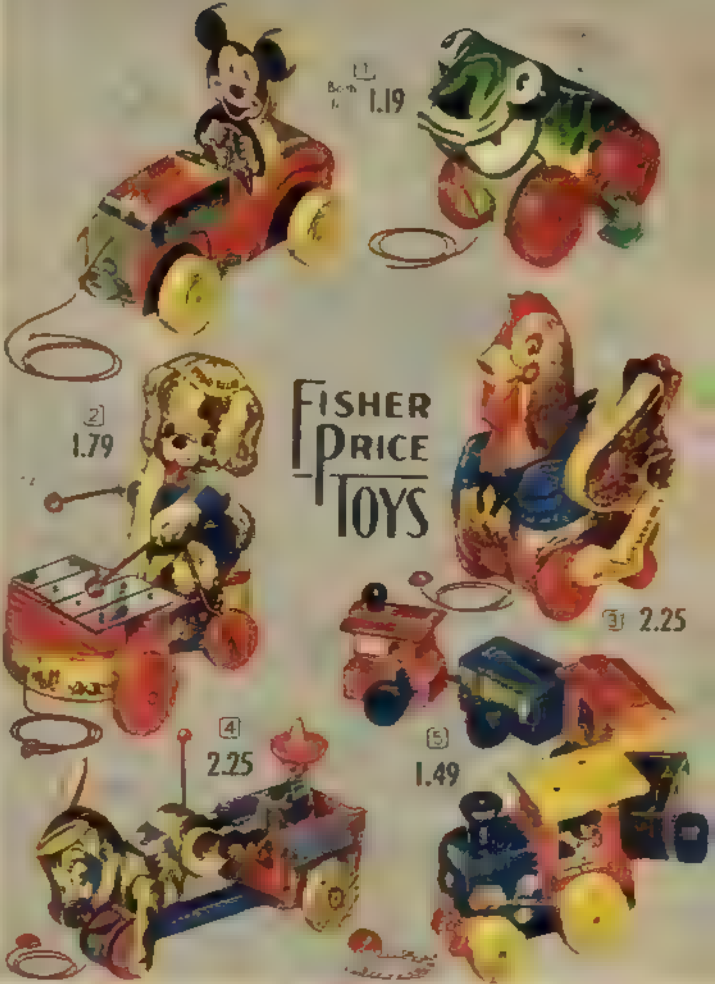
6
60 Blocks 1.59

7
Plastic Blocks
1.39

Shuttles back and forth ding dongs at every stop

8 1.69

FISHER PRICE TOYS



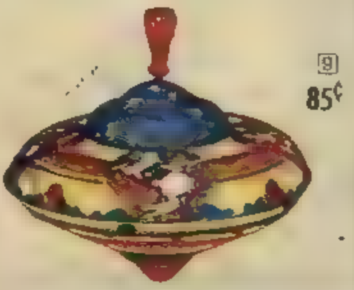
1
Both 1.19

2
1.79

3 2.25

4
2.25

5
1.49

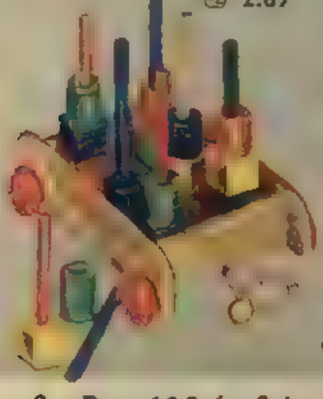


9
85¢

PLAYS A REAL TUNE

10
3.49

11
1.98



12 2.69

13 1.79

14 1.69

15 1.79

OUR IDEEL
THE MOST FEERLESS FOSDICK OF THEM ALL

Nothing else is

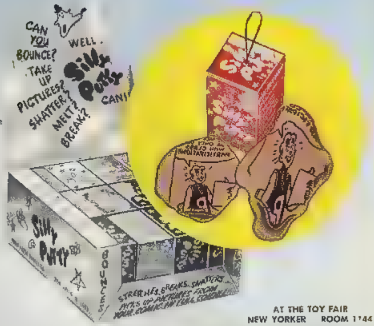
Silly Putty

Always standard quality, quantity, price
The World Over!

Can you...

Take up pictures in color?
Bounce higher than a rubber ball?
Stretch like taffy?
Break like a biscuit?
Sell for a dollar all year 'round?
Melt into a quiet little puddle?

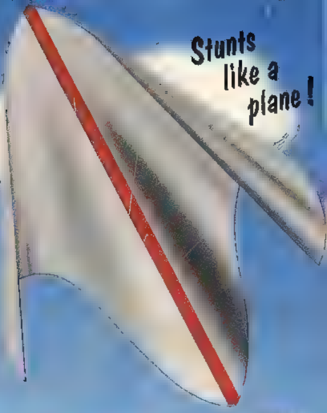
Silly Putty can and does!


CAN YOU BOUNCE? TAKE UP PICTURES? SHATTER? MELT? BREAK?
WELL, Silly Putty CAN!
Silly Putty
BOUNCES
STRETCHES, BREAKS, SHATTERS, PICKS UP PICTURES FROM YOUR COMIC IN FULL COLOR!

AT THE TOY FAIR
NEW YORKER ROOM 1144

SILLY PUTTY MARKETING P. O. BOX 741, NEW HAVEN, CONN.

Sales Soar!



Stunts like a plane!

When you sell the amazing new

FLEXIKITE

The first frameless, flexible, heavier-than-air craft

The sky's the limit with Flexikite — an entirely new scientific flight conception, a new sport and pastime. It opens up a vast new market. The Flexikite, made of DuPont Mylar—world's toughest man-made film, can be controlled in flight to dive, loop and figure-eight. Never before such a performance. And the Flexikite is crashproof, waterproof, eye-catching in silver beauty.

The Flexikite has been scientifically packaged and styled to sell as easily as it soars. Two types to meet every customer need: The Comet — fully assembled; and the new Shooting Star — a simple, foolproof kit. Flexikites are worry-free merchandise, too, do not damage in handling. Write today for full information.

FLEXIKITE COMPANY

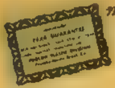
424 TEMPLE ST., NEW HAVEN, CONN.

AT THE TOY FAIR
NEW YORKER — ROOM 1144

Florence DINNERWARE

molded of MELMAC

— by America's oldest molder of plastic



Guaranteed against breaking, cracking and chipping

The beauty of Florence Dinnerware is matched by its durability and utility. Molded of Melmac, the world's finest plastic material for this purpose . . . dishes are odorless, non-inflammable and safely washable in boiling water, in sink or dishwasher.

STARTER SET — 16 pieces

Consists of four each — 10" Dinner Plates, 6¼" Bread/Butter Plates, Cups, Saucers. 5 lbs.
COLORS: Sunset Red, Yellow, Turquoise or Bone White.

NO.	LIST	NET	4 LOT
M-1947	15.95	10.65	9.57

SERVICE SET — 6 pieces

Consists of Large Platter, Vegetable Dish, Divided Vegetable Dish, Creamer, Sugar Bowl. 4 lbs.
Red, Yellow, Black, Turquoise

NO.	LIST	NET	4 LOT
M-1950	13.95	9.30	8.37

DINNER SET — 20 pieces

Consists of four each — 10" Dinner Plates, 6½" Bread and Butter Plates, Soup/Cereal Bowls, Cups and Saucers. 7½ lbs.
COLORS: Combination of Sunset Red and Dawn Grey or combination of Turquoise and Bone White.

NO.	LIST	NET	4 LOT
M-1948	19.95	13.30	11.97

OPEN STOCK

Individual items may be purchased in lots of 12 of a color. Write for prices.

DINNER SET — 42 pieces

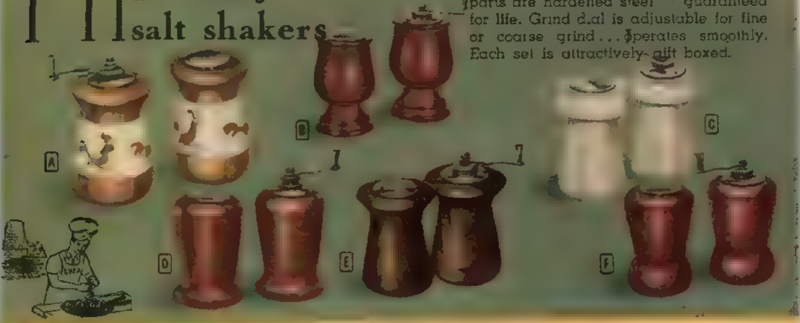
Consists of six each of 10" Dinner Plates, Salad Plates, Bread/Butter Plates, Soup/Cereal Bowls, Cups, Saucers. Also one each of Large Platter, Vegetable Dish, Divided Vegetable Dish, Creamer and Covered Sugar Bowl. Wt. 15 lbs.

COLORS: Fiesta Pack — combination of colors, as illustrated. Also in solid colors of Noon Yellow, Turquoise or Bone White.

NO.	LIST	NET	4 LOT
M-1949	49.95	33.30	29.97

Epicure's Delight pepper mills with matching salt shakers

Smart hostesses add charm and distinction to every dining occasion with these graceful pepper mills that noiselessly grind the pepper corn to add rich, flavorful zest to your favorite dish. All cutting gears and moving parts are hardened steel guaranteed for life. Grind dial is adjustable for fine or coarse grind . . . operates smoothly. Each set is attractively gift boxed.



A) ROOSTER RACE M-2372

Gaily decorated ceramic sleeve on hard Rock Maple. 5" tall.
Set LIST $6.95 NET $4.17

IVY DESIGN on Rock Maple
M-2373 LIST $6.95 NET $4.17

B) SHERATON

A graceful design to blend with period table settings.
A) Mahogany **B)** Maple finish
M-2370 LIST $8.95 NET $5.37

C) ACCENT

A dramatic modern design.
M-2371A—High gloss ebony black with brass fittings.
M-2371B—Polished blonde wood with stainless steel fittings.
Set LIST $6.95 NET $4.17

D) EARLY AMERICANA

Finest hard Rock Maple from Northern Maine woods.

SALEM	BLONDE	MAHOGANY
M-2374A	**M-2374B**	**M-2374C**

Set LIST $4.95 NET $2.97

E) MANHATTAN

A new design that will find favor in the modern home. Choice of two finishes. 5" tall.
M-2376A—Black Walnut
M-2376B—Blonde finish
Set LIST $6.95 NET $4.17

F) ROYAL

Two fine western woods beautifully turned and hand finished.
M-2375A—Redwood burl
M-2375B—Oregon Myrtle
Set LIST $6.95 NET $4.17

Frankel Associates Inc.

56 WEST 45th STREET • NEW YORK 36, N. Y.

AT THE TOY FAIR — ROOM 1211 HOTEL NEW YORKER

YOU, TOO, CAN PREVIEW

AMERICA'S LARGEST, MOST ORIGINAL LINE OF

CHRISTMAS DECORATIONS AND ORNAMENTS

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

Frankel

"Famous name in
Christmas
Ornaments and
Decorations"

LOS ANGELES
[illegible]

DETROIT
[illegible]

CHICAGO
[illegible]

the "Down East "42" . . .

BUILT

IN

MAINE

TO TAKE IT!

BY---

TRULY A DEEPWATER SAILOR'S BOAT! the Down East "42" is a return to the approved principles of State of Maine Off-Shore Power Boats combined with the best in design, materials and backed by years of shipbuilding experience. Level riding . . . Highly Manueverable the Down East "42" . . . 41′ 10″ enables todays sportsfisherman to make his home on the water . . .anywhere!

Send for complete information brochure today!

FRANK L. SAMPLE & SON, INC. . SHIPBUILDERS - - - -
•BOOTHBAY HARBOR, MAINE

acteristics—for use in bonding, laminating, surface finishing, molding, and construction in association with fiberglass cloth. Even the most ardent advocates of fiberglass would not claim it a miracle product to be used without regard to the nature of the work it is expected to do. But, properly applied, according to its manufacturer's explicit directions, it does open up completely new concepts of leak-proof, rot-free, long-lived, construction techniques, in which maintenance problems are reduced to an absolute minimum. Plastic molding of one-piece hulls and superstructures is now practical, not only in the many forms of small craft, but even cruisers and auxiliaries as well.

Aluminum has forged into prominence as a basic material for boat construction. Applied first in specialized usage to create strong lightweight spars and similar parts, it has lately, with its present unrestricted availability, been chosen by many manufacturers as a material for fabrication of the whole boat light, tight and durable. The scope of its applicability is only beginning to be appreciated. Aquaplanes of aluminum are available today—even houseboats, 30 odd feet in length, complete with every facility, including refrigeration and air conditioning.

Aquaplaning and water-skiing have a host of devotees. The sport seems to go hand-in-hand with, and follow as a natural adjunct to, today's high-powered outboards with their exhilarating speeds and flashing performance. The powerful, silent motors of 25 h.p. and more plane big runabouts out, with not one, but an entire team of skiers, tethered in their white wakes.

Practical, economical utility boats are riding a well-deserved wave of popularity. They're available in a great range of sizes and types, for fishing, camping, general knockabout use—or just for getting the family afloat for the sheer fun of it. The Navy top, resurrected from an earlier day and modernized for maximum convenience, is a logical accessory. Today, the "utility" no longer connotes a plodding "launch"—with its real utility compromised for want of comfort and speed. You can have both . . . and powered, believe it or not, even with twin screws in hulls as small as 21 feet!

Lapstrake skiffs are perennial favorites. Many of the big builders are turning them out in popular utility sizes. Like their big brothers, whether inboard- or outboard-powered, they combine runabout speeds with rough water ability.

In the realm of big inboard design, trends in the automotive field are reflected in new concepts of styling and luxury of accommodations. When combined with a basically seaworthy and well engineered hull, the result adds up to distinctive achievement. Lines are flowing, to integrate superstructures into a more unified profile. Materials are chosen with an eye to beauty as well as utility. Color is used to create new standards of harmony in decoration and finish

The power to drive these pleasure craft of a new era can be almost anything the boatman desires. If economy is the criterion, there is a wide range of unobtrusive little motors that stow away below, completely isolated from living quarters. If a diesel is preferred, hull size and weight impose few limitations . . . the "small-boat" diesel is an accomplished fact. If speed is the paramount consideration, there are new V-8's that unleash hundreds of horsepower at the touch of a throttle

Yes, beyond any question, we have entered a new era. Look where you will, the evidence is only too clear. Every indication points toward expansion of this universal sport in ever-widening circles. It takes but a brief sail in practically any type of pleasure boat to convert landsman to boatman. With growing facilities for service and maintenance in the form of efficient marinas appearing on all the navigable waterways, and the last obstacle to low-cost boating hurdled, we can look forward with assurance to the day when the "boatless" family will be an exception rather than the rule.

for Home • SYLVANIA RADIOS • for Sport

Sylvania Deluxe

'Balladier' TABLE RADIO

A masterpiece of distinctive styling with sweeping modern lines, contemporary design. The world's most advanced radio chassis. It's a big 6 tube performer with ample power for extra distance. Stamped loop antenna and full-range Alnico speaker for wonderful reception and excellent tone. Sturdy plastic cabinet in your choice of four 2-tone color combinations: ivory with ebony, red, turquoise or green. Wt. 5 lbs.

M-2427X1995 RETAIL LIST $28.95

Sylvania NIGHTLIGHTER

DELUXE RADIO-CLOCK

A wonderful, new musical servant **with soft glowing Panelescent lighting . . .** makes an ideal nightlight. Large, easy-to-read clock. Clock turns on radio at any desired time—also turns appliance outlet on automatically. 'Sleepyhead' alarm buzzes seven minutes after radio turns on. 'Lull-a-bye' switch turns radio off at prechosen time. 14⅛" wide. Colors: Cardinal Red, Bottle Green, Ebony, Sand. 9 lbs.

M-2426X3495 RETAIL LIST $48.95

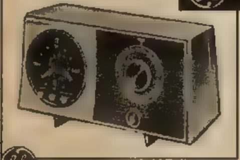
Sylvania Deluxe

'Melodie' RADIO-CLOCK

It's a pleasure to wake up to the musical prompting of this versatile clock radio. No oversleeping, either, because alarm buzzes gently 7 minutes after the radio turns on your program. Radio has outstanding tonal quality, performance. Accurate Telechron timing mechanism is silent, shockproof. Appliance outlet even starts the morning coffee perking. In handsome 2-tone plastic cabinet with contrasting metal trim. Wt. 6½ lbs.

M-2428X2995 RETAIL LIST $43.95

GENERAL ELECTRIC TABLE and CLOCK RADIOS



CLOCK RADIO

This is music where you want it, when you want it. Wake up to music or buzzer alarm. And when you're ready to go to sleep, pre-set the radio to turn off automatically within 60 minutes. What could be more convenient than that? Also, the Dynapower speaker gives excellent sound reproduction. Outside antenna unnecessary under normal conditions. Smartly styled compact cabinet. Your choice of gray and blue, gray and cardinal, or all gray. Wt. 7 lbs.

M-2461X2895 RETAIL LIST $39.95

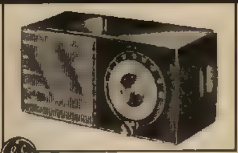


TABLE RADIO

The ultimate in listening pleasure, for a radio of this size. Use it as a radio . you'll be delighted with its clear, sparkling sound reproduction. Or plug in your record player, notice the freshness and beauty of your old favorites. 4 tubes plus rectifier. Outside antenna unnecessary under normal conditions. Cabinet in mahogany color, ivory or cardinal. Wt. 6 lbs.

M-2462X2495 RETAIL LIST $34.95

NET PRICE CODE on Index Page

CLOCK RADIO

A spectacular little beauty that does more things than any other radio of its size. Wake up to music or buzzer alarm. Go to sleep, first setting radio to turn off in 60 minutes. Enjoy it as a radio of excellent tone quality and performance, or plug in your record player for added enjoyment of your favorite records. Turns home appliances on at any time you set, turns them off at any time within 60 minutes. Mahogany color, ivory or pink. Wt. 7 lbs.

M-2460X3195 RETAIL LIST $44.95

Granco 'Music Hall'

AM-FM RECEIVER

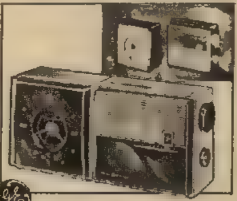
Superlative radio entertainment at a price everyone can afford. Enjoy the wide selection of fine music, free from commercial interruptions, as only found on FM broadcasts. Standard stations may be tuned in on the AM band. Smart, compact styling fits anywhere. Antenna is built-in, no installation required Ebony plastic cabinet. Wt. 5 lbs.

M-2470X3295 RETAIL LIST $42.95

GRANCO FM RECEIVER

Similar in appearance and compactness to above. For FM reception only.

M-2471X2595 RETAIL LIST $33.95

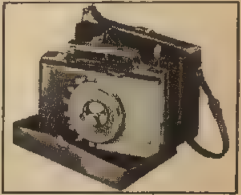


CONVERTIBLE RADIO

- **Use it as an automatic Clock-Radio or as a lightweight Portable**

A revolutionary new G.E. development! As a Clock-Radio it offers 'Wake-up-to-music Buzzer Alarm' and 'Sleep Switch' that turns off radio automatically To use as a portable separate the clock and radio section. Radio will operate as a portable on its own batteries Clock will continue to operate. Choice of two-tone Grey or Red. 12¾" wide. Complete w/ batteries Wt. 8 lbs.

M-2458X3895 RETAIL LIST $53.20



Sylvania

SKYLARK PORTABLE with case

A 'personal' radio anyone will be proud to own! Combines small size — 9"x6"x 2½" with outstanding performance. Operates instantly without warm-up. Power regulator can extend battery life as much as 30%. Handsomely styled high impact case in four colors—Green, Taffy, Cherry and Driftwood. Furnished complete with batteries and smart top-grain leather carrying case with shoulder strap.

M-2422X2295 5 lbs. RETAIL $29.95

Grosset & Dunlap

BOBBSEY TWINS PLAY BOX

Features 2 large die-cut dolls printed in 4 colors, mounted on extra heavy cardboard. Set includes 26 different costumes, each flocked in different colors or ornamented with Sparkles and Spangles. There are also 3 activity books featuring the famous Bobbsey Twins. Box is 11¼ x 17¼ inches.

No.	Retail	Packed	L.P.L.	P.L.
EG153-C2000	$1.98	12 each		

P.L. weight 25 lbs.

Gabriel

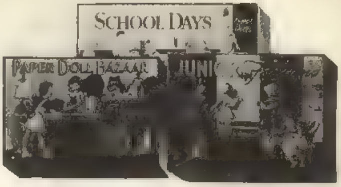
BETSY McCALL BIGGEST PAPER DOLL

Life size 3-dimensional paper sculpture doll that stands 32 inches tall. Betsy is featured in McCall's magazine every month. Full color box, 13½ x 17 inches, contains detailed instructions, doll dress materials by Burlington Mills, Dennison and Roylies, patterns for making a complete doll wardrobe and accessories. For ages 6 to 10.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG153-D-90	$1.98	12 each	20 lbs.		

Gabriel

PAPER DOLL SETS ASSORTMENT



1 dozen assortment in 1 carton, 4 boxes each of Paper Doll Bazaar, Junior Fashions and School Days, each with a set of dolls, costumes and accessories. Boxes are 16 x 11½ and 17 x 11½ in. with full color varnished tops.

No.	Retail	Packed	Asst.
EG153-D115	$0.98 box	1 asst. N.L.S.	

Asst. weighs 13 lbs.

Grosset & Dunlap

JOLLY JUMP-UPS BOOK ASSORTMENT

JOLLY JUMP UPS
JOLLY JUMP
JOLLY JUMP-UPS
JOLLY JUMP

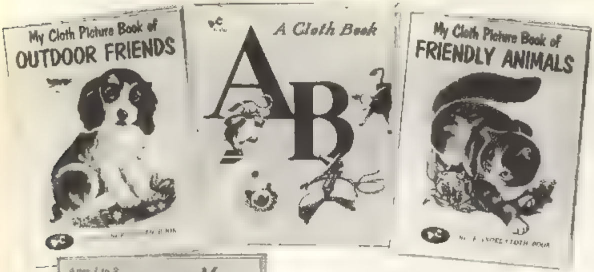
An assortment of 1 dozen colorful 3-dimension jump-up books, 10-3/4 x 7-5/8 inches and 10-5/8 x 8-3/8 inches. Titles include Their New House, On the Farm, Vacation Trip, Favorite Nursery Stories, Mother Goose Book, See the Circus, Zoo Book, A Child's Garden of Verses, ABC Book, Number Book, Journey Through Space.

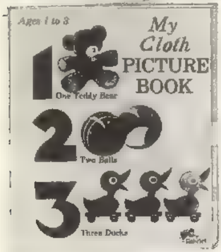
No.	Retail	Packed	Asst.
EG153-2900A	$0.98 ea.	1 asst. N.L.S.	

Asst. weighs 12 lbs.

Gabriel

CLOTH BOOK PACKAGES


My Cloth Picture Book of
OUTDOOR FRIENDS
A Cloth Book
AB
My Cloth Picture Book of
FRIENDLY ANIMALS


Ages 1 to 3
My Cloth PICTURE BOOK
1 One Teddy Bear
2 Two Balls
3 Three Ducks

Four different 8¼x9½ inch books in a package. Books have 8 pages printed in bright colors on starched muslin. They feature attractive artwork on subjects that appeal to children. Included are ABC's, 1-2-3 Numbers, Friendly Animals, Outdoor Friends. For children aged 1 to 8 years.

Retail $0.98 pkg. of 4

No.	Packed	L.P.L.	P.L.
EG154-404/7	12 pkgs.		

P.L. weight 16 lbs.

Grosset & Dunlap

SANTA'S CUCKOO CLOCK

SANTA'S CUCKOO CLOCK

An amazing book with 8 different action features; cuckoo comes through the cover, Santa's hands and feet pop out, working crossing gate with "stop" and "go" signs, and many others.

No.	Retail	L.P.L.	P.L.
EG154-C1451	$1.25		

Pkd. 24 ea. - 18 lbs.

Gabriel

BRING ME SOMETHING BOOKS ASSORTMENT

GABRIEL BRING-ME-SOMETHING SERIES
THE GINGERBREAD MAN

An assortment of 1 dozen boxes in one carton, 3 boxes each of 4 kinds; Trace and color books (4 to a box), Paste 'Em books (4 books with gummed pages to a box), Story Coloring books (6 books) and Follow the Dots books (4 books to a box). Colorful windowed boxes 10¾x13¼ inches.

No.	Retail	Weight	Asst.
EG154-3000	$0.98 bx.	9½ lbs.	

Pkd. 1 asst. N.L.S.

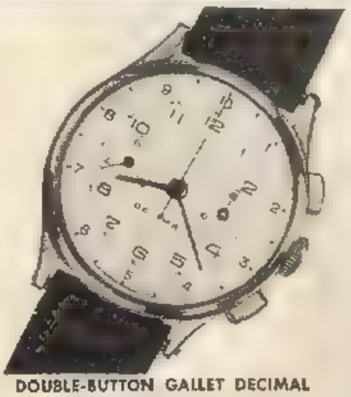
Gabriel

PLAY-BY-MYSELF ACTIVITY ASSORTMENT

Gabriel
PLAY-BY-MYSELF SERIES

An assortment of 1 dozen boxes in one carton, 2 boxes each of 6 types; 2 types of boxed paper dolls (for ages 5 to 10) with dolls, costumes, scissors and hangers; 2 types of boxed sewing cards (for ages 3 to 6) with 5 colored laces and 5 cards in a box; 2 types of stencil sets (for ages 4 to 7) with 5 stencils, drawing paper and crayons. In windowed display boxes 9¼x12 inches.

No.	Retail	Packed	Weight	Asst.
EG154-1500	$0.60 bx.	1 asst. N.L.S.	8 lbs.	

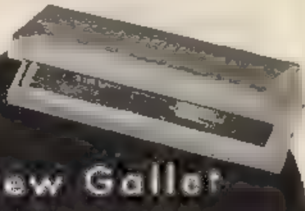


DOUBLE-BUTTON GALLET DECIMAL CHRONOGRAPH WITH TIME-OUT FEATURE

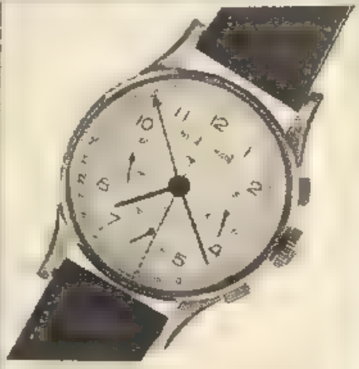
45 minute register, stainless-steel case, 14 ligne. 17 jeweled quality movement

No 993/10W-4550 Sug Retail $91 00

Presented in individual boxes these chronographs make effective gifts for executives.



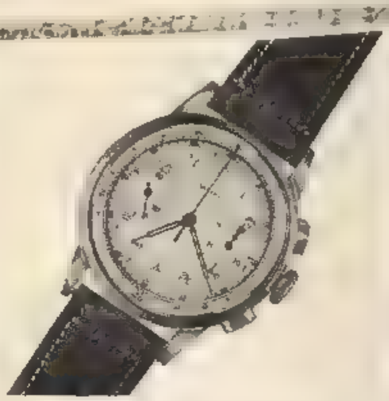
New Gallet Chronographs



GALLET CALENDAR CHRONOGRAPH

[illegible] type Calendar Watch [illegible] day, date and month with 30 minute register, 17 jeweled excellent quality movement, 14 ligne, steel case, time-out feature, 12 hour register

No. 997W-7670 Sug Retail $153 40
No. 1997W-12800—14K Solid Gold Sug Retail $256.00



DOUBLE-BUTTON GALLET CHRONOGRAPH 30 MINUTE REGISTER

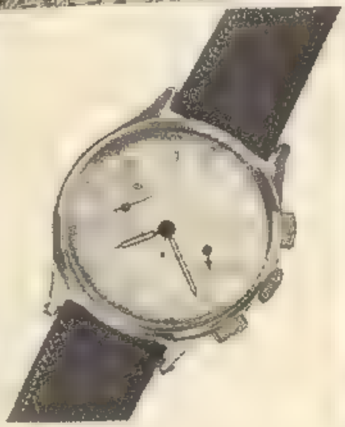
14 ligne, 17-jeweled dependable movement. Steel back case with time-out feature. For aviators, auto-mobile and motor boat racing, and [illegible] speed [illegible]. On the [illegible] the [illegible] sweep second hand [illegible] the miles per hour

No. 1024/7W-3055—Tele and Tach Dial Sug Retail $61 10
No. 1024W-3055—Plain Dial Sug. Retail $61 10

The traditional skills and engineering know-how of Gallet craftsmen, handed down through 4 generations, are evidenced in the precise performance of these fine chronographs. They are recommended for a wide range of time measurements—for sports, for science, for professional and for many industrial usages.

Items on this page subject to Federal Excise Tax

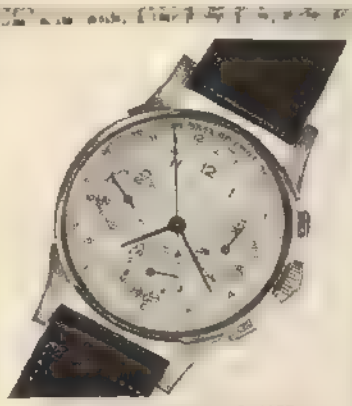
Prices subject to change without notice.



DOUBLE-BUTTON GALLET CHRONOGRAPH

45 minute register, stainless steel case; 14 ligne [illegible] jeweled quality movement

No 993W-4550 Sug. Retail $ 91 00
No 993RW-4550—Rad Dial Sug Retail $ 91 00
No 993/7W-4550—Tele Dial Sug Retail $ 91 00
No 993/7RW-4550—Tele.-Radium Dial Sug. Retail $ 91 00
No 1993W-9815—14K Solid Gold Sug Retail $196 30



NEW DOUBLE-BUTTON GALLET CHRONOGRAPH

30 minute register, 14 ligne, 17 jeweled high quality movement. Steel case, time-out feature, 12 hour register for aviators, automobile and motor boat racing. After timing a measured mile the sweep second hand will show the miles per hour on the Tachometer scale

No 1030W-5000—Plain Dial Sug Retail $100 00
No. 1030/7W-5000—Tele. Dial Sug Retail $100 00
No 1030/RW-5000—Rad Tele & Tach Dial Sug Retail $100 00

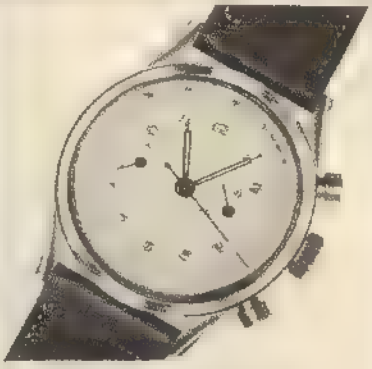
The symbol "/7" after numbers designates the use of Telemeter (and Tachometer) dials.

TACHOMETER

To measure speed over a fixed course: Start the chronograph when crossing the starting line and stop it when the finish line is crossed. The sweep second hand will show the exact speed in miles per hour on the Tachometer scale, which is based on a measured mile.

TELEMETER

To measure the distance of an incident by sound: Start the chronograph when the flash of a barrage or lightning is seen; stop it when the noise is heard. The sweep hand will show the distance of the incident in miles on the Telemeter dial.



FINE QUALITY STAINLESS STEEL GALLET CHRONOGRAPH

Incabloc feature, 14 ligne 17 jewels, 45 minute register, water resistant

No 1034W-5005—Plain Dial Sug Retail $110 10
No 1034WR-5005—Rad Dial Sug. Retail $110.10
No 1034/7-5005—Tele. & Tach. Dial Sug Retail $110.10
No. 1034/7R-5005—Rad. Tele. & Tach Dial Sug Retail $110.10

Prices subject to change without notice.

New Gallet Chronographs and Racine Watches

RACINE NURSES' WATCH — INCABLOC†

This [illegible] model has the same [illegible] features [illegible] the other [illegible] [illegible] sweep-second hand [illegible] with [illegible] strap. 8¾ ligne 17 [illegible] movement. Water resistant.*

No 830-13RW-2925—
Rad Dial Sug Retail $58 50
No 1031W 3608—Ladies Automatic Stainless Steel—17 Jewel, Water Resistant
....Sug Retail $72 15
SAME DIAL AS ON 1035 BELOW

RACINE DOCTOR'S WATCH

Another [illegible] model made by [illegible] new [illegible] [illegible] [illegible] 17 jewel Racine movement. Dial [illegible] sweep-second hand. Incabloc† Feature. Water resistant.*

No 990W-2568—(11 ligne) Rad Dial
Sug. Retail $51 35
No 1026W-3185— 11 ligne) same as above but automatic Latest Rotomatic system incabloc feature, Rad Dial Sug Reta $63 07

RACINE NUN'S WATCH — SILVER CASE — INCABLOC†

Accurate 10½ ligne, Racine 17-jewel movement. Dial features sweep-second hand.

No. 962W-2665—(Rad Dial) Sug Retail $53 30

NEW RACINE AUTOMATIC WATCH

No 1032 — [illegible] gold top [illegible] back [illegible] Automatic [illegible] [illegible] water resistant [illegible] dial, radium numerals, hands [illegible]

No. 1035—Ladies automatic [illegible] same quality features [illegible]

No. 1032W-4680—(11 ligne) Sug. Retail $93 60
No 1035W 4875—19½ ligne)
Sug Retail $97 50

NEWEST RACINE SELF-WINDING WATCH

Latest automatic [illegible] with [illegible] Top hand [illegible] [illegible] watch [illegible] without [illegible] radium dial, sweep-second hand [illegible] Incabloc feature.

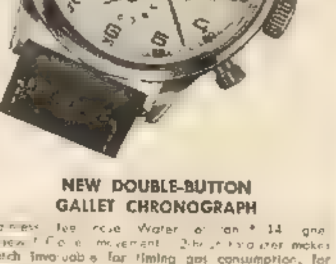
No. 1041W-3705—(11 ligne) 17 Jewels. . .
. Sug Retail $74.10

NEW RACINE BRAILLE WATCH

Type of Braille [illegible] with chrome [illegible] nickel, chrome [illegible] [illegible] quality [illegible] movement [illegible]

No. 1043W-2307—(13 ligne) 15 Jewels
..... .Sug. Retail $46 15

Braille Watches Are Not Subject to Excise Tax

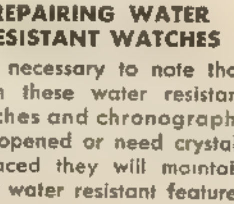


NEW DOUBLE-BUTTON GALLET CHRONOGRAPH

Stainless steel case. Water resistant.* 14 ligne 17 jewel [illegible] movement. 2-hour [illegible] makes watch invaluable for timing gas consumption, for aviators, and other uses where long period timing is necessary.

No. 1033W-5720—Plain Dial Sug. Retail $114.40
No. 1033/7W 5720—(Tele. & Tach Dial) .. .. Sug. Retail $114.40
No. 1033/7RW-5720—(Rad. Tach. Dial)
.... Sug Retail $114.40

†Watches with INCABLOC feature are of the Shock-Resistant Type.



* REPAIRING WATER RESISTANT WATCHES

It is necessary to note that when these water resistant watches and chronographs are opened or need crystals replaced they will maintain their water resistant features only if opened and closed by an expert watchmaker, using the proper replacement parts.

Items on this page subject to Federal Excise Tax

GALLET "FLIGHT OFFICER" CHRONOGRAPH

Equipped with stainless steel case. First quality 13 ligne 17 jewel movement with double push [illegible] [illegible] advantage.

(a) HOUR CONTROL — b) WORLD TIME

No 953W-5720—(Rad. Dial) Sug Retail $114 40

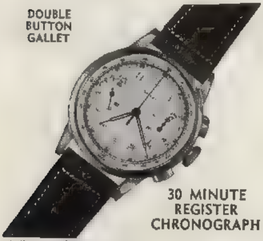
GALLET—GALCO—SECURITY

TIMERS
CHRONOGRAPHS

Prices subject to change without notice.

TIMERS and CHRONOGRAPHS for SPORT . . . EVERY INDUSTRIAL PURPOSE . . . and for BROADCASTING

DOUBLE
BUTTON
GALLET



30 MINUTE REGISTER CHRONOGRAPH

14 ligne: 17-jeweled movement Steel-back case with time-out feature. For aviators, automobile and motorboat racing, and other speed recording On the Tachometer scale, after timing the measured mile, sweep-second hand will show the miles per hour.

326001B2994	Plain Dial. Each	$61 10
326002B2994	Tele and Tach. Dial Each	61 10

NEW
DOUBLE
BUTTON

GALLET CHRONOGRAPH

30 minute register; 14 ligne: 17-jeweled movement; steel case time-out feature, 12 hour totalizer, for aviators, automobile and motorboat racing. After timing a measured mile the sweep-second hand will show the miles per hour on the Tachometer scale

326003B4905	Plain Dial. Each	$100.10
326004B4905	Tele and Tach. Dial. Each	100.10
326005B4905	Rad. Tele. and Tach. Dial Each	100.10

NEW
DOUBLE
BUTTON

GALLET CHRONOGRAPH

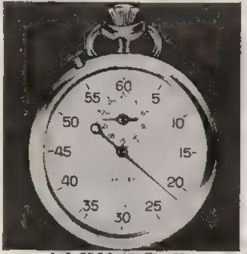
Stainless steel case. Water resistant 14 ligne, 17-jewel movement 12-hour totalizer makes watch invaluable for timing gas consumption for aviators and other uses where long period timing is necessary

326006B5586	Plain Dial Each	$114.00
326007B5586	Tele and Tach. Dial. Each	114.00
326008B5586	Tele & Tach Dial (Rad) Each	114.00

DECIMAL PRODUCTION TIMER

This dependable instrument divides the minute into 100 parts. Side slide for time out. Small hand registers revolution of long hand Fly back from crown.

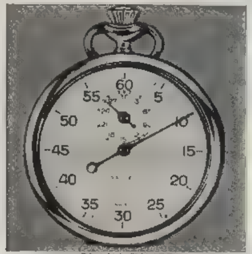
326009B1847	Gallet—7 Jewels. Each	$37.70
326010B1578	Galco—7 Jewels Each	32.20



1/5 SECOND TIMER

A combination of regular start stop and fly back and Football timer. A pressure on the crown will consecutively start, stop, again start timer. A pressure on the side pin will bring both hands back to zero

326011B1847	Gallet—7 Jewels Each	$37 70
326012B1578	Galco—7 Jewels Each	32.20
326013B1019	Security—1 Jewel Each	20.80



PLAIN TIMER

An excellent timer for industrial and general sports. Long hand registers fifths of seconds and small hand minutes up to 30 Start, stop and fly back from crown; lever movement nickel case.

326014B1705	Gallet—7 Jewels Each	$34.80
326015B1482	Galco—7 Jewels, Each.	30.25
326016B924	Security—1 Jewel Each	18.85

DEPENDABLE ORIS WATCHES

ORIS ROUND LADIES' WATCH

7 Jewel movement Gleaming yellow faceted case with stainless steel back Raised gilt figure dial with mother of pearl center. Black cord.

207001B779	Each	$15.40

ORIS OCTAGON LADIES' WATCH

7 Jewel movement. Modern 10K yellow rolled gold plate case with stainless steel back Attractive dial with raised gilt figures. Adjustable black cord.

207002B921	Each	$18.10

ORIS ROUND MEN'S WATCH

7 Jewel movement. Bright finish yellow case with stainless steel back. Modern dial with raised gilt figures and gilt stars. Sturdy leather strap.

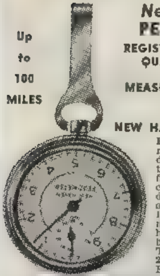
207003B725	Each	$14.50

ORIS SPORT WATCH

7 Jewel movement. Water resistant case. Chrome with stainless steel back. Raised gilt Arabic figures with radium dots and hands. Sweep second hand. Smart leather bracelet

207004B921	Each	$18.10

WATCHES ... TRAVELING ALARMS



Up to 100 MILES

New Haven PEDOMETER

REGISTERS MILES and QUARTER MILES

• • •

MEASURES DISTANCE WALKED

• • •

NEW HAVEN EXCLUSIVE!

Precision instrument for measuring distance walked, up to 100 miles. Nickel finish, unbreakable crystal. Registers directly in miles and quarter miles. Ruggedly engineered. Handy clip hooks to pocket or belt. No Federal Tax

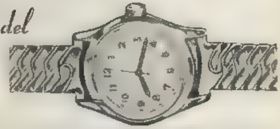
292002B350 Each....... **$5.95**

INGRAHAM-VICEROY-BEACON

POCKET WATCHES

Dependable, Nickel plated case Non-breakable crystal. Factory guarantee.

4723B178 Each........ **$2.95**



17 JEWEL

Sports Model

WATERPROOF *

- Unbreakable Crystal
- Luminous Figures and Hands
- Sweep Second Hand
- Waterproof
- Shockproof
- Non-Magnetic

FOR MEN IN ARMED FORCES and all dress occasions. Chrome case with a steel back. Gift boxed

431B1095 Each. ... **$37.50**

431B1595 Each in lots of 3 or more........ 37.50

* Waterproof—Only when opened and closed by a competent jeweler.

17 JEWEL *Automatic* LEATHER BAND

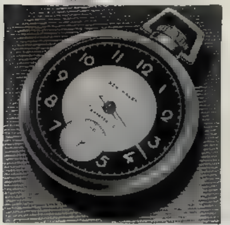
NO WINDING NEEDED

Ideal watch for the outdoor man—ARMED FORCES—all dress occasions. Waterproof*, shockproof, non-magnetic Chrome case with steel back. Luminous figures and hands—sweep second hand—in gift box with FACTORY GUARANTEE!

432B2475 Each.. ... **$57.50**

As above—with yellow gold filled top and steel back.

433B2795 Each 64.75

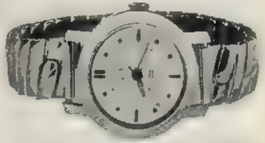


New Haven LUMINOUS

TIP TOP POCKET WATCH. Nickel plated. Exclusive New Haven compensating hair spring makes it keep better time, under extremes of heat or cold

202003B228 Each.....**$3.50**

202003B220 Lots of 12 or more 3.50

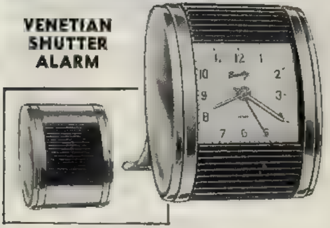


Jewelled Gold SHEFFIELD Wrist Watch

- **Fully Guaranteed**
- **With Expansion Band**
- **Gift Boxed**
- **Shock-Resistant**

Jewelled movement, Shock Resistant, Anti-Magnetic Sweep Second Hand, Radium dial and hands, Non-Tarnish gold case. Gold Expansion Band with stainless steel back. Individually gift boxed. Fully Guaranteed

524001B654 Each ... **$10.95**



VENETIAN SHUTTER ALARM

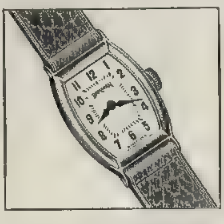
IDEAL FOR HOME, OFFICE, TRAVELING

- **Fully Guaranteed Alarm Movement**
- **Equally Attractive—Open or Shut**
- **Can Be Had in Ivory—Walnut—Black**

Highly polished Gilt metal sides contrast dramatically with colored roll down shutters. Looks equally attractive open or shut. Fully guaranteed alarm movement luminous dial and hands—silvered dial. Single key winds both alarm and time. Only 3¼" high by 2½" wide by 1½" deep. State color desired.

19199B510 (1 to 3) Each **$7.95**

19101B504 (4 or more) Each ... 7.95



Ingraham "WRIST-FIT"

Ideal for young boy—sturdy. Easy to read dial—figures in white on black background. Brown leather strap

4722B245 Each ... **$3.50**

Ingraham 'Vogue.' Luminous hands and dial, Grey leather strap.

4721B270 Each **$3.95**

New Haven "DICK TRACY"

Come alive in full color on dials. Rugged Swiss movements. Tracy's gun actually shoots 120 times a minute—an animation exclusive with New Haven Luminous dial—unbreakable crystal. The comic's most famous sleuth mows 'em down with his heavy automatic. A watch that sells itself!

292004B477 Each . . **$6.95**

Saxony TRAVEL ALARM

7 JEWEL . . . 30 HOUR

• • • •

RED, BLUE, GREEN or TAN

• • • •

GILT FINISH BEZEL

Clear luminous figures and hands. Bezel has matching design. Genuine leather case—baby alligator grain.

510001B475 Each...... **$8.50**

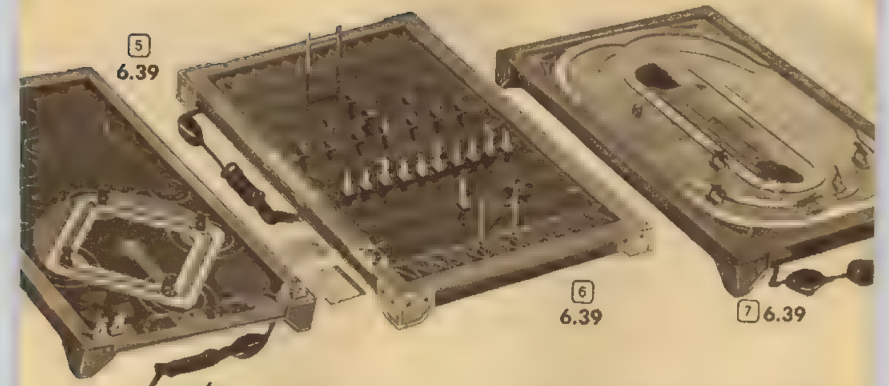
510001B450 (6 or more) Each 8.50

SAXONY JUNIOR SQUARE TRAVEL ALARM CLOCK

- **Fully Guaranteed Precision Type Alarm Movements**
- **Clear Bell Tone Alarm With Dust Proof Cup**
- **Luminous Hands and Legible Dials**
- **Smartly Gift Boxed**

Jewelled alarm 3¾" x 3" x 1¼" Colors Tan, Blue, Green and Red. Genuine leather.

510002B392 Each... **$6.75**



Tru-Action PACKED WITH FUN, EXCITEMENT! 6.39

5. ELECTRIC BASEBALL GAME! "Batter Up!" Loads and loads of fun for the entire family all year long! Now—in time to delight them at Christmas! A real, live, action packed baseball game—filled with thrills—in your own living or recreation room! Hit the magnetized "ball" and watch the baserunner move swiftly toward first base while the opposing "team" fields and tries to tag him out! You can "hit-and-run," steal bases, strike out and walk! A sturdy toy built to last! And at Aldens low, low price tag, too! All metal playing diamond, 26x15¼-inches. Cord, plug 110 volt, AC. Underwriters Laboratory listed. Mailable Use Aldens Easy Payment Plan—details on p. 242.
35 Y 6808E—Shipping weight 6 pounds **6.39**

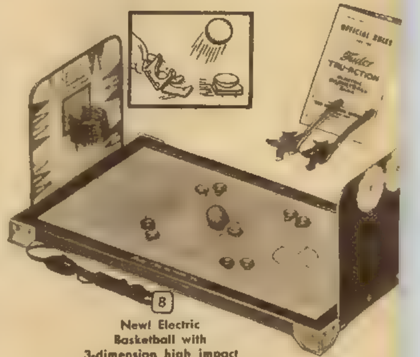
6. EXCITING! ELECTRIC FOOTBALL GAME. All the thrill of participating in a real "live" football game! You can coach and play at the same time! Everybody in the family—young and old—will love it! Makes a welcome addition to any recreation room! Players move up and down the grid-iron, through the center—they tackle or block as you direct them! Ball is kicked, passed, run from any line formation! Brightly colored lithographed metal field 26x15¼-inches. 22 players, 1 kicker, and passer, 2 goal posts, 3 felt footballs, letters and rules included. Electric cord and plug. Underwriters Laboratory listed. 110 volts, AC As exciting as a real game! Mailable
35 Y 6809E—Shipping weight 6 pounds.............. **6.39**

7. ELECTRIC HORSERACING GAME. They're off — and around the track they go! It's the sport of kings—and gives a big thrill every minute to its players! So much like real horse racing you'll hold your breath waiting for your horse to win, place or show! Six brightly colored horses in their specially designed shells go racing on a gay Red, Green and Silver colored track! Operates on electric magnet principle. Included are: one die, score card, off-on switch, electric cord and plug. Rules and instructions. A wonderful gift this Christmas for the whole family—young and old! 110 volts, AC. Underwriters Laboratory listed. Track and horses of durable metal. Mailable.
35 Y 6805E—Shipping weight 6 pounds............... **6.39**

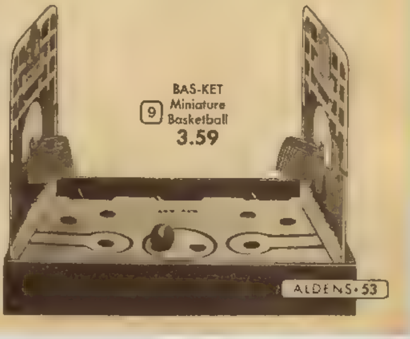
BASKETBALL GAMES—FUN FOR ONE AND ALL! 3.59 up

8. Electric basketball 10 players—with nylon legs for faster, easier action—move up and down the court, pass, shoot baskets! 4-color, 25x15½-inch, lithographed court has high-impact styrene corners, styrene shooters. Mailable.
35 Y 6806E—Simple vibration adjustment. Ship. wt. 6 lb. 6.39

9. BAS-KET GAME. One to six can play at the same time! Control levers shoot baskets from anywhere on court. 12x20-inch fiberboard court. Sturdy steel mechanism.
35 Y 6825—Celluloid ball, rules. Ship. wt. 3 lb. 6 oz... 3.59



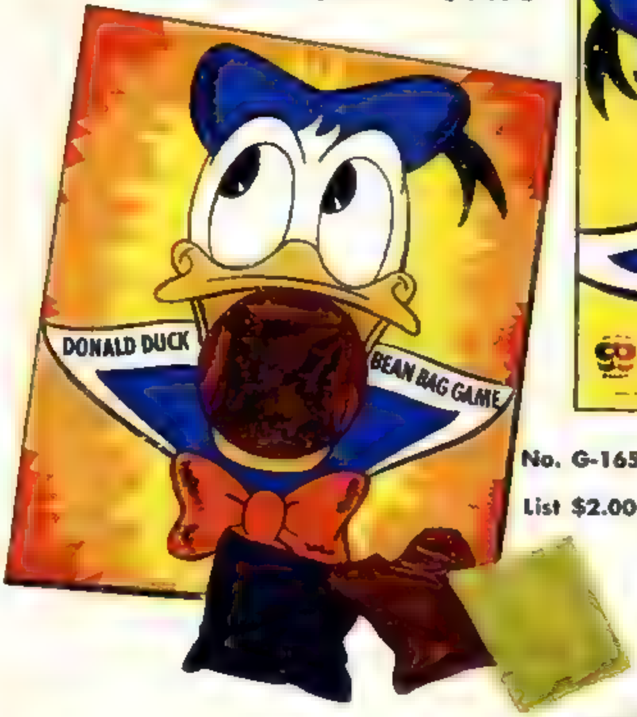
8
New! Electric Basketball with 3-dimension high impact styrene shooters
6.39

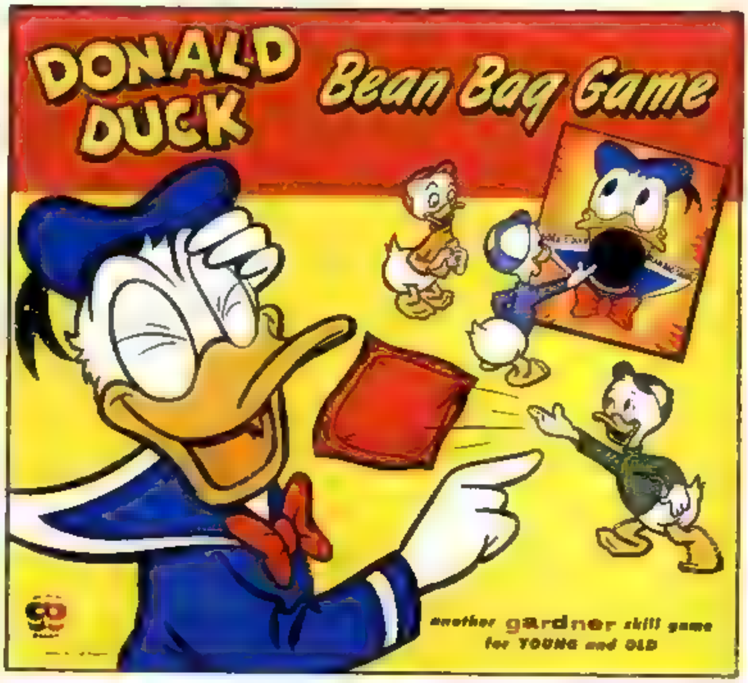


9
BAS-KET Miniature Basketball
3.59

NEW

WALT DISNEY SKILL GAME TRIO


DONALD DUCK
BEAN BAG GAME


DONALD DUCK
Bean Bag Game
another gardner skill game for YOUNG and OLD

No. G-165

List $2.00

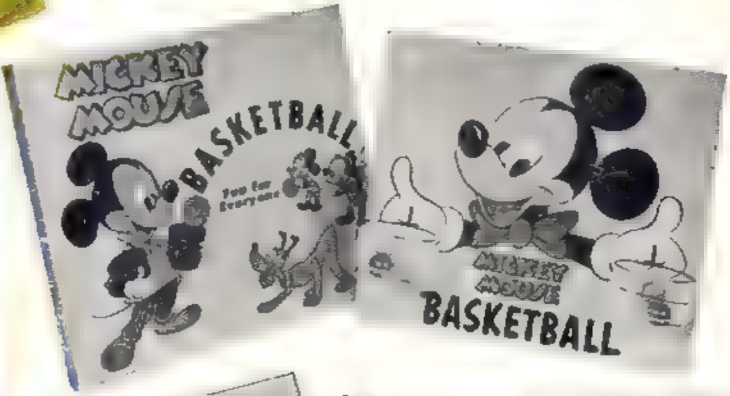
DONALD DUCK BEAN BAG GAME

Unique and different. Bags and bucket made of washable Monsanto Ultron. Bags filled with harmless paper pellets. Backboard has sturdy metal easel and is made of durable laminated GARDNER BOARD. One dozen to carton. Shipping weight 30 lbs.

MICKEY MOUSE BASKETBALL

Many games in one. Packaged in same size four-color box as Donald Duck Bean Bag. Four colorful balls of live sponge-rubber with nets of attractive nylon webbing. Durable laminated backboard can be hung from wall or set on table with metal easel. One dozen to carton. Shipping weight 25 lbs.

No. G-160 List $2.00

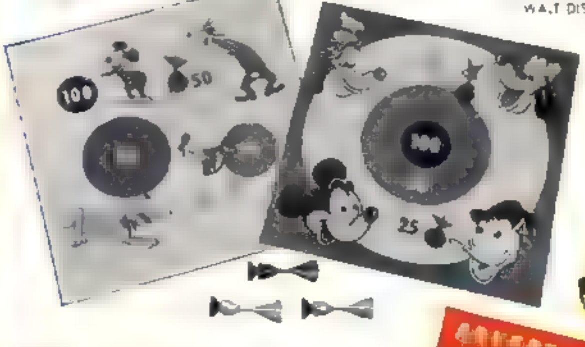

MICKEY MOUSE
BASKETBALL
Fun for Everyone
MICKEY MOUSE
BASKETBALL

WALT DISNEY PRODUCTIONS

DISNEY CHARACTER DART GAME

Gaily colored harmless rubber suction cup darts with fins specially designed for effortless flight. Target is colorfully lithographed on each side, making two games in one. One dozen to carton. Shipping weight 15 lbs.

No. G-195 List $2.00


100
50
100
25

WALT DISNEY SKILL GAME TRIO

COMPLETE SET OF ALL THREE GAMES LISTED ABOVE. No. G-215
¼ Dozen to Master Carton. Ship. wt. 27 lbs. List $6.00

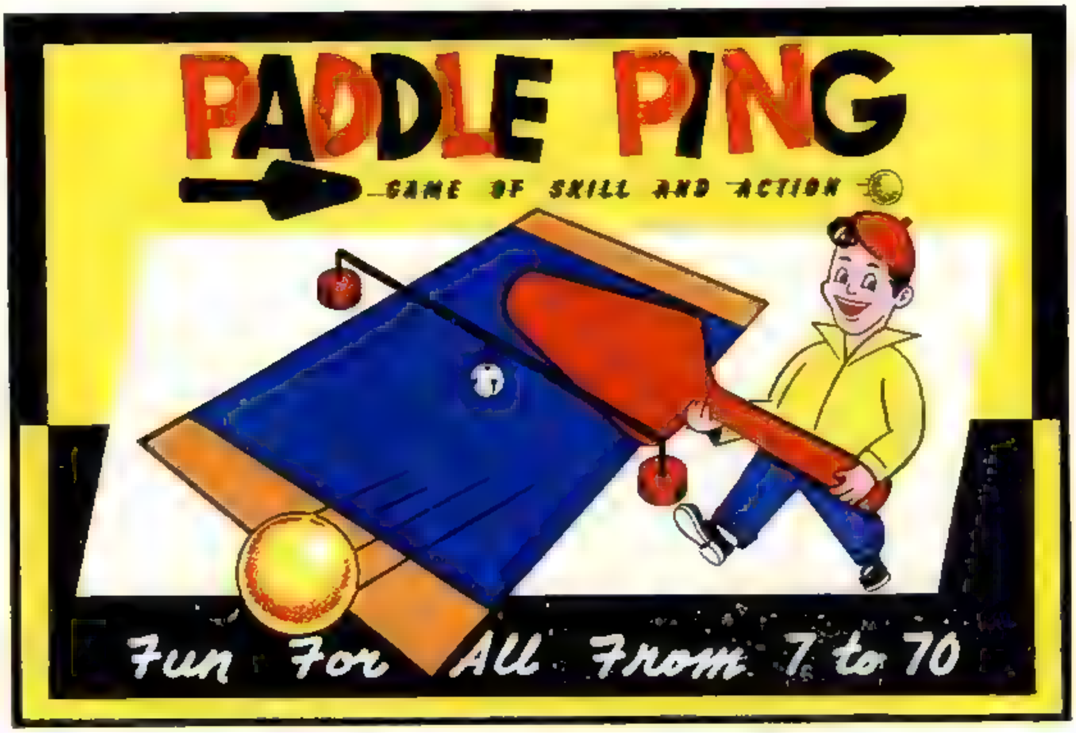
LIFE

gardner & co.
2222 SO. MICHIGAN AVE.
CHICAGO 16, ILLINOIS

PADDLE PING

The fastest, most exciting table-top game ever developed. Unique because the ball is served under the net and the 'pinging' of the bell affects the score in different ways. Sturdy playing board folds and stores easily. Can be played on any table. Colorful plastic balls and specially designed paddles. One dozen to carton. Shipping weight 20 lbs

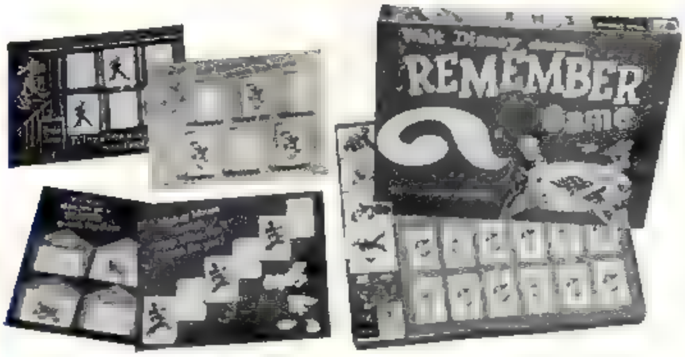
No. G-155 List $2.00


PADDLE PING
GAME OF SKILL AND ACTION
Fun For All From 7 to 70

WALT DISNEY'S REMEMBER

A completely new and fascinating game for children. Packaged in an unusually attractive, smartly designed full-color fast-selling box. Set includes master playing board, a deck of 24 Disney character cards, 4 individual playing boards and colorful spinner. One dozen to carton. Shipping weight 12 lbs.

No. G-185 List $2.00



DING DONG SCHOOL
SPOOLS, CORKS and PIPE-CLEANERS

A wonderful assortment of play materials featured by Miss Frances on Ding Dong School. A proved year-round best seller. Large Deluxe Size No. G-542. One dozen to carton. Shipping weight 16 lbs. List $2.00.

Also available $1.00 list. No. G-541. One dozen to carton. Shipping weight 10 lbs.

SPOOLS AND CORKS
DING DONG SCHOOL

NBC service
and Trademark

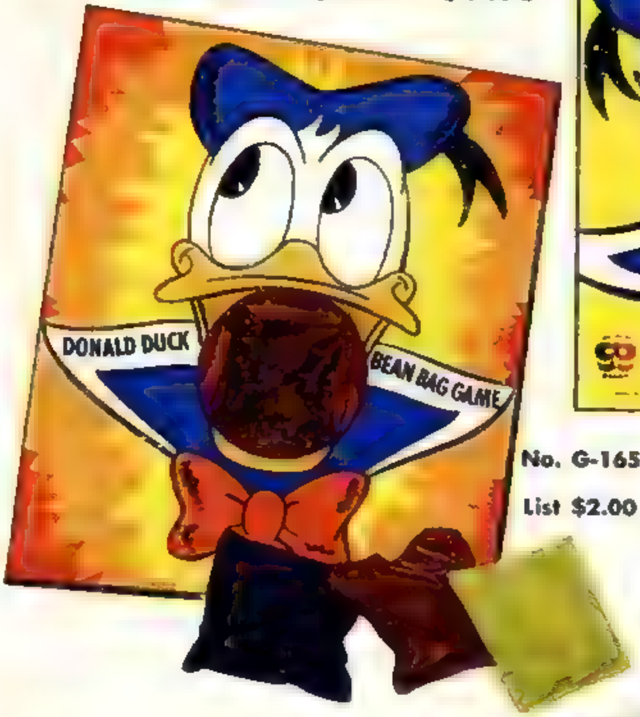
gardner games

SEE MORE MORE MORE
GREAT GARDNER GAMES AND TOYS
...from Disneyland ... from Ding Dong School
...from Lone Ranger

ROOMS 316-318
HOTEL McALPIN
ROOM 101
FIFTH AVE. BLDG.

NEW

WALT DISNEY SKILL GAME TRIO


DONALD DUCK
BEAN BAG GAME

DONALD DUCK
Bean Bag Game
another gardner skill game for YOUNG and OLD

No. G-165

List $2.00

DONALD DUCK BEAN BAG GAME

Unique and different. Bags and bucket made of washable Monsanto Ultron. Bags filled with harmless paper pellets. Backboard has sturdy metal easel and is made of durable laminated GARDNER BOARD. One dozen to carton. Shipping weight 30 lbs.

MICKEY MOUSE BASKETBALL

Many games in one. Packaged in same size four-color box as Donald Duck Bean Bag. Four colorful balls of live sponge-rubber with nets of attractive nylon webbing. Durable laminated backboard can be hung from wall or set on table with metal easel. One dozen to carton. Shipping weight 25 lbs.

No. G-160 List $2.00

MICKEY MOUSE
BASKETBALL
Fun for Everyone
MICKEY MOUSE
BASKETBALL

WALT DISNEY PRODUCTIONS

DISNEY CHARACTER DART GAME

Gaily colored harmless rubber suction cup darts with fins specially designed for effortless flight. Target is colorfully lithographed on each side, making two games in one. One dozen to carton. Shipping weight 15 lbs.

No. G-195 List $2.00

100
50
100
25

gardner
gg
games

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COMPLETE SET OF ALL THREE GAMES LISTED ABOVE. No. G-215
¼ Dozen to Master Carton. Ship. wt. 27 lbs. List $6.00

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2222 SO. MICHIGAN AVE.
CHICAGO 16, ILLINOIS

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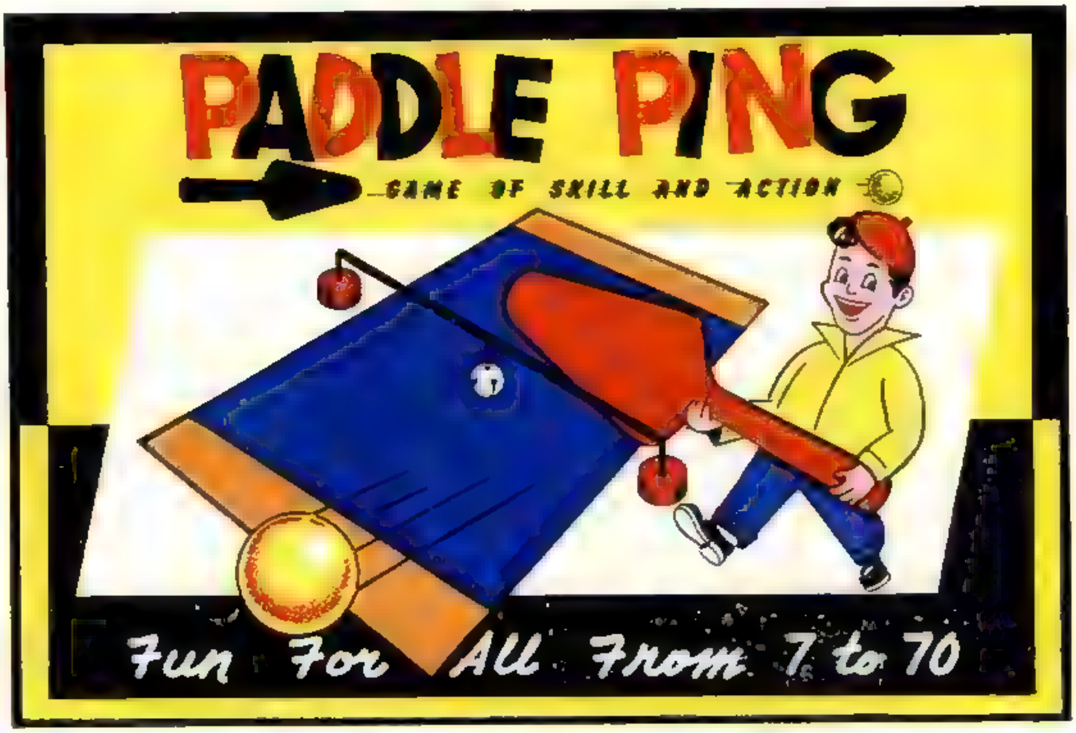
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GAME OF SKILL AND ACTION
Fun For All From 7 to 70

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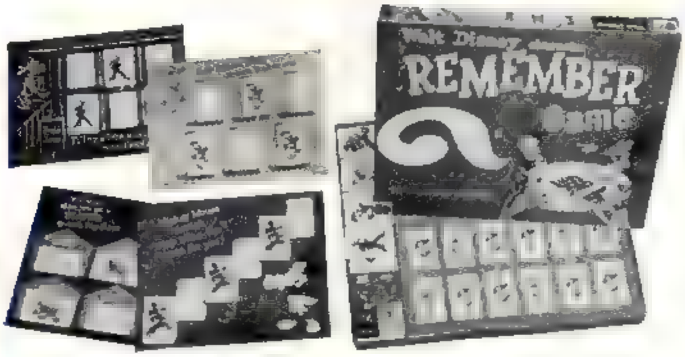
No. G-185 List $2.00



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Also available $1.00 list. No. G-541. One dozen to carton. Shipping weight 10 lbs.

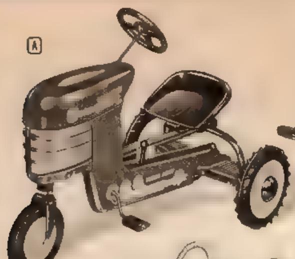
SPOOLS AND CORKS
PIPE CLEANERS
DING DONG SCHOOL

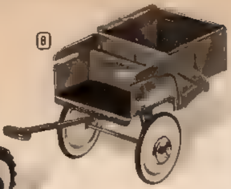
NBC service and Trademark

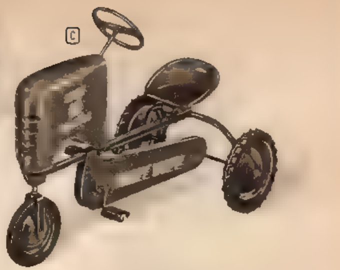
gardner games

SEE MORE MORE MORE
GREAT GARDNER GAMES AND TOYS
...from Disneyland ... from Ding Dong School
...from Lone Ranger

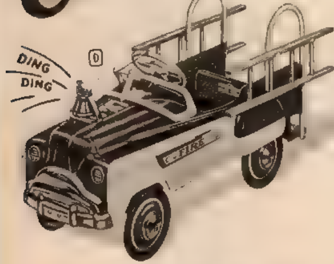
ROOMS 316-318
HOTEL McALPIN
ROOM 101
FIFTH AVE. BLDG.

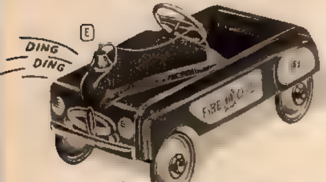


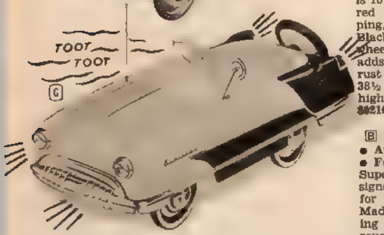




Popular Play-Tested Wheel Toys







G GARTON KIDILLAC DELUXE AUTO

- **Handsomely designed to look like a real auto**

Electric headlights and tail lights! Electric horn has button on dash (battery not included). Plated aerial, rear-view mirror, hub caps. Removable spare wheel and tire. Speedy—easy-to-operate chain drive. 2-piece pedals. Ball-bearing pedal cranks—ball bearings on three rear axle supports. Body of 1-piece heavy-gauge steel. 8-in. disc wheels, nylon bearings. 1¼-in. white sidewall tires

Cinnamon brown and yellow baked enamel finish, red and aluminum-painted trim. Yellow wheels, striped brown and black. Measures 45 in. long, 20 in. wide

80253W3000—Shpg. wt. 51 lbs.........Retail **$42.00**
35122A61—6-Volt Lantern Battery.......Retail **90c**

As above, but no lights or horn. Red, white, and black finish, aluminum-painted trim. Black tires
80165W2433—Shpg. wt. 51 lbs.........Retail **$34.45**

A MURRAY CHAIN-DRIVE TRACTOR

- **New Motor-Tone side "gear shift"**
- **Ideal for youngsters 3 to 8 years**

Hours of educational play-fun for sandbox farmers, sidewalk drivers—all youngsters from 3 to 8 years of age! This ball-bearing toy tractor is sturdily and expertly constructed, carefully engineered for easy pedaling, lasting use and pleasure—child-tested for years of hard, rough play. Famous Murray design—looks just like the big tractors that real farmers use. Universal joint allows full 360° turning. New Motor-Tone life-like "gear shift" lever on side makes a realistic clicking sound when moved. Carries two young riders—driver and passenger

Tractor is equipped with comfortable all-steel spring-type adjustable seat—adjusts to correct height for size of child. Heavy-gauge steel construction—1¼ in. tubular steel frame. Ball-bearing chain-drive mechanism—completely enclosed chain. Has 1¾ in. semi-pneumatic tires, rear wheels have tractor-treads. Diameter of front wheel is 8 in., diameter of rear wheel is 10 in. Finished in bright vermilion red baked-on enamel—resists chipping, stays new looking a long time. Black enameled seat and steering wheel. Bright aluminum-painted trim adds to realistic appearance, resists rust and corrosion. Tractor measures 38½ in. long, 22 in. wide and 27½ in. high. Shipping weight 39 lbs.
80210W1870.............Retail **$26.50**

B MURRAY DUMP-TRAC TRAILER

- **Attaches to Murray Tractor (A)**
- **For riding or hauling jobs**

Superbly constructed, smartly designed tractor trailer with dump box for hours of play-time enjoyment. Made with famous Murray engineering and design—tested for years of rough, tough use. Popular with youngsters for just plain riding or backyard construction jobs. Front handle permits easy turning or pulling—even when heavy loads are hauled. Carries a passenger plus a load of sand. Dump box easily operated from seat; dump handle is easy to reach.

Seat, box and undergear are sturdily constructed of long-wearing heavy-gauge steel. Full ball-bearing 8-in. double-disc wheels have ⅝ in. solid rubber tires—take lots of hard play. Easy-rolling trailer is quickly, easily attached to trailer hitch. Gaily finished in rich vermilion red baked-on enamel with white trim and wheels—stays bright and new looking a long time. Trailer measures 15½ in. wide, 33 in. long. Shipping weight 16 lbs.
80212W663................Retail **$9.45**

C HEAVY-DUTY SCOUT TRACTOR

- **Ball-bearing chain-drive**
- **Sturdy, long-lasting construction**

Play-tested by thousands of children—results prove it can take hard punishment! Moves with speed, is easy to pedal and turn. Adjustable all-steel seat mounted on spring. Heavy-gauge steel construction—tubular steel frame. Bicycle-type chain drive with ball bearings in sprocket assembly and in rear frame

Nylon bearings in front wheel—extra durable, never need oiling. 1½-in. semi-pneumatic tires; rear wheels have deep tractor treads. Front wheel 8 in. in diameter, rear wheel 10 in. in diameter. Finished in vermilion red baked enamel with white trim. Measures 40 in. long, 21 in. wide, and 28 in. high. Shpg. wt. 35 lbs
80294W1330............Retail **$19.95**

D MURRAY TWO-TONE FIRE TRUCK

- **Engineered like a real fire truck**
- **Easy pedaling, easy turning**

Plenty of action for the "chief" and his men! This Murray fire truck was engineered to meet the most exacting requirements. New design for easy pedaling and improved steering—turns easily in small circles. Abundant leg room. Includes bell, two removable varnished wood ladders. Rear deck and step provide standing position or seat for playmate

White enameled windshield and hand-rails, aluminum-painted front bumper, and fabric-type seat. Body frame and undergear constructed of heavy-gauge steel. Ball-bearing pull straps, rear axle hangers. 8-in. double-disc ball-bearing wheels, 1-in. solid rubber tires. Vermilion red with white baked-enamel side panels; vermilion and white enameled wheels. 47 in. long, 17 in. wide. Wt. 37 lbs.
80213W1650..............Retail **$23.50**

E "FIRE CHIEF" AUTOMOBILE

- **Modern design—clanging fire bell**
- **3-position adjustable foot pedals**

Pedal drive with ball bearings in pull straps and rear frame—steers easily, turns in small circles. Foot pedals adjust to 3 positions—quickly and easily lowered for right position as child grows. Chrome-plated authentic fire bell matches plated hub caps of wheels

Fiber seat pad. Heavy-gauge steel frame. 7½-in. double-disc wheels, ⅝-in. solid rubber tires. Red baked enamel finish, white side panels, wheels. Black steering wheel. Aluminum-painted bumpers, bell hanger, headlamps. 35 in. long, 18 in. wide
80295W997—29 lbs.........Retail **$14.95**

WOODEN ICE BUCKET. That old bucket that hung in the well now takes its place in the modern scheme of entertaining. An attractive non-rusting ice bucket with glass liner, metal tongs, and handle for easy carrying. Made of sturdy Pine with Salem Maple finish. Can be used indoors or out. Ht. 6½". Diam. 7¼".
29-2477-250 Wt. 4 lbs...........Retail **3.95**

NUBIA WARE ICE VAULT. An unusual chip resistant gold lining makes this ice bucket different. Combined with a Jet Black exterior trimmed with square brass handles and cover knob for good modern design. Lightweight and durable, it's made of aluminum. Fibreglass insulated interior.
29-2127-675 Wt. 3 lbs. ... . Retail **10.95**

WICKER ICE BUCKET. At last . . . an ice bucket that goes with popular modern serving pieces of brass, wrought iron and basketweave. Smartly crafted of metal and woven wicker. Lacquered, non-rusting wrought iron lid, slim brass-plated handle and knob, and insulated glass liner. 3-qt. capacity.
29-2060-550 Wt. 5 lbs...........Retail **7.95**

5-PC. MUG AND JUG SET. Country-styled, barrel-shaped mugs and jug of Frankoma heat resisting pottery. This pottery has an insulating quality that keeps drinks hot or cold, as desired. Four 16-oz. mugs and a 65-oz. pitcher with substantial handles. Earth-toned sorghum brown color under high glaze.
29-2154-425 Set. Wt. 12 lbs. ...Retail **6.50**

"MR. GAYBAR" PRETZEL HOLDER. Gay novelty for bar, patio or buffet serving. Singing waiter from the Gay Ninety's with handle-bar moustache and white apron. Carries a bowl with long stick through the middle that serves as a holder for pretzels or doughnuts. 10" high.
29-2903-160 (Each) Wt. 3¼ lbs.
29-2903-150 (6 or more)........Retail **1.95**

8-PC. MARTINI SET. Long stemmed cocktail glasses with etched design. Matching slim mixer with low placed handle. Beauty etched into each perfect piece . . . an outstanding gift item. Six 3½-oz. cocktail glasses. Decanter has ice lip spout, stirrer, heavy weighted sham bottom. Wt. approximately 7 lbs.
28-0170-425 Set .. ..Retail **6.95**

17-PC. PUSSY WILLOW TRAY SET. A refreshing new hostess set that makes it simple to serve graciously and easily. Consists of eight 11-oz. tumblers with Pussy Willow design in black, white and black, green and black, and pink and black with plastic spoons to match. Complete with metal 14"x9" serving tray.
28-0251-150 Set. Wt. 7 lbs...... Retail **2.50**

MARTINI TWIRLER. The popular brandy snifter has now become a martini mixer. This oversize snifter has an unusual brass base and pinched spout to hold back the ice. Complete with glass stirrer. 64-oz. capacity. 7¾" high. A useful gift that everyone will appreciate for entertaining.
28-0205-315 Wt. 2 lbs. .. ..Retail **4.95**

24-PC. "SIMPLICITY" HOSTESS SET. A different set to give a smart hostess. Coasters, glasses, and stirrers to match. 24-piece set contains eight 12-oz. sham bottom glasses patterned in a stunning black and white leaf design; 8 white plastic spoons; and 8 square crystal ash trays that double as coasters.
28-0250-198 Set. Wt. 9 lbs.......Retail **2.95**

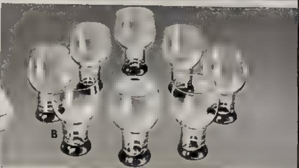
Bar Novelties

IN DECORATED GLASS

Novel, amusing and useful gift items for the bar that will appeal to the older homemaker as well as the young modern. They offer a style of glass for every type of drink.

A

CORONET CRYSTAL
8 PIECE
BARTENDER'S DELIGHT
TUMBLER SET
C


B

SCOTCH
BOURBON
RYE
GIN
D

(A) 8-PIECE DRINK SET. For drink identification, write name and drink on wide band above etched title of glass. Easily washed off. 8 titled glasses: 6-"guest", 1-"host", 1-"hostess". 10½-oz. sham bottoms.
28-0201-210 Wt. 5½ lbs. Retail **2.95**

(C) 8-PIECE BARTENDER'S DELIGHT SET. 14-oz. crystal-clear, sham bottom tumblers. Colorful novelty decorations with frosted squares for checking type of liquor and guest's name. Writing washes off.
28-0172-125 (Each) Wt. 6½ lbs.
28-0172-115 (3 or more). Retail **2.00**

(B) BEER KING GLASS SET. This newly designed glass is a treat for beer drinkers. Eight 16-oz. crystal-clear glasses. Hollow base, narrow bottom for longer carbonation. Wt. 5 lbs.
28-0153-115 (Each)
28-0153-100 (3 or more) Retail **1.50**

(D) GAY NINETIES DECANTER SET. Add decoration and novelty to your liquor serving. Hand decorated gay nineties scenes on frosted bottles. Hold 4/5ths quart each. Four bottles to set: gin, rye, bourbon and scotch. Wt. 2½ lbs.
28-0196-350 Retail **6.00**

(E) 8-PIECE MELODY STEIN SET. Think of all the fun that can be enjoyed at parties with this melody stein set. Consists of eight 16-oz., handled beer steins. Each stein has words and music of a party song . . . 8 different tunes to set. Will be a humorous addition to your bar accessories. Wt. 7 lbs.
28-0171-250. .... Retail **3.75**

CORONET CRYSTAL
Melody Pattern
8-PC. STEIN SET
E

F
G

GAY-BAR
14 piece
SHAKER SET
H

J

(F) TOWN AND COUNTRY COCKTAIL SET. Consists of eight 4-oz. glasses which may be used for cocktails or juices. Gold banding brings out the modern styling. Hollow base. Wt. 2½ lbs.
28-0151-155. .... Retail **2.50**

(G) 8-PIECE GOLD STRIPE TUMBLER SET. Wide gold bands give a festive touch to these all-purpose glasses. Heavy false bottoms make them lend themselves to party use as well as every day "table" purposes. 12-oz. cap. Wt. 7 lbs.
28-0156-265.................... Retail **4.00**

(H) 14-PIECE BAR SET. Perfect for the home bar. Highball glasses and a 29-oz. cocktail shaker with matching Gay-90's motif painted on each. Shaker has a screw top and strainer. Six 4-oz. tumblers and six 11-oz. tumblers.
28-0191-275 Wt. 8½ lbs..... . .. Retail **3.95**
28-0192-100 8 Whiskies for Above. Retail **1.49**

(J) 8-PIECE SNOWFLAKE TUMBLER SET. Frosty snowflakes etched in clear glass give this set of eight tumblers an added attractiveness. They're smart all-purpose glasses with balanced, weighted sham bottoms and for summer drinks like iced tea or iced coffee the cool-white snowflakes stand out, making the contents look twice as inviting. These glasses are proven hits with both the man and the lady of the house. 12-oz. size.
28-0187-125 (Per Set) Wt. 6½ lbs.
28-0187-110 (3 or more sets). Retail **2.25**

Genuine Shell Cameo and Floating Opal Jewelry

Beautifully and Individually hand-carved Cameo brooches. All are equipped with a chain loop that can be turned in and out of sight when not used as a pendant. Safety clasp. Illustrations actual size.

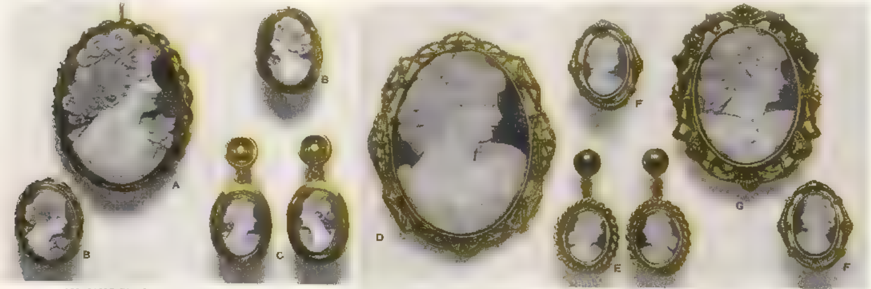
1051J2360—Diamond Cameo Brooch. Genuine 35mm Carnelian cameo with selected diamond set in 10K Yellow Gold popular swirl designed frame. Chain loop and safety catch
Sugg. Retail $47.20

1052J2825—Diamond Cameo Earrings Genuine Carnelian cameos set with fine diamonds in 10K Yellow Gold popular swirl designed frames. For unpierced ears
Sugg. Retail $56.15

1101J3180—Diamond Cameo Brooch. Genuine 40mm Carnelian Cameo 10K Yellow Gold frame. Selected Diamond Sugg Retail $63.00
1102J2400—Without Diamond
Sugg Retail $48.00

1948J1050 — Cameo Brooch. Genuine 26mm Carnelian cameo in 10K Yellow Gold plain tailored frame. Chain loop and safety catch.
Sugg Retail $21.00

1949J1950 — Diamond Cameo Brooch. Genuine 30mm Carnelian cameo in 10K Yellow Gold finely etched frame Selected diamond
Sugg. Retail $39.00
1950J1315—Same without diamond. Sugg Retail $26.25



(A) 1103J670—Cameo Brooch
1/20-12K Yellow Gold filled with 35mm genuine Carnelian cameo. Chain loop and safety catch.
Sugg. Retail $12.50

(B) 1104J550—Cameo Earrings
1/20-12K Yellow Gold filled genuine Carnelian cameo earrings with screw type mountings for unpierced ears. Sugg. Retail $10.00

(C) 1105J1240—Cameo Earrings
Genuine Carnelian cameos set in finely tailored 10K Yellow Gold mountings for unpierced or pierced ears. Specify Sugg Retail $24.75

(D) 2311J1050—Cameo Brooch
Fine genuine 40mm Carnelian Cameo mounted in a 1/20 12K Yellow Gold filled frame
Sugg. Retail $21.00

(E) 1957J1040—Cameo Earrings
10K Yellow Gold genuine Carnelian cameo earrings. For unpierced ears. Sugg. Retail $19.50

(F) 2312J520—Cameo Earrings
1/20 12K Yellow Gold Filled mountings for unpierced ears, set with genuine Carnelian Cameos.
Sugg. Retail $9.75

(G) 2313J935—Cameo Brooch
Genuine Carnelian Cameo with fine diamond 1/20 10K Yellow Gold Filled frame. Chain loop and safety catch.
Sugg. Retail $17.55

2314J1910—Cameo Bracelet. 10K Yellow Gold filigree bracelet with three genuine Carnelian Cameos. Sugg Retail $38.25

Beautiful and Unusual Floating Opal Jewelry

(A) 932J2250—Earrings
Enchanting floating Opals set in 14K Yellow Gold mountings for unpierced ears.
Sugg. Retail $30.00

(A) 933J3600—Diamond Set Earrings
Same as above with fine quality diamonds set

(B) 937J1350—Pendant
Intriguing floating Opal—mounting in 14K Yellow Gold, complete with 16″ Gold chain.
Sugg. Retail $18.00

(C) 938J2400—Brooch

(D) 935J1200—Pendant
A beautiful floating Opal, set in 14K Yellow Gold—16″ Gold chain. Sugg. Retail $16.00

(E) 936J2100—Twin Pendant
Twin iridescent floating Opals, mounted in 14K

Power Tractors- GEORGE -Add-Tachments

GEORGE GEAR DRIVE TRACTOR

Heavy Duty CLINTON 2 HP.—4 Cycle Engine— Easy Starting Low Cost Efficient Operation

. . . . .

Enclosed Gear Box—Runs in Oil. Cast Tooth Gears to Rubber Tires on Tread for Greater Traction

• Power Take-Off Clutch • Recoil Starter • Compact • "No Shock" Stop Button • Power Unit Has Built-In Folding Stand • Gear Drive Wheels, Non-Skid, Self Cleaning • Built to Use • Easily Stored—Requires Minimum Space—Only 46" High

CHASSIS:	Mild steel electrically welded—tube steel handles
BEARINGS:	Machined cast bronze zerk fitted for grease lubrication
SPEED:	½" to 1½" MPH variable through the throttle.
CLUTCH	Control at handle push forward to start—pull back to stop
TRACTOR:	[illegible]7" long, 37" high at handle 14¾" width overall. 5½" clearance, semi pneumatic rubber tires Ship. wt. 115 lbs

522001B8350 Each **$124.50**

ADD-TACHMENTS

(A) ROTARY MOWER—Features floating action. Adjustable cutting height, 1 in. to 2½ in. Swivelled wheels, set inside of out to permit close cutting to walls and edges. Belt driven power take off. Grass blows outside—needs no raking. One-piece steel blade. Housing, heavy gauge steel. Ship wt 40 lbs.
522002B2575 Each **$34.50**

(B) DOZER BLADE—Adjustable right, left or straight as desired [illegible] angle. Adjustable shoes prevent scalping. Heavy gauge steel. Shpg wt [illegible] lbs.
522003B850 Each **$11.25**

(C) SICKLE BAR MOWER—Knife may be started or stopped as desired thru clutch in power unit. Mower bar floats for even contour cutting. High tempered steel cutting knives. Keeps sharp at all times. Ship. wt [illegible] lbs.
5220[illegible]B3725 Each. **$49.50**

(D) DUMP WHEEL BARROW—Hauls heavy loads, dumps forward easily. Bed is 35 in. long, 25 in. wide, 11 in. deep. Heavy gauge steel with [illegible] semi-pneumatic rubber swivel [illegible] ball bearings for easy turning. Shpg wt [illegible]
522005B2250 Each **$29.50**

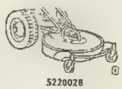
(K) TOOL BAR—Designed to lock the cultivator, disc harrow and furrowing plow into working position easily and quickly. [illegible] rubber tread depth gauge wheel provides [illegible] control at all times. Attaches in seconds without tools. Ship. wt [illegible] lbs.
522006B125 Retail. **$5.50**

(J) ROTARY TILLER—Connects to tractor without wrenches or bolts. Has clutch to engage or disengage tiller from power take-off. Cuts path 12 in. wide, up to 5 in. deep [illegible] will work between 18 in. crop rows. Digging knives are heat treated sharpened steel. Rotor is chain driven, completely guarded. Bearings bronze zerk fitted. Ship. wt 50 lbs.
522007B3175 Each **$42.50**

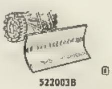
(H) FURROWING TOOL—Tempered steel blade. Adjustment provided for depth. Ship wt 10 lbs.
522008B650 Each **$8.75**

(G) CULTIVATOR—5 cultivator steels one right and one left [illegible] sweep for complete garden care. Adjustable [illegible] for between row cultivation. Use with tool bar. Ship. wt [illegible] lbs.
522009B1175 Each **$15.75**

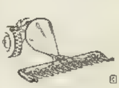
(E) DISC HARROW—Six 8 in. tempered steel discs. Adjustable angles to throw dirt in or out. Blade sections [illegible] for any cutting position. Digging [illegible] keeps disc blades in ground. Use with tool bar. Ship. wt [illegible]
522010B1175 Each **$15.75**



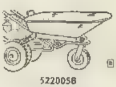
522002B
ROTARY MOWER



522003B
DOZER BLADE

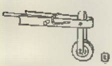


522004B
SICKLE BAR MOWER

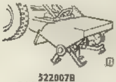


522005B
DUMP WHEEL BARROW

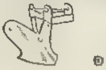
F.O.B. ILLINOIS FACTORY



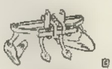
522006B
TOOL BAR



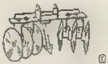
522007B
ROTARY TILLER



522008B
FURROWING TOOL



522009B
CULTIVATOR AND WEEDER HOE



522010B
DISC HARROW

MOW-CYCLE and ATTACHMENTS

ENGINES . . .	Single cylinder 4 cycle, air cooled gasoline motor 2½ H P Clinton
CLUTCH . . .	Foot pedal throws clutch in or out. Hand throttle controls forward speed
BELTS	Power transmitted by V-belts Final drive to rear wheel by extra heavy chain and solid steel sprockets.
FRAME	Rugged 1" steel tubing—one-piece construction.
WHEEL	Front—8" high 3½" cushion rubber tires. Rear—16" high—4" cushion rubber tire.
SPINDLE . . .	¾" cold rolled steel shaft, running in two New Departure Grease Seal Ball Bearings Housed in sealed, dust-proof steel tube. Lubricated for life
BLADE	Rotary-suction type Heavy heat treated spring steel Width of cut 24" Easily sharpened

Width of machine—26" length 48"; weight 156 lbs Ship. wt 200 lbs
281001B18265 Each. **$248.50**

FERTILIZER SPREADER

Sowing rate adjustable from [illegible] 50 [illegible] capacity [illegible] rubber tread wheels. Shipping weight 30 lbs.
281004B1465 Each . **$19.50**

LEAF MULCHER

Steel Construction

Fits under platform of MOW CYCLE. Keeps leaves suspended over blade until they have been pulverized into a fine mulch. 16 gauge steel. Shipping weight 40 lbs.
281002B1270 Each . . . **$16.95**

HEAVY STEEL ROLLER

Weight Drum With Water or Sand

Welded 16 gauge steel drum, 24" wide. Shipping wt 82 lbs.
281003B1050 Each. **$25.95**

ROTARY LAWN SPIKER

Tines 2" long aerate a path 25" wide. All steel construction. Shipping wt. 50 lbs.
281005B2510 Each **$33.50**

RIDING MODEL MOW-CYCLE

F.O.B. OHIO FACTORY

SAFE—Even Tots Can Run It

COMPLETE LAWN CARE WITHOUT WALKING!

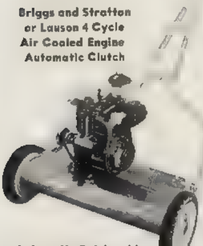
Easy to Steer, or Control

EVERSHARP LAWN MOWERS

"TOWN and COUNTRY"

MODEL 60

Briggs and Stratton or Lauson 4 Cycle Air Cooled Engine Automatic Clutch



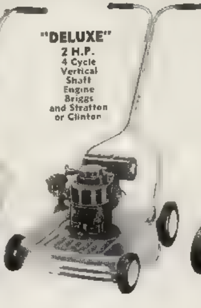
Automatic Retrievable Starter

21" CUT — 1.6 H.P — 4 CYCLE ENGINE (Delivery will be made on Motor that is available at time of order) [illegible] Piece, Free-floating HANDLE - Rubber GRIPS, High Quality STEEL REEL Self-propelled [illegible] BLADES and [illegible] Bed BLADE Steel SPIDERS [illegible] Sectional Hardwood ROLLERS Adjustable CUTTING HEIGHT from ⅝" to 2". Baked-on ENAMEL FINISH. Shipping Wt 121 lbs.

27000 1B9740 Each . **$129.95**

"DELUXE"

2 H.P. 4 Cycle Vertical Shaft Engine Briggs and Stratton or Clinton



21" CUT — 2 H.P. — 4 CYCLE VERTICAL SHAFT ENGINE Delivery will be made on Motor that is available at time of order [illegible] Retrievable STARTER ¾" to 2¾" CUTTING HEIGHT 2-Piece HANDLE [illegible] type BLADE [illegible] WHEELS Automatic CLUTCH [illegible] Heavy [illegible] Housing CONSTRUCTION [illegible] ENAMEL FINISH Shipping Wt [illegible] lbs.

27000 2B7466 Each **$99.95**

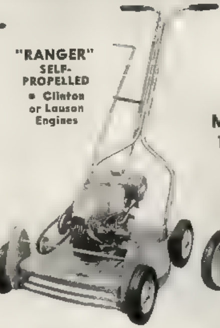
As above [illegible] COMPACT MODEL— [illegible] CUT —4 CYCLE—1 6 H.P Non-Retrievable Starter Shipping Wt 62 lbs.

27000 4B5996 Each.. . **$79.95**

"RANGER"

SELF-PROPELLED

• Clinton or Lauson Engines



SELF PROPELLED ROTARY 21" CUT 2 HP 4 CYCLE Delivery will be made on Motor that is available at time of order Automatic Retrievable Starter, ¾" to 2¾" CUTTING HEIGHT 2 Piece HANDLE [illegible] BLADE [illegible] WHEELS semi-pneumatic TIRES Slip type BLADE CLUTCH [illegible] Manual TRACTION CLUTCH Heavy [illegible] able Steel CONSTRUCTION Baked on ENAMEL FINISH Shipping Wt [illegible] lbs.

27000 3B11996 Each. **$159.95**

DE LUXE MODEL 30 16" CUT

BLADES • 5 Crucible Tool Steel **CUTTING HEIGHT** • ¾" to 1¾" **WHEELS** • 10" [illegible] heavy duty [illegible] **ROLLER** • long wearing rubber **FRAME** • Extra strong, light weight cast aluminum **HANDLES** • [illegible] **HUB CAP AND SHRUB BAR** • [illegible] **REEL** • [illegible] **SHIPPING WT** • [illegible] lbs

27000 5B1780 Each **$26.50**

Lambert

LAWN SWEEPER

- **Full Enclosed Cut Steel Gears**
- **Semi-Pneumatic Tires**
- **Sturdy Pressed Steel Frame**
- **Baked Enamel Finish**
- **Individual Brushes—Sturdy Fiber**
- **Simple Fingertip Adjustment**
- **Double Strength Steel Handle**
- **Large Capacity—Heavy Canvas Hamper**

Weight 40 lbs. Shipping weight 51 lbs Shipped completely assembled

49800 1B2450 21" model. Each . **$34.95**

As above For large lawns 30" model. Weight [illegible] lbs Shipping weight 62 lbs shipped completely assembled

49800 2B3150 30" model Each 44.85

F.O.B. FACTORY OHIO

SNOW REMOVER

Gathers, throws and blows snow right or left STURDY, all steel snow mover. Clears snow from paved or gravel sidewalks, driveways, etc **ENGINE**—Pioneer Model A—4 cycle [illegible] H.P. rope pull starter [illegible] automotive type float [illegible] carburetor Enclosed protected air cleaner Plastic impregnated weatherproofed mag [illegible] capacity gas tank, [illegible] ty crank case

DRIVE—Heavy [illegible] from engine to impeller shaft. **CONTROLS**—[illegible] knob on handle. Safety shut-off button [illegible] result and shock. Adjustable deflector [illegible] **IMPELLER ASSEMBLY**—Two [illegible]—safety slip clutch protects [illegible] **WHEELS**—Two 10" rear wheels, semi-pneumatic rubber tires—two 4½" [illegible] guide wheels, adjustable to 1" Heavy gauge frame Handles [illegible] 90-day factory warranty Blue with red and grey trim [illegible] baked enamel F.O.B. Chicago Warehouse. Shipping weight 118 lbs.

49700 1B9384 Each. **$134.50**

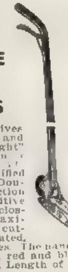
HEDGEMASTER

- **Double Action Blades**
- **10½" • Can be locked in Either of Two Positions**

Adjustable handle balanced at center of trimmer right or left hand operation Universal type [illegible] weight approximately [illegible] lbs Ship wt approx [illegible] lbs

24400 1B2990 Each **$42.50**

Wiss LONG HANDLE GRASS SHEARS



Single wheel gives added mobility and easy use in "tight" spots [illegible] Sturdy, simplified construction Double spring action provides positive opening and closing, with maximum ease of cutting Nickel plated, [illegible] blades. The handles [illegible] in red and black baked enamel. Length of Cut [illegible]

8835B252 Each ... **$3.85**

Wiss HEDGE SHEARS

RUBBER SHOCK ABSORBER

Hot drop forged, hardened, tempered, hollow ground, tapered serrated blades. Perfect adjustment and balance For professional or home use. Blade length 8½"

8832B323 Each. **$4.95**

Wiss HY-POWER PRUNING SHEARS

HAND-EDGED

Anvil-type construction assures a clean, effortless cut, largely eliminates bruising. New, narrower blades are hand-edged to knife keenness.

8833B170 Each $2.75

Wiss GRASS SHEARS

DROP-FORGED

Narrow blades, offset handles, closing latch Length 12".

8834B164 Each . . . **$2.50**

for pleasure boats, motors
and boating equipment
on the east coast
it's

★ ★ ★ ★ ★ ★ ★ ★ ★

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DISTRIBUTORS OF:

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- ★ Higgs Electro-nut
- ★ Kermath Marine Engines
- ★ Oliver Outboard Motors

Complete stock of parts and equipment always available

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LOW UPKEEP—$1,064.00
Including Tip-up Rudder

Fiber-Glass Hull, Aluminum Spar, Boom. 16′ LOA, 6′6″ beam, 166 sq. ft. sail area.

10′ Plastic Sailing Dinghy
$499.00

Plywood NIPPERS — 12′ cat-rigged. $429.00

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Byrne Rd. at South St.
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Pacemaker 29′ CRUISER AND 33′ EXPRESS

29′ or 33′ Pacemaker featuring the best in design, material and construction. Reserved for those who plan ahead.
Write for Information

C. P. LEEK & Sons
LOWER BANK · NEW JERSEY

window adjusters provide a means for adjusting the windshield at any opening. Sealing the edges of all plywood is very important, and is most effectively accomplished before assembly. A sealing compound made for this purpose should be used. All plywood having fir surfaces should be given a coat of Firzite to tame the grain, and given a prime coat of paint.

After all parts have been completed the cabin is ready for assembly. The lower cross piece is set in bedding compound and fastened in place using wood screws. The sides are then set against the lower cross piece, the top cross piece being set in at the same time, and the joints glued applying pressure using bar clamps. The cabin sides are secured to the cat walks with good screws set at an angle. Quarter round ¾-inch molding is set in bedding compound and secured with wood screws all around the outside of the cabin, wherever the cabin is attached to the boat. The ribs are set in place and the ¼-inch plywood overhead panel nailed down using clinch type nails.

The assembly completed all marks, counter sink marks, and indentations should filled in with a wood filler. All sharp corners rounded and the entire cabin sanded. At least three coats of marine paint is necessary to protect the cabin from exposure to salt water. J.K.K., UNIONDALE, N. Y.

☆ ☆ ☆

HUCKINS ANNOUNCES NEW SPORTSMAN 40

A new Fairform Flyer, the 1955 Model Sportsman 40, has been announced by the Huckins Yacht Corporation, Jacksonville, Fla. She sleeps four on lower berths; five, with an optional folding berth in the deckhouse.

The arrangement is the result of many requests by Fairform Flyer owners and experienced yachtsmen, who prefer the combined comforts of cruising and sport fishing in a seagoing, planing hull. The seated visibility in the deckhouse, and the spacious bridge with large aft cockpit, are noteworthy features.

The Sportsman 40 is 40′ 8″ OA with a breadth of 12′ 1″ and a draft of 2′ 4″. Freeboard at the bow is 5′ 4″ and 3′ 2″ at the stern.

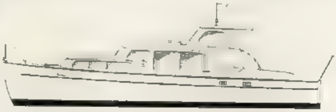
Standard power is twin Chrysler Imperial V-8 engines of 200 h.p. each, providing a cruising speed of 24 knots and a top speed of over 30 m.p.h. The low trolling speed of the Sportsman 40 is ideal for deep-sea fishing. Optional power is available, including twin GM 471 diesels for lower cruising speeds. Fuel capacity is 216 gallons and 86 gallons of fresh water.

The arrangement of the Sportsman 40 is such that outriggers, fishing chairs and other deep-sea fishing gear may be installed most effectively.

The Quadraconic Hull of the Sportsman 40 is of the same type of construction as used in Fairform Flyers for many years. Planking is double-diagonal mahogany, plastic-bonded, and Everdur-fastened. Frames, chines, clamps and laminated keel are white oak.

Four watertight bulkheads subdivide the hull into five watertight compartments, a practice of bulkheading that continues throughout the Fairform Flyer line.

Many innovations will be found in the Sportsman 40, including independent electric bilge pumps in each of the main watertight compartments, and float signal bullseyes and pump switches within reach of the steersman, in the control panel.



Profile of the Huckins Yacht Corporation's new 1955 Sportsman 40 for offshore fishing. She can sleep five

World's Fastest Growing One-Design

"Firefly"

English one-of-a-kind winner

18 FT. "Jolly"

A FAVORITE WITH SAILING CLUBS THE WORLD OVER

Famed 12-foot "Firefly" boasts a laminated, varnished mahogany hull . . . low-priced yet delivers sensational sailing for skipper and crew. Can be maintained like new year after year. Fully rigged, including Ratsey of Cowes sails and aluminum mast.

Duty paid, East Coast Port of Entry **$642**

DECKED MOULDED MAHOGANY COMPLETE WITH RATSEY SAILS

So much premium equipment and fine British craftsmanship! Sails include main, genoa, parachute spinnaker . . . many other valuable pieces of equipment. Jolly is half-foot longer than other leading models, yet about $400 less!

Duty paid East Coast Port of Entry **$1050 kit**

Assembled **$1435**

GEORGE D. O'DAY ASSOCIATES

9 Newbury Street, Boston, Mass.

at higher speeds does have its disadvantages. The boating season is usually shortened for the utility boat owner, and many times it may be necessary to hoist anchor just as the fish are starting to bite because of weather conditions unfavorable to the occupants of an open boat.

The owners of these boats can improve the appearance and greatly increase the value of their boats by the addition of a light weight, low cost shelter cabin.

Contrary to opinion, the construction of such a cabin may be a simple, inexpensive project which may be completed during the winter months at any location desired, if a proper procedure is followed.

There are general factors in design which will apply to all boats:

Weight—Construction must be strong yet light in weight, because all weights added above the center of gravity of the boat will raise that center of gravity and affect the transverse stability of the boat.

Shape—The shape and size of the cabin must conform to the lines of the boat. The cabin should enhance the appearance and increase the value of the boat

Method of construction—If we intend to produce a craftsman like project it is obvious that it will be necessary to have the proper tools, and a comfortable place to work in. Therefore, a method of construction which will permit the building of the shelter cabin at any desired place, in sections, during the winter months, and completing assembly on the boat in the spring, would seem to be the most practical

The first step in construction is to make templates. Tempered masonite ¼ inch thick is an ideal material to use. It is easily cut using woodworking tools, it is inexpensive, and will not change shape once it is cut.

Two templates are required. A side template, the base of which conforms to the sheer of the boat, and a front cross piece template placed athwartships, set at an angle conforming to the windshield angle, and cut to the curvature of the deck

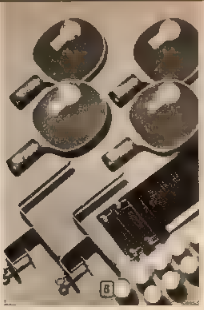
The beauty of the completed cabin depends upon the shape of the side template. Therefore, it is best to set the template on the boat after its base has been fitted, and mark the shape View the design from a distance and make necessary changes until the desired lines are obtained. Points to check are: the height, length, windshield angle, side window (size and shape), etc.

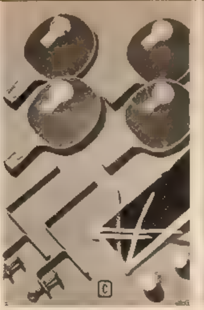
After the templates are completed all other work aside from final assembly, may be completed away from the boat. The sides and lower cross piece are cut to match the templates. A mock set up of the two sides and lower cross piece is made This set up should be made on a flat surface and is held together using C clamps. It is important that the mock set up is exactly the same as it would be when assembled on the boat The measurement taken during template construction between the sides as indicated on the sketch is used to assure the correct distance at the rear of the cabin. All other parts may now be cut taking measurements from the set up.

The sides, overhead panel, and windshield are cut from marine grade waterproof plywood (D.F.P.A. ext.). Crosspieces, ribs, supports and fillets are cut from white pine. Plexiglass may be used for windows. Quarter round ¼-inch molding is used to hold the plexiglass in place. If the shape of the windows calls for round corners, short pieces of lead molding are easily formed into these corners. Wood molding is used on all straight surfaces. All windows are set in bedding compound.

Waterproof marine glue and brass wood screws are used to join parts. Mortise and tenon, or doweled joints should be used to join crosspieces to the cabin sides. The use of canvas on the overhead may be avoided by purchasing a plywood panel finished on both sides. A recess is cut in the overhead support fillets, and the panel is set into the recess using bedding compound. The seams are covered with half round molding also set in bedding compound. Short spaces at low points are provided to allow water to run off.

A piano hinge backed with canvas holds the windshield;





A ECONOMY TABLE TENNIS SET

An economical table tennis set for the whole family. An exciting game for young or old. Outfit includes four 3-ply sand-faced bats, two heavy extension brackets, strong full-length net, two tournament balls, and rule book

50135A310—Shpg. wt. 3 lbs........Retail **$5.00**

B DELUXE TABLE TENNIS SET

Fill your "rec" room with excitement and thrills! Deluxe set includes four 5-ply basswood official tournament size bats with tapered leather-bound handles for easy grip. Bats are rubber-faced for snappy ball return. Set also includes heavy-duty extension brackets, U.S.T.T.A. approved tournament net, 6 balls, and rule book

50348A745—Shpg. wt. 4 lbs.......Retail **$12.00**

C STANDARD TABLE TENNIS SET

Designed for table tennis enthusiasts everywhere—play singles or doubles. Set consists of four 3-ply basswood official tournament-size bats, rubber faced to give better control of the ball. Full extension brackets, full-length metal-end net that fits any size table, two tournament balls, and instruction book

50137A405—Shpg. wt. 3½ lbs.......Retail **$6.50**

D SUPERIOR TABLE TENNIS SET

Here is a complete set made to withstand long, rugged use. Four official size 5-ply rubber-faced bats with tapered laminated handles for comfortable grip. Two sturdy heavy-duty extension brackets, strong durable net that can be adjusted at either end. Six tournament balls and a complete booklet of rules and instructions

50139A620—Shpg. wt. 4 lbs.... ..Retail **$10.00**

UNIVERSAL TABLE TENNIS BALLS

Try this better ball for a better game. Uniform true-bouncing table tennis balls officially approved by the United States Table Tennis Association. Their toughness and bounce make them choice equipment for professionals and amateurs alike. Regulation size. 6 to a box.

50140A55—Box of 6.................Retail **98c**

TABLE TENNIS TABLES

For home or institutional use. Deluxe Flight model tennis table is sturdily built to last for years. Constructed of ¾ in. 5-ply plywood, sanded to provide smooth playing surface and finished with green satin lacquer coating. Use it for singles or doubles matches—court lines striped in easy-to-see white. Standard 5x9 ft. size; comes in two sections for easy storage. Eight strongly constructed legs are carefully mounted to keep table rigid and steady. Here's the perfect family game—a recreation room favorite. F.O.B. Minneapolis.

50143F3990—135 lbs. .**$64.95**

As above, but constructed of ½ in. 5-ply plywood

50142F3510—100 lbs. .**$55.95**

As above, but constructed of ⅝ in. 3-ply plywood.

50141F3125—90 lbs.. .**$49.95**

WILSON NELSON FOX

Five-finger glove—major league infielder's model. Specially selected tan cowhide, full cowhide lining. Leather-laced palm, fingertips, crotch and binding. Full-welted streamlined back fingers and grease-set Grip-Tite pocket. Fully oiled. Shpg. wt. 1½ lbs.

41162A1573—Regular ...**$24.00**

41163A1573—Southpaw **$24.00**

WILSON HARVEY KUEHN

Big five-finger fielder's glove of high-grade tan cowhide with full cowhide lining. Leather-laced palm, fingertips, and wrist. Button-and-leather laced tie-down wrist adjustment. Rolled leather binding. Greased pocket, wool felt pad with hand-formed heel. Fully oiled. Shpg. wt. 1½ lbs.

41212A1200—Regular ...**$18.50**

WILSON GEORGE KELL

Large size. Tough tan cowhide glove with full leather lining. Leather-laced crotch, leather binding. Hold-Tite adjustable wrist strap. Streamlined fingers laced at tips. Hand-formed heel with felt pad. Greased Grip-Tite pocket with adjustable palm lacing. Fully oiled. Shpg. wt. 1½ lbs.

41209A960—Regular **$15.00**

WILSON ENOS SLAUGHTER

Five-finger model at a popular price—large size for accurate fielding. Made from tan cowhide with full leather lining and welted seams. Leather-laced wrist and fingertips. Vinyl binding. Felt pad with hand-formed heel. Grip-Tite pocket. Fully oiled. 1½ lbs.

41156A560—Regular **$8.50**

41157A560—Southpaw ...**$8.50**

AMERICAN BRICKS

AMERICAN PLASTIC BRICKS

Big jumbo set of interlocking, red plastic bricks. Can make scale models or real modern homes. All accessories are white plastic. Models follow true bricklayer's practices and are scale model miniatures. 459 pieces to set. Six to carton. Wt. 23 lbs. No. 735.

STOCK No. 71—87832

HALSAM PROD. CO.

N34-55 Q **Retail** ____________ **$6.98 ea.**

Inv.____________ Pur.____________

BLOCK CITY BLOCKS

The junior builder in an attractive full-color tube package. Plenty of building possibilities with this low priced set. Contains 152 pieces including 95 blocks, 20 half blocks, doors, windows, roofing blocks, fence pieces, fence gate and ample flooring material. Builds house shown above and many other structures. No. B300.

STOCK No. 71—87834★

PLASTIC BLOCK CITY

V71-95 T **Retail**____________ **$2.98 ea.**

Inv.____________ Pur____________

BLOCK CITY BLOCKS

This set builds all models that can be built by small sets and a variety of larger buildings as well. Set contains 306 pieces including 190 blocks, 40 half blocks, doors, windows, fence pieces, fence gate, roofing blocks, garage door and ample roofing material plus many other parts. Will build modern ranch house shown above plus many other models. No. B500.

STOCK No. 71—87836★

PLASTIC BLOCK CITY

G43-25 X **Retail**____________ **$4.98 ea.**

Inv.____________ Pur____________

BLOCK CITY BLOCKS

Gleaming white, washable blocks of rugged, molded shatterproof plastic with accessories in contrasting colors. Makes hundreds of different buildings and an endless variety of sturdy scale models. Contains blocks, half-blocks, windows, doors and other parts. In sealed tube with 20 page instruction books. Set of 472 pieces. 3/ctn., wt. 11 lbs. No. B-750.

STOCK No. 71—87838

PLASTIC BLOCK CITY, INC

Y34-87 T **Retail** **$7.50 ea.**

Inv.____________ Pur____________

ERECTOR SETS

APPRENTICE ERECTOR SET

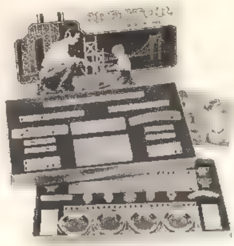
Apprentice set with big disc wheels, curved and long girders. Builds ferris wheel, draw bridge, elevator, cranes, etc. Packed in cardboard box 18" x 10" x 1⅞". Complete with "How To Make 'Em book. Dozen to carton. No. 2½.

STOCK No. 71—87872

A. C. GILBERT CO.

C92-34 A F. T. Rtl. $3.50 ea.

Inv.______________ Pur



ERECTOR SET

The professional set with giant base plates and three different sizes of angle girders. Builds many interesting and operating models. Contains 182 parts, such as wheels pulleys, plates and assorted girders. Has ample quantity of nuts and bolts. Two-tier box measures 15½" long, 10½" wide, 2" high. No. 3½

STOCK No. 71—87873

A. C. GILBERT CO

N43-34 X F. T. Rtl. $5.00 ea.

Inv.______________ Pur.__________

ERECTOR SET WITH METAL BOX

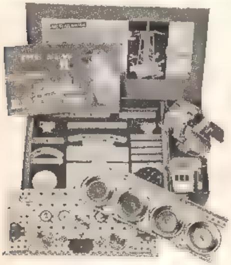
Packed in heavy gauge steel chest with two tiers containing a multitude of parts to build many interesting models. This is a motorized set, including strong clock spring windup type motor. All steel set measures 16¼" long, 10½" wide, 3" high. No. 4½

STOCK No. 71—87876

A. C. GILBERT CO.

D46-64 T F. T. Rtl. $9.95 ea.

Inv ______ Pur__________



ERECTOR SET WITH METAL BOX

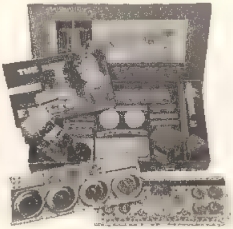
This is an electric engine set that comes in an all heavy gauge steel box measuring 18" long, 10"' wide, 3"' high. Has a gleaming array of more than 325 parts, including a strong electric engine gear train that runs in forward and reverse and has multiple speed combinations. This set will build many models No 6½.

STOCK No. 71—87879★

A. C. GILBERT CO.

B310-00 X F. T. Rtl. $14.95 ea.

Inv.______________ Pur.______________



ERECTOR SET

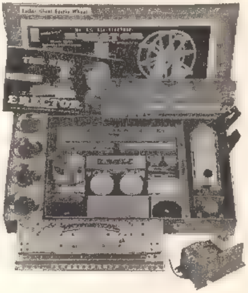
Over 360 all-metal parts, Including a powerful electric engine whose gearing will produce a variety of speeds. Plus reverse or forward action. Makes many different things. Three to carton. No. 7½.

STOCK No. 71—87881

A. C GILBERT CO.

K312-00 V F. T. Rtl. $17.95 ea.

Inv __ Pur. ________



ALL-ELECTRIC ERECTOR SET

The all-electric set. Builds Bascule bridge and ferris wheel 110 volt reversing electric engine, lifting magnet Builds bridges, oil drilling rig, magnetic cranes, derricks, etc. Includes lights, miniature house, base plates, square girders, etc. In metal cabinet 20¼" x 12¼" x 2¾". Three to carton. No. 8½.

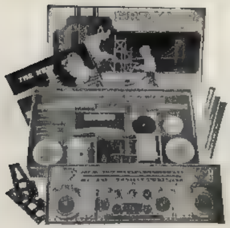
STOCK No. 71—87884■

A. C. GILBERT CO.

D616-34 S F. T. Rtl. $24.50 ea.

Inv.______________ Pur.______________

ERECTOR SETS GILBERT TOOL CHESTS



ELECTRIC ENGINE SET

Builds Thrilling Airplane Ride

More than 350 parts! Hinged cover box. Electric engine gear [illegible] forward, reverse multiple speed combinations. All-steel Bridge Tender's Shack. Mag[illegible] device coupling transmitting power from motor to model. Book describing how to put models together. Ship. wt. 10 lbs.

3748D880 Each **$13.95**

ENGINEERS SET

Builds Walking Beam Engine

Electric Engine's gearing produce variety of speeds. Polished steel boiler and Engineer's shack. Steel Chest with hinged metal clasp cover. Can build Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, Steam Plant, Two Cylinder Engine, etc. Ship. wt. 12 lbs.

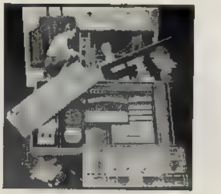
3749B1130 Set **$16.95**

AMUSEMENT PARK SET

Builds Parachute Jump and Merry-Go-Round!

You can build a colorful carnival setting that will be the envy of the neighborhood: Parachute Jump, Merry-Go-Round, Sideshow booths, etc., PLUS such action models as the Giant Power Plant, Dutch Windmill, Traveling Crane, Universal Crane, Double Cylinder Horizontal Engine, Hammerhead Crane with Magnet and many, many other kinds. Models swing into action when connected with the 110 volt Electric Engine with forward-and-reverse operation and variety of geared speeds. Parts include Boiler and Fly Wheel equipment, electromagnet, horses, Bridge Tender's shack, and string of lights. Big sheet steel cabinet measures 22" long x 13⅛" wide x 2¾" high. Packed 1 per carton. Shipping wt. 28 lbs.

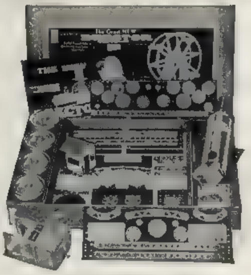
3751B2664 Set.................... **$39.95**



MOTORIZED SET

Precision-made mechanical spring wind Motor enables action models to operate under own power. Hoists, Cranes, Ferris Wheel and other models. Miniature metal house as Bridge Tender's shack, Railroad Crossing shelter, Ticket Seller's booth etc. Lavishly illustrated book "HOW TO MAKE 'EM." 18" long, 10" wide, 2⅜" high. Ship wt. 10 lbs.

3747D530 Each **$7.95**



ALL-ELECTRIC SET

Builds Colorful Ferris Wheel

Sturdy hinged cover steel cabinet. 4 speed forward-and-reverse gearing. A string of electric lights, powerful electro magnet. Flex-O-Matic magic coupling to transmit motor power. Erect Magnet Crane, Oil Drilling Rig, Portable Derrick, Operating Elevator etc. Ship. wt. 20 lbs.

3750B1684 Set. **$24.50**

OUTSTANDING GILBERT TOOL CHESTS

40 PC. SET

- **Individual Tool Holders**
- **Sturdy Steel Cabinet**
- **A DeLuxe Assortment**
- **For the Advanced Junior Carpenter**
- **Cabinet Measures 19" High—10" Wide—4½" Deep, Closed**

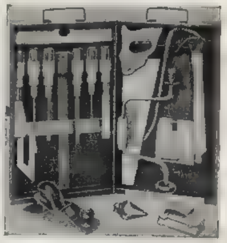
Includes Screwdriver, Awl, Putty Knife, Level, ¼" Chisel, ¾" Chisel, File, large Screwdriver, 16" Saw, Gimlet Bit, large Brace, Keyhole Saw, Wrecking Bar, Carpenter's Pencil, Coping Saw, Hammer, Sandpaper, Sanding Block, Wrench, Chalk, Utility Can, Saw Blade, Tri Square, Drill and Case Unit, Plumb Bob, T-Square, Plane, Mallet, Pliers, Triangle. Ship. wt. 18 lbs.

3761B1264 Per set.. .... **$18.95**

18 PC. SET

Heavy gauge hinged cover steel chest. Brace, Saw, T Square and Rule, Mallet, Screwdriver, Awl, Putty Knife, 6" Metal Square, Utility Can, Triangle and Protractor, extra Sandpaper, Pliers, Plumb Bob, Sanding Block, Hammer and 7" Plane. Approximate Ship. wt. 6 lbs.

3759B404 Per set........ **$6.95**



23 PC. SET

Real all steel carpenter's upright cabinet. Every tool has its own bracket. Combination Level, Plumb Bob, Sanding Block, Putty Knife, Small Screwdriver, Awl, ¾" Chisel, File, large Screwdriver, Tri Square, T Square, large Tri Square, extra Sandpaper, Wrecking Bar, 7" Plane, 12" Saw, Brace, Hammer, 5 Bits. 16½" high, 9" wide, 4" deep, closed. Ship. wt. 13 lbs.

3760B834 Per set.......... **$12.50**

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B35 J 3244. (Shpd. frt. or exp.) 17.95

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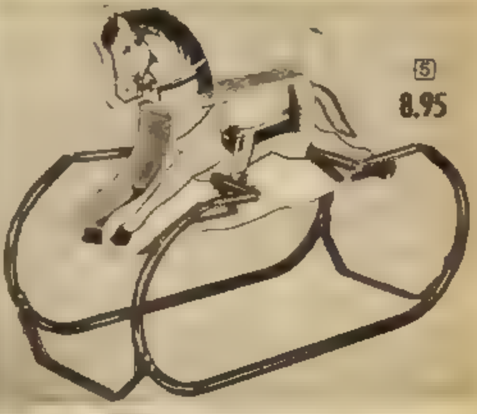

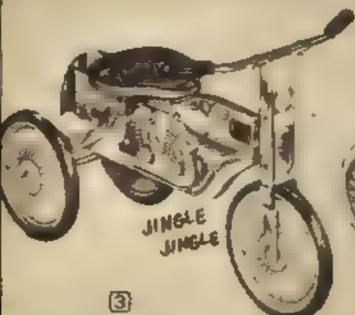

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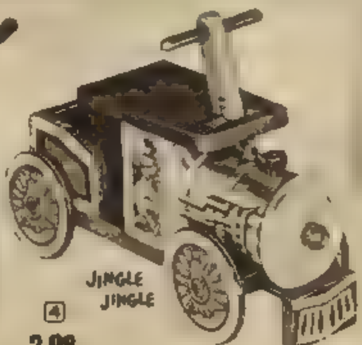

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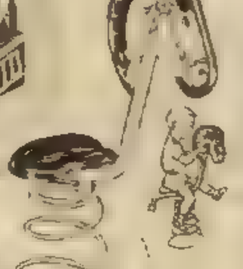

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④ **LOCO-CHIME RIDER** For small railroad "engineers." Gaily lithographed locomotive with cow catcher, fiberboard boiler, bell, smoke stack, engine, cab. Kiddies love to ride and haul their toy "freight," blocks, dolls in the large open "coal car." Smooth wooden hand grips, 4 jolly jingle wheels. 19x15 [illegible] high. Mailable.
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⑤ **"MAGIC" PRANCER** rears, prances, gallops in lively fashion! Horse spring-mounted on 18x36 in. enameled 1-in. tubular steel frame—safe, won't tip. Palomino Tan pressed wood body, hardwood head. Saddle 21 inches from floor. Mailable.
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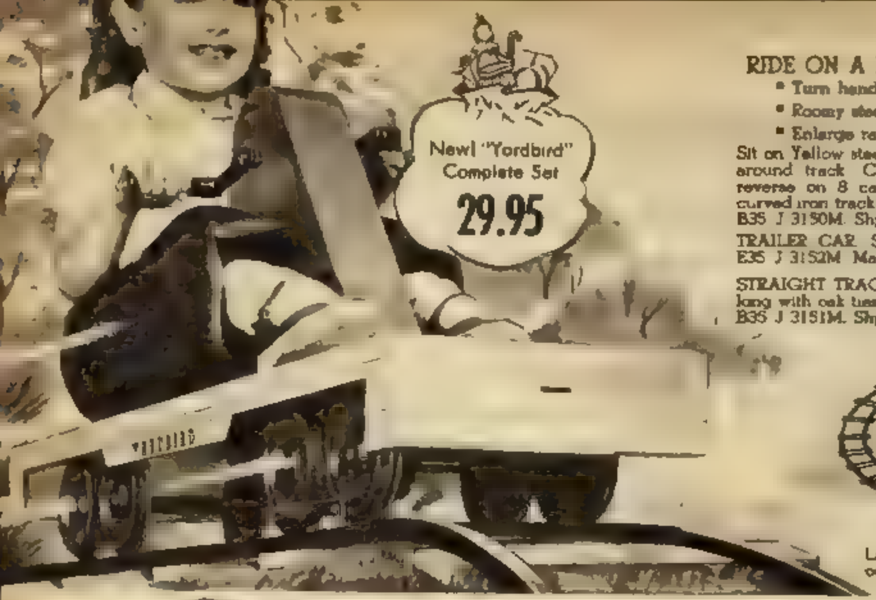
⑥ **KANGO HORSE** safely gallops 3 to 5 ft. forward when heavy steel coil spring is compressed and released! Kids love this action! Rubber covered stopper bar coil. Bright prest wood head, handle grips. 30 in. high, seat 15-in. from floor. Mailable.
R35 J 3220. (11 lbs.) 7.95

See Page 287 for Spiegel Budget Power Plan . . . have more, enjoy more



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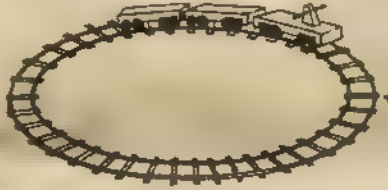
RIDE ON A HAND POWERED YARDBIRD

- Turn hand crank—chain drive propels car
- Roomy steel car runs smoothly on iron rails
- Enlarge railroad with extra tracks and cars

Sit on Yellow steel "power" car, turn crank ... speed around track. Car 11x33 in. long goes forward or reverse on 8 cast iron train wheels. 40 ft. flexible curved iron track with oak ties. Assembly instr.
B35 J 3150M. Shpd. frt. or exp. (86 lbs.) Set 29.95

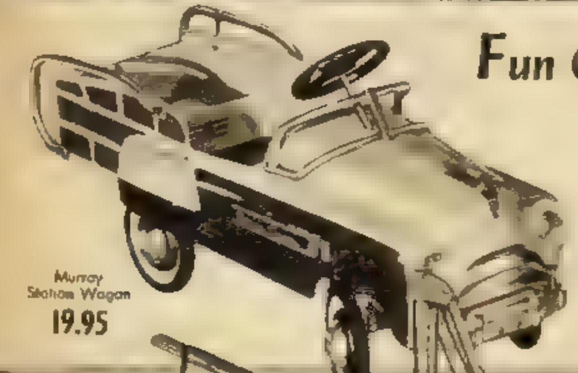
TRAILER CAR. Same as above without hand crank.
E35 J 3152M. Mailable. (30 lbs.) Each 12.95

STRAIGHT TRACK. 20 ft. 4 sections (8 rails) ea. 5 ft. long with oak ties. Use to enlarge railroad.
B35 J 3151M. Shpd. frt. or exp. (20 lbs.) . Set 7.95



Lay 40 ft. of flexible iron track on sturdy oak ties. Ideal for outdoors or in basement

Fun On Wheels For Little Drivers—



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- Turns with minimum effort . . . lots of leg room

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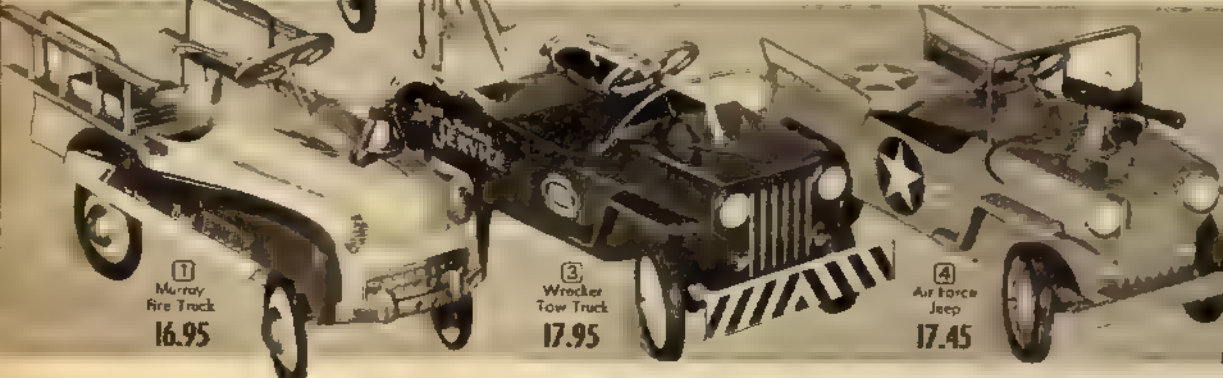
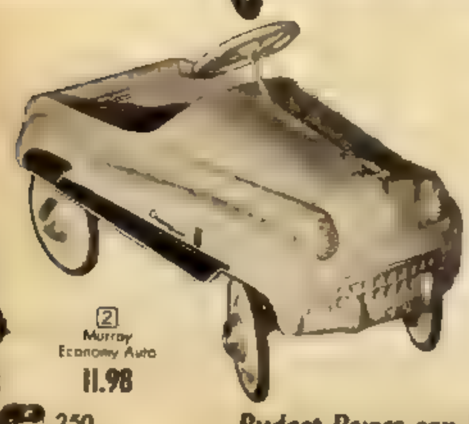


1 Murray Fire Truck 16.95

3 Wrecker Tow Truck 17.95

4 Air Force Jeep 17.45



2 Murray Economy Auto

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PEDAL-DRIVEN CARS, TRUCKS FOR SMOOTH, EASY RIDING

1 MURRAY FIRE TRUCK carries extra riders! Heavy welded steel, Vermilion Red enamel with Yellow trim, "Silver" grille, headlights. Two removable wooden ladders; Chief's bell; sturdy steel hand rails. Ball bearing double disc 8-in. wheels, solid ⅝ in. rubber tires, block pedals. 17 x 43 in. long. (38 lbs.)
E35 J 3184. Mailable 16.95

2 MURRAY ECONOMY AUTO drives and turns easily—has features of more costly cars! 2-tone Green and Blue enamel, "Silver" trim on heavy steel. Ball bearing pedal drive, 8-in. dble. disc wheels. Gleaming "Nickel" hub caps. Solid rubber ⅝ in. tires, block pedals. Fabric seat pad. 17x36 in. long. (31 lbs.)
E35 J 3173. Mailable.......11.98

3 NEW! WRECKER TRUCK really tows! Raise other "car" with hoist—haul it away for "repairs." Red enamel with White on heavy steel. Sturdy 3-in. "pushing" bumper—just like real wrecker trucks! 8-in. disc wheels, semi-pneumatic 1¼-in. rubber tires. Smooth ball bearing pedal drive. 12x47 in. long. (37 lbs.)
E35 J 3185. Mailable.......17.95

4 AIR FORCE JEEP has plenty of room for extra riders. "Rat-tat-tat" swivel machine gun on hood—raise and lower as desired. Has 8-inch double disc wheels, semi-pneumatic 1¼-in. tires. Pedals adjust to abt. 15 to 28 in. leg reach. Sturdy enamel steel, Air Force Blue with insignia trim. 13x40 in. long. (36 lbs.)
E35 J 3137. Mailable.......17.45

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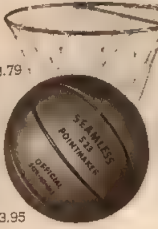
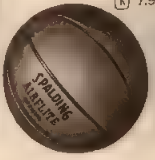


J 3.79



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B EDDIE MATTHEWS "PLAYMAKER" GLOVE. Better Quality. Made by Rawlings. Endorsed by the Milwaukee star Large size 4-finger pro-model Selected Tan cowhide, oiled. Full cowhide lined. Pro-laced U-crotch. Pre-formed hinged felt pad. Streamlined back, solid leather ball trap. Welted seams. Ship. wt. 1 lb. 8 oz.

60 W 4215 —Wear on Left Hand ..7.69 60 W 4216—Wear on Right Hand..7.69

C MARTY MARION "PLAYMAKER" GLOVE. One of our best selling "Playmakers." Made by Rawlings. Endorsed by the White Sox Mgr. Medium-priced 4-finger pro-model. Select tan cowhide, oiled. Sewn pre-shaped felt pad. Full leather lined. Adj. ball trap, laced fingers. Solid web. Welted seams. Ship. wt. 1 lb. 8 oz.

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D WILLIE "PUDDIN-HEAD" JONES 5 FINGER GLOVE. Made by Rawlings. Select Tan cowhide, oiled. Full leather lined. Streamlined back. Solid leather web. Leather laced fingers, heel. Pre-formed felt pad. Welted seams. Ship. wt. 1 lb. 8 oz.

60 W 4210—Wear on Left Hand. .5.69 60 W 4211—Wear on Right Hand. 5.69

E JOE GORDON GLOVE. Good Quality. Reddish Tan cowhide. Full size 5 finger pro-model. Full leather lined. Pre-shaped felt pad, leather laced fingers. Booklet "How to Play 2nd Base." A top value. Ship. wt. 1 lb. 8 oz.

60 W 4205—Wear on Left Hand. .3.89 60 W 4206—Wear on Right Hand.3.89

F "SNAG-EM" MODEL BASE MITT. Made by Rawlings. Full size, Tan cowhide. Shaped felt pad. Leather lined palm. 2-tunnel trap. Ship. wt. 1 lb. 8 oz.

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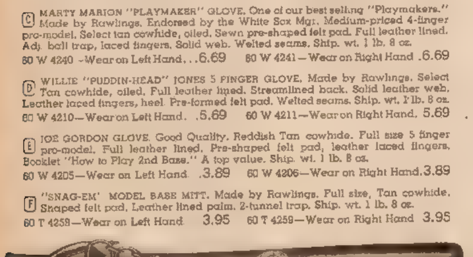

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60 W 5294—Ball Only. With needle. Ship. wt. 2 lbs. 4 oz. .. 4.98
60 W 5256 M—Goal, net. Wt. 9 lbs. each. Pr. 4.98; 1 Goal 2.65

H BETTER QUALITY RUBBER BASKETBALL SET. A real value. Includes laminated rubber ball with bladder Official size and weight. Pebble grain scuffproof cover. Striped seams. Official size goal. ½-in. steel rim, med. wt. twine net laces over rim.

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J GOOD QUALITY "POINT MAKER" RUBBER BASKETBALL SET. Ideal for youngsters. Molded all rubber ball. Official size, weight. Striped seams. Official size goal. ⅜-in. rim, sturdy net

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60 W 5316—Needle incl. Wide striped seams. Wt. 2 lbs. 4 oz. 7.95

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60 W 5307—Needle incl. Off. size, weight. Wt. 2 lbs. 4 oz....3.39

GIVE BASEBALL SETS FOR SEASONS OF FUN

M 3-PC. MAJOR LEAGUE BASEBALL SET. Includes Rawlings Stan Musial "Pro Leaguer" Playmaker glove of select tan cowhide, oiled, full leather lined. Streamlined back. Pre-shaped hinged felt pad. League ball, horsehide cover, Pro size ash bat.

60 T 4267 L—Set. *State Glove for left or right hand*. Wt. 5 lbs. 6.69
60 W 4230—Glove Only—wear on left hand. Wt. 1 lb. 8 oz. .4.79
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N 3-PC. "JR. LEAGUER" BASEBALL SET Includes Ransom Jackson 5-finger tan cowhide glove. Solid web, laced fingers. Part leather lined Special league ball; Adirondack Jr. ash bat.

60 T 4224 L—Set. *State Glove for left or right hand*. Wt. 4 lbs. 3 98
60 T 4222—Glove Only—wear on left hand. Wt. 1 lb....... 2.95
60 T 4223—Glove Only -wear on right hand. Wt. 1 lb.... 2.95

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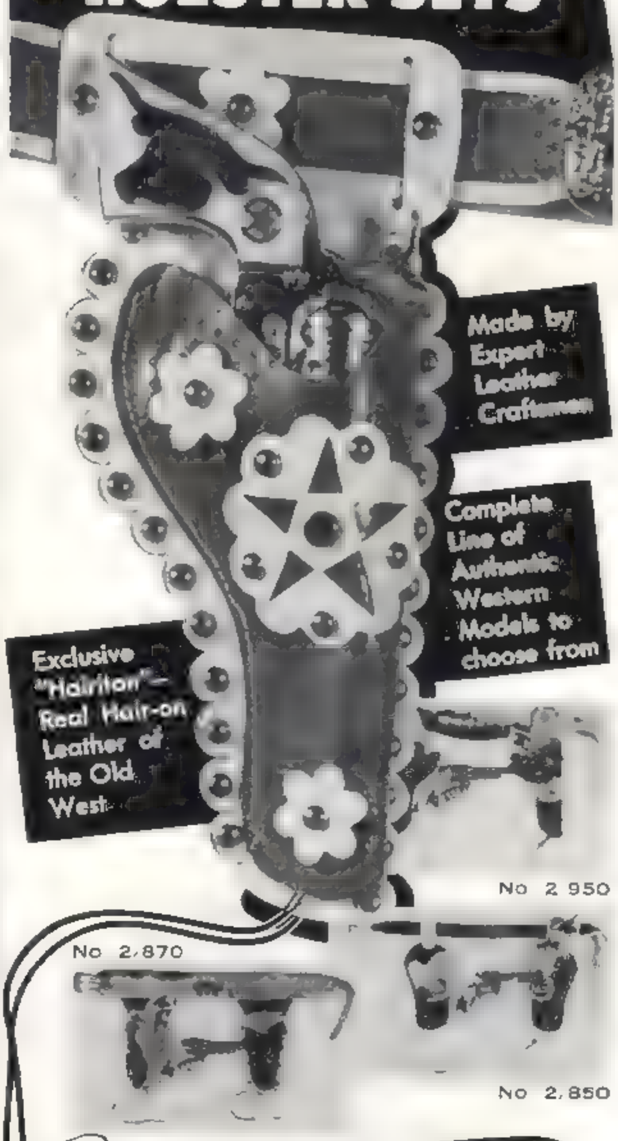
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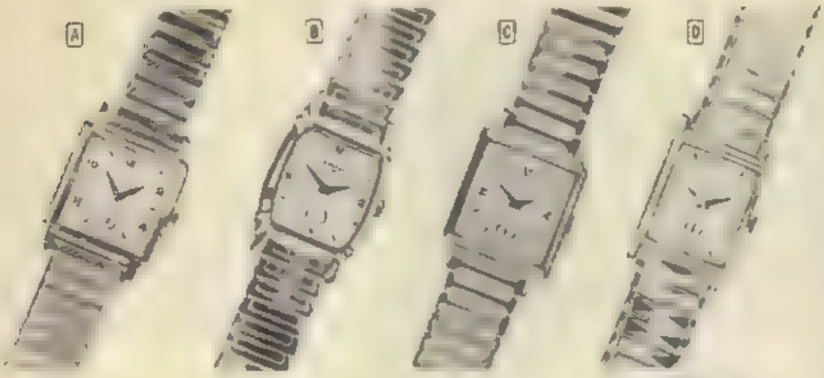
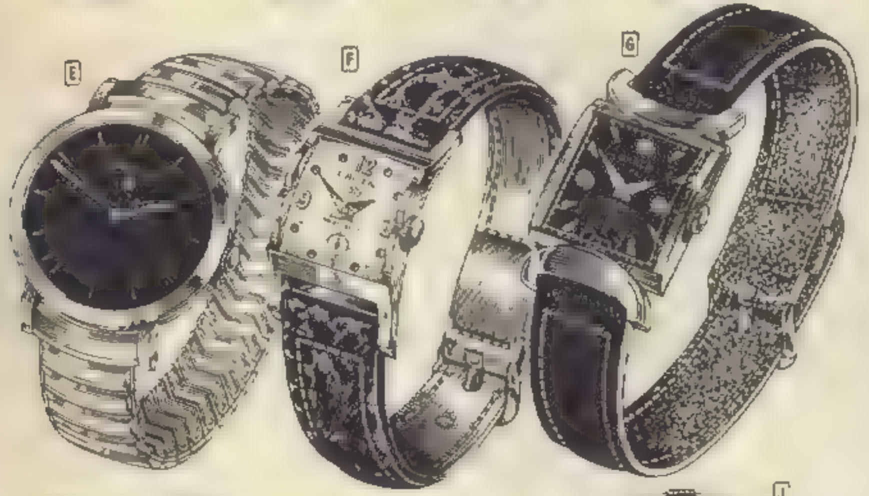
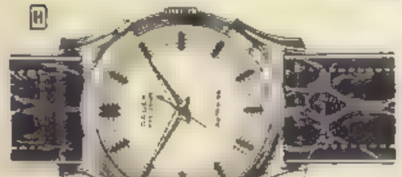
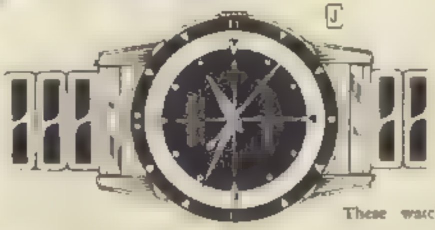
A RICH AND DISTINCTIVE SELECTION OF FINE GRUEN WATCHES . . EACH ONE AN ACHIEVEMENT IN CREATIVE WATCH ENGINEERING

Gruen watches are Fair Traded in all areas where Fair Trade is permitted.









(A) Veri-thin ALCOTT – Rugged masculinity expressed in the square shape and simple elegance of design . . . carried further in the matching straight-bar expansion band. Rich yellow rolled gold case with perspiration and corrosion-resistant stainless steel back. Fine 17 Jewel Precision movement assures 24-hours-a-day accuracy. Second dial in quadrants . . . combined stick and numeral markings.

J-848C2987 **Estab. Retail $49 75**

(B) Veri-thin DARYLL Trim, streamlined shape easy reading face and quadrant second dial distinguish the handsome Daryll – at home anywhere, any time, in any company from sports to formal. Rolled yellow gold case with corrosion resistant stainless steel back. Accurate 17 Jewel movement. Matching expansion band especially crafted for this watch

J-849C3595 **Estab. Retail $59.50**

(C) Veri-thin EPOCH - A superb watch of unfailing accuracy . . . perfectly square and classically beveled. The maximum in simple elegance and dignity. All stick markings with unique second dial. Reliable 17 Jewel movement. Dust resistant case of filled yellow gold with corrosion-resistant stainless steel back. Distinctive matching expansion band, each link repeating the simplicity theme of the watch itself. A treasure on any man's wrist.

J-851C4285 **Estab. Retail $71.50**

D) Veri-thin ESTEEM - Slim, wrist-contoured watch of classic simplicity and beauty . . . dust and shock resistant. No need to worry every time the car door is slammed. Rolled gold plate case with stainless steel back for years and years of service. 17 Jewel movement . . . stick and numeral markings . . . quadrant second dial. Handsome concave-link matching expansion band. An ideal gift or award

J-850C4285 **Estab. Retail $71.50**

(E) Veri-thin SURREY – A luxuriously different watch with fine 21 Jewel Precision movement . . . shock and dust resistant. Features a handsome dial in either black or silver, with graceful stick numerals and sweep second hand. Filled yellow gold case . . . matching trim expansion band. Perfect for every occasion

J-843C5350 SPECIFY SILVER or BLACK DIAL **Estab. Retail $89 50**

(F) Veri-thin LA SALLE – A fashionable, wrist-contoured watch of distinctive appearance. Has 21 Jewel Precision movement for accurate time always. Richly styled dial with both numeral and stick markers. 14K yellow gold case. Tooled top, tapering ends which streamline and merge with the fine custom designed alligator leather strap. A superb gift or presentation watch

J-845C6795 SPECIFY SILVER or BLACK DIAL **Estab. Retail $115 00**

(G) Veri-thin VIKING - A superlative time creation featuring 3 diamonds set into the silver or black dial . . . for men who deserve the finest of watches. Richly styled in every detail, yet conservative and dignified. The case is 14K yellow or white gold, with custom stitched black suede strap. Stick and diamond dial . . . 21 Jewel Precision movement

J-846C9845 SPECIFY BLACK or SILVER DIAL, WHITE or YELLOW GOLD CASE **Estab. Retail $175 00**

(H) Autowind MARINER – Trim and elegant to the last detail, the Mariner is water, dust and shock resistant. 14K yellow gold case. It features a magnificent new 17 Jewel Self-Winding Precision movement. Normal armswing motion winds the watch and builds up advance winding which assures no overnight rundowns. Handsomely styled modern dial with sweep second hand and stick numerals superimposed on concentric design motif. Rich alligator strap

J-847C9845 **Estab. Retail $175.00**

(J) Autowind COMET – Engineered in the modern manner stylish and full of eye-appeal. Self winding . . . shock, water and dust resistant. Accurate 17 Jewel Precision movement. Normal arm motion keeps the COMET wound at all times. Will not run down overnight. Filled gold case with stainless steel, corrosion-resistant back. Smart black enamel trim around bezel, with matching enameled expansion band. Sweep second hand.

J-844C6795 **Estab. Retail $115.00**

These watches are offered for premium use, prize and incentive awards only

---

Nationally Advertised

Clinton Watches

Every one with 17-Jewel SHOCK-PROTECTED Movement – Features include handsome new faces, bright-polished white chrome tops, stainless steel non-corrosive backs. Moisture-proof, dustproof anti-magnetic. Every watch with stitched leather strap . . . gift-boxed. Fully warranted by mfr

(K) 3-DIAL CHRONOGRAPH Perfect for any man or lad. Has multi function dials on face . . . synchronized for hours, minutes, seconds and fifth seconds. Has sweep second hand, radium activated numerals, hour and minute hands. All in one it's a "regular" watch, tachymeter, telemeter, stop-watch, time-out stop-watch, production-timer, pulsometer

J-133C1995 CHRONOGRAPH WATCH **Estab. Retail $39 95**

(L) CALENDAR WRISTWATCH - Genuine Rotomatic calendar movement tells at a glance the month, day, date, hour, minute, second. Radium activated numerals and hands. A luxury gift or prize the year 'round

J-334C1988 CALENDAR WATCH **Estab. Retail $39 95**

(M) SELF-WINDING AUTOMATIC – Ultra-modern and beautiful . . no winding necessary. Full-swing movement builds up 2-day wind through normal arm-swing. No more "I forgot to wind it" problems.

J-134C2195 MEN'S SELF-WINDING AUTOMATIC **Estab. Retail $43.95**

J-135C2195 WOMEN'S SELF-WINDING AUTOMATIC – Petite model **Estab. Retail $43 95**

WATERPROOF MILITARY TYPE – Handsome, streamlined, with luminous dial and sweep second hand . . ideal for use where seconds count

(N) J-335C1588 MEN'S WATERPROOF **Estab. Retail $31 95**

(P) J-340C1588 NURSE'S WATERPROOF – smaller, with smart black suede band **Estab. Retail $31 95**

Gund Mfg. Co.

WALT DISNEY
19½ INCH PLUTO THE PUP

19½ inches tall. Made of rayon plush with wired black plush ears, black nose and tail. Red felt tongue, leatherette collar, plastic eyes.

No.	Retail	Pkd.	Each
EG129-WD64	$11.95	1 ea.	

Weight 6¼ lbs.

Gund Mfg. Co.

GROWLER CUDDLE BEAR

16 inch cuddle bear of lustrous plush with growler voice in body. Shaped arms and legs, clamped-in moving eyes, vinyl nose, ribbon around neck. Brown and sand, gold and white color combination. Individually boxed.

No.	Retail	1/5	6/m
EG129-8021	$3.98		

Pkd. 36 ea. - 62 lbs.

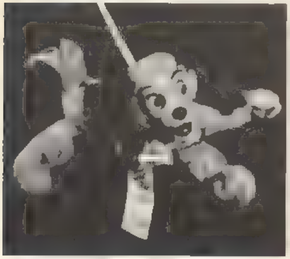
Gund Mfg. Co.

WALT DISNEY
15 INCH CUDDLE PLUTO

15 inches tall. Foam rubber stuffed. Made of gold plush with black plush trim. Wired ears can be bent to any comical position. Tweak'N Squeak voice maker in body. Cute vinyl face, leatherette collar. Each in a box.

No.	Retail	1/5	6/m
EG129-WDF751	$3.98		

Pkd. 48 ea. - 55 lbs.



Gund Mfg. Co.

WALT DISNEY'S "LADY"

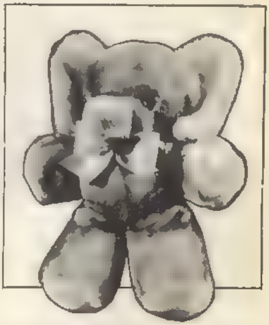
Cute "Lady" from the Disney movie "Lady and the Tramp" is 18 inches long, 14 inches tall. Made of plush in apricot and brown and stuffed with foam rubber. Tweak'N Squeak voice maker in body. Ribbon around neck, detachable dingle-dangle lead strap. Individually boxed.

No.	Retail	1/2	3/m
EG129-WDF484	$4.98		

Pkd. 30 ea. - 61 lbs.

Gund Mfg. Co.

CUDDLE ELEPHANT



Foam rubber stuffed, 13 inches tall. Rayon plush grey with pink and blue with pink color combinations. Has button eyes, ribbon around neck and a "voice" in the body.

No.	Retail	1/5	6/m
EG129-F823	$2.98		

Pkd. 48 ea. - 54 lbs.

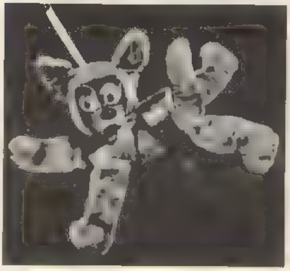
Gund Mfg. Co.

WALT DISNEY'S "TRAMP"

That lovable rascal "Tramp" stands 14 inches tall, 18 inches long. Made of grey and red plush, foam rubber stuffed. Tweak'N Squeak voice maker in body. Vinyl face. Ribbon on neck. Detachable dingle-dangle lead strap. Individually boxed.

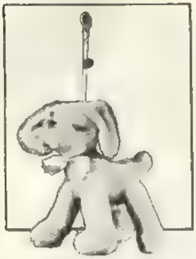
No.	Retail	1/2	3/m
EG129-WDF486	$4.98		

Pkd. 30 ea. - 61 lbs.



Gund Mfg. Co.

LOOSE PUP



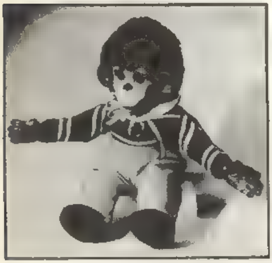
Foam rubber stuffed, 12 inches long. Pliable gold plush body, with slumber type eyes, felt nose, protruding felt tongue, ribbon around neck. Suspended on a detachable jingle bell leash.

No.	Retail	1/5	6/m
EG130-F6013	$2.98		

Pkd. 48 ea.-51 lbs.

Ideal Toy Corp.

J. FRED MUGGS



The T-V Chimp, designed in long pile plush with impish vinyl face. Dressed in assorted costumes. He has molded vinyl hands which can clutch things, hang from table edge etc. In a box.

21 inch	Retail	L.P.L.	P.L.
EG130-7815	$9.95		

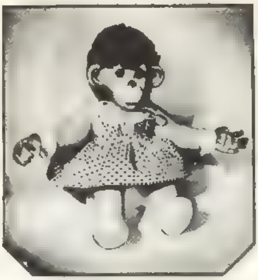
Pkd. 6 ea.-24 lbs.

15 inch	Retail	L.P.L.	P.L.
EG130-7813	$4.98		

Pkd. 6 ea.-14 lbs.

Ideal Toy Corp.

PHOEBE B. BEEBE



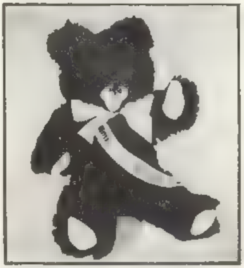
15 inches tall. Fred Mugg's sister has molded vinyl face, plush head, glassine eyes. Her molded vinyl hands can clutch objects and she can hang from a table or chair. In a colorful dress, panties, collar. In a box.

No.	Retail	L.P.L.	P.L.
EG130-7817	$4.98		

Pkd. 6 ea.-14 lbs.

Ideal Toy Corp.

JOINTED PLUSH BEARS



Stuffed with washable foam rubber. Made of long pile plush in contrasting colors. Arms and legs are jointed. Vinyl nose and mouth. Safe locked-in eyes. Felt paws and feet. Ribbon bow on neck. Individually boxed.

21 inch	Retail	L.P.L.	P.L.
EG130-7268	$6.95		

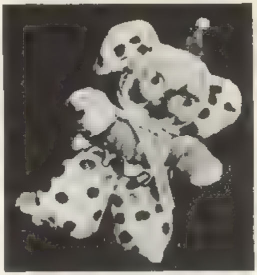
Pkd. 6 ea.-24 lbs.

15½ inch	Retail	L.P.L.	P.L.
EG130-7286	$3.98		

Pkd. 12 ea.-25 lbs.

Ideal Toy Corp.

DANCING MUSICAL ELEPHANT



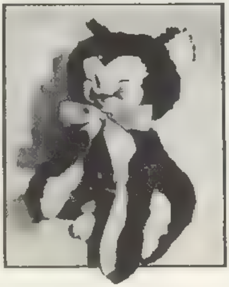
15½ inches tall. Balances on one foot and pirouettes round and round as a Swiss music box plays a happy tune. Made of colorful plush, trimmed with ruffles at neck and waist. Detailed vinyl face and trunk with painted features. Felt hat with pom-pom. In an attractive box.

No.	Retail	L.P.L.	P.L.
EG130-7877	$7.95		

Pkd. 6 ea.-16 lbs.

Ideal Toy Corp.

MUSICAL SITTING CAT



13 inches tall. Made of shaggy contrasting rayon plush with appealing vinyl face. Painted features. Ribbon bow around neck. Imported Swiss music box plays a gay melody. Wind up knob on chest. Individually boxed.

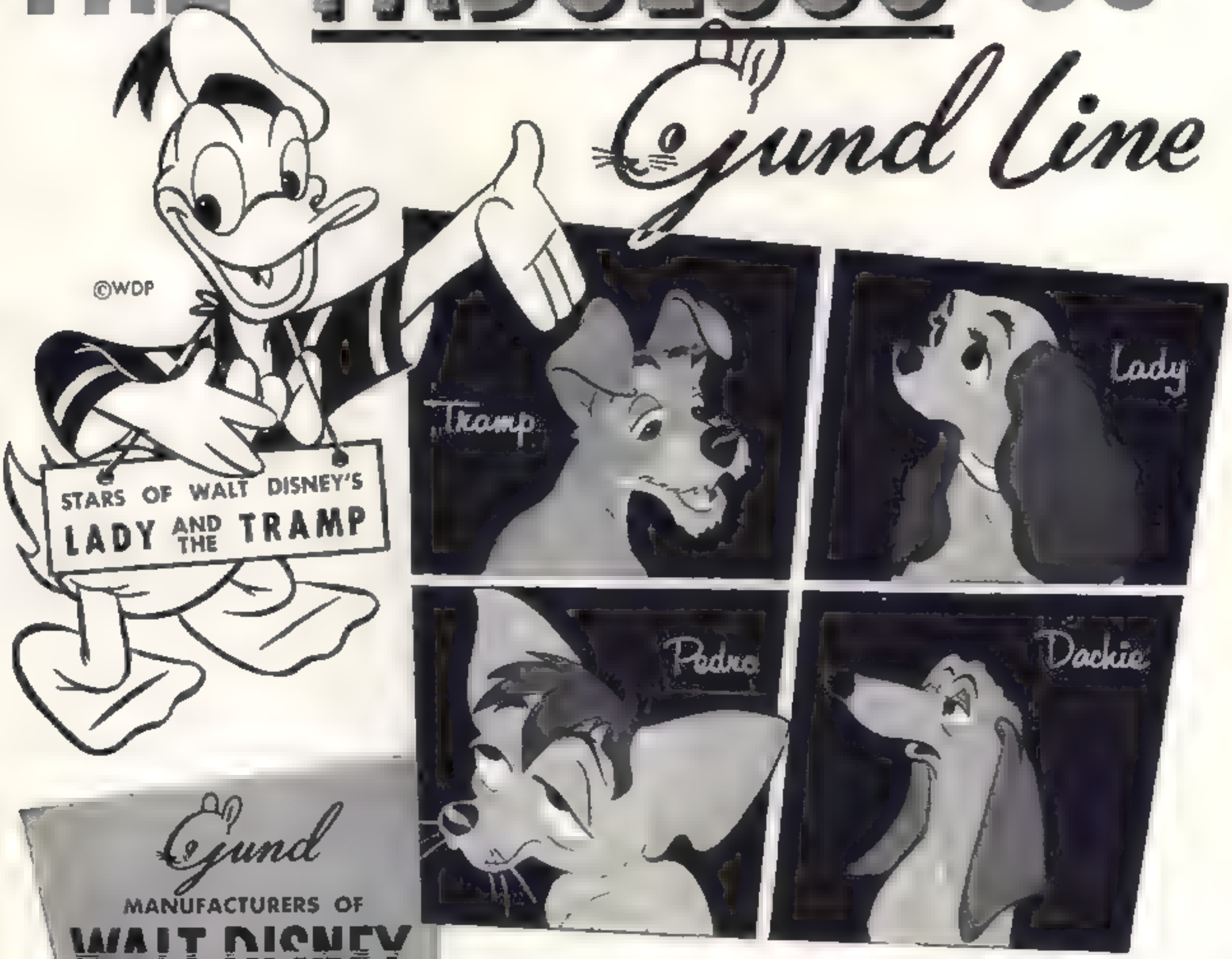
No.	Retail	L.P.L.	P.L.
EG130-7321	$6.95		

Pkd. 6 ea.-10 lbs.

see—

THE "FABULOUS 55"

Gund line



Gund

MANUFACTURERS OF

WALT DISNEY

CHARACTER

STUFFED TOYS!

Everybody wants to know about the "FABULOUS 55" **Gund** Line of stuffed toys featuring Fabulous new character designs of Walt Disney's Lady and the Tramp, Pedro and Dachie. NOW, the new **Gund** Line for 1955 has more innovations—more *Sales-Wise* innovations—than any in **Gund's** 57 year history of industry leadership.

Visit Room 226 Fifth Avenue Building

during the NEW YORK TOY FAIR

You'll be glad you did

Since 1898

Gund **MANUFACTURING COMPANY • I. SWEDLIN INC.**

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HO-GAUGE RAILROADS

OLD TIME TRAINS

1831GT	De Witt Clinton Train	1.19
1831C	De Witt Clinton Loco. & Tender	.59
1837DT	Wm. Galloway Train	1.19
1837C	Wm. Galloway Loco. & Tender	.59
1846NT	Pioneer Train	1.39
1846C	Pioneer Loco.	.79

SULLIVAN

HO Action Tunnel Portals	.69

E. SUYDAM

CORRUGATED MET. BUILDINGS

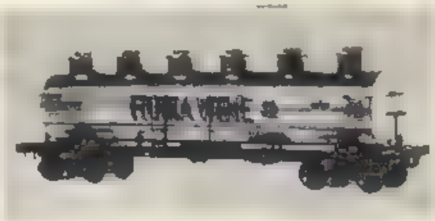
1	Furniture Factory	3.75
2A	Machine Works, Double Bldg.	4.25
2B	Machine Works (Single)	3.00
3	Northside Tool & Die Co.	3.75
4	Buckhorn Mining Bldg.	5.25
5	Black Bart Mine	1.95
6	Red Lake Mine	2.75
7	Warehouse	3.75
8	3 Stall Roundhouse	5.25
8X	Extra Stalls for No. 8	1.25
9	Engine House	3.95
10	Water Co. Pump House	2.95
11	Saw Mill	4.85
12	GrainElevator	3.75
14	Day & Nite Water Heater	4.25
15	Barton Flats Lumber Mill	5.25

61	Interlocking Tower and Shed	2.95

MATBOARD & WOOD

51	House, available in Cream and Redwood, Dusty Rose Stucco, Light Cream Stucco.	2.25
52	House, available in Yellow, Bergundy, DK. Green	2.25
53	House, available in Cream, Rose Stucco, Lt. Green	2.50
62	Open Wayside Shelter	.95
63	All Season Shelter	.95
64	Station Shed	.95
65	Station Shed	.95
71	Hobby Shop	2.25
72	Follies Theatre	2.25
73	Main St. Interb. Station	4.25
S 115	Brick Board 9 x 14"	.65

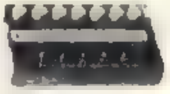
THOMAS IND.



6 Dome Roma Wine Car	3.25

More Kits in HO to follow

TOWER ENG.



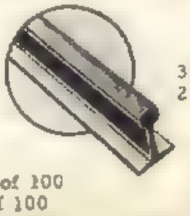
Jiffy Switch, a panel of push buttons to operate your Pike Accessories	2.25
1 Amp. Rectifiers	2.25
2 Amp. Rectifiers	3.95
4 Amp. Rectifiers	5.95
Recti-Pack, Runs two HO Locos.	4.95

TRU-SCALE

HO SELF-GAUGING ROADBED

Code Description	Price
S3 3' Straight Sec.	.45
SU3 3' Superflex Sec.	.72
BS18 18" Bridgestock	.40
SB-Y No. Y Switch Block	.65
SB-4R No. 4 SwitchBlock R/H	.65
SB-4L No. 4 Switch Block L/H	.65
SB-6R No. 6 Switch Block R/H	.65
SB-6L No. 6 Switch Block L/H	.65
SB-8R No. 8 Switch Block R/H	.65
SB-8L No. 8 Switch Block L/H	.65
CO-4 No. 4 Crosso'r Blk.	.85
CO-6 No. 6 Crosso'rBlk.	.85
CO-8 No. 8 Crosso'r Blk.	.85
CR-14 14" Radius Circle	1.90
CR-16 16" Radius Circle	2.15
CR-18 18" Radius Circle	2.40
CR-20 20" Radius Circle	2.65
CR-22 22" Radius Circle	2.90
CR-24 24" Radius Circle	3.15
CR-26 26" Radius Circle	3.40
CR-28 28" Radius Circle	3.65
CR-30 30" Radius Circle	3.90
CR-32 32" Radius Circle	4.15
CR-34 34" Radius Circle	4.40
CR-36 36" Radius Circle	4.65

HO RAIL



BR Brass-99' Bundle	3.75
SR Steel-99' Bundle	2.75

HO RAIL JOINERS

HO-RJB Brass Pkg. of 100	.35
HO-RJS Steel Pkg. of 100	.35

TRU-SCALE

HO PLAIN ROADBED

SP3 3' Straight Sec.		.45
SEP Spiral Easements	pr.	.80
SBP-Y No. Y Switch Block		.45
SBP-4R No. 4 Switch Block R/H		.45
SBP-4L No. 4 Switch Block L/H		.45
SBP-6R No. 6 Switch Block R/H		.45
SBP-6L No. 6 Switch Block L/H		.45
SBP-8R No. 8 Switch Block R/H		.45
SBP-8L No. Switch Block L/H		.45
XOP-8 No. 8 Crosso'r Blk.		.55
CP-14 14" Radius Circle		1.45
CP-16 16" Radius Circle		1.65
CP-18 18" Radius Circle		1.85
CP-20 20" Radius Circle		2.05
CP-22 22" Radius Circle		2.20
CP-24 24" Radius Circle		2.40
CP-26 26" Radius Circle		2.60
CP-28 28" Radius Circle		2.80
CP-30 30" Radius Circle		2.95
CP-32 32" Radius Circle		3.15
CR-34 34" Radius Circle		3.35
CP-36 36" Radius Circle		3.55

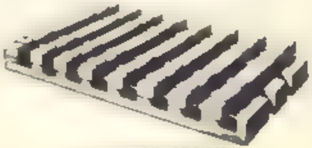
HO HI-SPEED SWITCH KITS

HSK-Y WYE	1.25
HSK-4R No. 4 R/H	1.25
HSK-4L No. 4 L/H	1.25
HSK-6R No. 6 R/H	1.25
HSK-6L No. 6 L/H	1.25
HSK-8R No. 8 R/H	1.25
HSK-8L No. 8 L/H	1.25

(Above Also Available in Constant Duty Type On Special Order.)

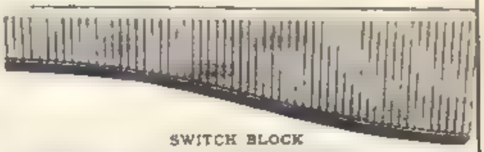
STRAIGHT ROADBED

SUPERFLEX

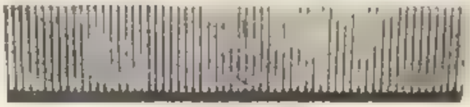


BRIDGE STOCK

CURVED ROADBED



SWITCH BLOCK



CROSSOVER BLOCK

SWITCH
HO RAIL GAP

HO-GAUGE RAILROADS

TRU-SCALE

HO READY-TRACK

Stained, Ballasted, with rail Installed, Ready for Immediate installation.

RTS 2'Straight (6 sections to box) per box.	6.00
RTC-16 Curved 16" Radius Circle	6.00
RTC-18 Curved 18" Radius Circle	6.00
RTC-20 Curved 20" Radius Circle	6.00

HI-SPEED MOUNTED SWITCHES

HMS-Y WYE Single	3.35
HMS-4R No. 4 Single R/H	3.35
HMS-4L No. 4 Single L/H	3.35
HMS-6R No. 6 Single R/H	3.35
HMS-6L No. 6 Single L/H	3.35
HMS-8R No. 8 Single R/H	3.35
HMS-8L No. 8 Single L/H	3.35
MDT-4R No. 4 Double R/H	10.95
MDT-4L No. 4 Double L/H	10.95

(Single Mounted Switches Also Available in Constant Duty type on Special Order).

HI-SPEED MOUNTED X-OVERS

HMC-4R No. 4 Single R/H	5.95
HMC-4L No. 4 Single L/H	5.95
HMC-6R No. 6 Single R/H	5.95
HMC-6L No. 6 Single L/H	5.95
HMC-8R No. 8 Single R/H	5.95
HMC-8L No. 8 Single L/H	5.95
MSC-4 No. 4 Scissors	17.95
MSC-6 No. 6 Scissors	17.95

(Single Mounted X-Overs also available in constant duty type on Special Order).

MOUNTED CROSSINGS

MX-14	14°	3.95
MX-28	28°	3.95
MX-45	45°	3.95
MX-60	60°	3.95
MX-90	90°	3.95

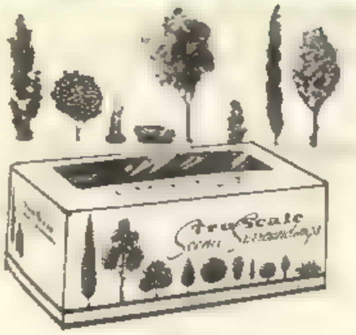
LIQUID BALLAST

LB-½ Half-Pint	.98
LB-1 Full Pint	1.89

CREOSOTE TIE STAIN

TS Half Pint	.59

Tru-Scale Scenic Surroundings



SCENIC SURROUNDINGS

Green Shade Trees	
#101 3" to 5" (6 to Box)	.98
#201 5" to 61/2" (4 to Box)	.98
Cypress Trees	
#102 3" to 5" (6 to Box)	.98
#202 5" to 61/2" (4 to Box)	.98
Orange Trees	
#103 3" to 5" (6 to Box)	.98
#203 5" to 61/2" (4 to Box)	.98
Apple Trees	
#104 3" to 5" (6 to Box)	.98
#204 5" to 61/2" (4 to Box)	.98
Spring Trees	
#105 3" to 5" (6 to Box)	.98
#205 5" to 61/2" (4 to Box)	.98
Autumn Trees	
#106 3" to 5' (6 to Box)	.98
#206 5" to 61/2" (4 to Box)	.98
Assorted Trees	
#107 3" to 5" (6 to Box)	.98
#207 5" to 61/2" (4 to Box)	.98
Landscape Kits	
#300 3" to 5" (9 pcs. to Box)	.98
#310 5" to 61/2" (7 pcs. to Box)	.98
#320 3" to 5" (19 pcs. to Box)	1.95
#330 5" to 61/2" (15 pcs. to Box)	1.95
Hedge (3" long)	
#400 Green (7 to Box)	.98
#401 Flowered (7 to Box)	.98
#407 Plants-Flowered (10 to Box)	.98
#410 Imitation Grass (4bags to Box)	.98
#411 Imitation Earth (4bags to Box)	.98
#412 Flowering Climbers (7 to Box)	.98
#413 Bushes-Flowered (7 to Box)	.98
Ornamental Flowers (6 bags to Box)	
#501 Red	.98
#503 Blue	.98
#502 Yellow	.98
#504 Green	.98
#505 Mixed Red and Green	.98
#506 Mixed Yellow and Green	.98
#507 Assorted	.98
Liken	
#601 Green	.98
#602 Green, Rust, Grey	.98
Landscape Background Scenes	
#700 Farm Scene	.98
#720 Mountain Scene	.98
#730 Town Scene	.98

TURBO

For O or HO

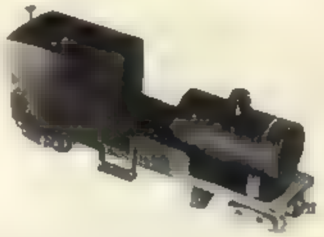
Turbo Jet Switch Machines	1.50

TYCO LITTLE TRAINS

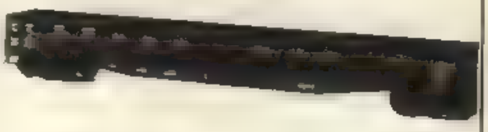
Tyco Ready to Run Train Sets-
(See Toy Section of This Catalog)

ULRICH HO CAR KITS

WITH SPRUNG TRUCKS



#105 Track Cleaner Car	1.75



106 GONDOLA KITS

A.T. & S.F.	2.50
Pennsylvania	2.50
Jersey Central	2.50
Rock Island	2.50
Norfolk & Western	2.50
Lehigh Valley	2.50

107 PEAKED END HOPPERS

Norfolk & Western	2.90

108 OUTSIDE-BRACED BOX CARS

Mpls. And St. Louis	2.90
A.T. and S.F.	2.90
Southern Pacific	2.90
D. and R.G.W.	2.90
Boston and Maine	2.90

HO-GAUGE RAILROADS

AYRES CONTINUED

999	HO Model RR Lumber Dealer Pkg. (Plus display carton .95 net)	25.00
901	HO Model RR Lumber Assortment	.95
906	2x4	.30
908	2x8	.30
909	2x12	.30
910	2x16	.30
911	4x4	.30
912	4x8	.30
913	4x12	.30
915	8x8	.30
916	12x12	.30
951	1/32" x 1" x 22" ea.	.08
952	1/32" x 2" x 22" ea.	.12
953	1/32" x 3" x 22" ea.	.16
954	1/16" x 1" x 22" ea.	.10
955	1/16" x 2" x 22" ea.	.14
956	1/16" x 3" x 22" ea.	.18

MITER

3001	Miter Jr.	.65
	HO Catalog	.15

BACHMANN

See Plasticville

BAKER

Auto Frt. Couplers, pr.	.40
Auto Pass Coup., pr.	.50
Ramps,	.20
Power Truck For Globe F-7 Diesel	21.50

BAUMGARTER

ASK THE MAN WHO HAS ONE

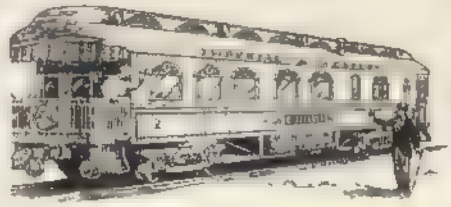
Ribbon-rail Track Cleaning Car	4.85

BOWSER

Now is the Time to Get Your
Bowser Articulated

K-11 Pacific 4-6-2 Loco. and Tender Kit	32.50
A RC-1 Articulated 4-6-6-4 Loco. and Tender Kit	52.50
ARC--SVI Tender with 6 Wheel trucks	8.50
SP-1 So. Pac. 16,000 gal. Simi Vanderbilt All Metal Tender With 6 wheel Trucks	8.50
Reference Manuals	1.00

BINKLEY MODELS



HO Pass with Trucks

P-1	1850 Pay car	3.95
P-3	Business Car	5.95
P-5	1880 Coach	4.95
P-8	1900 Chair car	5.50
P-9	1890 Exp bag	4.95
P-11	1870 Bag mail	4.50
P-13	1890 Coach	4.95
P-15	Cent. Pac. coach	4.95
P-17	US Postal car	4.95
P-19	1864 Pullman	4.95
P-21	1890 Shorty Observation	5.75
P-23	Comb 1890	4.95
P-25	Pullman Place	4.95
P-27	1892 Exposition car	4.95

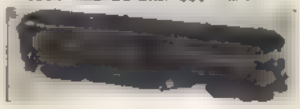
HO Frt with Trucks

HO-100	Colorado Midland wood box	2.75
HO-101	Overland Disp. wood box	2.75
HO-102	D&RGW Wood stock	3.10
HO-103	MP or ATSF wood stock car	3.10

A Drover's Caboose HO HOn3

HO-106	Drover's Caboose	4.95
HO-107	GN Wood Box	2.75
HO-108	GN w/Truss Rods	2.75
HO-109	Can. Pac. 2 colors	2.75
HO-110	Can. Nat. 3 colors	3.10

Only Binkley Models can offer such fine Details. See them



HO-N3 Cars with Trucks

N-2	D&RGW Wood box	2.95
N-4	1878 NCNG Hopper	2.95
N-6	RGS Stock car	3.25
N-7	C&S Reefer	3.50
N-10	SP Wood Box car	3.35
N-12	D&RGW Dual GaCoup.car	2.50
N-14	D&RGW stock car	3.25
N-16	So. Park Reefer DSP & PRR	3.50
N-18	Tiffany Summer and Winter car	3.50
N-20	East Broad Top Wood box car	3.35

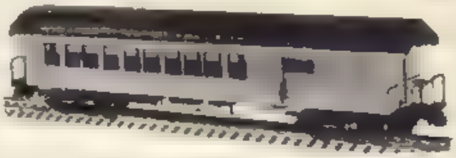
TRUCKS

T-64	4 wheel pass wood beam truck HO	1.25
T-72	6 wheel pass wood beam truck HO	1.65
T-90	HON3 4 wheel pass wood beam	1.25
T-91	HON3 Arch bar diamond	1.25
T-92	HON3 D&RGW arch bar	1.25
T-93	HON3 Wood beam frt or pass	1.25
T-94	HO Wood beam frt or pass	1.25

Catalogues	.10

CENTRALS LINES

Wagoner Sleeping Car	3.95
U.S. Postal 1900	3.95
Virginia and Tucker Combine	3.95
Business Car	3.95
Baggage 1898	3.95
Combine 1898	3.95



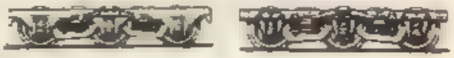
Smoker-Baggage 1898	3.95
Vestibule End Coach 1908	3.95
Observation Parlor Car 75'	4.80
Parlor Car 65'	4.80
Baggage B & O 1863	2.90
Coach 1863	3.95
Combination 1886	3.95

CENTRAL VALLEY

OLD TIME CARS

B-91	Pennsylvania, box car	2.65
B-92	Southern Pac., box car	2.65
B-93	Mich. Cent., box car	2.65
B-94	Chicago Lake Shore and Eastern, box car	2.65
C-91	Side Door Caboose, (Red)	3.50
C-92	Side Door Caboose, (Yellow)	3.50
F-91	Phil. & Reading Refg.	2.85
F-92	C R R of N.J. Refg.	2.85
F-93	Lehigh Valley Refg.	2.85
F-94	CM St. P & P Refg.	2.85
R-91	Norfolk & Western Reefer	2.85
R-92	Ga.-Mid. & Gulf, reefer	2.85

K-11	Dockside Valve Gears	4.65
K-12	Yardbird Valve Gears	2.95
K-23	Kingpin Kit for 6-wh. pass. truck, pr.	.25
K-24	Brake Shoe Kit, (12)	.30
K-25	Kingpin Kit for 4-wh. pass truck, pr.	.25
K-26	Truss Rod Kit	.40
K-27	Old Time Caboose Cupola	.50

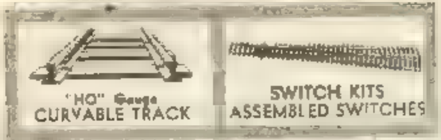


T-21	6-wh. Pass. Truck (riveted typed)	1.95
T-22	6-wh. Pass. Truck (cast typed)	1.95
T-25	Old Time 4-wh. Pass Trucks	1.65
T-31	Standard 4 Wh. Pass. Trucks	1.65
T-26	Standard 4-wh. Pass. Trucks	1.65
T-39	Streamline R.B. 4-wh. Pass. Trucks	1.65
T-51	Fox Old Time Frt. Trucks (Gen. Ser.)	1.10
T-52	Fox Old Time Frt. Trucks (Elliptic Spring)	1.10
T-53	Arch Bar Frt. Trucks	.85
T-54	Arch Bar Trucks HO	1.00

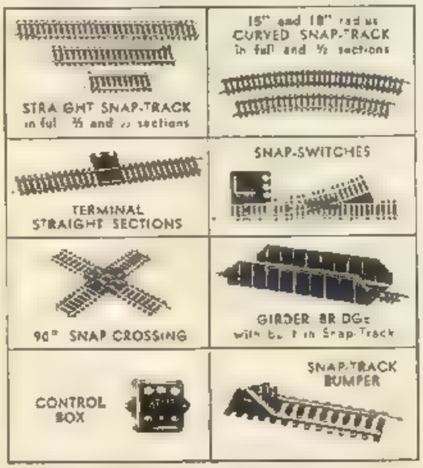
HO-RAILROADS

ATLAS TRACK, SWITCHES

BRASS HO GAUGE



Track, Curvable, 36" sec.	$ .75
#4 Switch Kit	1.25
#6 Switch Kit	1.25
#8 Switch Kit	1.25
Wye Switch Kit	1.25
#4 Built Up Switch, Left	1.95
#4 Built Up Switch, Right	1.95
#6 Built Up Switch, Left	1.95
#6 Built Up Switch, Right	1.95
#8 Built Up Switch, Left	1.95
#8 Built Up Switch, Right	1.95
Wye Built Up Switch	1.95
#6 Built Up Single Crossover, Left	3.95
#6 Built Up Single Crossover, Right	3.95
#6 Built Up Switch Double Crossover	11.95
#4 Built Up 3-Switch Ladder, Left	5.95
#4 Built Up 3-Switch Ladder, Right	5.95
18 Degree Crossing	2.50
30 Degree Crossing	2.50
45 Degree Crossing	2.25
60 Degree Crossing	2.25
90 Degree Crossing	1.75
Tie Strip, 25-ft. Roll	1.50
Switch Tie Strip, 10-ft. roll	2.00
Double Tie Strip, 10-ft. roll	2.50
HO Rail Joiners, Brass, Gross	.50
HO Insulated Rail Joiners Packed 36 Doz.	5.40



SNAP TRACKAGE HO

Straight Section 12"	(12 to Ctn)	3.00
1/3 Straight Section	(12 to Ctn)	3.00
2/3 Straight Section	(12 to Ctn)	3.00
15" Radius	(12 to Ctn)	3.00
1/2 15" Radius	(12 to Ctn)	3.00
18" Radius	(12 to Ctn)	3.00
1/2 18" Radius	(12 to Ctn)	3.00
Terminal Track Section	(6 to Ctn)	4.50
Switch, Left Remote Control		4.50
Switch, Right Remote Control		4.50
Switch, Left Manual Control		2.25
Switch, Right Manual Control		2.25
90 Degree Crossing		1.75
Girder Bridge		1.60
Control Box		.60
Bumper		.39
Custom Snap Rail Joiners	(48 to box)	.50
Solderless Terminal Connectors		.15
3 Conductor Hook-up wire, 25 ft.		1.25
Track Layout Booklet		.10

CORK ROADBED

36" Length curvable	.35
Switch Pads, Wye, #4, #6, #8	.35
1/4" Sheet Cork 12" by 36"	3.60

STEEL HO GAUGE

Track Curvable 36" Sec.	.75
Wye Switch Kits	1.25
Wye assembled switch	1.95
#3 assembled switch Right or Left	1.95
#4 assembled switch Right or Left	1.95
#6 assembled switch Right or Left	1.95
#8 assembled switch Right or Left	1.95
#3 assembled 3 switch ladder Right or Left	5.50

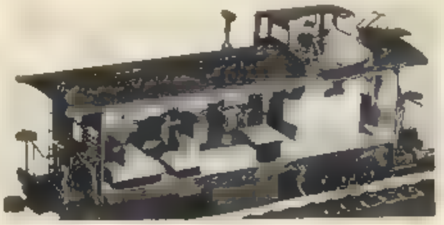
AYRES HO

151	Vanderbilt Tender	$ 3.45

201	Flat-Car (Diamond Stack Days)	2.25
202	Gondola-Car	2.35
203	Coal Car	2.45
204	Drop Bottom Hopper	2.55
205	Hopper Bot. Gondola	2.55
281	Stake Pockets (Dozen)	.20

CAR INTERIORS

401	Coach or Roomette Interior	.95
402	Diner	.95
403	Pullman Room Car	.95
404	Observation-Lounge	1.10
405	RDC Interior	.95
411	Old Time & Narrow Gauge Coach	.95
412	Standard Coach & Interurban	.95
413	Standard Pullman	.95
414	Pullman Observation	.95



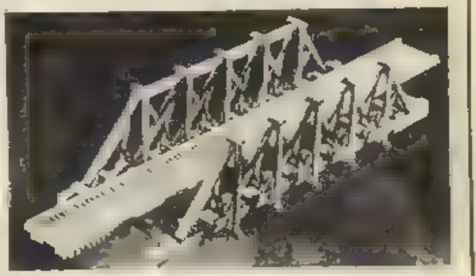
421	Caboose	.95

STRUCTURES

431	Crate Flat Car Load	.40
451	Passenger Set (Printed)	.25
501	Mission Style Station	1.90
502A	1887 Passenger Depot Orange Walls	4.25
502B	1887 Passenger Depot Gray Walls	4.25
502C	1886 Passenger Depot Red Walls	4.25
511A	1886 Freight House Orange Walls	2.95
511B	1886 Freight House Gray Walls	2.95
511C	1886 Freight House Red Walls	2.95
512	Wood Crates (HO Platform)	.25
513	Wooden Barrels (6)	.25
522	Diesel House	
536A	1870 Water Tank Orange Walls	2.25
536B	1870 Water Tank Gray Walls	2.25
536C	1870 Water Tank Red Walls	2.25
541	Modern Factory	2.25
542	Rail Truck Terminal	2.25
552	Modern Store	2 for $1.25

561	Lumber Yard--Complete	4.25
562	Lumber Rack with Scale Lumber	2.50
563	Lumber Rack (Building Only)	1.70
564	Lumber Office with Interior	1.95
565A	Scale Lumber--Assortment	.85

566	Union Ice Company Complete	4.25
567	Icing Platform Extension	2.10
568	Cooling Tower	1.10
569	Scale Ice	.25
571	Old Town (3 Bldgs.) (Diamond Stack)	4.95
572	Old Town Lodgings	3.75
601	Depot Seats	.30
602	Station Detail Kit	.95
701	Bumping Post (Two in Kit)	.65
751	Timber Trestle	3.75
761	Deck Timber Bridge	3.30



762	Thru Timber Bridge	3.30
763	Truss Bridge	3.60
781	Cattle Loading Pens	1.35
785	Freight Platforms	1.25
786	Passenger Platforms	.95

Realistic figure of a cowboy, twirling his lasso, is by Centaur Productions. At the Morrison Hotel.

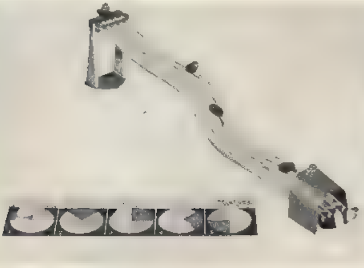
New tennis game for two uses inflated plastic racquet and ball for harmless fun. Made by Ideal Toy Corp. Merchandise Mart.

Santa Pops has jingling bells and a head that can pop up two feet. A product of Tigrett Industries. At the Republic Building.

HObbyline's new streamline passenger cars are finely detailed, available with lettering, or left plain. From John A. English & Co. At the Morrison Hotel.

Daisy Cow, of dull plush, boasts a "moo" and cowbell, and vinyl features. Made by Rushton Mfg. Co. Merchandise Mart.

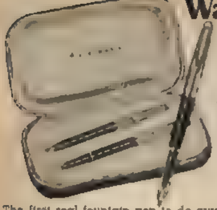
Blendwood, a new grained finish on oyster base, is used in a smart array of desks, toy chests, tables and chairs, and other juvenile pieces. By Hedstrom Union Co. At the American Furniture Mart.



W. H. Schaper Manufacturing Co.'s Tumblebug has four tricky little plastic bugs racing down this weird track. A colorful family game marketed by Highlander Sales. At the Merchandise Mart.

A
Playtime
DOLL STROLLER

Candy-striped folding doll stroller with canopy and detachable shopping bag, holds a 26-inch doll. By Playtime Products Inc. at the Merchandise Mart.



Waterman's

C/F

The World's Only Cartridge-Filled Fountain Pen

The first real fountain pen to do away with ink-bottle messiness . . . loads like a gun . . . instantly. No parts to wear out. Cartridges contain Instant-Flo ink . . . writes instantly with the touch of the pen to paper . . . will not dry or congeal even though left uncapped for hours. Ink supply is visible. Beautifully packaged in gift box with matching automatic pencil and supply of ink.

SPECIFY POINT STYLE — MEDIUM, FINE OR BROAD

DELUXE C/F GIFT SET

22K gold inlay cap on black 14K gold point. 8 long lasting cartridges included. Set is subject to 10% Federal Tax.

NO.	LIST	NET
M-3024	$20.00	$12.00*

STANDARD C/F GIFT SET

Satin chrome cap on choice of Black, Red, or Green. One long lasting cartridge included. This set is not taxable.

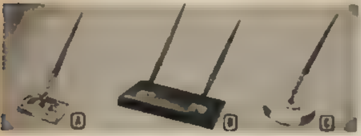
NO.	LIST	NET
M-3025	$9.95	$5.97

EVERSHARP SLIM *Ventura*

Eversharp's 'Ventura' pen and pencil sets are a great gift value! Writes easier, better . . . won't cramp fingers . . . holds up to 40% more ink. Extra large 14K gold point. Gift boxed with matching automatic pencil. Offered in three colors — Red, Green and Black.

NO.	CAP	GIFT BOX	LIST	NET
M-3056	Gold colored	Alligator grain	$12.50	$ 7.50
M-3057	Sterling Silver	Smart Suede	16.50	9.90*
M-3058	Gold Filled	Smart Suede	18.75	11.25*

* Asterisk indicates model is subject to 10% Federal Tax



EVERSHARP DESK SETS OF DISTINCTION feature 'Ventura' pens—the pen that holds up to 40% more ink . . . 14K Gold points . . . smooth rotating swivel . . . moisture sealing humidor . . . gold plated swivels and trim.

A) ARGENTINE ONYX BASE. Gold plated humidor.

NO.	STYLE	SIZE	LIST	NET
M-3051	Single	2½ x 3½	$11.50	$ 6.90
M-3052	Double	5" x 10"	50.00	30.00

B) SOLID JET BLACK GLASS BASE. Black humidor.

NO	STYLE	SIZE	LIST	NET
M 3054	Single	4" x 4"	$11.95	$ 7.17
M 3055	Double	4" x 8"	24.75	14.85

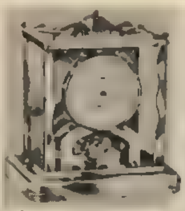
C) CLEAR CRYSTAL OVAL BASE. Gold plated humidor.

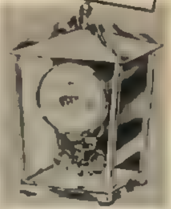
NO.	STYLE	SIZE	LIST	NET
M-3053	Single	4½" dia.	$12.50	$7.50

Schatz CLOCK MASTERPIECES

Imported from Germany
Guaranteed by Remington-Rand

GUARANTEED for one year against any imperfections in workmanship or material. Service offices in most large cities.





Schatz ROYAL 1000 DAY CLOCK

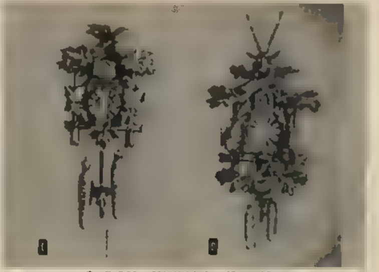
Now! 1000 days—3 full years—of dependable timekeeping on one winding. Made practical by a new pendulum locking device. Nivarox suspension wire, jeweled escapement and the world's most skilled clock craftsmen. Satin-finish lacquered brass enclosed in crystal clear glass. Levelling wheels built into base. Raised gilt numerals. 9¼" high.

NO.	LIST	NET
M-1371	$49.50	$29.70

Schatz LONDON COACH 400 DAY CLOCK

The clock innovation of the century! Runs over 1 year on each winding. Packed with new features . . . 'Pendulock' lever for safe transport . . . 'Nivarox' suspension wire resists temperature changes . . . levelling wheels built into base . . . jeweled escapement maintains accuracy. Gleaming lacquered brass and bevelled glass. 8½" high.

NO.	LIST	NET
M-1370	$39.50	$23.70



8 DAY CUCKOO CLOCKS

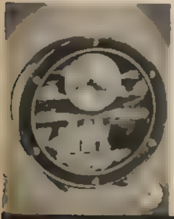
The beautiful hand carved cases are a tribute to an almost forgotten skill. The half hours and hours are heralded by cheerful cuckoo calls and melodious chimes. Driven entirely by weights they run 8 days without rewinding. Rich mahogany in color.

C) M-1367 — Features spread wing bird and decorative floral design. Deeply hand carved, 13" high.
LIST $29.50 **NET $17.75**

D) M-1368 Deep, hand carved figures of regal Stag's head, rabbit, grouse, hunting bag, gun. 18" high.
LIST $49.50 **NET $29.50**

ALL CLOCKS SUBJECT TO 10% FEDERAL TAX

ELECTRIC CLOCKS *by Haddon*



SCENE-O-RAMIC

SHIP AHOY CLOCK

This unusual clock features illuminated, continuous action scene of Three-Masted Sailing Ship gliding gracefully through choppy seas. Scene is viewed through brass studded, hand finished walnut case designed in the form of a ship's porthole. 8¼" dia. Wt. 4½ lbs.

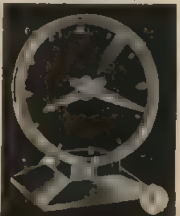
NO.	LIST	NET
M-1314	$19.95	$11.97

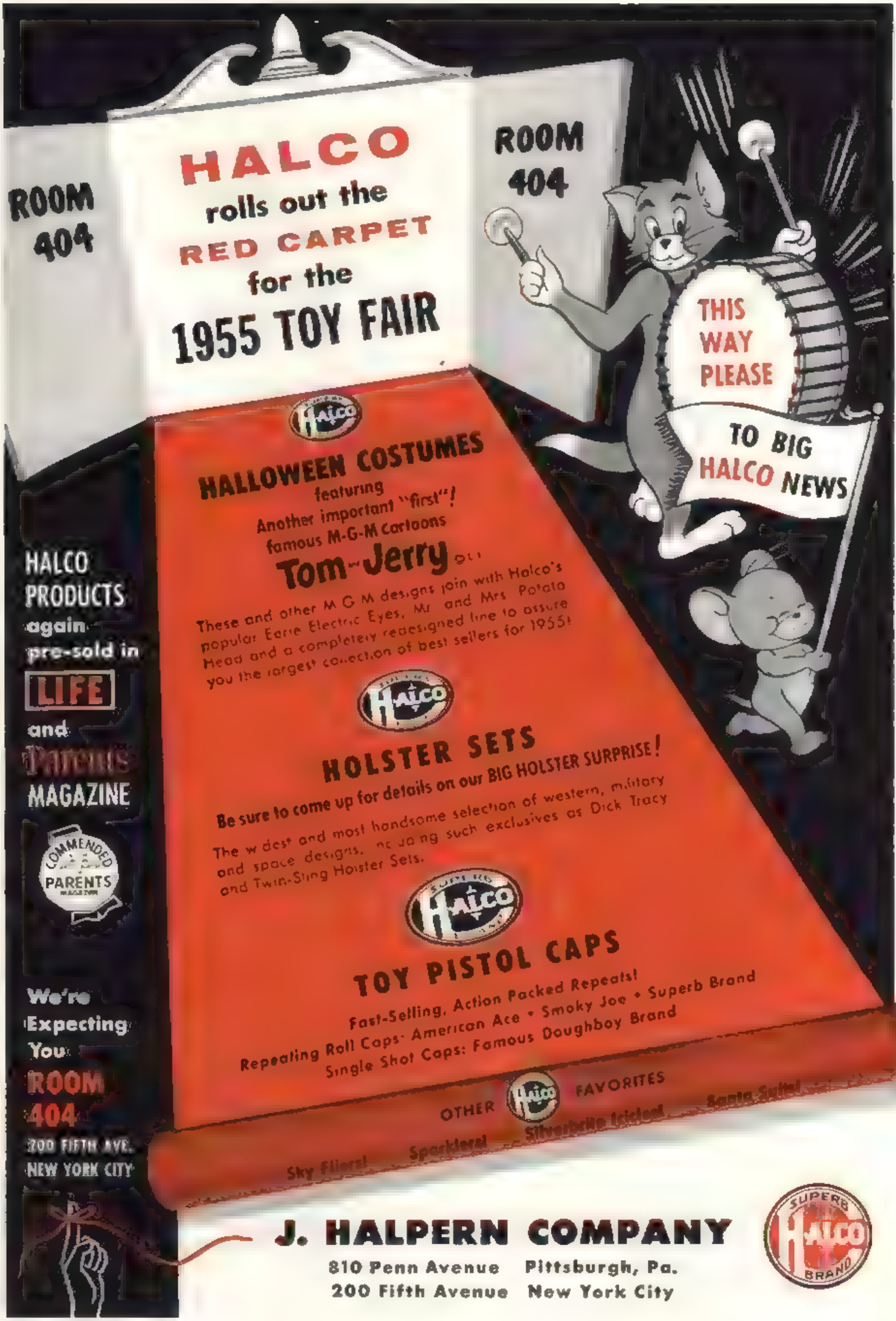
Illuminated MYSTERY DIAL

GOLDEN VISION CLOCK

Haddon's amazing 'See Thru' Mystery Dial — now enhanced by reflective light. Clock is readable in total darkness. Use it as nightlight or to offset television glare. 24K gold plated base and rim. Guaranteed accurate movement. 8¾" high. Gift packaged. Wt. 5 lbs.

NO.	LIST	NET
M-1315	$23.95	$14.37





ROOM 404

HALCO rolls out the RED CARPET for the 1955 TOY FAIR

ROOM 404

THIS WAY PLEASE

TO BIG HALCO NEWS

HALLOWEEN COSTUMES

featuring
Another important "first"!
famous M-G-M cartoons
Tom and Jerry

These and other M-G-M designs join with Halco's popular Eerie Electric Eyes, Mr. and Mrs. Potato Head and a completely redesigned line to assure you the largest collection of best sellers for 1955!

HOLSTER SETS

Be sure to come up for details on our BIG HOLSTER SURPRISE!

The widest and most handsome selection of western, military and space designs, including such exclusives as Dick Tracy and Twin-Sling Holster Sets.

TOY PISTOL CAPS

Fast-Selling, Action Packed Repeats!
Repeating Roll Caps: American Ace • Smoky Joe • Superb Brand
Single Shot Caps: Famous Doughboy Brand

OTHER HALCO FAVORITES

Sky Fliers! Sparklers! Silverbelle Icicles! Santa Suits!

HALCO PRODUCTS again pre-sold in LIFE and Parents' MAGAZINE

COMMENDED PARENTS MAGAZINE

We're Expecting You

ROOM 404
200 FIFTH AVE.
NEW YORK CITY

J. HALPERN COMPANY

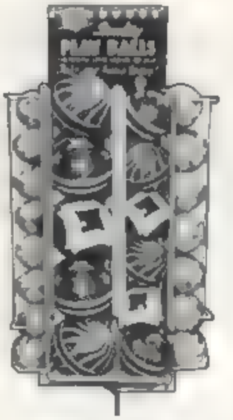
810 Penn Avenue Pittsburgh, Pa.
200 Fifth Avenue New York City

SUPERB HALCO BRAND

NEW! Barr

ALL-STAR ITEMS

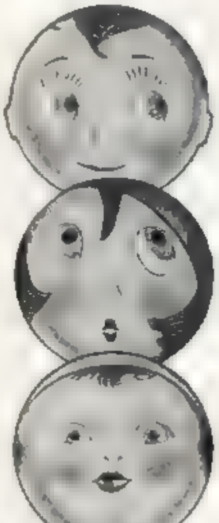
BALLS and BALLOONS! ATHLETIC BALLS! PACKAGES! VENDORS!



Here's the lustrous new Barr line for 1955—new, fresh, sparkling! But, what is more important, this line is more profitable for YOU than ever before! Here's why . . .

A line is no better than the profits it creates. And to create satisfactory profits a line must move. That's why frequently a product is only as good as its packaging and only as valuable as its brightness and eye appeal. We at Barr know that, and this knowledge is more than ever reflected in your Barr line for '55.

See for yourself. Look at the attention arresting brilliance of the new line of "Continental" gas inflated balls . . . look at the bigness, the boldness of our "Sport Ball" . . . note the high color and attractive design of our balloon packages . . . consider the startling appeal of our face balls . . . and observe the vending units that help sell our high bouncing play balls. And these are but a few of many wonderful, new, *profitable* items.



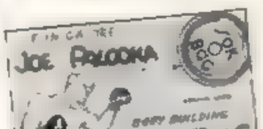
Barr
SPORT BALL
AN ALL WEATHER BALL

ON DISPLAY:

See the entire Barr Line at the Toy Fair

HOTEL NEW YORKER MEZZANINE

PERMANENT SHOWROOM
ROOM 509
200 FIFTH AVENUE
A. J. Gordon, Sales Manager
W. E. Wentz, Asst. Sales Manager



FLASH GORDON
JET BALL
Barr BALLOONS

NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10, N.Y.

THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A.

Set Composition:

20 Piece Set. 4 each: cups, saucers, 9¼" dinner plates, 6" bread and butter plates, and 5" fruits. Ship. wt. 11 lbs.

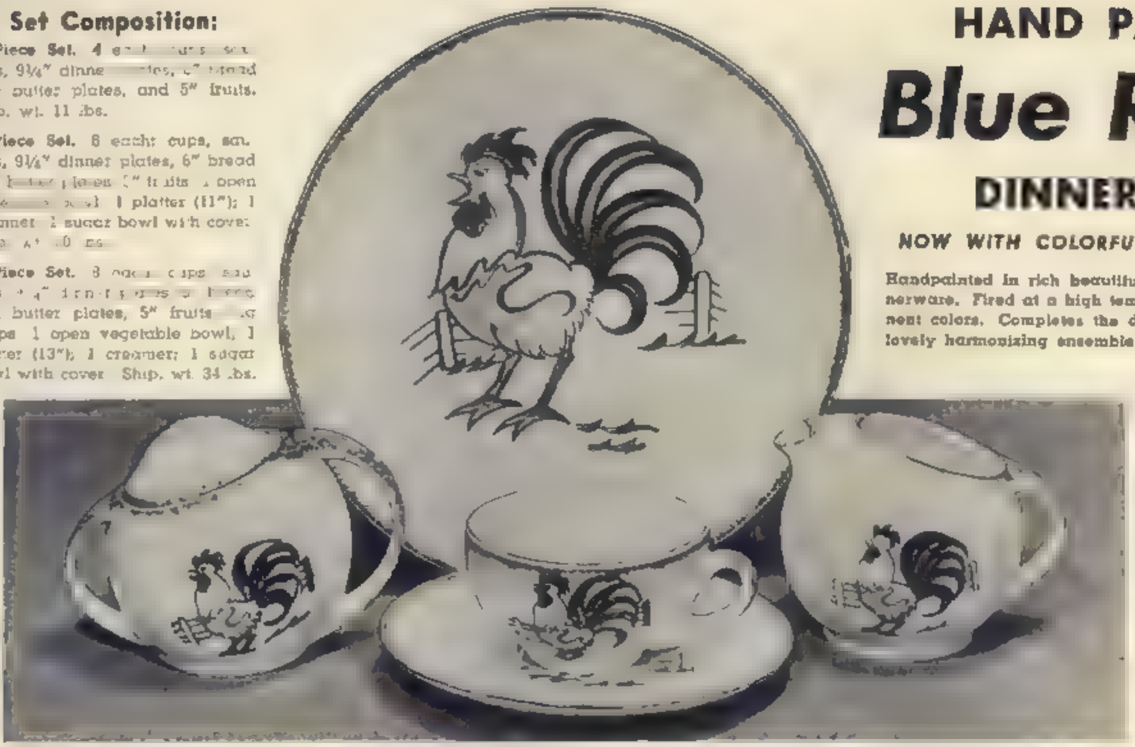
35 Piece Set. 6 each: cups, saucers, 9¼" dinner plates, 6" bread and butter plates, 5" fruits; 1 open vegetable bowl; 1 platter (11"); 1 creamer; 1 sugar bowl with cover. Ship. wt. [illegible] lbs.

53 Piece Set. 8 each: cups, saucers, 9¼" dinner plates, 6" bread and butter plates, 5" fruits, [illegible] soups; 1 open vegetable bowl; 1 platter (13"); 1 creamer; 1 sugar bowl with cover. Ship. wt. 34 lbs.

HAND PAINTED
Blue Ridge
DINNERWARE

NOW WITH COLORFUL GLASSWARE . . .

Handpainted in rich beautiful colors just like the dinnerware. Fired at a high temperature to insure permanent colors. Completes the dinnerware set to make a lovely harmonizing ensemble. F.O.B. Factory, Ohio.



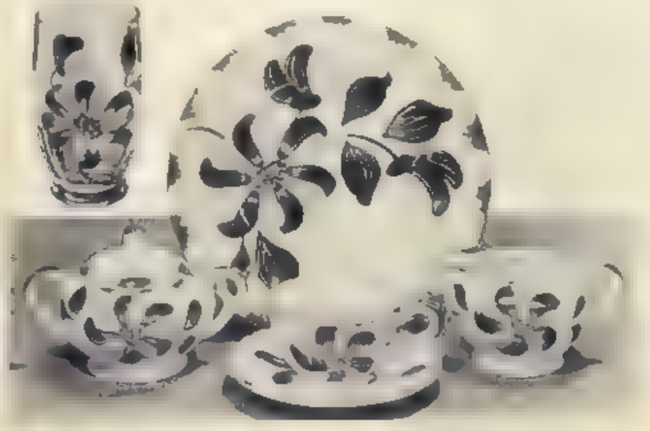
BLUE RIDGE DINNERWARE . . . a superior quality porcelain designed for every-day use. Hand-painted patterns are under glazed at a fusion heat so colors will never fade. Set stays lovely through years and years of lasting service. Guaranteed against all detergents.

DISMAYED ROOSTER

53 Piece Set. Smart-looking Blue Ridge set dominantly accented with a [illegible]ful handpainted rooster dressed in Red and Black [illegible]. Red [illegible] border complements the colorful plumage. Permanently sealed and [illegible] with a mirror like glaze for deluxe service.

610B27-2125—53 Piece Set ....RETAIL **$30.95**
610B26-1390—35 Piece Set ....RETAIL **$19.95**
610B25-650—20 Piece Set ....RETAIL **$9.95**

Matching Glassware. Colorful . . . attractive. Set of 8.
610G54-350—11 oz. tumblers ....RETAIL, SET OF 8, **$4.75**
610G55-325—5 oz. juice ....RETAIL, SET OF 8, **$4.35**
610G56-325—Sherbet ....RETAIL, SET OF 8, **$4.35**

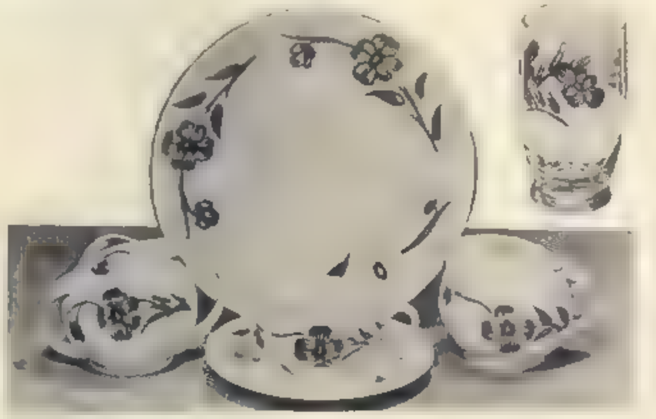


COLONIAL BOW KNOT

53 Piece Set. Modern [illegible] flower. Depicts a lovely spray tied with a double [illegible] knot. Gracefully [illegible] shape emphasizes the fine smooth glaze. Stippled Green border.

610B30-1950—53 Piece Set ....RETAIL **$27.50**
610B29-1275—35 Piece Set ....RETAIL **$18.95**

Matching glassware. Beautifully harmonizes with dinnerware. **Set of 8.**
610G45-300—11 oz. tumblers............RETAIL, SET OF 8, **$4.00**
610G46-275—5 oz. juice............RETAIL, SET OF 8, **$3.70**
610G47-275—Sherbets............RETAIL, SET OF 8, **$3.70**

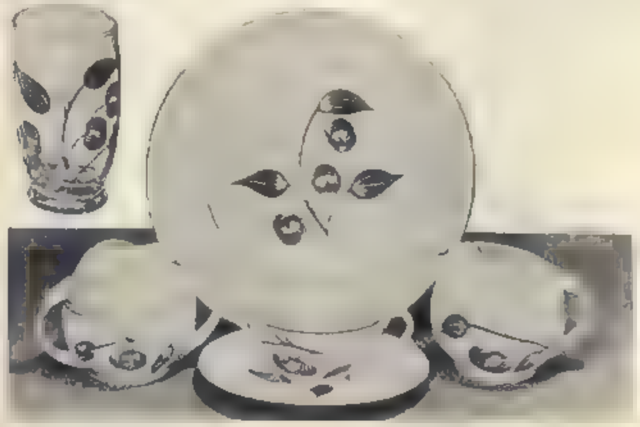


FLORAL BORDER

53 Piece Set. Broken sprays arranged in a beautiful motif [illegible] form a wreath of lovely colors which [illegible] in the plate. Pattern includes Red, Yellow, and Blue blossoms on Brown stems with Green leaves. Under glazed for sealed [illegible].

610B33-1975—53 Piece Set ....RETAIL **$29.95**
610B32-1290—35 Piece Set ....RETAIL **$19.95**

Matching Glassware. With lovely "Floral Border" design. **Set of 8.**
610G48-300—11 oz. tumblers ....RETAIL, SET OF 8, **$4.00**
610G49-275—5 oz. juice ....RETAIL, SET OF 8, **$3.70**
610G50-275—Footed Sherbets ....RETAIL, SET OF 8, **$3.70**

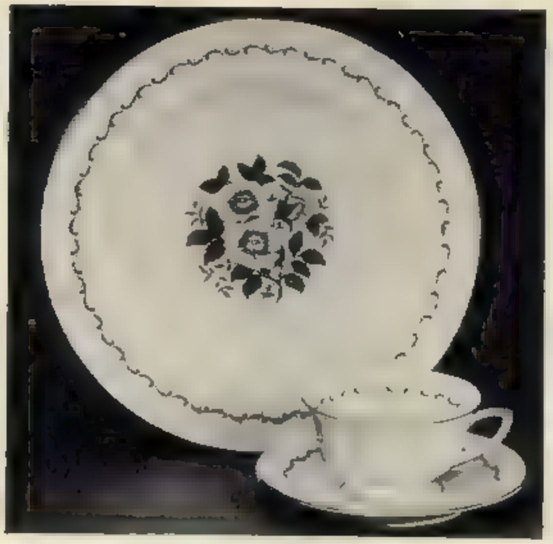


← MOUNTAIN CHERRIES

53 Piece Set. A conservative, but lovely pattern which pleases the reserved taste. Red cherry cluster with brown stems and green [illegible] lar lines. Reflects simple modern taste. Underglazed for years of service.

610B36-2145—53 Piece Set ....RETAIL **$30.95**
610B35-1400—35 Piece Set ....RETAIL **$20.95**

Matching Glassware. Same attractive pattern. **Set of 8.**
610G51-300—11 oz. tumblers ....RETAIL, SET OF 8, **$4.00**
610G52-275—5 oz. juice ....RETAIL, SET OF 8, **$3.70**
610G53-275—Sherbet ....RETAIL, SET OF 8, **$3.70**



Ⓐ

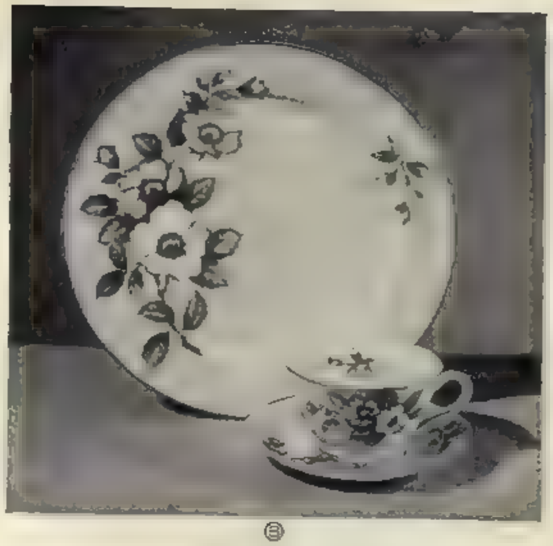
Imported CHINA

SERVICE FOR 12 PERSONS

Complete 93-piece set consists of:

- 12 cups
- 12 saucers
- 12 sauce dishes
- 12 bread-and-butter plates
- 12 salad plates
- 12 soup dishes
- 12 10" dinner plates
- 1 vegetable serving dish
- 1 11½" platter
- 1 13" platter
- 1 gravy boat
- 2 piece covered casserole
- 2 piece covered sugar bowl
- 1 cream pitcher

Each set packed complete in shipping carton. Total weight 75 pounds.



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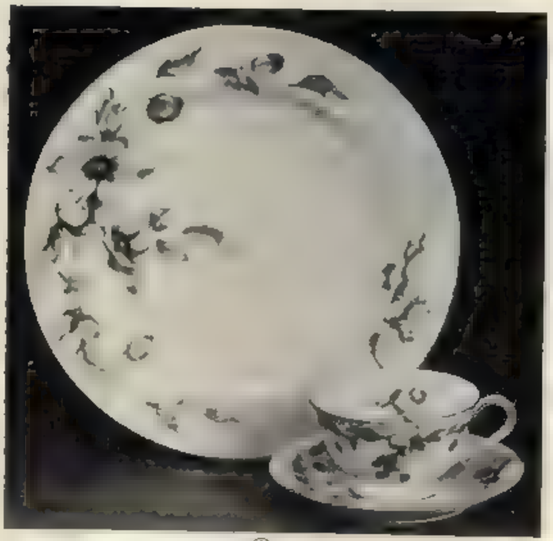
(B) 93-PC. SUSANNA DINNER SET

Charming Imported China dinner set. Attractive floral design against a background of highly polished China. **Ornamental Gold trim lends beauty to the design.** A lovely dinner set for the smart-serving hostess. **For listing of pieces see top of page.** Ship. wt. 75 lbs.
610B342-8250 ....RETAIL $85.00

(A) BAVARIAN 93-PC. DINNER SET

White Rose Pattern

A new and exquisite set imported from Bavaria. **Manufactured by Heinrichs.** The charming simplicity of this pattern will please the most exacting hostess. **Gleaming White body decorated with two open White Roses and one bud in a natural Green Leaf setting.** [illegible] Black scroll border on shoulder and Gold edging complete the decoration. Beautifully shaped, footed cups and **Gold tracing on all handle pieces. For listing of pieces see top of page.** Ship. wt. 75 lbs.
610B326-8875 RETAIL $150.00



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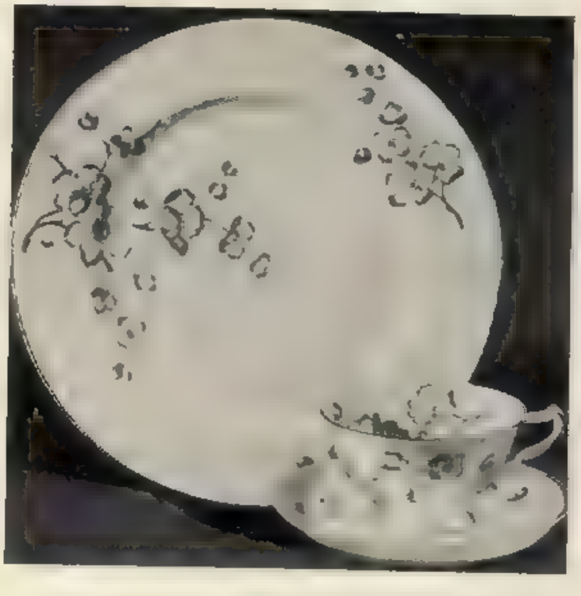
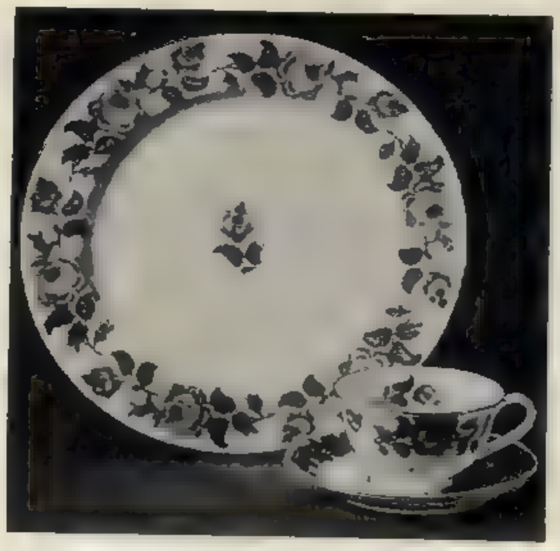
◀ (C) IMPORTED 93-PC. DINNER SET

Silver Poppy Pattern

Translucent China manufactured by Sango. Attractively patterned with a large spray of open Poppies and Buds. Flowers and leaves have a delicate Pink tracing. Extra wide Ivory border extends toward the center of each face. **All Gold edges.** Beautifully shaped [illegible] cup with high foot. **Gold line tracing on all handled pieces. For listing of pieces see top of page.** Ship. wt. 75 lbs.
610B327-6495 ....RETAIL $95.50





BAVARIAN 93-PIECE DINNER SET

Refreshingly charming Apple Blossom pattern. Imported from Bavaria—manufactured by Heinrichs. 93-Pc. set with all white body and beautiful shading in color in sprays. Deep Rose predominating. Gracefully shaped cups and handles as seen in priceless museum pieces. Gold tracing **on all handle pieces. For listing of pieces see top of page.** Ship. wt. 75 lbs.
610B250-8975...RETAIL $125.00

IMPORTED 93-PIECE DINNER SET

Beautiful Pink Rose pattern dinnerware manufactured by Sango. Its luxurious border of Pink Roses, Buds, Green Leaves, and Rose Center is excellent in every detail. All-White body. Cups handsomely shaped with simple classic lines. **For listing of pieces in this service see top of page.** Ship. wt. 75 lbs.
610B329-5985...RETAIL $85.00

SAALFIELD DISPLAYING MORE THAN 300 NEW ITEMS IN '55

The Saalfield exhibit in their permanent New York City showroom, Suite 445-447, at 200 Fifth Avenue, has a large array of new items for the 1955 season.

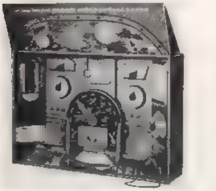
Over 300 new numbers have been added to the company's already large line. They have a wide assortment of coloring books in all price ranges and in attractive display cartons. There are new lines of scrap books, cloth books, paper dolls in books and boxes, sewing cards, picture puzzles, activity books in boxes retailing from 25c to $2, and a big, new line of games, including the popular "Blockhead," which reportedly enjoyed fine sales last year.

TREASURE
BOX

BAXTER CO. INTRODUCES NEW ROCKET SHIP CONTROL BOARD

A dramatically new toy, Walt Disney's Disneyland Rocket Ship Control Board, designed to capture the imagination of little "rocketeers," is being marketed by The Baxter Company, 335 W. 5 Street, Cincinnati, Ohio.

For both girls and boys, the Disneyland Rocket Ship Control Board is reported to have everything it takes to keep a child entertained for hours. Item No. CB-101, as it is identified, is a colorfully packaged toy which measures 20x20x5" when open, and 20x14x5" closed. Leading toy merchandisers are said to have termed it educational as well as entertaining.



The Control Board features lights, buzzers, controls, Morse code key, interplanetary phone, enemy radar scope, and other "out of this world" features. Suggested retail is $6.95.

Representatives for the Disneyland Rocket Ship Control Board include Robert Patterson, with offices in New York, Chicago and Los Angeles, and M. D. Foster, Dallas.

"Sky Zoo," Companion Item to Junior Planetarium, on Market

Harmonic Reed Corporation, Rosemont, Pa., one of the nation's leading manufacturers of plastic musical toys and inventors and manufacturers of the popular Spitz Junior Planetarium, has introduced a new plastic "Sky Zoo," Tom Liversidge, president, has announced.

The new "Sky Zoo" actually can project, through clear plastic, constellation animals and mythological figures represented by stars onto the walls and ceiling of a darkened room. The animals and figures coincide with the actual stars and constellations projected by the Spitz Jr. Planetarium. A total of 35 figures, including the Big Bear, Little Bear, Perseus, Argo-Narvis, etc., can be seen with the "Sky Zoo."

In addition to its educational value as a companion item to the Spitz Jr. Planetarium, the "Sky Zoo" can be used independently to educate youngsters, Scouts, etc., or tell bed-time stories to tiny tots. An electronic arrow projector comes with each "Sky Zoo," along with a booklet giving the complete history of each animal or mythological figure.

This item is the second in a series of scientific toys now being produced by Harmonic Reed. The company also produces the new Spitz Jr. Planetarium, with the attached electronic sky pointed and booklet on constellations. The line is also being used by clubs, Scouts, schools and colleges throughout the world.

The "Sky Zoo," entirely made of plastic, comes in three colors and is packed in a colorful package. It stands 15" high and retails at about $14.95.

St. Moritz Site for Annual Remco Pre-Fair Meeting

The above is a photograph of the annual meeting of sales representatives of Remco Industries, Inc., which was held March 4 at the Hotel St. Moritz in New York City, prior to the Toy Fair.

Back row, from left to right: Lex Darusmont, Paul Chappelier, Joe Frankl, Matt Conway, Floyd Sleeper, Nate Levine, John Coursey, Sam King, Abe Greenburg, Ted Kaufman and, at the far right, Jerry Samuels.

Front row, from left to right: Jack Robbins, Harry Schwartz, Ike Heller, vice-president, Saul Robbins, president; Phil Cohen, sales manager, Gus Peverelly; and Harold Finn.

Harmonic Reed Corp.

SPITZ JR. PLANETARIUM

Electrical Projection, Pointer Light

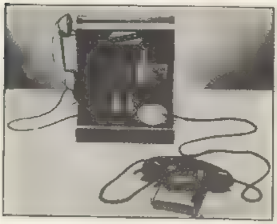
Plugs into standard house current, shows 40 constellations (about 300 stars) on walls and ceiling of a room. Adjustable to show the sky as it appears at any point on our hemisphere at any time of year. Electrical cut-off provides a natural horizon, stars dip out of sight and rise again. Rheostat brightness control. Daily motion hand controlled. Plug in light throws a thin beam to point out stars. 7 inch plastic projection sphere. 7½ inch square base. 14¼ inches high. 32 page Star Book included in the star-studded box.

No.	Retail	Packed	1/2	3/m
EG99-3000	$14.95	12 each		

P.L. weight 36 lbs.

Kamkap

RING-A-PHONE SWITCHBOARD



Rings forever, no batteries, nothing to wind up. Board is 8x9-1/2x4-7/8 inches, made of steel with interlocking sides, no sharp edges, finished red. Operator's phone and cradle phone in red and yellow. 4 plug-ins and cords. Bell rings when lever is pushed. Voices are carried to phones clearly and with good volume. Each set in a box.

No.	Retail	Packed	L.P.L.	P.L
EG99-1455	$2.98	12 sets		

P.L. weight 37 lbs.

Bell Products

DELUXE ATOMIC GEIGER COUNTER

GEIGER COUNTER
DE LUXE MODEL

Electronic – Battery Operated

Made of High-Impact Styron

For young prospectors. Locates ferrous metals (iron and alloys with iron). Electro-magnetic earphone buzzes, the needle swings on the dial of the intensity meter. Scintillation count flasher, ray compensator and milliroentgen sensivity control. Includes stock certificates, prospectus, mining license, claim stake and registration card.

No.	Retail	Packed	L.P.L.	P.L.
EG99-400	$3.98	12 each		

P.L. weight 18 lbs.

Remco

DICK TRACY WRIST RADIOS

wrist radio
REMCO
WRIST

2-Way Voice Transmission

2 Complete Wrist Radios

Includes two 2-way wrist radios, battery and wire. Operates for distances up to 1/2 mile. Voice transmission is electro-magnetically powered. Battery operated secret code buzzer signal system and telegraph click system. Sturdy plastic cases with wrist straps. Attractive display box.

No.	Retail	Packed	L.P.L.	P.L.
EG99-105	$3.98	12 each		

P.L. weight 12 lbs.

NATIONALLY ADVERTISED DOLLS

SAUCY WALKER TODDLER DOLL

The only doll with all these features: She walks, she sits down, she turns her head from side to side and rolls her eyes as she walks, she cries; has lustrous saran wig and plastic curlers; she walks backwards. All plastic fully jointed walking doll with eyes that sleep as well as roll from side to side. Has long lashes. No winding mechanism whatsoever All mechanisms housed within the doll. Never a chance of mechanical failure Doll walks by moving one leg after the other when held by arms and moved in either a forward or backward direction. Head turns from side to side with every step. Saran wig can be brushed, combed and washed. Wigs in assorted styles and colors. Doll comes in attractive outfit, shoes and socks. Doll stands perfectly upright when not in motion.

8T44X532 17" Size. Sh. wt. 2½ lbs. List **$ 7.98**

8T37X865 23" Size. Sh. wt. 4¼ lbs. List **$12.98**

HARRIET HUBBARD AYER MAKE-UP DOLL WITH NON-TOXIC, EASY-TO-REMOVE WASHABLE MAKE-UP

An attractively dressed 14" doll with saran wig, has glassene eyes that sleep, eyelashes; in a new type vinyl head. Included with doll is a Harriet Hubbard Ayer makeup kit containing: cleans-ayre; tissue pads; face powder; eyebrow pencil; lipstick; perfume stick; eye shadow and rouge. These new non toxic cosmetics may be applied to the new type vinyl face of the Harriet Hubbard Ayer Doll and can be removed. Included with the set is a chart giving the application of cosmetics at various times of the day in sequence so that the child may learn beauty care while playing with her Harriet Hubbard Ayer doll

8T42X732 14" Size. Sh. wt. 1½ lbs. List **$10.98**

8T43X865 16" Size. Sh. wt. 1¾ lbs. List **$12.98**

TONI WALKING DOLL

WITH TONI PLAYWAVE KIT

Now, America's most popular doll walks and turns her head from side to side with every step. She goes backwards too, and sits down like the little lady she is. Nothing to wind or break. With Ideal's exclusive nylon wig that can be waved and washed. Has complete Toni Playwave Kit . . . solution, tissues, instructions, comb, shampoo and curlers. In an assortment of high fashion dresses. Also wears slip, undies, socks and vinyl shoes.

[redacted]
14½" Size. Sh. wt 1½ lbs..............List **$10.00**

8T61X1000
19½" Size. Sh. wt. 2 lbs.. ....List **$15.00**

BETSY WETSY WEEPING AND WETTING DOLL WITH WIG

America's favorite drinking and wetting doll now *CRIES*. All vinyl body with realistic plastic head. Sleeping eyes and lashes and curly lamb's wool wig. Comes with attractive layette including slip, dress, bonnet, extra diaper, bar of soap, powder puff and can of powder, clothespins, drinking bottle. Betsy wears attractive baby shirt and diaper Bottle has removable nipple and can be filled with water. When Betsy drinks liquid she wets her diaper. By pressing her soft body, real looking tears flow from her eyes. Crying voice. Sh. wt. 2 lbs.

8T62X667 13½" Size ....List **$10.00**

30" RITA WALKING DOLL

"Rita" walking doll is made of a durable plastic. Has moving arms, legs and eyes. Head turns from side to side as she walks. Beautifully dressed in an afternoon party dress of pink checked and solid pink organdy, skirt, sleeves and bib are trimmed with lace. Rosebud trimmed velvet sash around waist. Laced trimmed petticoat, rayon lace trimmed panties, pink straw hat to match Trimmed with velvet bow and rosebud. Has shoes and stockings. Attractive saran wig. Sh. wt. 6 lbs

8T63X1532 30" Size ....List **$23.98**

"BABY RUTH" DOLL

WITH MAGIC ROOTED HAIR

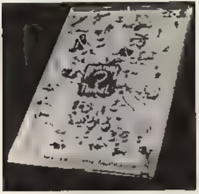
New development in baby doll with vinyl head and lustrous saran wig inserted strand by strand in doll's head. Achieves more realism than any doll ever made. Soft vinyl head with sleeping eyes and lashes, painted features. Vinyl arms and legs. Has crying voice in cotton filled body New-type saran wig can be brushed, combed and shampooed. Comes with plastic curlers. Dressed in deluxe organdy dress, ribbon tied bonnet, slip, undies, shoes and socks. Each in box.

8T49X400 16" Size. Sh. wt. 2¾ lbs. List **$ 8.00**

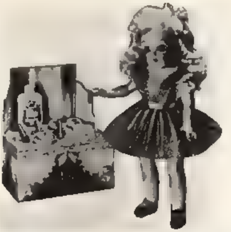
8T50X667 20" Size. Sh. wt. 3½ lbs. List **$10.00**

"ROCK-A-BYE" DOLL CARRIAGE Every little girl wants a doll carriage for her dolls . . . especially a sturdy carriage that is fully collapsible and has the popular Dutchess gear, four bow hood and visor. Leatherette fabric with ivory bud and French Blue body incorporating a fancy decorative panel. 8" wire wheels. Body size . . . "x . . . "x . . . ". Shpg. wt. 20 lbs.
2870M850 Retail, each $13.50

NEW SPITZ JR. PLANETARIUM Fascinating—Educational . . . the toy sensation of the century . . . scientifically designed to show the stars exactly as they appear at any time, any place in the Northern hemisphere. Works on household current . . . projects all the major constellations. Rheostat control. Complete with colorful 32-page booklet. Projection sphere, 7". Height, 14½". Base, 7½"x7½". Shpg. wt., 3 lbs.
2873M900 Retail, each $14.95

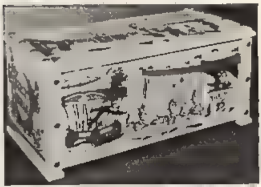


"BAGATELLE" GAME A table model version of popular pin-ball game . . . powerful spring to propel balls to scoring holes after automatic feed flips balls to starting position. Automatic ball return after 10 balls have been played. Sturdy metal case and stand with clear plastic top and no sharp edges—handsomely decorated in bright colors. Size, 19"x12".
2876M265 Retail, each $3.95



"HARRIET HUBBARD AYER" DOLL WITH KIT. Another smash hit in dolls . . . "little mothers" will have the time of their young lives playing beauty parlor! Harriet, a doll of real beauty, comes complete with an eight-piece harmless Cosmetic Kit, Beauty Table, and instruction booklet. Height, 14". Shpg. wt., 1½ lbs.
2871M800 Retail, each $11.95

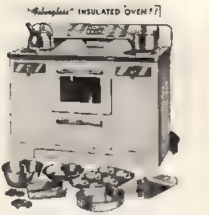
"BETSY WETSY" DOLL. America's favorite drinking and wetting doll now CRIES! When Betsy drinks liquid she wets her diaper—by pressing her soft body real-looking tears actually flow from her eyes with accompanying crying voice. All vinyl body with realistic plastic head, sleeping eyes, lashes, and adorable curly lambs' wool wig. Complete with deluxe layette—organdy dress, slip, short kimono, booties, bonnet, diapers, soap, powder puff and powder, clothespins, bottle with removable nipple, and beautiful suitcase. Betsy Wetsy is educational and entertaining—11½" tall.
2874M665 Retail, each $9.95



CIRCUS PARADE TOY CHEST [illegible] ages can pack plenty of toys in this big . . . chest. Sturdy Ponderosa Pine construction . . . lacquered to a high gloss finish and decorated in three bright colors with captivating circus animals! Brightly polished accents add to its beauty. Overall size, 30½"x14½"x13½". Shpg. wt. approximately 25 lbs. F.O.B. Missouri factory.
3986M865 Retail, each $13.95

KNOTTY PINE TOY CHEST At left. Nothing adds more to the child's early training than a toy chest. Sturdily fashioned from Ponderosa Knotty Pine with clear Natural finish. Features handy magazine rack and removable sliding tray. Chest is 34½" long, 17¼" wide, and 16" deep. Tray . . . long, 13 . . . " wide, and 3½" deep. As No. 3988M1360 . . . smaller chest less rack and tray feature—overall size . . . "x . . . ¼"x16" deep. Shpg. wts., 40 and 30 lbs. respectively. F.O.B. Indiana factory.
3987M1595 Deluxe Model Retail, each $23.95
3988M1360 Standard Model " " 20.35

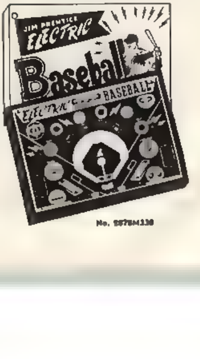
ELECTRIC GAMES. At right. Exciting fun . . . Electric Baseball with 6 colored plastic domed lamps flashing every play, 8 push-button switches for circuit strikes, balls, fouls, and homer. Electric Umpire decides close plays. Electric Football for fast, realistic games—8 domed lamps, finger touch switches, and automatic timer for quarters. Game Sizes 18 . . . "x13 . . . "x2". Batteries and instructions included.
2878M330 Electric Baseball Retail, each $4.95
2879M330 Electric Football " " 4.95



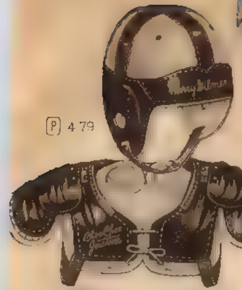
TOY ELECTRIC RANGE. Beautifully finished . . . basically White baked enamel with Peach top, and polished chrome burners, handles, switch plates, and trim. SAFETY TESTED elements . . . ideal for cooking and baking prepared mixes such as cakes, pies, and cookies. Features two illuminating top lights, "On" and "Off" switches, large window in oven door, and 12 Practical Utensils with cook book. Overall size, 15"x1 . . . "x7¾". Shpg. wt. 1 . . . lbs.
2872M825 Retail, each $11.95

KIT CARSON DOUBLE HOLSTER AND GUN SET Comprises two fast-draw leather holsters, wide leather belt, and two "six-guns" with repeating cap feature . . . he'll be the pride of the "range" with this neat set. Two-tone holsters are beautifully tooled in Western floral effect and fitted with brightly polished accents . . . sturdily stitched and riveted . . . belt has extra "bullets" . . . guns are die cast, silver finished and fitted with colorful Ivory plastic grips.
2875M365 Retail, set $3.30

SUPER ACCORDION. Streamlined plastic case, beautifully designed in rich mottled tones of Pearl Silver. Has ten quick acting, ivory-like buttons and twenty long-life reeds accurately tuned in the key of "C" . . . full volume control. Overall size closed, 4"x4 . . . "x8½", strong bellows open to 14". Instruction book included. Shpg. wt., 2 lbs.
2877M365 Retail, each $3.98



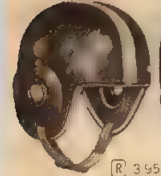
No. 2878M330


P 4 79

Y 7 45

Z 7.95

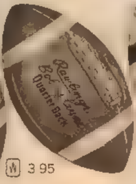
AA 3 95


R 3 95

T 4 69

U 6 65
OFFICIAL
SPALDING

V 4 95


W 3 95

X 2 39

Young Athlete Enjoy His Favorite Sports

P FOOTBALL [illegible] felt lined, wh[illegible] crown [illegible] leather forehead pad [illegible] chin strap. "Choo Choo" Justice cantilever shoulder pad [illegible] red fiber body, shoulder [illegible] pad [illegible] helmet size: Small (to [illegible]), Medium [illegible], Large [illegible] 7½). Wt. 2 lbs. 6 oz

[illegible] 5584—Save 49c on Combination Set. 4.79
[illegible] W 5585—Helmet only. Ship. wt. 1 lb. 2 oz 2 59
60 W 5573—Shoulder pad only. Wt. 1 lb [illegible] 2 69

R "CHOO CHOO" JUST[illegible] PLASTIC HELMET. Better [illegible] Colorful red plastic, white stripe. Covered sponge rubber padding. Ad[illegible] strap. Sizes Small [illegible], Medium [illegible], Large (7[illegible])

60 W 5589 State size. Ship. wt. 1 lb. 8 [illegible] 3 95

T RAWLINGS BOBB[illegible] LAYNE PLA[illegible] Best quality. Suitable for high school or league pl[illegible] [illegible] type [illegible] plastic crown. Blue [illegible] white stripe. Leather covered sponge rubber padding. Adjustable chin strap. Sizes: [illegible] 6¾), Medium (6⅞–7⅛), Large (7¼–7½). [illegible] size.

60 W 5589 [illegible] wt. 1 lb. 8 oz 4 69

U SPALDING "PAUL BROWN" FOOTBALL Best quality. Endorsed by Paul Br[illegible] World's Pro-Ch[illegible] Cleveland Browns. [illegible] cover, pebble grain [illegible] stitched [illegible] lined. Sure-grip double lacing. Official size, weight.

[illegible] 5525 With needle. Ship. wt. [illegible] 6 65

V W[illegible] GRAHAM" FOOTBALL Better quality. Endorsed by the great Cleveland Browns [illegible] leather cover, pebble [illegible] white end stripes. [illegible] lined. [illegible] Official size and weight.

[illegible] 5522 With needle. Ship. wt. 1 [illegible] 0 oz. 4.95

W RAW[illegible] BOBBY LAYNE FOOTBA[illegible] Good quality. Endorsed by the [illegible] quarterback. [illegible] cover, white end stripes. [illegible] Double [illegible] size weight

60 W 5518 With [illegible] 3 95

X NEW WILSON "ZEKE" BRATKOWSKI FOOTBA[illegible] [illegible] youngsters for day [illegible] Pebble grain Texhide cover [illegible] a tough [illegible] Official size, weight. Needle. Ship. [illegible] oz.

[illegible] W 5515 White, with black end stripes 2 39
60 W 5516—Dark Tan, with White stripes 2 39

Y YOUTHS' STRIKING BAG OUTFIT [illegible] platform with [illegible] steel rim and steel cross braces. [illegible] Everlast 2-tone brown and tan "Pro" style youth's sheepskin bag—endorsed by Jack Dempsey. 6-pane pattern, fabric lined. Bag fits standard size platforms. With needle. Ship. wt. 11 lbs. *Mailable*

60 W 5453 MO—Save 65c on Complete Outfit 7.45
60 W 5454 MO—*Mail*. Platform only. Wt. 9 lbs. 4.45
60 W 5446 Striking Bag only. Wt. 1 lb. 2 oz 3 65

Z EVERLAST-DEMPSEY BOXING GLOVES for youths 13 to 20. Like below, but 10-oz. training set

[illegible] W [illegible]404 Ship. wt. 3 lbs. 4 oz. 7.95

AA JACK DEMPSEY BOYS' BOXING GLOVES [illegible] designed by Everlast. Endorsed by [illegible] Selected [illegible] colored [illegible] "Pro" [illegible] thumb seam, bound edges, [illegible] 4 gloves, box[illegible]

[illegible] W 540[illegible] 4-oz. Jack Dempsey set for boys 4 to 6 years. Ship. wt. [illegible] 3 95
60 W 5402 6-oz. Jack Dempsey set for boys [illegible] to 9 years. Ship. wt. [illegible] 4 [illegible] 5 59
60 W 5403 8-oz. Jack Dempsey set for boys [illegible] to 12 years. Ship. wt. 2 lbs. 12 [illegible] 6 45

BB "CHOO CHOO" JUSTICE FOOTBA[illegible] [illegible] Better Quality. Endorsed by 19[illegible]4 star of the Washington Redskins. 4 Pc. Set incl. red plastic helmet [illegible] style; covered foam rubber padding; cantilever type corrugated fiber shoulder pad; durable [illegible] cotton jersey; [illegible] twill pants with padded thighs, Kapok padded [illegible], knee pads. Sizes Small (boys 6 to 8), Med[illegible], Large (12 to [illegible])

[illegible] W 5591—*State size*. Ship. wt. 6 lbs. ..... 1[illegible].45

GOOD QUALITY "CHOO CHOO" JUSTICE [illegible] 4 piece set includes red plastic helmet, [illegible] Cantilever fiber shoulder pad, kapok padded [illegible] cotton jersey, [illegible] twill pants. [illegible] Small (for boys 4 to 6), Medium (for boys 6 to 9).

60 W 5590 Ship. wt. 5 lbs. 8 65

CC BOYS' DELUXE 5-WAY MUSCLE BUILDER OUTFIT Builds powerful muscles. 2 cables with [illegible] form chest pull; steel stirrups form [illegible] exerciser. 2 wood bars with 2 steel cables form [illegible] 2 hand grips, hooks for use on wall. With book.

60 T 5458 L—Gift Boxed. Ship. wt. 9 lbs..... 4.45

BB [illegible]4

CC
4 45

ANOTHER HARTLAND FIRST!

OFFICIAL AND EXCLUSIVE

Roy Rogers & Trigger

Roy Rogers
RR
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**HAND PAINTED
IN BEAUTIFUL
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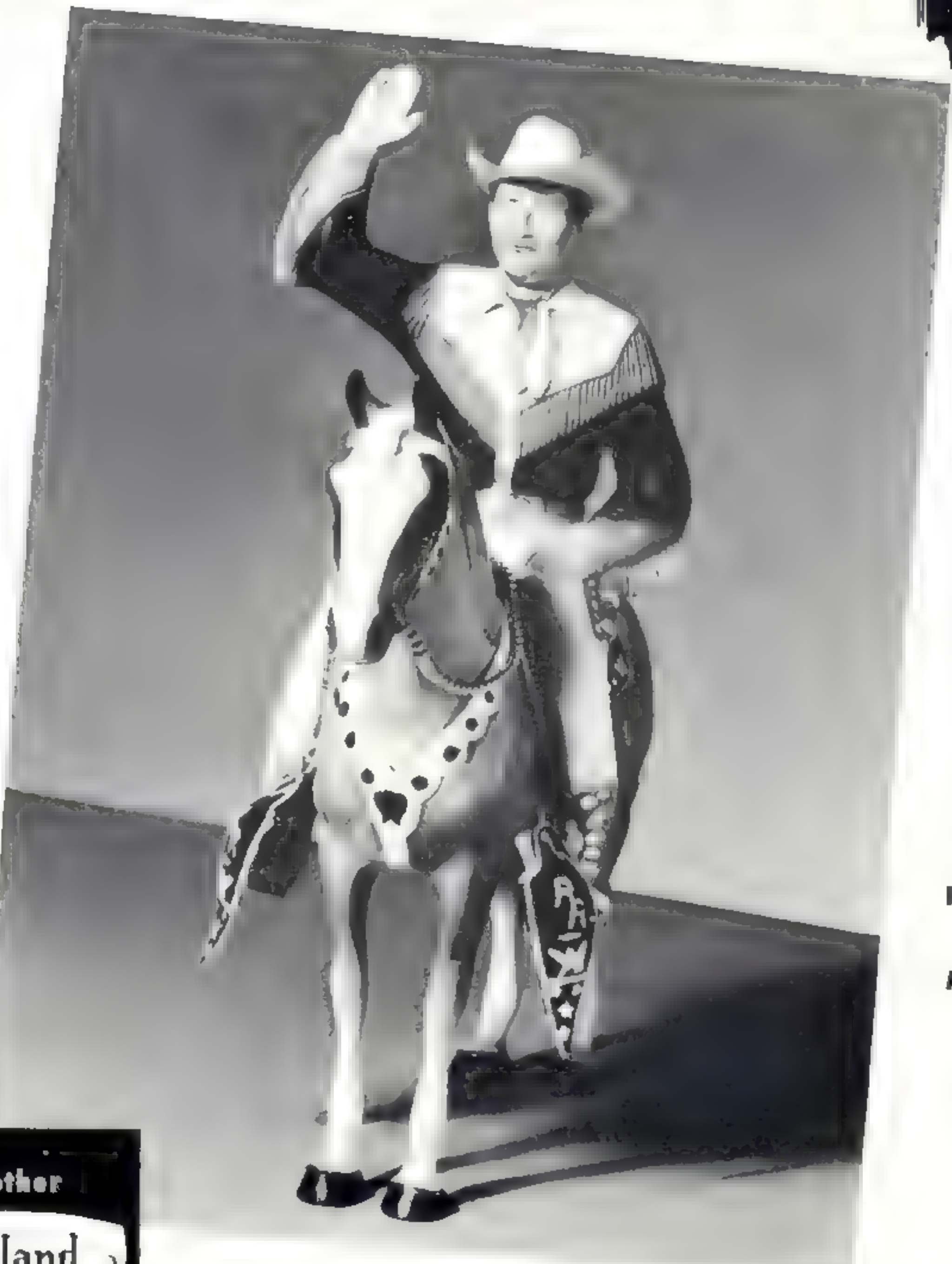
UNBREAKABLE**



**FAVORITE
AMONG
MILLIONS**

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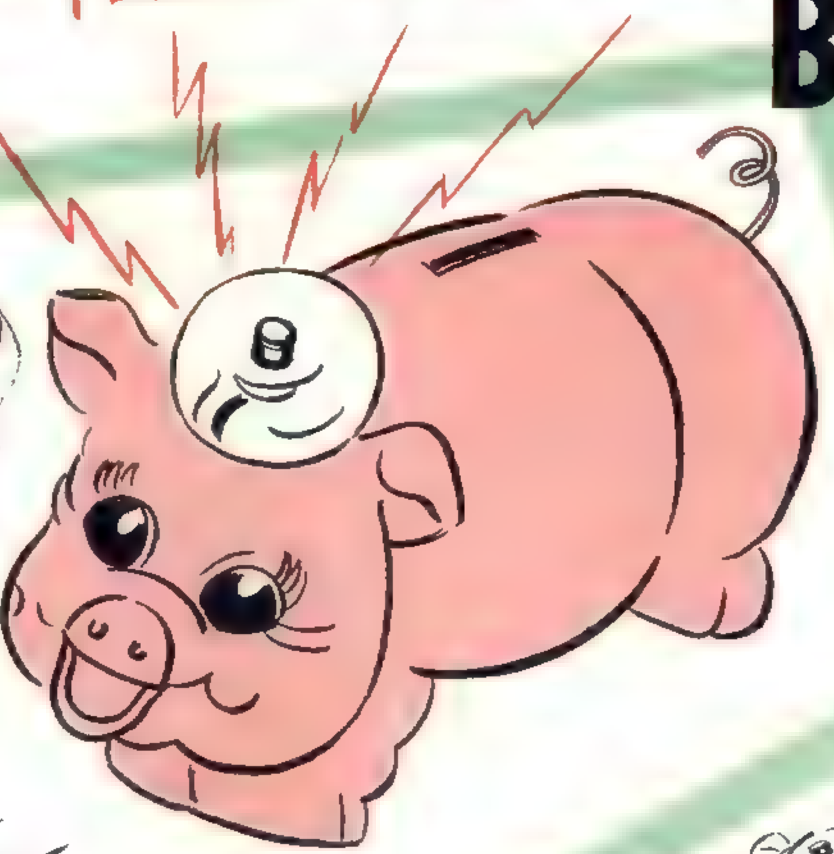
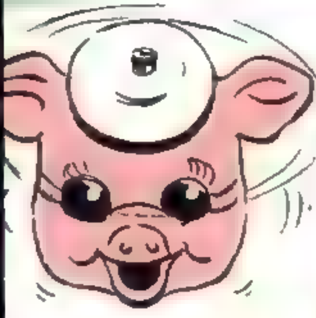
CREATION
HAND PAINTED—UNBREAKABLE
MADE IN HARTLAND, WISCONSIN

**SEE US AT THE
TOY FAIR
HOTEL NEW YORKER
ROOM 1430**

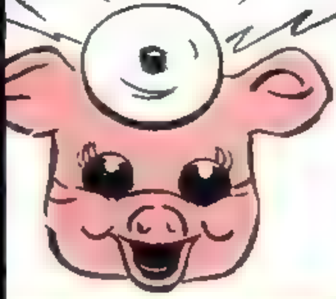
Amerline

ALARM MECHANICAL PIGGY BANK

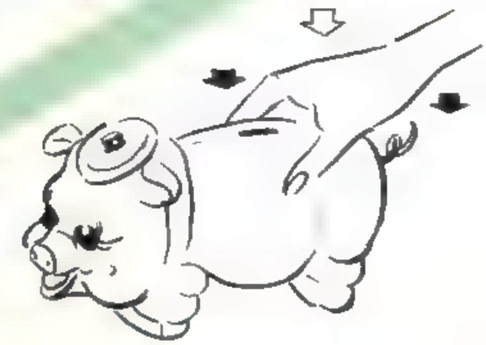




MY HEAD SHAKES NO! NO! DON'T TAKE MY MONEY!



WHEN YOU PICK ME UP MY ALARM RINGS



ONLY MECHANICAL PIGGY BANK IN THE WORLD

Alarm is set by pressing down rear feet. Bell alarm rings when Piggy Bank is picked up. At same time head shakes No No—don't take my money.

Slot on back of pig admits coins. Money can be removed from key lock underneath the body. Holds large supply of coins.

Small child can easily operate—pressing down on rear feet automatically winds the motor.

Children love the burglar proof alarm. Savings are protected from marauding parents, brothers and sisters.

Here is the newest idea in banks in years — the only mechanical piggy bank in the world. Sound the alarm for greater bank sales by ordering today.

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INDIVIDUALLY PACKAGED
IN ATTRACTIVE MULTICOLOR
DISPLAY BOX
COLORS—RED AND BLUE

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A Toy An Exact Replica of the Living Lone Ranger

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and Exclusive
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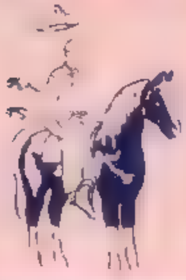
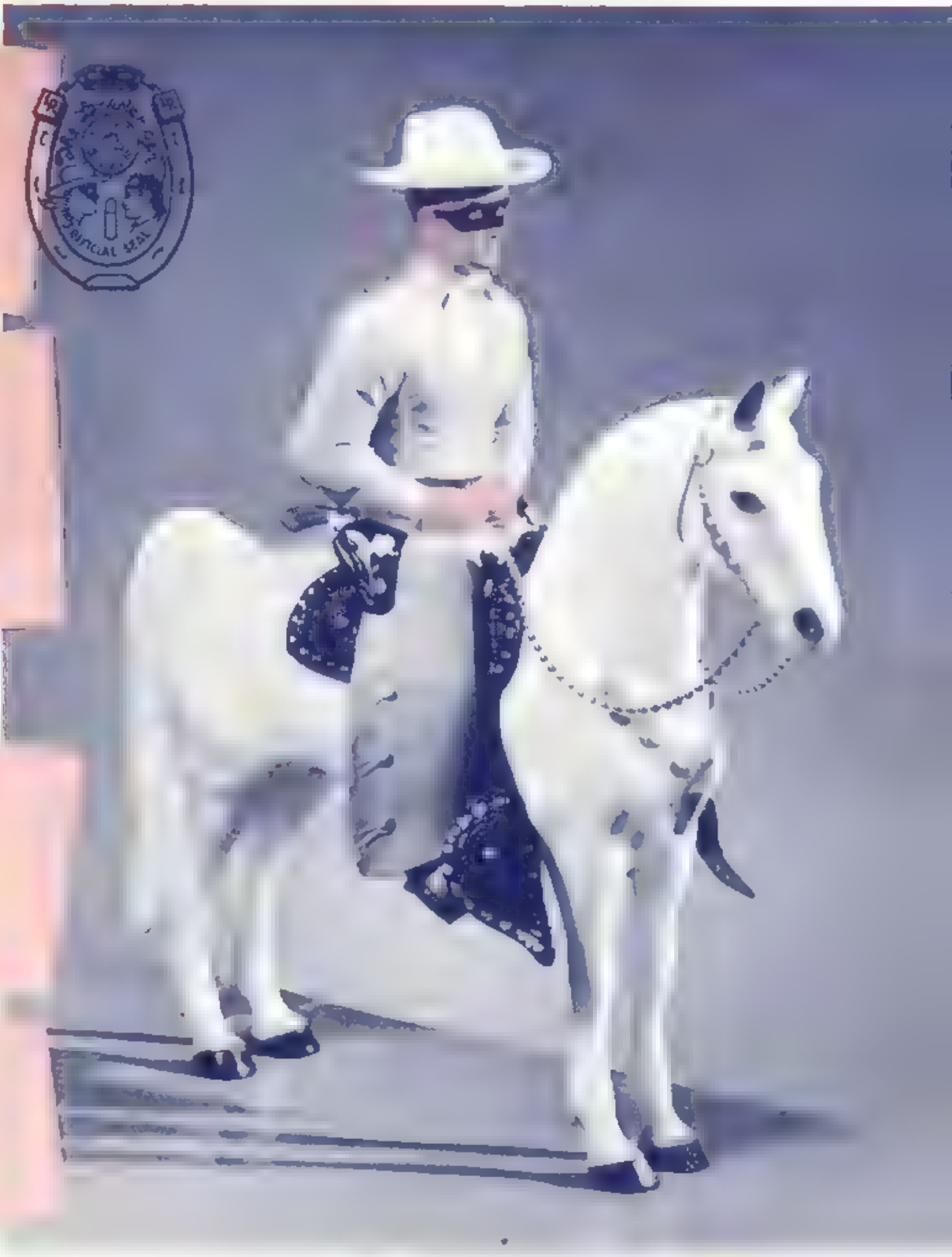
REMOVABLE ITEMS
- Rider
- Hat
- Saddle
- Guns



BUYING INFORMATION
9½"—Catalog #801-LR
Size—8½L x 9½H x 4 W
Std. Pack—1 Dozen
Wt.—12 lbs.
Durable cellulose acetate.
Individually boxed in corrugated mailer

COLORS
White Horse—Black Saddle with Silver Trappings.
Lone Ranger in traditional blue-black mask silver guns and trim.
Terms—2%, 10 days, Net 30
F.O.B.—Hartland, Wis.

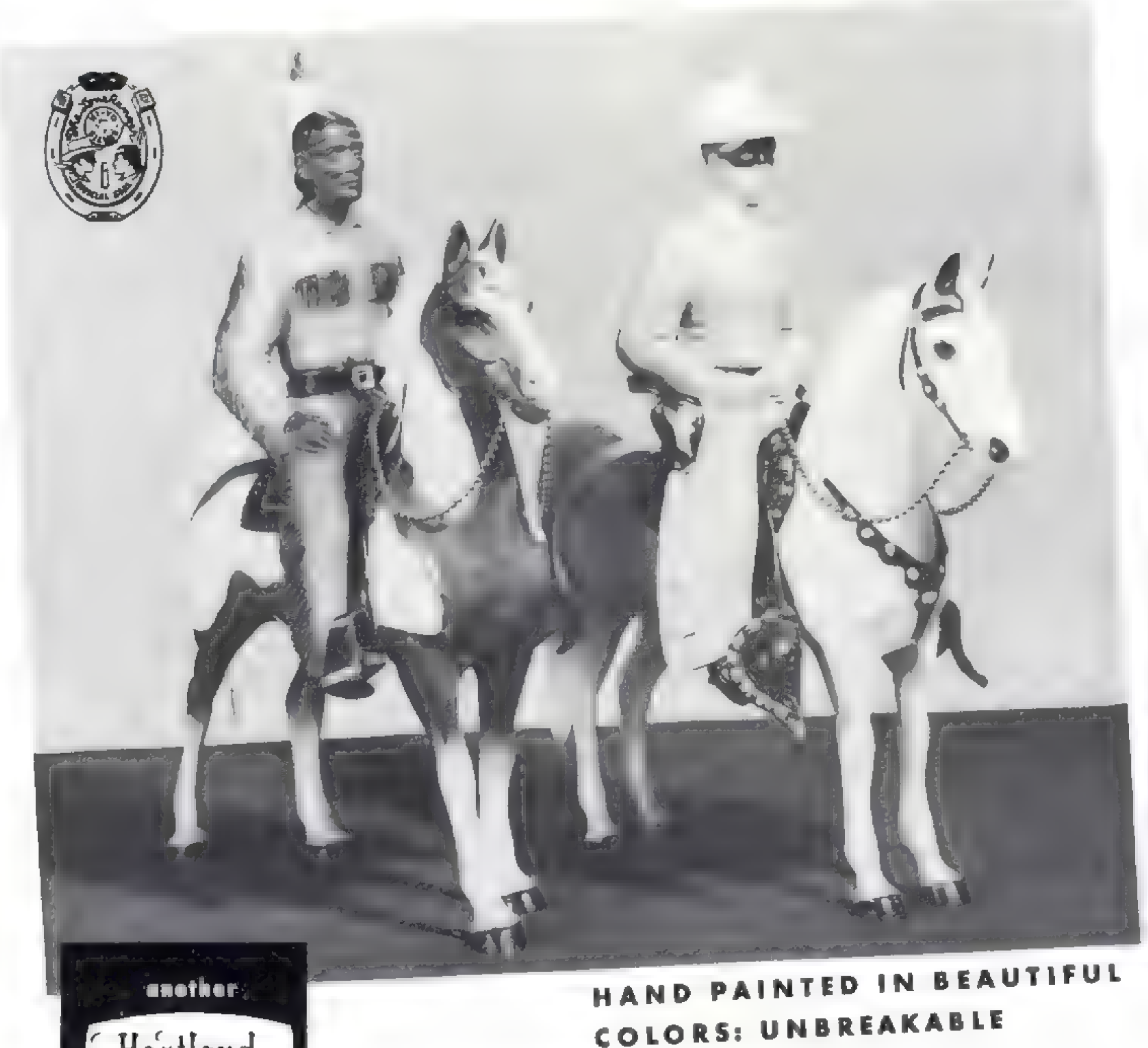


An Identical Reproduction of the Real Life LONE RANGER as all children know him through MOVIES—TELEVISION—RADIO—COMICS. Every child who sees it will clamor for a HARTLAND LONE RANGER AND GREAT HORSE SILVER!

Here is an item that is advertised Nationally for you throughout the year. THE LONE RANGER'S Popularity creates great demand. Best of all, it's an item YOU WILL BE PROUD TO OFFER because HARTLAND CREATIONS are beautifully executed with fine features and hand decorations. Furthermore, they are practically unbreakable—*Join the Crowd and realize your share of SURE PROFITS!*

Hartland PLASTICS, INC.
HARTLAND WISCONSIN

NOW YOU CAN HAVE BOTH
OFFICIAL AND EXCLUSIVE
TONTO AND THE LONE RANGER



another

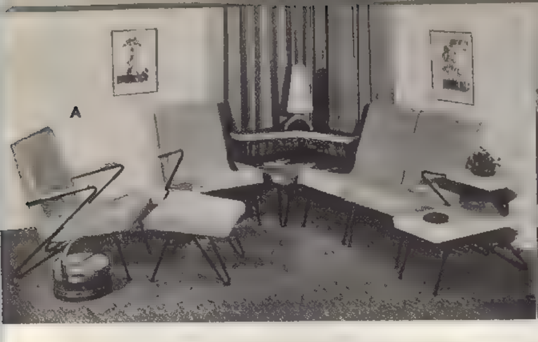
Hartland

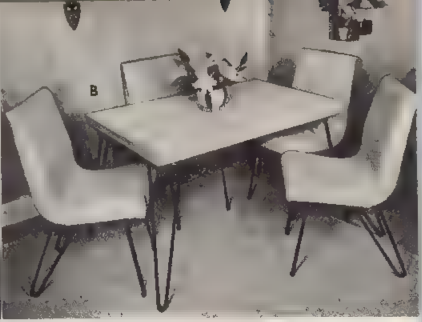
CREATION

HAND-PAINTED—UNBREAKABLE
MADE IN HARTLAND, WISCONSIN

HAND PAINTED IN BEAUTIFUL COLORS: UNBREAKABLE

SEE US AT THE
TOY FAIR
HOTEL NEW YORKER
ROOM 1430





Functional Modern Furniture . . . . . . For Casual Living

(A) HEDSTROM WROUGHT IRON INDOOR-OUTDOOR FURNITURE. Can be used in play room, den, living room, porch, patio or breezeway . . . resists mildew and normal weather conditions. Cool, comfortable woven fiber is ventilated and flexible. Contour-shaped seats. Table tops in smart plastic . . . wipe clean, remove easily for changing fabric or color. Chairs in Natural (Tan) Chartreuse, Malibu Coral, Mint Green or Sunshine Yellow; table tops in Dark Chartreuse or Malibu Coral. **Specify color.**

ARM CHAIR. Size 30″x23″x32½″ high. **Specify color.** F.O.B. Mass.
N12425H2065 . . . . Wt. 38 lbs. . . . . Retail **31.95**

OTTOMAN. Size 20″x21½″x16″ high. **Specify color.** F.O.B. Mass.
N12426H1100 . . . . Wt. 17 lbs. . . . . Retail **16.50**

SECTIONAL SOFA. 3-pieces . . . all 30″x23″x32½″ high. **Specify color.**
N12427H1935 . . . . Right Arm Rest . . . . Wt. 35 lbs. . . . . Retail **29.95**
N12428H1800 . . . Armless Chair . . . . . . Wt. 32 lbs. . . . Retail **26.95**
N12429H1935 . . Left Arm Rest . . . . Wt. 35 lbs. . . Retail **29.95**

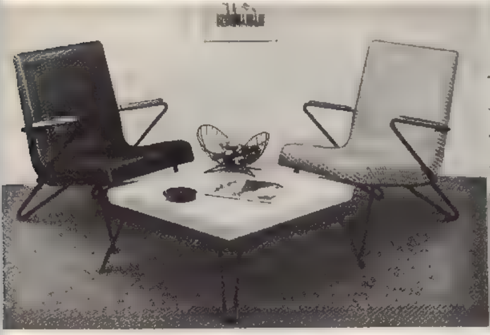
STEP-END TABLE. Size 28½″x14″ with tier. **Specify top color.**
N12430H1935 . . . . Wt. 23 lbs. . . . . Retail **29.95**

(B) HEDSTROM WROUGHT IRON INDOOR-OUTDOOR FURNITURE. Perfect for use indoors or outdoors . . . in play room, den, living room, porch, patio or breezeway. Weather-conditioned to resist mildew and normal weather conditions. Cool, comfortable woven fibre on seats is ventilated and flexible. Non-marking rubber leg tips. Contour-shaped seats provide the ultimate in modern relaxation. Table tops are in smart, colorful plastic . . . wipe clean easily, remove for changing fabric or color. Lightweight; functional . . . ideal for young homemakers. Wrought iron legs provide rigid support, are modern in all details.

SIDE CHAIRS. Size 20¼″x17″x34″ high. Choice of Natural (Tan), Chartreuse, Malibu Coral, Mint Green or Sunshine Yellow. **Specify color.**
N12431H1400 . . . . Wt. 21 lbs. . . . . . F.O.B. Mass. . . . . . Retail **21.50**

DINETTE TABLE. Size 30″x48″. Choice of Dark Chartreuse or Malibu Coral top. **Specify color.** F.O.B. Massachusetts.
N12432H2265 . . . . Wt. 37 lbs. Retail **33.95**

BRIDGE TABLE. Same as dinette table above, but 30″x30″. Choice of Dark Chartreuse or Malibu Coral top. **Specify color.** F.O.B. Mass.
N12433H1665 . . . . Wt. 32 lbs. . . . . Retail **24.95**

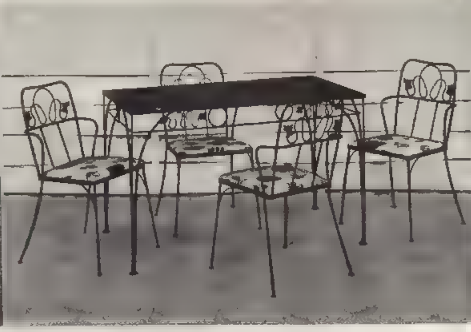


Fibre and Wrought Iron Furniture

See listing above for complete descriptions and specifications.
ARM CHAIRS. Size 30″x23″x32½″ high. Choice of Natural (Tan), Chartreuse, Malibu Coral, Mint Green or Sunshine Yellow. **Specify color.**
N12425H2065 . . . . . Wt. 38 lbs. . . . F.O.B. Mass. . . . . . Retail **31.95**

SQUARE COCKTAIL TABLE. Size 30″x30″. Choice of Dark Chartreuse or Malibu Coral top. **Specify color.** F.O.B. Massachusetts.
N12434H1665 . . . . Wt. 23 lbs. Retail **24.95**

RECTANGULAR COCKTAIL TABLE. As above, but size 20″x40″. Choice of Dark Chartreuse or Malibu Coral. **Specify color.** F.O.B. Massachusetts.
N12435H1535 . . . . Wt. 23 lbs. . . . . Retail **22.95**



5-Piece Wrought Iron Dinette Set

Smart rectangular table with mesh steel top and scroll patterned sides; table measures 28″x48″x29¾″ high. ½″ formed steel legs. Table has welded construction and is enameled black. Chairs have angle iron seat frame 16″x16″ with backs and legs of ½″ formed steel rod. Chairs are black enameled. 16″x16″ seat cushion in choice of Yellow Mosaic or Grey Mosaic upholstery or Lime, Coral or Natural Bamboo fabric. Tufflex padding. **Specify color and pattern.** Wt. 125 lbs. F.O.B. Indiana.
N12436H7933 . . . . Retail **118.95**

DINETTE CHAIRS. As described above. Specify choice of upholstery color and pattern. **Sold in pairs; priced singly.** Wt. 20 lbs. F.O.B. Indiana.
N12437H863 . . . . Retail **12.95**

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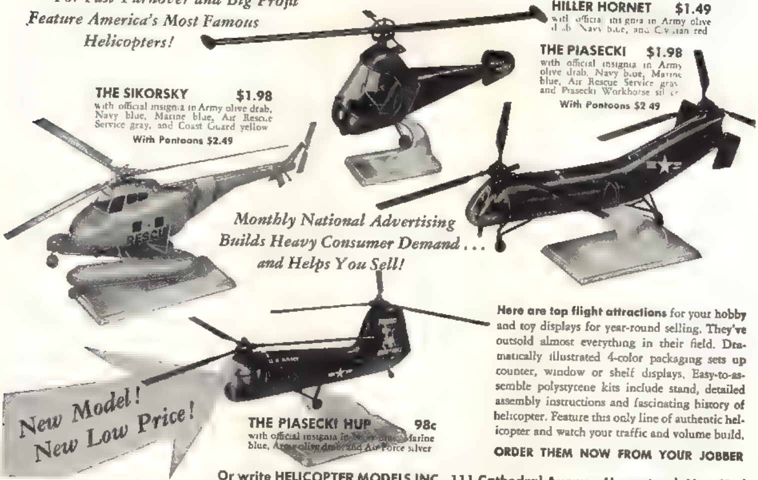
For Fast Turnover and Big Profit
Feature America's Most Famous
Helicopters!



HILLER HORNET $1.49
with official insignia in Army olive drab, Navy blue, and Civilian red

THE PIASECKI $1.98
with official insignia in Army olive drab, Navy blue, Marine blue, Air Rescue Service gray and Piasecki Workhorse silver

With Pontoons $2.49

THE SIKORSKY $1.98
with official insignia in Army olive drab, Navy blue, Marine blue, Air Rescue Service gray, and Coast Guard yellow

With Pontoons $2.49

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and Helps You Sell!

New Model!
New Low Price!

THE PIASECKI HUP 98c
with official insignia in [illegible] Marine blue, Army olive drab and Air Force silver

Here are top flight attractions for your hobby and toy displays for year-round selling. They've outsold almost everything in their field. Dramatically illustrated 4-color packaging sets up counter, window or shelf displays. Easy-to-assemble polystyrene kits include stand, detailed assembly instructions and fascinating history of helicopter. Feature this only line of authentic helicopter and watch your traffic and volume build.

ORDER THEM NOW FROM YOUR JOBBER

Or write HELICOPTER MODELS INC., 111 Cathedral Avenue, Hempstead, New York

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Model-Craft

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For Year-'Round Sales

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at popular prices
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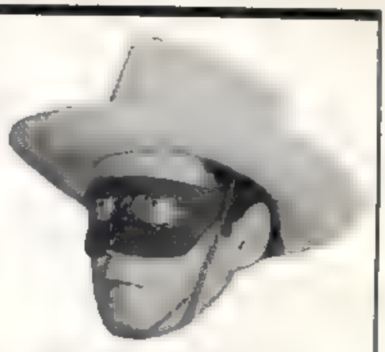
TONTO
Indian Guide Outfits



The LONE RANGER
Cowboy Outfits

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Cowboy Outfits

ANNIE OAKLEY
Cowgirl Outfits

RANGE RIDER
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MARY HARTLINE
Drum Majorette Outfits

make your selling easier, buy the line of the stars,
cash in on their popularity – millions of youngsters
see and hear these stars on TV and radio every week

FLASH! Iskin granted exclusive license to manufacture sensational Capt. Gallant, French Foreign Legion Playsuits

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PLAYSUITS SINCE 1910

THIS IS THE YEAR OF THE
LONE RANGER!

and $900,000.00 (actual budget) is allocated to make Lone Ranger customers out of 90,000,000 Lone Ranger Fans.

Many of America's staple toys will be wearing the Lone Ranger brand. Dramatic and colorful store material is in preparation. Read the column of Lone Ranger news-facts at the left, then ask yourself "What is my Number One buy in Westerns?" There can be only one answer, America's Number One Western Hero—***the Lone Ranger.***

As your customers already know,
this is the year of the Lone Ranger
THE BIG TWENTY-SECOND ANNIVERSARY YEAR

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"The Lone Ranger is the greatest force for juvenile good in the country."
J. EDGAR HOOVER

HERE'S WHY all America will be Lone Ranger conscious for the next 12 months:

22nd ANNIVERSARY CELEBRATION. Launched in February with spectacular hour-long telecasts on 200 ABC and CBS stations.

NATION WIDE PROMOTIONAL CAMPAIGN in 120 major cities through station managers prize contests.

LONE RANGER GUEST APPEARANCES on both ABC and CBS television networks—resulting in unquestionably the widest audience penetration by a single personality in history.

40 MILLION FULL COLOR PICTURES of the Lone Ranger on 'Wheaties' boxes — millions of in-the-package Lone Ranger Comic Books in 'Cheerios'— and Lone Ranger Masks in 'Wheaties.'

35,000 DRAMATIC, FULL-COLOR, life-size Lone Ranger cut-outs distributed to stores and super markets.

MORE FACTS ABOUT THE LONE RANGER...

LARGEST TELEVISION AUDIENCE by far, of any Western personality—40 million estimated.

LARGEST CHILDREN'S AUDIENCE of any television program—yet more than half of the enormous audience is adult!

ONLY HALF HOUR PROGRAM shown regularly over two Networks weekly.

PLUS—A RADIO PROGRAM AUDIENCE estimated at 7 million additional listeners!

Write for details on how you can tie-in
with the Lone Ranger Caravan and Field Force
of dealer service men covering the nation.

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HENRY G. SAPERSTEIN & ASSOCIATES
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makers of playsuits since 1910

ARE PROUD TO

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their appointment as EXCLUSIVE LICENCEES for

the LONE RANGER & TONTO PLAYSUITS

We have created a complete new line of Lone Ranger Cowboy Suits and Tonto Indian Suits to retail at POPULAR PRICES!

See these and the complete line of Pla-Master Playsuits
at room 731, Hotel New Yorker
and room 1458, 200 Fifth Avenue

HERMAN ISKIN & CO., Inc.
Room 1458, 200 Fifth Avenue
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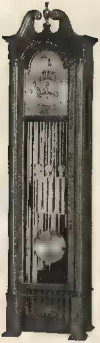
Herschede Clocks

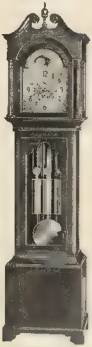
With beauty and dignity these superb floor clocks eloquently express the finest traditions. Correct in every detail, the cases are masterpieces of design, made of Honduras mahogany, hand rubbed to deeply glowing, medium shades of brown. Dials are exquisitely finished. The moving moon dial shows phases of the lunar month. Movements run eight days and operate by three train, cable wind weights.

Cathedral Chimes

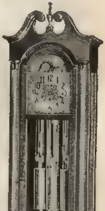
on Tubular Bells



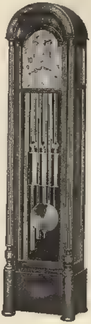
Honduras mahogany, beaded columns, 80" high, 20½" wide, 12" deep. Three Chimes (9 bells).
[redacted]
....RETAIL $810.00
Westminster Chimes (5 tubular bells).
DE1053H-35380
.... RETAIL $610.00



Honduras mahogany, Colonial finish, full columns, fluted. 86" high, 20" wide, 13½" deep. Westminster Chimes (5 tubular bells).
DE1055H-42050
.....RETAIL $725.00



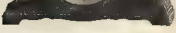
Honduras mahogany, beaded columns. Petite size. 75½" high, 18¾" wide, 12" deep. Westminster Chimes (5 tubular bells).
DE1054H-33060
.... RETAIL $570.00



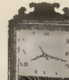
Honduras mahogany beaded columns. Petite size. 69¾" high, 16½" wide, 12" deep. Westminster Chimes (5 tubular bells).
DE1056H-36250
RETAIL $525.00

REVERE
MANTEL CLOCKS

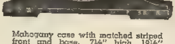
These distinguished clocks offer a choice of designs to delight varied tastes. Fashioned of fine Honduras Mahogany and rare, costly woods. The beautiful melody of long loved Westminster Chimes is sounded, every quarter hour, on Symphony Chimetone Rods. Modern, electric time-keeping accuracy is assured by the self starting Telechron Motor.



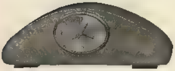
Mahogany case. Silver finished dial, cut-out center. 6¾" high, 16½" wide. Westminster Chimes
E1018H-3120 .... RETAIL $52.00



Mahogany case. White dial, black and gold sunburst design. 11⅛" high, 8¼" wide. Westminster Chimes.
E1057H-3600
. RETAIL $60.00



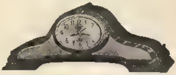
Mahogany case with matched striped front and base. 7⅛" high, 19½" wide. Westminster Chimes.
E1059H-3300. .... RETAIL $55.00



Case of natural blond avodire. Silver finished dial, gold color bezel, hands, numerals. 6½" high, 19" wide. Westminster Chimes.
E1058H-3720 ....RETAIL $62.00

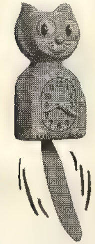
REVERE

Telechron
MOTORED



Mahogany case with Bird's Eye Maple panels. 8" high, 20¼" wide. Westminster Chimes.
E1060H-4200........ ....RETAIL $70.00

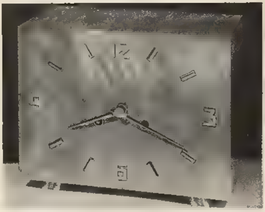
KITCHEN CLOCKS NOVELTY



ACTION MOVING KIT-CAT KLOCK

(A) Eyes move . . . Tail wags. Luminous eyes, mouth and dial. Cheerful time teller for playroom, child's room or kitchen. Precision electric movement. All brass gears and pinions. Self-starting motor. Molded plastic case in Black, Red, Pink, or Blue. Overall size 15¼x4". 110-120 volt, 60 cycle A.C. Guaranteed against factory defects. Shpg. Wgt. 4 lbs.

E1045H-595 .... **RETAIL $9.95**

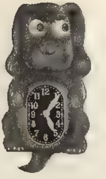


"THE MODERN CHIME"

(B) An imported modern styled 8 day chime clock designed to fit today's home on the Television set or mantel place. A fine precision movement in a highly polished case—choice of rich mahogany or Blonde Birch. Raised Brass numerals and hands. Beautiful deep mellow sound. Case size 10x5x8". Gold Birch or Mahogany.

Full Westminster Chime, once on quarter, twice on half, 3 times on three-quarter, and four times on the hour plus full hour strike.

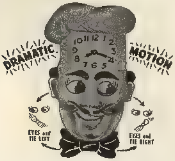
E1048—3050 .... **RETAIL $49.95**



KLOCKER SPANIEL CLOCK

(C) Here's an item to bark about. See the eyes move, the tail wag, and note the luminous eyes, tail, and hands. It has an electric movement licensed by Westinghouse. One year factory guarantee. Colors Black, White, Champagne, Red, and Yellow. Overall size 10¾" high, 5" wide, 2¾" deep. Molded plastic case. 110-120 volts. 60 cycle AC current. Synchronized electric movement. Shpg Wgt. 3 lbs.

E1051H-537 .... **RETAIL $8.85**



CHEF KITCHEN CLOCK

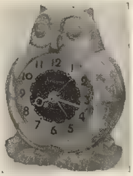
(D) HE CAN'T COOK . . . BUT HE'S the TALK of the TOWN! "Frenchie," the colorful, self-starting electric kitchen clock keeps precision, split-second time . . . his MOVING EYES make 'em stop for a second look! Has attractive molded plastic case; beautifully finished in realistic colors. Frenchie is 12" high, 6" wide, and 3" deep and he's GUARANTEED to tell accurate time for 5 YEARS! For laughs, beauty, and accurate timekeeping, you'll surely want FRENCHIE in your kitchen. ORDER TODAY!

E1031H-537 .... **RETAIL $9.95**

"CLASSIC" ALARM

(E) An eye-stopper every time because it's different 6" wide and 4½" high. Desk or dresser model with Tru-Bel alarm. Has mahogany colored case and wide 3¾" numeral band of highly polished brass. Spun gold metal dial has black numerals, hour, and minute hands. Heavily polished brass finished metal base. A breathtaking beauty

E1003H-637 .... **RETAIL $9.95**



OWL CLOCK

(F) "OLLIE' ALARM. Droll Owl, a novelty alarm. 4½" wide, 6" high. Ideal for child's room. Has Tru-Bel alarm, ivory colored plastic case. Metal dial of deep brown and sunburst gold finish, contrasting hands, and numerals.

E999H-399 .... **RETAIL $5.95**

Same as above, with luminous dial and hands. Famous Tru-Bell alarm.

E1001H-477 .... **RETAIL $6.95**

WALL CLOCK

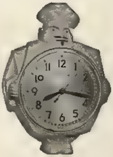
(G) 13½" diameter. Chrome plated metal case. 12¾" black metal dial. White numerals and hands.

E1030H-829 .... **RETAIL $12.95**

WALL CLOCK

Same style as above, except dial is white with black numerals and hands. Case finished in hammered blue-grey or white. Specify color desired.

E1032H-687 .... **RETAIL $9.95**



"PIERRE" FRENCH CHEF

(H) 7¼" wide. 10½" high. A unique Sessions specialty and a proven favorite for those looking for the unusual in kitchen clocks. Has smooth white plastic case with life-like tinted face and hands, red lips, black eyes, black goatee, and moustache. 5" silver metal dial with contrasting black numerals and hands.

E1017H-387 .... **RETAIL $5.95**

MANTEL OR DESK MODEL

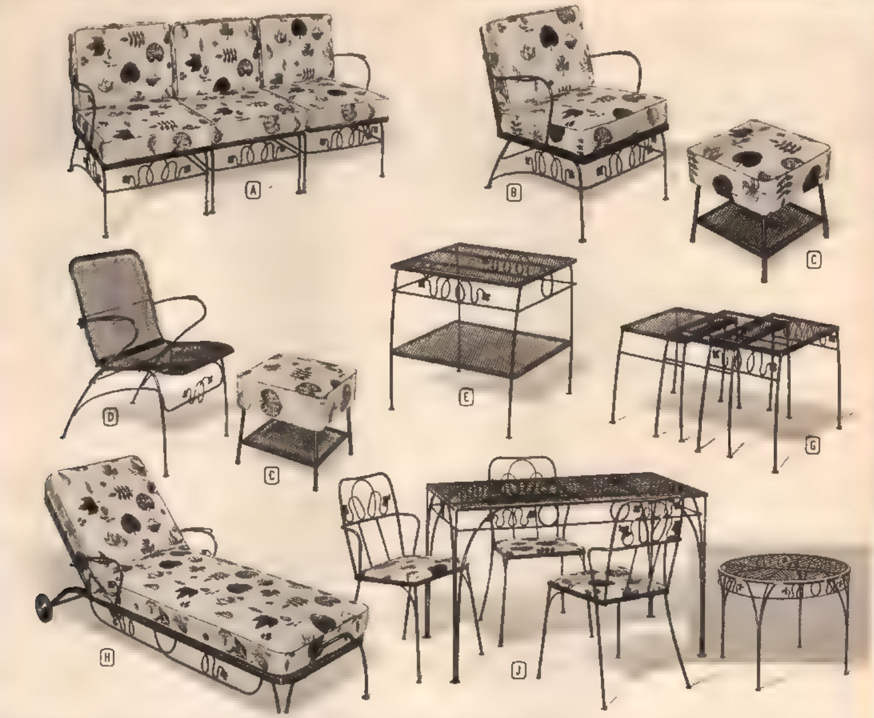
(J) 8¼" wide. 4½" high. Fine finished mahogany colored wood case. Slightly tilted when on table, desk, or mantel. 4" metal case, contrasting numerals and hands

E1035H-509 .... **RETAIL $7.95**

"CELESTIAL"

(K) Truly named, its plastic flanger is as transparent as air! All purpose 9" diameter desk or wall clock that is breath-takingly different. Has jet black 4" metal dial with white numerals and yellow minute markers, chrome finished metal bezel. Has removable metal wire foot for wall hanging As sophisticated as Park Avenue—as modern as tomorrow!

E1033H-573 .... **RETAIL $8.95**



Smart New Designs by Hettrick for Use Indoors or Out

Modern furniture for indoors or out. Strong welded steel and iron construction in weather-resistant black enameled finish. Decorative scroll-work accent. Innerspring sectional, chair, and lounge have helical-spring-tied strap-steel cushion supports in both seat and back for buoyant comfort—padded with felted cotton. All pieces with wrought steel legs and wide flange-type feet to protect your floors—ottoman with rubber tips. Removable cushions—upholstered in modern plastic-covered fabric that's water and weather-resistant—with black piping for accent. Dramatic leaf design is bright and colorful—choose a gay yellow background or a smart gray background—specify color when ordering. Shipped F.O.B. Indiana.

A **Hettrick 3-pc. Sectional.** Use pieces as single chairs, 2-section love seat, or 3-section sofa. 30-coil innerspring seat cushion. 20-coil back. Buoyant support. ¾ in. steel angle frame. ½ in. round steel legs and arm rests. 22 x 24½ in. seat cushion, 16 x 22 in. back cushion. Specify yellow or gray upholstery. Note: right section has arm at right when you're seated and left section has arm at left. Same applies to sectionals on opposite page.

64766F2066—Left Section. Shp wt. 40 lbs. .... Retail $34.95

64767F1924—Center Section. Shpg. wt. 37 lbs......... Retail $32.95

64768F2066—Right Section. Shpg. wt. 40 lbs......... Retail $34.95

B **Hettrick Easy Chair.** Super modern and super comfortable. Has 20-coil innerspring back and 30-coil innerspring seat cushions. Resilient steel-strap support. Frame is ¾ in. angle steel. ½ in. round steel legs and arm rests. Black enameled finish. 16 x 22 in. back cushion, 22 x 24½ in. seat cushion. Specify yellow or gray upholstery when ordering.

64765F2131—Shpg. wt. 43 lbs......................... Retail $36.95

C **Hettrick Ottoman.** It's packed with usefulness. Mesh rack—so handy for magazines and newspapers. Tulatex padded top is luxuriously soft. Frame of ¾ in. steel tubing—enameled black. Rubber feet protect your floors. 17 x 17 x 5 in. top—15 in. high. Specify yellow or gray upholstery.

64771F801—Shpg. wt. 14 lbs......................... Retail $13.95

D **Hettrick Mesh Arm Chair.** It's wonderful used indoors or out—and so comfortable! Expanded metal seat and back in dramatic woven pattern—contoured shape for comfort. Rolled edge prevents snagging. ½ in. round steel frame and arm rests. Black enameled finish. Seat and back 19 in. wide.

E **Hettrick Occasional Table.** Mesh steel top and shelf—iron scroll apron. ¾ in. angle-iron frame, ½ in. formed steel legs—black enameled finish. 24 x 24 in. top—30 in. high.

64763F1248—Shpg. wt. 12 lbs......................... Retail $21.95

G **Hettrick Nesting Tables.** All with mesh steel tops, ¾ in. angle-iron frames and ½ in. round formed steel legs. Black enameled finish. Large table with scroll trim—24 x 14¼ x 25 in. high. Middle table 22 x 14¼ x 23 in. high. Small table 20 x 14¼ x 20 in.

64762F1300—Set of 3. Shpg. wt. 18 lbs................. Retail $22.95

H **Hettrick Innerspring Lounge.** Adjusts to 3 positions for 3-way comfort. 30-coil innerspring back cushion and 65-coil innerspring seat cushion for head-to-toe comfort. 1-in. angle-iron frame with ½ in. round formed steel leg and arm rests. Tubular cushion retaining bar. Black enameled finish. 6-in. rear wheels with 1-in. rubber tires. Back cushion 24½ x 23 in., seat cushion 24½ x 50 in. Specify yellow or gray upholstery

64769F3266—Shpg. wt. 66 lbs. .... Retail $54.95

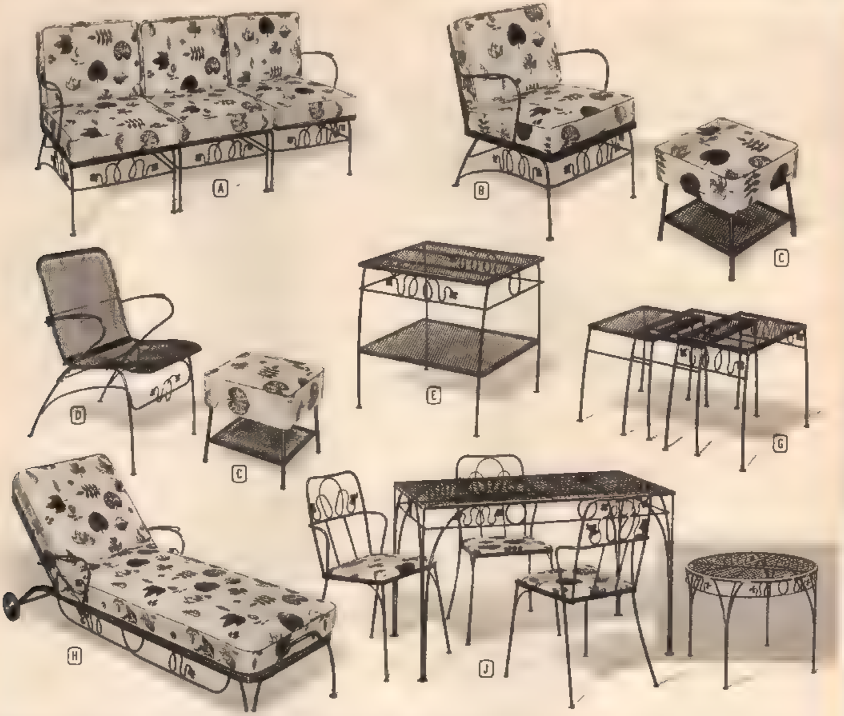
J **Hettrick 5-pc. Dinette Set.** Table and 4 matching chairs. Designed from ½ in. round formed steel with scroll-work trim. Luxurious black finish. Table with 28 x 48 in. mesh steel top—29¾ in. high. Chairs with 16 x 16 in. Tuflex padded seats—specify yellow or gray upholstery. Shpg. wt. 135 lbs.

64772F7067—Dinette set of 5 pieces (table and 4 chairs).... $114.95

5-pc. Dinette Set as above but with round table—40 in. diam.

64773F7067—Dinette Set of 5 pieces. Specify upholstery.... $114.95

Chairs. Packed two to a carton, matching—not available singly. Specify yellow or gray upholstery. Retail, each $12.95



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5-pc. Dinette Set as above but with round table—40 in. diam.

64773F7067—Dinette Set of 5 pieces. Specify upholstery....$114.95

Chairs. Packed two to a carton, matching—not available singly. Specify yellow or gray upholstery. Retail, each $12.95

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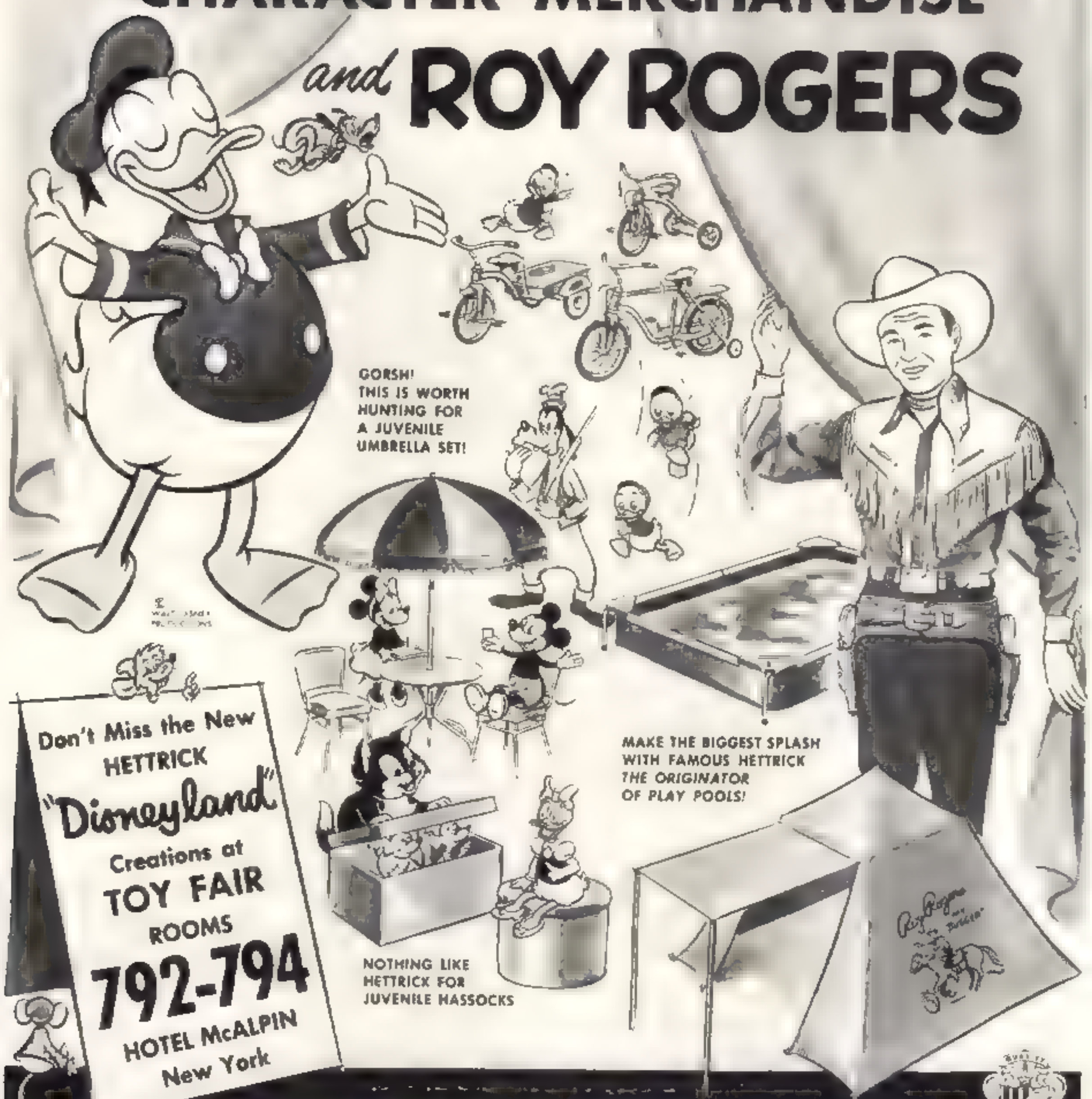
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Here is the incomparable Custom Hinckley '36', leader without question among the finest auxiliaries built today. The exceptionally well balanced hull and the unique original cabin layout offer the discriminating yachtsman an entirely new approach to racing and cruising comfort. This is the one yacht that will pass every test of quality, in design, in specifications, in workmanship, and as you would naturally expect, in sailing ability. The Custom Hinckley '36' is truly a creative effort bearing the hallmark of Custom quality in every detail

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THE SPECIAL '36'

Pictured here for the first time is the exciting new economy model, the Special Hinckley '36'. The famous Hinckley '36 hull has remained unchanged, both in design and construction. The highly developed and efficient rig has also been retained, yet a substantially reduced price has been made possible by the elimination of much of the expensive interior joinerwork and trim The Special Hinckley '36' now makes it possible for many more yachtsmen and their families to enjoy the prestige and satisfaction of owning a Hinckley auxiliary

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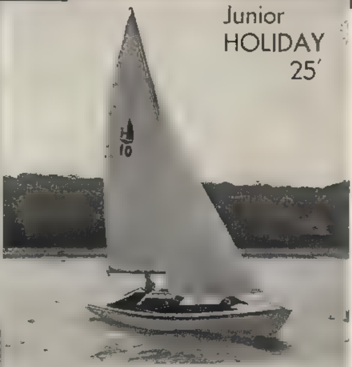
HOLIDAY 30′

Bermudian offshore yawl 36′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48 T 3365 *Set with cap shooting pistols. Ship. wt. 3 lbs. 6 oz 8.49

48 W 3339 *Cap-shooting pistols only. Ship. wt. 12 oz. Each 87c

B **DELUXE "PONY BOY" DOUBLE HOLSTER, PISTOL SET.** One of our finest sets . . . be a cowboy in grand old "Wild West" style. Of genuine tan leather backed in white felt. Decorated with luxurious white leather, red felt, horse-head conchas, red "jewels" and nickel spots. Hip-huggin' contour belt adjusts from 21-35 in., has 3 "silver" bullets on each side. Metal "Western" buckle. Big 11-in. holsters have strap with buckle and loop, snap to flap on belt. "Pearl" handle "Pony Boy" repeater pistols 9½ in long . push button gun automatically opens for loading.

48 T 3367—*With cap-shooting pistols Ship. wt. 3 lbs. 8 oz 6.69

C **"PONY BOY" DOUBLE HOLSTER PISTOL SET** Rugged gear ready for plenty of rough shooting. Genuine black leather set decorated with large conchas on white background, red "jewels", white bullet clip, 3 red wood bullets Hip-huggin' belt adjusts from 21 to 30 in., has "Pony Boy" buckle. 9-in. holsters have embossed backs. Pockets are decorated with large "jeweled" conchas on white backgrounds. Spitfire repeater pistols, "break action" for loading. 8½ in. long.

48T3357—*With cap-shootin' pistols. Wt. 2 lbs. 3 65

D **"PONY BOY SINGLE HOLSTER, PISTOL SET** Outstanding outfit for the rugged 'one-gun' man Striking red and white genuine leather . . leather fringe. Diamond-shaped conchas, red "jeweled" centers. Contour belt adjusts from 21-28 in. Large white leather girdle riveted to center with bullet clip, 3 white wood bullets. 10-in holster has belt loop. Break action "Spit Fire" repeater pistol 8½ in. long. Wt. 1 lb. 4 oz

48 T 3349—*With cap-shooting pistol 1 79

48 T 3350—With non-shooting pistol . 1.79

E **"PONY BOY" DOUBLE HOLSTER PISTOL SET** Handsome, rugged tan and brown tooled leather, richly decorated with Western-style "horse-rider" conchas of nickel on white leather background, red "jewel" stars. Belt has large girdle attached in center. Adjustable from 21-28 in. Holsters 10 in. long, attach to belt by white leather loop. Automatic break-open repeater pistols, 7 in. long. Ship. wt. 1 lb. 13 oz.

48 T 3355—*With cap shooting pistols. 2 85

48 T 3356 -With non-shooting pistols 2.85

F **JET AUTOMATIC RIFLE.** Six-shot repeater fires hollow plastic balls as far as 40 ft. Plastic stock; aluminum barrel. About 29 in long

48 W 3352 L—6 Balls incl Ship. wt 1 lb 12 oz 2.49

48 W 3353—12 Extra Balls. Ship wt 4 oz 57c

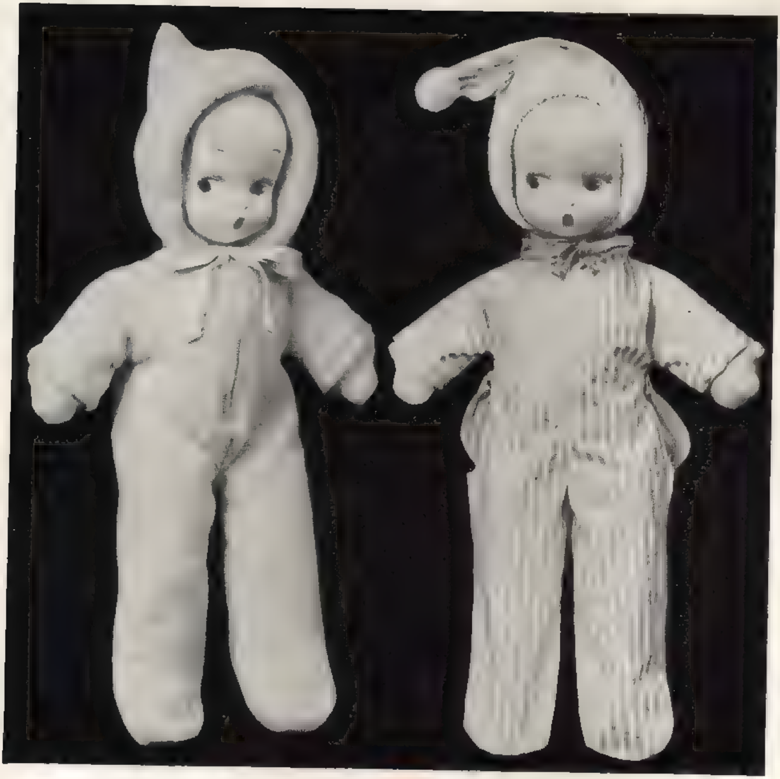
G **DOUBLE BARREL SHOT GUN.** Fire caps, hear loud report, see smoke emit from muzzles. 2 break action steel barrels with safety catch 4 plastic shot gun shells fit into chamber.

48T3332M *Cap-shooting gun. Wt 2 lbs. 6 oz. 3 69

H **SPARKLING SIREN SUB-MACHINE GUN.** Pump gun . . . hear loud siren noise, see harmless sparks fly out of transparent red muzzle. Pull trigger hear ' machine gun ' clicking

48 T 3368L—Of rugged plastic Wt. 1 lb. 6 oz. 1 89

*See Gun Law Notice Opposite Page. All Items on These Two Pages Available Until October 1, 1956.



sleepy-time pal

Hol-le's lovable, huggable, sleepy-time Baby-bunting doll . . . ready for nitey-nite in her removable, zip-front blanket cloth sleeper. Baby blue or pink. 16" tall; in poly bag. 8 lbs. per doz.

30/16 Retails $2.98

SHOWROOM:
200 Fifth Ave., N. Y. 10, N. Y.

© Division Riverdale Toy Mfg. Co

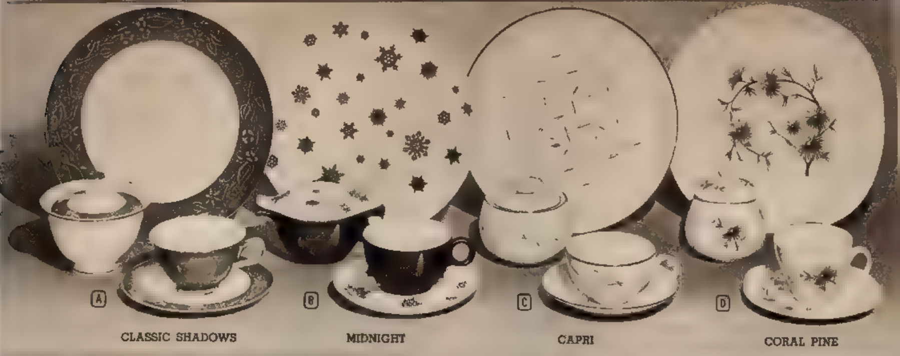
Hol-le toys

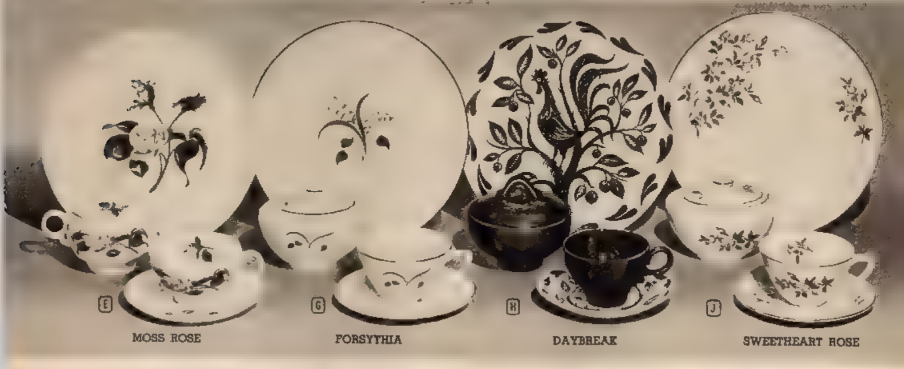
nite-cap gal

Hol-le's cuddly "time-to-go-to-bed" nite-cap doll . . . in removable pink and white "Everglaze" Sleepers and terry cloth trimmed nite-cap topped with fur pompom. 16" tall; in poly bag. 8 lbs. per doz.

30/18 Retails $2.98

FACTORY:
148 Post Ave., N. Y. 34, N. Y.





Highly Glazed Semi-Porcelain in Beautiful Patterns

A CLASSIC SHADOWS

Contemporary in spirit—classic in contour. Wide gray rim gives a 3-dimensional effect—traces light and dark highlights into distinctive leaf and blossom design Sculptured-design fashioned deep down under smooth glaze. Ovenproof—so it's doubly useful in your kitchen! For pieces in each set, see center of page.

25734W1330—32-pc. set. 21 lbs. . $19.95
25735W2197—53-pc set. 37 lbs. $32.95
25736W4330—93-pc. set. 68 lbs. .$64.95

B MIDNIGHT

By Taylor, Smith & Taylor Pen-sharp snow-flake pattern in jet black against background of cream-white. Design under glaze is detergent-proof. Holloware pieces are styled with contrasting areas of black and white—so modern, so smart! Alternate cups and saucers stack securely. For pieces in sets, see center of page

25732W1263—32-pc. set. 21 lbs .. .$18.95
25733W2263—53-pc. set. 37 lbs . .$33.95

C CAPRI BY HOMER-LAUGHLIN

Superbly smart modern pattern in popular color combination. Hair-line curves of charcoal enhanced with touches of flamingo pink. Platinum edge lines flatter the modern coupe shape For pieces in sets, see listing at center of page.

25742W897—32-pc. set. 20 lbs........$13.50
25743W1697—53-pc. set. 37 lbs.......$25.50
25744W3130—93-pc. set. 68 lbs.......$46.95

32-Pc. Set for 6: 6 dinner plates, bread and butter plates, fruits, cups, saucers; one vegetable dish, one platter.

53-Pc. Set for 8: 8 dinner plates, bread and butter plates, soups, fruits, cups, saucers; one each of vegetable dish, covered sugar, creamer, and platter.

93-Pc. Set for 12: 12 dinner plates, bread and butter plates, salads, soups, fruits, cups, saucers; 2 vegetable dishes, 2 platters, 1 pickle dish, covered sugar, creamer, and gravy boat.

D CORAL PINE BY KNOWLES

A modern composition of pine, with lovely coral pink "pine blossoms"—accented by black and sepia brown Especially created to enhance the square modern Criterion shape. Attractively designed for casual living—in lovely semi-porcelain For pieces in sets, see directly above

25751W1298—32-pc. set. 21 lbs . .$19.50
25752W2195—53-pc. set. 35 lbs .$32.95
25753W4167—93-pc. set. 65 lbs. .$62.50

E MOSS ROSE BY UNIVERSAL

Beautifully designed with pale pink rose and green leaf design on lustrous white background Modern coupe shape fits in beautifully with contemporary settings. Semi-porcelain looks like fine china. For pieces in sets, see information above.

25763W930—32-pc. set. 21 lbs. . $11.95
25764W1597—53-pc. set. 36 lbs. . . $23.95

G FORSYTHIA BY KNOWLES

Dainty, bell-like yellow blossoms mingle with graceful green leaves to emphasize the simple "Accent" shape Especially flattering to modern settings. The edges are beautifully rimmed with thin bands of gold. As lovely as true china! For pieces in sets, see center of page

25748W997 32-pc. set. 21 lbs........$14.95
25749W1797—53-pc. set. 35 lbs.... . $26.95
25750W3300—93-pc. set. 65 lbs..... .$49.50

H DAYBREAK BY HOMER-LAUGHLIN

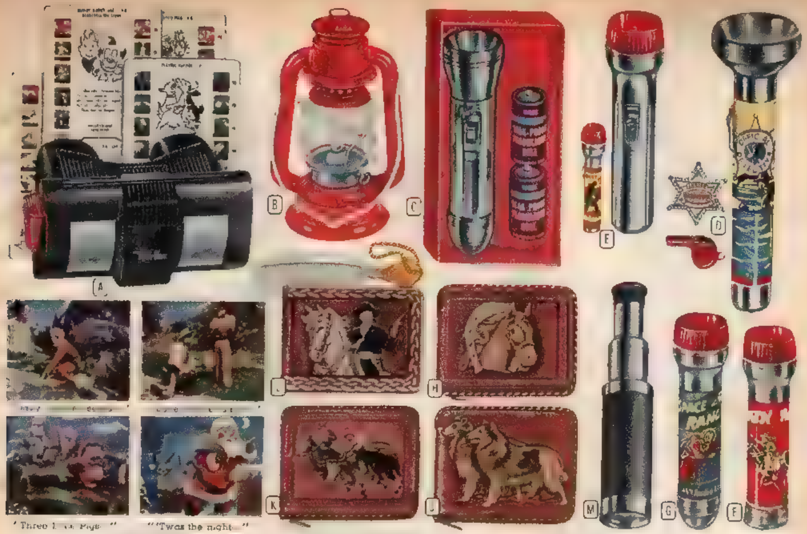
Provincial in feeling—beautifully styled for today's informal and casual living The bold overall design features a proud chanticleer perched in an orchard setting - silhouetted in rich coffee brown against a soft cream-white background. Holloware is in solid brown. Won't fade. For pieces in sets, see center of page

25740W863—32-pc. set. 20 lbs....... $12.95
25741W1597—53-pc. set. 37 lbs.......$23.95

J SWEETHEART ROSE BY KNOWLES

The delicate charm and beauty of the tea rose are captured here in soft pink and gray-green tones. Framed against a clear white background outlined with a rich gold band. Makes a lovely table setting Graceful coupe shape For pieces in sets, see center of page

25754W1197—32-pc. set. 21 lbs..... $17.95
25755W1997 53-pc set. 35 lbs.......$29.95
25756W3797—93-pc set. 65 lbs. $56.95



Popular Favorites for Young Buckaroos

3-D PICTURE STORIES IN COLOR

[A] **TRU VUE VIEWER** Film card viewer makes stories come alive with brilliant pictures. Simple enough for child to operate. Large convex windows. Made of durable black plastic. Side lever to shift cards. Abt. 4½ in. wide. Cards sold separately

48 TP 2010—*Postpaid* 1.49

COLOR FILM CARDS. For use in viewer above. Seven scenes on a card; 2 pictures of each scene to give natural 3-D vision. Story on each film (see illustrations). *Be sure to state catalog number, title of card, and lettered no.*

48 TP 2011 —*Postpaid*.. Any 3 for 85c

B-1 Bear Cubs Raid a Picnic
C-1 Day at the Zoo
C-2 American Indians
C-3 Wild West Rodeo
C-4 Children's Fairyland
C-5 Circus Clowns
C-6 Circus Parade
C-7 Circus Thrills
D-3 Pluto in "Baseball Catcher"
D-8 Disneyland Park I
D-9 Disneyland Park II
D-10 Disneyland Park III
D-14 Davy Crockett Indian Fighter
D-15 Davy Crockett Pioneer
D-16 Davy Crockett Battle of Alamo
F-1 Cinderella
F-2 Little Red Riding Hood
F-3 Jack and the Beanstalk
F-4 Three Little Pigs
K-1 Kitten Capers
P-1 Playful Puppies
S-1 Frosty, the Snowman
S-2 Night Before Christmas
T-1 Kukla, Fran and Ollie
T-2 Wild Bill Hickok and Jingles
T-3 Buck Rogers
T-4 Howdy Doody and Clarabell
T-5 Howdy Doody-Secret Treasure
T-6 Howdy Doody-Mr. Bluster's Surprise
T-9 Ramar of the Jungle
T-12 Mask of the Lone Ranger
Z-1 Baby Zoo Animals

OTHER FILM CARDS, PAGES 181, 198, 201

THEY'LL HAVE SUCH FUN WITH A NEW FLASHLIGHT OR LANTERN

[B] **ELECTRIC LANTERN.** Its good looks make it attractive as a home ornament or as a unique party decoration; fun for children; use as a night light, or on the garage—it's ready for emergencies when the lights go out. Rugged construction, unusual design. Bulb and batteries included

86 T 3218 Ship. wt. 1 lb. . . . 2.98

[C] **CHROME PLATED FLASHLIGHT** in colorful Christmas gift box. Flashlight has 3-position slide switch—for signaling; use on outdoor trips. Pre-focused light, throws powerful 1000-ft. beam. Detachable cap at each end. Bulb and 2 cells included.

86 T 3201 Ship. wt. 1 lb. 8 oz. 1.29

[D] **DETECTIVE SEARCHLIGHT.** "Get the Facts" with this powerful, official searchlight for young detectives. Complete with metal badge and plastic whistle. 11 in. long. Bulb and 3 flashlight cells included

86 T 3210 -Ship. wt. 1 lb. 12 oz.. 1.98

[E] **"TORCHY" JR. AND SR. FLASHLIGHTS.** A clever, unusual gift that's so practical, too. A full-sized 2-cell flashlight for Dad—to use at home, in his car, or outdoors for camping and picnics—and a miniature Davy Crockett flashlight for Junior. Chrome plated; have red safety glo lens hoods. Batteries and bulbs are included.

86 T 32 5 Ship. wt. 2 lbs.. ..Set 1.29

[F] [G] **NOVELTY FLASHLIGHTS.** Popular gifts for young outdoor fans. Gay 5-color design on each tube; chromed trim. Cells and pre-focused bulbs are included

(F) COWBOY—to please young buckaroos. 7½ in. long. Has glowing, red torch head and hanging ring.

86 T 3208 -Ship. wt. 1 lb. 5 oz. . . . 98c

(G) SPACE LIGHT—with an exciting design of a space ranger. Torch head gives glowing, red side light, siren in end cap for signaling. 8 in. long

86 T 3209 Ship. wt. 1 lb. 6 oz. 1.09

TOY TELESCOPE

[M] Ideal gift for young space cadet ranger. Magnifies 5 times, yet telescope can be carried in pocket. Metal barrels, 3 sections. Leather-like covering. Opens to 8¾ in.

67 W 7201 Wt. 10 oz. 1.98

COWBOY VIEW-MASTER

[N] See Hopalong Cassidy, Gene Autry, Roy Rogers and their horses in full color 3-D pictures. Includes latest model View Master Stereoscope and 3 reels, each with seven action-packed, life-like scenes. Order other reels from Page 243. *Postpaid.*

67 WN 3815—Outfit 3.00

67 WN 3816—3 DIFFERENT reels of above cowboys in scenes from their movies. *Postpaid*......1.00

HOPALONG CASSIDY AND WESTERN STYLE BILLFOLDS

[H] TO [K] **LEATHER BILLFOLDS.** A gift your young range-rider will be proud to tote in his hip pocket. Smooth, saddle lambskin. 3-dimensional design in multi-colors. Braided edges. Bill and coin pockets. 4 windows for cards, pictures. Zip-around style. Price incl. 10% Tax. Wt. 5 oz.

(H) 60W8843-Horsehead design 1.98
(J) 60W8844-2 Collies Design . . 1.98
(K) 60W8845-Rodeo Design. 1.98

[L] **HOPALONG CASSIDY BILLFOLD** with 3-in. plastic comb and key ring. Your youngster will be thrilled to own a billfold with Hoppy and his horse Topper in a raised design for that 3-dimensional effect. Made of tough, durable plastic. Simulated lacing edge. 2 bill pockets, one "secret", 2 card pockets, one with window. Removable 4-wing pass section for 4 pictures. Coin pocket contains 'surprise' lucky coin.

60 WP 880. Fed. Tax inc. *Ppd* [illegible].00

DON'T MISS THE EXCITING NEW DAVY CROCKETT BIKE IN TWO JR. SIZES ON PAGE 259.

SHOP YOUR FALL GENERAL CATALOG FOR OTHER GIFT SUGGESTIONS

HOPALONG

STILL THE

BIG GUN

in Toys and TV!

in Popularity and Profits!

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for volume sales and profits! Stock up on authentic Hopalong Cassidy merchandise, from these authorized Hoppy sources:

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ALL METAL PRODUCTS Co
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The H. J. ASHE Co
BAILEY HAT CO. Inc
MILTON BRADLEY Co
200 Fifth Ave., N. Y. C.
BREWSTER LEATHER GOODS Corp
CORO Inc
PHILIP FLORIN Inc
W. S. GEORGE POTTERY Co.
D. P. HARRIS HARDWARE
99 Chambers St. N. Y. C.
HEROLD PRODUCTS Co.
Room 925—Hotel New Yorker
IDEAL TOY Corp
200 Fifth Ave., N. Y. C.
IMPERIAL KNIFE ASSOC. Cos. Inc
HERMAN ISKIN and Co. Inc
200 Fifth Ave. N. Y. C.
LEE-TEX Rubber Prod. Corp
C. A. REED Company
SAWYERS INC
TRANSOGRAM Co. Inc.
200 Fifth Ave., N. Y. C.
U. S. TIME Corp
[illegible] PLASTICS Corp.
200 Fifth Ave. N. Y. C.
YALE BELT Corp.
153 Wooster St. N. Y. C.

Hopalong Cassidy

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8907 Wilshire Boulevard, Beverly Hills, Califo

Doll Clothes on hangers — available in 3 sizes

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TO FIT DOLLS FROM 8" TO 23"

TO RETAIL FROM 49¢ TO $1.98

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THE ARDEE CO. 386 Wythe Ave. Brooklyn 11, New York

GIRL & BOY DOLLS

DANCING DOLLS
BALLET-OOP

BALLET DANCING DOLLS

Set includes 4 dancing dolls, 20 ballet costumes, special ballet stage and picture frame. Dolls dance on stage by manipulation of strings thru top of box No 1505

STOCK No. 71—83497
COLORFORMS, INC.

A8-97 T Retail $1.49 ea.

Inv Pur.

HOWDY DOODY

HOWDY DOODY DOLL

Plastic head with movable jaw which can be manipulated like a ventriloquist's dummy. Dressed in colorful plaid shirt, twill dungarees and colored boots. 18" high. Soft stuffed. Six to carton. No. 7843.

STOCK No. 71—83499
IDEAL TOY CORP.

N41-95 T Retail $2.98 ea.

Inv.__________ Pur.__________

14" GIRL DOLL

Has latex cotton stuffed body, vinyl head, moving eyes, braided hair and coo voice. Dressed in picolette dress, panties, shoes and socks. Stands 14" tall. No. 74

STOCK No. 71—83500★
JOLLY TOYS, INC

W21-95 R Retail $2.98 ea.

Inv.__________ Pur__________

13" BOY DOLL

All vinyl boy doll with boy's molded hair do dressed in contrasting shirt and pants. Has super-flex legs, turning head, glassine eyes with lashes Stands 13" tall. 12/ctn., wt. 19 lbs. No. 118

STOCK No. 71—83502
HORSMAN DOLLS, INC

D81-95 L Retail $2.98 ea.

Inv.__________ Pur__________

13" GIRL DOLL

All vinyl doll with molded pony tail and super-flex legs. Dressed in assorted cotton print dresses, vinyl shoes and rayon socks. Has coo voice, turning head, sleeping eyes with lashes. Stands 13" tall 12/ctn., wt. 18 lbs. No. 111.

STOCK No. 71—83503
HORSMAN DOLLS, INC.

Z71-95 B Retail $2.98 ea.

Inv Pur.

DENNIS THE MENACE

This lovable, irresistable character has been authentically reproduced into an adorable 16" doll with vinyl head, latex body and dressed in snappy denim overalls and striped "T" shirt. 24/ctn.

STOCK No. 71—83506★
GLAD TOY CO.

N41-95 E Retail $2.98 ea.

Inv. Pur.__________

WALKING DOLLS

14" BRIDE DOLL

All vinyl Cindy Strutter bride doll that can walk, dance and do the split. Rooted Saran hair in curly style Bridal outfit consists of white dress with lace trim, white crinoline underskirt, long stockings and white plastic shoes. Doll stands 14" tall 12/ctn., wt. 26 lbs. No. 1448

STOCK No. 71—83512

BLOCK DOLL CORP

D73-90 A Retail $5.98 ea.

Inv. __________ Pur. __________

10" BABY WALKER

A 10" baby doll with sleeping eyes, washable and combable braided wig Head turns when doll walks. Doll can sit, sleep and stand. Has cotton and rayon dress with trimmings and plastic shoes. No. 351.

STOCK No. 71—83518■★

BLOCK DOLL CORP.

B41-95 L Retail $2.98 ea.

Inv. __________ Pur. __________

LOLLY-POP WALKER

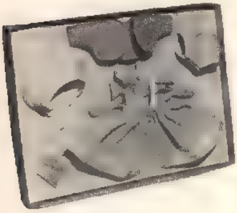
Lovable 8" lolly-pop walking doll that can sit and stand. Dynel hair matches dress colors and can be shampooed, set and combed. Fancy rayon dress available in several attractive colors.

STOCK No. 71—83520★

BEEHLER ARTS, LTD.

Z41-30 L Retail $1.98 ea.

Inv. __________ Pur. __________



PLAYMATE CLOTHES

Each cellophane wrapped box contains a complete outfit for the 8" lolly-pop walker shown and described above 18 separate assortments to choose from.

STOCK No. 71—83521■★

BEEHLER ARTS, LTD.

Z4-65 A Retail $ .98 ea.

Inv. __________ Pur. __________

20" BRIDE DOLL

All vinyl Cindy Strutter bride doll can walk, dance and do the split. Has rooted Saran hair in curly bob style. Bridal outfit consists of white dress with lace trim bottom, with crinoline underskirt, long stockings and white plastic shoes. Doll stands 20" tall. 6/ctn., wt. 48 lbs. No. 2048

STOCK No. 71—83523

HORSMAN DOLLS, INC

B56-49 Y Retail. $9.98 ea.

Inv. __________ Pur. __________

23" SUSAN STROLLER

A 23" plastic walking doll with vinyl head, moving eyes, rooted hair. Turns head when she walks, cries when turned over Has bending knee action legs. Beautifully dressed in cotton dress and apron. Individually boxed. Wt 4⅓ lbs. No. 2170-H

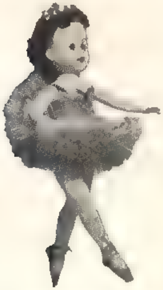
STOCK No. 71—83526■★

GOLDBERGER SALES CO., INC.

K16-49 A Retail $9.98 ea.

Inv. __________ Pur. __________

WALKING DOLLS



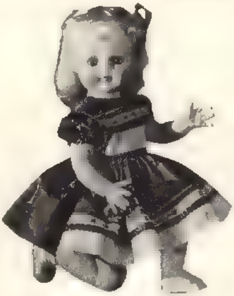
19" BALLERINA DOLL

The only real dancing doll ever made. All plastic with soft vinyl head with rooted hair. Takes short dancing steps when led. She is 19" tall. Each in box. 12 to carton, wt. 26 lbs. No. 604.

STOCK No. 71—83527★
VALENTINE DOLLS, INC.

N75-20 H Retail $7.98 ea.

Inv.__________ Pur.__________



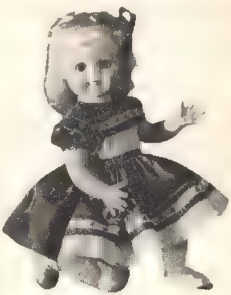
17" WALKING DOLL

Has magic knee action to permit doll to kneel, sit in chair and assume many other poses. Walks if you lead her by arm and turns head side to side. Unbreakable plastic body with vinyl Magic flesh head and rooted Saran hair. Beautifully dressed. Doll stands 17" tall. 12/ctn., wt. 28 lbs. No. 2650

STOCK No. 71—83530
IDEAL TOY CORP.

P96-49 S Retail $9.98 ea.

Inv.__________ Pur.__________



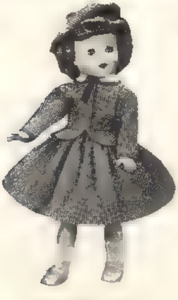
23" WALKING DOLL

This is exactly like the walking doll shown and described at left. She walks, turns head, kneels and can assume many other realistic and life-like positions. Rooted Saran hair and other features. Doll stands 23" tall. 6/ctn., wt 32 lbs. No. 7201

STOCK No. 71—83531
IDEAL TOY CORP.

S89-74 N Retail $14.98 ea.

Inv.__________ Pur.__________



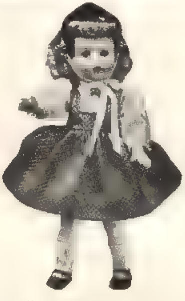
24" GIRL DOLL

All vinyl Cindy Strutter walking doll that can dance and do the split. Rooted hair can be combed, shampooed. Dressed in 2-piece suit with matching beret, rayon stockings and plastic shoes. Stands 24" tall. 3/ctn., wt. 13 lbs. No. 2441.

STOCK No. 71—83540
HORSMAN DOLLS, INC.

S76-49 R Retail $9.98 ea.

Inv.__________ Pur.__________



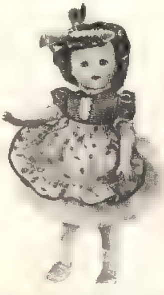
16" WALKING DOLL

All vinyl Cindy Strutter walking doll that walks, dances and does the split. Has rooted Saran hair in curly bob style. Has nylon jumper with flower trimmed bonnet and nylon dress. Flower corsage included. Doll stands 16" tall. 6/ctn., wt. 16 lbs. No. 1642.

STOCK No. 71—83542
HORSMAN DOLLS, INC.

C74-55 K Retail $6.98 ea.

Inv.__________ Pur.__________



30" WALKING DOLL

The largest of the vinyl Cindy Strutters that walk, dance and do the split. Rooted Saran hair, white nylon skirt with lace trim, printed nylon pinafore, socks and plastic shoes. Doll stands 30" tall. 3/ctn., wt. 23 lbs. No 3043

STOCK No. 71—83543
HORSMAN DOLLS, INC

D39-74 E Retail $14.98 ea.

Inv.__________ Pur.__________

WALKING DOLLS

17" SAUCY WALKER WITH COAT AND HAT

Ideal's walking, flirting doll that does everything. Fully jointed, her walking mechanism is concealed and there is no key to wind. Deluxe dress, coat and hat. 12 to carton, wt. 33 lbs. No. 2012.

STOCK No. 71—83545

IDEAL TOY CORP

E86-49 B Retail ......$9.98 ea.

Inv.__________ Pur.__________

26" CINDY STRUTTER

This all vinyl doll is the same as 71-83523 Bride Doll except it comes in pastel shades. Has coronet of wild flowers on hair. Dressed in cotillion outfit. Stands 26" tall 3/ctn., wt. 28 lbs. No. 2649

STOCK No. 71—83549

HORSMAN DOLLS, INC

J79-74 K Retail $14.98 ea.

Inv.__________ Pur.__________

JOANIES TROUSSEAU

A 16" walking doll made of unbreakable high impact acetate, dressed in white satin bridal gown richly trimmed with lace. Also 6 additional outfits attractively displayed in cabinet type box 6/ctn., wt. 26 lbs. No. 1650

STOCK No. 71—83560■★

P. M. A. DOLLS, INC.

T55-20 A Retail $7.98 ea.

Inv.__________ Pur.__________

PRAYING-TALKING RAG DOLL

A stuffed doll that kneels to pray and clasps its vinyl hands. Molded vinyl face, plush hair. Exclusive talking device recites bed-time prayer of "Now I Lay Me Down to Sleep." Wears removable nightie. 30" tall. 12/ctn., wt 12 lbs. No 7740.

STOCK No. 71—83583

IDEAL TOY CORP.

K43-25 Y Retail $4.98 ea.

Inv.__________ Pur.__________

SLEEPYHEAD DOLL

Soft cuddly doll with washable plastic face and curls. Made of delustered plush with soft stuffed body and head. Ribbon around neck and pastel shade finish. Approximately 16" long. No. 210/30.

STOCK No. 71—83586

KNICKERBOCKER TOY CO

C31-95 L Retail ...... $2.98 ea.

Inv.__________ Pur.__________

PLASTIC DOLL WITH PIGTAILS

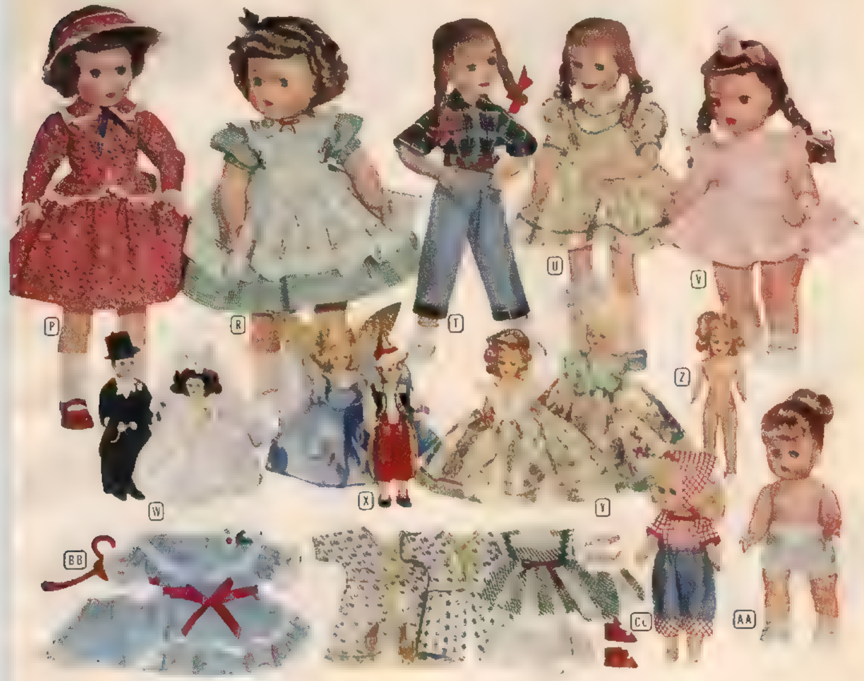
Soft vinyl doll with screen printed face. Has maize vinyl hair, candy striped blouse and skirt. Doll is approximately 14" tall. No. H251

STOCK No. 71—83587

HOL-LE TOY CO.

Z71-30 S Retail .. $1.98 ea.

Inv.__________ Pur.__________



Dolls, "Terri Lee," "Bendy-Wendy," Miniatures

P "CINDY STRUTTER" Beautiful girl is all flesh-like soft vinyl from head to toe; movable arms, legs, turning head. Lovely long Saran hair is firmly rooted, can be combed and set (see Pg. 146) Glassene sleeping eyes. Coo voice. Wears 2-pc. crinkle cotton suit with lace-trimmed collar, peplum. Matching half-hat, rayon panties, socks, slippers. Ship. wt. 2 lbs. 14 oz.

48 T 3830 L—Abt. 20 in. tall . . 7.25

V "TERRI LEE". Actually modeled from a real 2-year old. All smooth plastic – guaranteed unbreakable or repaired without charge. Head turns and tilts. Movable arms and legs. Tinted features, painted eyes. Raysheen hair in cute pigtails can be washed, combed, set. Dainty "little girl" broadcloth dress, rayon panties, socks, shoes. Flowers at wrist. With Booklet telling all about "Terri". Ship wt. 2 lbs.

48 T 3834 L- Abt 17½ in. tall 11 45

Dolls may be bought on convenient Credit Terms—only 10% Down on orders of $20 or more. See Pg. 105 for Monthly Payment Plan.

R WALKING TODDLER IN PINAFORE A special value. Darling tot has soft flesh-like vinyl head, lovely long rooted Saran hair (see Pg. 146). Hard plastic body; jointed arms, legs. Cry voice. Bouffant taffeta dress, dainty ninon pinafore. Panty-slip, socks, shoes. Ship. wts. 3 lbs. 8 oz., 2 lbs. 10 oz., 1 lb. 14 oz.

48 T 3885 L—Abt. 23 in tall. 7.98
48 T 3884 L—Abt. 20 in. tall. . . 6.98
48 T 3883 —Abt. 14 in. tall . . . 5.98

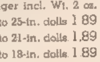
W **X** **Y** MINIATURE "CHARACTERS." Plastic; movable heads, arms. Sleeping eyes. 7½ in tall (Bride 6 in.)

(W) BRIDE AND GROOM. Bride with mohair wig wears figured satin gown, veil with flowers. Groom has felt suit, plastic top hat, "gold" watch fob. Wt. 7 oz.
48 T 3892 –Set in Gift Box 1 59

(X) PINOCCHIO AND BLUE FAIRY. Fairy has mohair wig, satin gown, gilded wings. Pinocchio, felt suit, hat. Wt. 12 oz.
48 T 3894—Set in Gift Box 1.69

(Y) CINDERELLA, MARTHA WASHINGTON. Mohair wigs. Bouffant taffeta dresses; panties. Cinderella has "gold" slipper; Martha, plumed felt hat. Wt. 8 oz.
48 T 3893 Set in Gift Box. 1.59

T **U** "BENDY-WENDY" DOLLS. Enchanting dolls assume amusingly lifelike poses when you bend their arms, legs, bodies, heads and braids. Modeled from real children; made of molded foam rubber over wire frame. Glassene sleeping eyes



(T) "TOMBOY". Wears jaunty denim "jeans" with pockets, sports shirt, plastic buckle-belt. Socks, shoes. Red bows on her "pigtails".
48 T 3833 L—"Tomboy" Doll abt. 20 in tall. Ship. wt. 1 lb. 8 oz 7 45

(U) "LITTLE LADY". Dainty gold-printed taffeta dress with matching slip and panties, socks, shoes Wears flowers in her "braids".
48 T 3832 L—"Little Lady" Doll abt. 20 in. tall. Ship. wt. 1 lb. 8 oz. 7.45

Z **AA** UNDRESSED DOLLS. Fun to outfit them for gifts or bazaars. Easy to sew for.

(Z) MINIATURE GIRL. Plastic; movable head and arms. Sleeping eyes, mohair wig. Abt. 7½ in. tall. Ship. wt. each 3 oz.
48 T 3890 Each 45c, 3 for 1.19

(AA) WALKING TODDLER. Has rooted Saran "pony tail" hair, soft vinyl turning head, sleeping eyes. Plastic body with jointed arms and legs. Panties, socks, shoes. Ship. wt. 1 lb.
48 T 3878– Abt. 11 in. tall 2 89

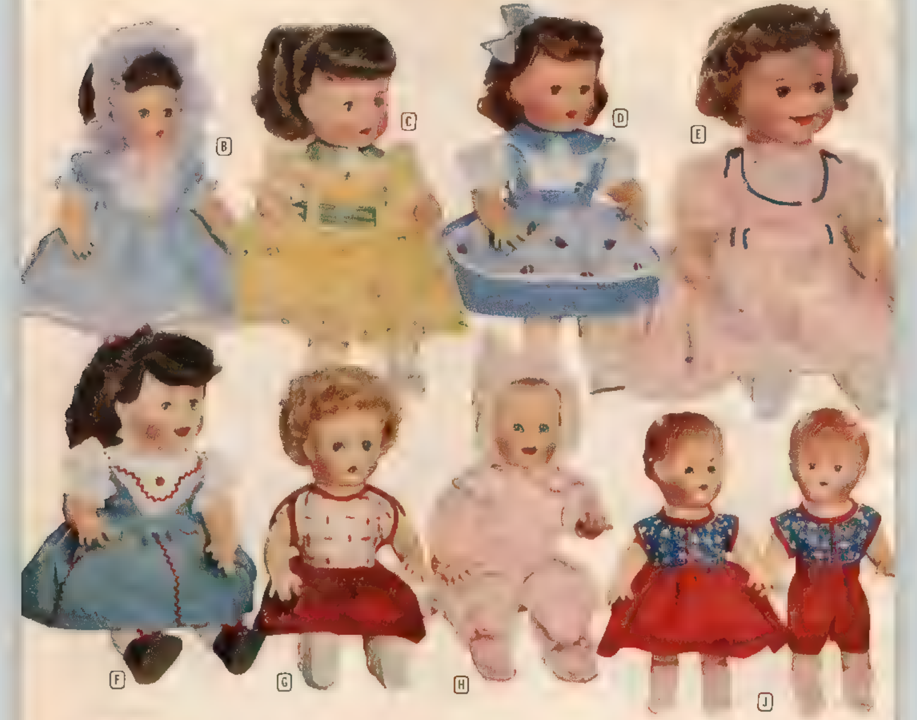
BB DRESS AND PANTY SET. For all dolls. Crinkle nylon; lace trim. Nicely made. Hanger incl. Wt. 2 oz.

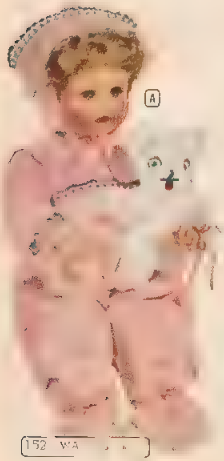
48 T 4122 For 22 to 25-in. dolls 1 89
48 T 4121 For 19 to 21-in. dolls 1.89
48 T 4120—For 14 to 18-in. dolls 1 89

CC TINY TODDLER WITH WARDROBE Walks when guided. Plastic; turning head, jointed arms, legs, Saran hair, sleeping eyes. Pedal pusher outfit, scarf, dress, panties, robe, pajamas, shoes, socks, comb, curlers. 16 pcs. total. Ship. wt. 12 oz.

48 T 3879—Abt. 8 in. tall. 3.59

READ "FACTS ABOUT DOLLS", PAGE 146





Cuddly Dolls with Soft Vinyl or Latex

A **"LOVE ME" BABY IN SNOWSUIT** Adorably soft and cuddly—appealing as a real baby. Soft vinyl turning head with chubby baby features, glassene sleeping eyes, rooted Saran "curly-top" hair. Soft-stuffed body is skin-smooth latex; swing legs, jointed vinyl arms with plump little hands. Coos when "mommy" squeezes her. Snug button up flannel snowsuit and cap. Plush "Teddy Bear".

48 T 4212 L–Abt. 23 in. tall. Ship. wt. 3 lbs. 4 oz. 7.95

48 T 4211L–Abt. 18 in. tall. All latex body, swing arms. No "Teddy". Ship. wt. 3 lbs. . 4.79

B **"BONNET BABY" WITH ROOTED SARAN HAIR** Soft vinyl head, glassene sleeping eyes. Soft-stuffed latex body; movable arms, legs. "Coos" Ninon dress, half-bonnet, panties, socks, shoes.

48 T 4229- Abt 15½ in. tall Ship. wt. 1 lb. 8 oz. .2.98

C **TOT WITH "PONY TAIL" HAIR DO** Lovely rooted Saran hair is extra long and thick, can be arranged in many ways. Flesh-like soft vinyl from head to toe. Delicate features, glassene sleeping eyes. Soft-stuffed body; movable arms, wired legs. "Coos." Nylon dress, taffeta sash, slip, socks, shoes.

48 T 4218 L–Abt. 18 in. tall Ship. wt. 3 lbs. 4 oz. 6.98

D **LITTLE MISS IN "STRAWBERRY" APRON** With perky hairbow on her pretty Saran rooted hair. Skin like vinyl head, glassene sleeping eyes. Soft-stuffed latex body; movable arms, legs. Coo voice. Cotton dress, organdy apron. Panties socks shoes.

48 T 4210 L Abt. 17 in. tall Ship. wt. 1 lb. 12 oz 3.98

E **IDEAL'S "MAGIC LIPS".** Advertised in national magazines. This smiling tot actually puckers up her lips to kiss you if you squeeze her tummy. Lifelike soft vinyl turning head, glassene sleeping eyes, lovely long, rooted Saran hair. Soft-stuffed vinyl sheeting body feels like baby skin; jointed arms, swing legs. Flocked organdy dress, slip, panties, socks, shoes.

48 T 4234 L Abt 23 in. tall Ship. wt. 5 lbs. 8 oz. 13.95

F **LITTLE GIRL WITH "PONYTAIL".** Budget priced. Soft vinyl head, thick rooted Saran hair, inset plastic eyes. Soft-stuffed latex body; movable arms, legs. Coo voice. Embossed cotton dress, knit panties, socks, shoes.

48 T 4232—Abt. 16 in. tall. Ship. wt. 1 lb 10 oz. . .2.98

G **BABY WITH POODLE-CUT** Cute, low-priced doll with vinyl head, rooted Saran hair, inset plastic eyes. Soft-stuffed latex body; movable arms, legs. Coo voice. Cotton and rayon dress, panties, socks, shoes.

48 T 4217 —Abt. 13 in. tall Ship. wt. 1 lb. 2 oz. . . 1.95

H **SNOWSUIT BABY WITH RATTLE.** Vinyl head, molded hair, inset plastic eyes. Soft-stuffed latex body; movable arms, legs. Coo voice. Flannel suit, hood

48 T 4221 —Abt. 14 in. tall. Ship. wt. 1 lb. 2 oz. . 1.95

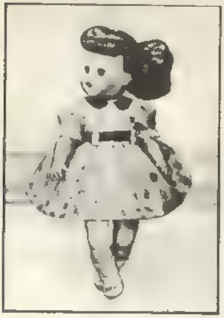
J **BROTHER AND SISTER TWINS.** Vinyl heads, molded hair, inset plastic eyes. Soft-stuffed latex bodies. Coo voices. Colorful cotton outfits, rayon booties.

48 T 4231 —Abt 11 in. tall. Wt. 1 lb. 10 oz . Pair 1.85

SAVE THIS BOOK YOU CAN ORDER DOLLS TILL OCT. 1, 1956.

Horsman

19 INCH LOVE-ME BABY



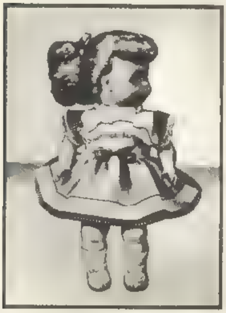
All vinyl with rooted pony tail hair-do, turning head, sleeping eyes with lashes, coo voice, super-flex legs. Wearing a deluxe lace trimmed dress of sheer nylon and printed nylon taffeta, knit panties, vinyl shoes and rayon socks. Each in a box.

No.	Retail	L.P.L.	*P.L.
EG115-451	$7.95		

Pkd. 6 ea. - 20 lbs.

Horsman

17 INCH LOVE-ME BABY



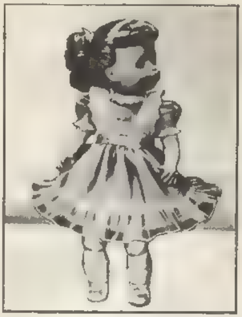
Cute all vinyl baby with rooted pony tail hair do, coo voice, super-flex legs, sleeping eyes with lashes, head that turns. Wearing smart pinafores of assorted cottons and sheer ninons. Knit panties, vinyl shoes and rayon socks. Each in a box.

No.	Retail	L.P.L.	*P.L.
EG115-355	$5.95		

Pkd. 6 ea. - 17 lbs.

Horsman

15 INCH LOVE-ME BABY



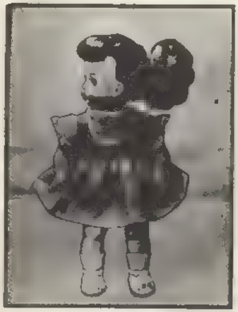
Lovable all vinyl doll with a rooted pony tail hair do. Wearing stylish lace trimmed dresses of assorted cottons and sheer ninons, knit panties, vinyl shoes and rayon socks. Turning head, sleeping eyes with lashes, coo voice and super-flex legs. In a box.

No.	Retail	L.P.L.	*P.L.
EG115-251	$4.98		

Pkd. 6 ea. - 14 lbs.

Horsman

13 INCH LOVE-ME BABY



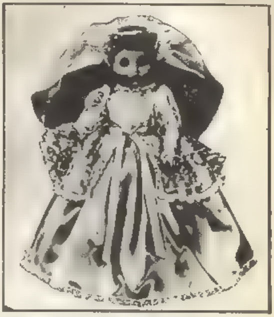
This all vinyl baby has a rooted pony tail hair do, turning head, sleeping eyes with lashes, coo voice, special super-flex legs. She wears attractive dresses of sheer ninons and assorted cottons, knit panties, vinyl shoes and rayon socks.

No.	Retail	L.P.L.	*P.L.
EG115-151	$3.98		

Pkd. 12 ea. - 22 lbs.

Horsman

18 IN. CINDY STRUTTER BRIDE



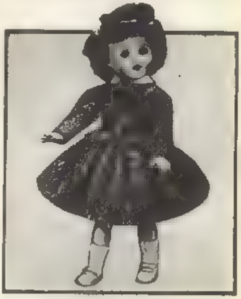
All vinyl darling with rooted hair in windblown curly bob style. She can walk, dance, do splits. She wears a white satin bouffant dress with lace trimmed hem, collar and sleeves. Yoke and peplum over skirt of all-over lace with lace trim. Bridal bouquet, crinoline underskirt, white plastic shoes, long stockings, lace trimmed panties.

No.	Retail	L.P.L.	*P.L.
EG115-1848	$9.95		

Pkd. 6 ea. - 21 lbs.

Horsman

24 INCH CINDY STRUTTER



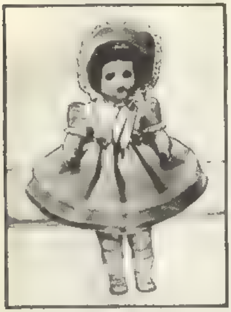
All vinyl doll with rooted hair that can be shampooed and combed. She can walk, dance and do splits. Dressed in a 2-piece "tweedy" suit, a matching beret, white collar, black velvet tie, plastic shoes and rayon stockings.

No.	Retail	L.P.L.	*P.L.
EG115-2441	$9.95		

Pkd. 3 ea. - 14 lbs.

Horsman

23 INCH BABY PRECIOUS



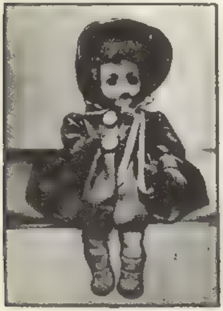
All vinyl with rooted curly bob hair do, sleeping eyes with lashes, head that turns, super-flex legs and coo voice. Assorted deluxe lace trimmed dresses of printed nylon taffeta and sheer nylon. Vinyl shoes, rayon socks and knit panties. In a box.

No.	Retail	L.P.L.	*P.L.
EG116-V23-2	$9.95		

Pkd. 3 ea. - 16 lbs.

Horsman

17 INCH BABY PRECIOUS



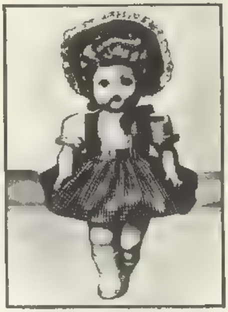
Smartly dresses in a rayon acetate coat in heather mixture and matching bonnet. White ninon dress, knit panties, rayon socks, vinyl shoes. All vinyl with turning head, coo voice, sleeping eyes with lashes and super-flex legs. Each in a box.

No.	Retail	L.P.L.	*P.L.
EG116-334	$6.95		

Pkd. 6 ea. - 18 lbs.

Horsman

15 INCH BABY PRECIOUS



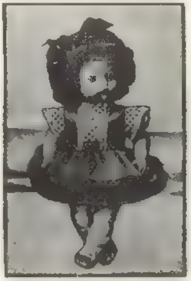
An all vinyl lovely with rooted curly bob hair do. Super-flex legs, head that turns, coo voice, sleeping eyes with lashes. Lace trimmed dresses of sheer ninons and assorted cottons with bonnets to match. Vinyl shoes, rayon socks and knit panties.

No.	Retail	L.P.L.	*P.L.
EG116-232	$4.98		

Pkd. 6 ea. - 15 lbs.

Horsman

15 INCH BABY PRECIOUS



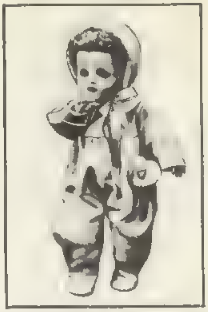
Cuddly all vinyl baby with a rooted curly bob hair do. She has sleeping eyes with lashes, coo voice, turning head and patented super-flex legs. In attractive dresses of printed and fancy cotton. Wearing knit panties, vinyl shoes and rayon socks.

No.	Retail	L.P.L.	*P.L.
EG116-BR21	$3.98		

Pkd. 6 ea. - 14 lbs.

Horsman

17 INCH PRAM BABY



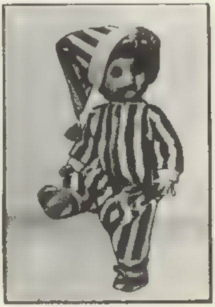
All vinyl, featuring arms and legs of patented super-flex. Has coo voice, sleeping eyes with lashes, turning head, rooted hair in curly bob style. Dressed in a clever cotton flannel pram suit with enclosed feet. Baby holds an animal sponge. In a box.

No.	Retail	L.P.L.	*P.L.
EG116-T34	$5.98		

Pkd. 6 ea. - 17 lbs.

Horsman

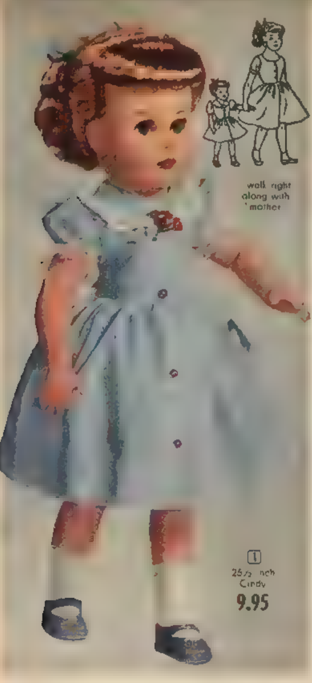
15 INCH "DRAFT DODGER"



Stunningly dressed in a vivid red and white 4-piece "Draft Dodger" sleeping garment with full length zipper in front, matching stocking cap and booties. Rooted curly bob hair, coo voice, sleeping eyes with lashes and head that turns. Super-flex legs and arms. Knit panties. Attractive box.

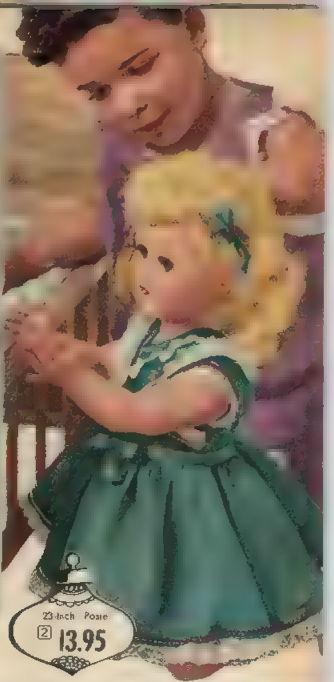
No.	Retail	L.P.L.	*P.L.
EG116-T25	$4.98		

Pkd. 6 ea. - 10 lbs.



I sit naturally

I walk and turn my head from side to side



See All The Things We Can Do!

① I'M HORSMAN'S "CINDY"—I WALK WHEN GUIDED

- Guide me, I walk—non-mechanical construction can't break
- Wash, comb, brush, curl my long rooted Saran pony tail

I'm big as life and just as cute—all vinyl plastic with carefully sculptured head, finely detailed hands and feet, thickly lashed glassene eyes that sleep. My extra long, shining hair is rooted into my scalp like real hair and tied with a big Blue bow (I have 2 curlers to help Mommy style it). I'm a big girl but coo sometimes. I wear a faille dress with buttons, lace and a corsage, lace-trimmed slip, taffeta panties, socks and shoes.
R35 J 3701. 25½-inches Tall. Mailable. (6 lbs.) 9.95

② I'M IDEAL'S "POSIE"—I WALK, BEND MY KNEES!

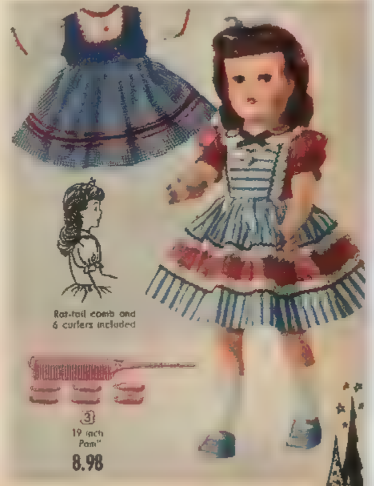
- I kneel, sit naturally, assume dozens of life-like positions!
- I turn my head when I walk; like to have my hair shampooed

I do so many things you have to own me to find out how much fun I am! My body is sturdy plastic and conceals Ideal's exclusive Magic Walking Action. My head is beautifully molded, baby-soft vinyl with silky, thick rooted Saran curls with bows and flowers. Mother can brush out my curls and reset them in different ways with my own curlers (included). My long-lashed glassene eyes close for naps; I cry. I wear a lovely organdy dress trimmed with bows, flowers and lace; half-slip, panties, socks, shoes.
R35 J 3718. 23-inches Tall. Mailable. (7 lbs.) 13.95

③ I'M WALKING "PAM"—I HAVE AN EXTRA DRESS

- Now I have a skin-soft vinyl head with longer, rooted Saran hair
- I own 6 curlers, rat-tail comb and "Gold" heart-shaped locket

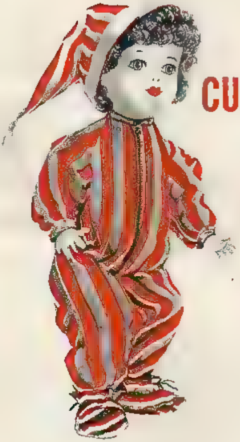
Mother will have so much fun washing and setting my hair—it's extra long for lots of styles. My long-lashed glassene eyes close for naps and my slim plastic body is practically unbreakable. Mother will be proud of my clothes, too. I wear a pretty lace-trimmed cotton dress, slip, panties, socks and shoes. My extra dress is checked cotton and velvet.
35 J 3503. Shpg. wt. 2 lbs. 8 oz .... 19-inch Pam 8.98
35 J 3504. Shpg. wt. 1 lb. 14 oz .... 16-inch Pam 6.98


Rat-tail comb and 6 curlers included

See Page 287 for Spiegel Budget Power Plan . . . a wonderful way to buy

Cute

as a Bugs Ear . . .
CUTE as a Button . . .



HORSMAN'S

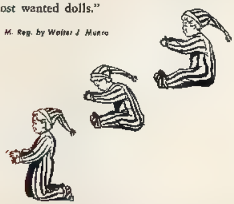
"DRAFT DODGER" DOLL

Cunning . . . Captivating . . . in her authentic "Draft Dodger"* sleepsuit in red and white candy-stripe cotton flannel with matching stocking cap and bootees. Her **SUPER-FLEX** arms and legs permit her to assume an infinite variety of poses.

SUPER-FLEX—outstanding feature of the 1955 Horsman line — gives these all-vinyl dolls greater play value and makes them more than ever—"America's best loved and most wanted dolls."

*T. M. Reg. by Walter J. Munro

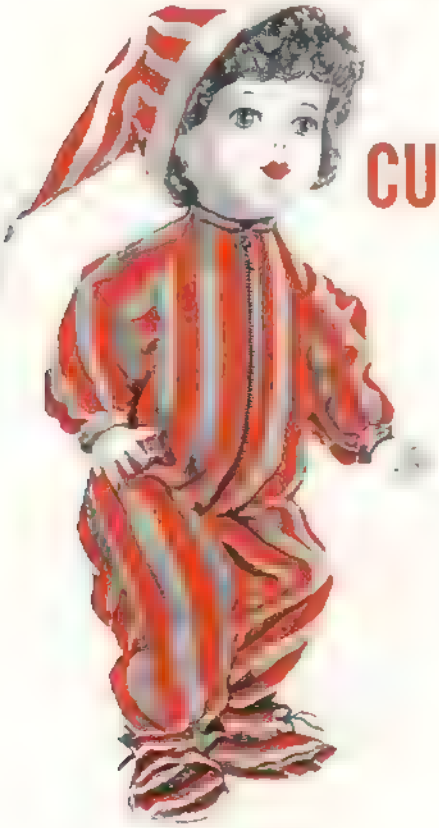
- *Sits alone!*
- *Kneels!*
- *Kicks!*
- *Crosses her legs!*
- *Exercises!*



HORSMAN DOLLS INC.

200 Fifth Ave.,
New York 10, N. Y.

Cute



as a Bugs Ear . . .
CUTE as a Button . . .

HORSMAN'S

"DRAFT DODGER" DOLL

Cunning . . . Captivating . . . in her authentic "Draft Dodger"* sleepsuit in red and white candy-stripe cotton flannel with matching stocking cap and bootees. Her **SUPER-FLEX** arms and legs permit her to assume an infinite variety of poses.

SUPER-FLEX—outstanding feature of the 1955 Horsman line — gives these all-vinyl dolls greater play value and makes them more than ever—"America's best loved and most wanted dolls."

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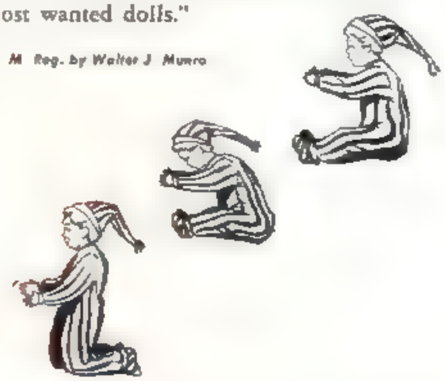


- *Sits alone!*
- *Kneels!*
- *Kicks!*
- *Crosses her legs!*
- *Exercises!*

HORSMAN DOLLS INC.

200 Fifth Ave.,
New York 10, N. Y.

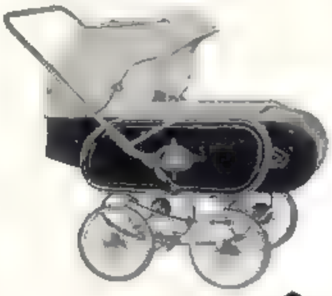
#5500 AIR BOUND

#5505 SUNFLITE

#5586 BLUE STAR

#5513 SILVER STAR

#5592 SUN DANCER



#5552 SONNETEER

1955 Popularity Award numbers by...

Siebert

"America's Standard For Value"

"easy-ride — easy-stride" **BABY CARRIAGES and STROLLERS**

Feature the Complete Winning Line for Bigger Profits

Easiest Handling Ever! Exciting New "triple-tone" Color Combinations!

STYLE-WISE CONSTRUCTION-WISE
PRICE-WISE "the wisest buy is SIEBERT!"

PERMANENT SHOWROOMS
Space 1537 American Furniture Mart Chicago
Space 305 New York Furniture Exchange N. Y.
Space [illegible] Western Merchandise Mart, San Francisco
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WRITE DEPT. P-3

O.W SIEBERT
GARDNER, MASS
1898 1955

POPULARITY AWARD

#5522 WEST WIND

#5503
SONG BIRD

#5570 SOUTH WIND

Economy Car Crib Priced to retail for about $5.00

CB #155

Compact and Compatible Auto Seat Value ticketed to sell for about $2.00

By the Makers of the Sensational "NEW LOOK" in Velocipedes and Action Toys.

COMMENDED PARENTS' MAGAZINE

OR #55
CHILD'S DRESSING ORGANIZER
Educational — Fun Promotionally priced

AS #65

#4-71 GOLDEN ARROW

Guaranteed by Good Housekeeping

HORSMAN

MAKES HISTORY

with

A FABULOUS NEW DOLL:

"DRAFT DODGER"

CAUTION: There is only one "Draft Dodger" doll . . . created only by HORSMAN to capture the hearts of America's youngsters! She wears an exact miniature copy of the famous "Draft Dodger" sleeper for tots . . . her vinyl "Fairy Skin" is washable, her "Miracle Hair" is rooted, her "Super-Flex" body assumes dozens of lifelike positions!

BACKED BY A GREAT NATIONAL PROMOTION:

"Dolls Your Grandmother Loved"

ADVERTISED IN

LADIES' HOME JOURNAL

and WOMAN'S DAY!

FEATURED ON TV!

FREE BOOKLET FOR YOUR CUSTOMERS!

Free Counter Cards!

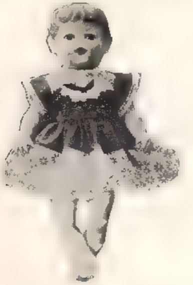
Who but HORSMAN . . . the most famous name in dolls for five generations . . . could write the fascinating history of dolls in America? The booklet "Dolls Your Grandmother Loved" will be promoted through hundreds of media . . . send for details, today!

HORSMAN

200 Fifth Avenue New York 10, N. Y.

the doll Grandmother loved . . . still America's favorite!

BABY DOLLS



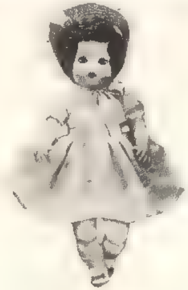
19" BABY DOLL

All vinyl baby with molded pony tail Has turning head, coo voice, sleeping eyes, super-flex legs. Dressed in cotton prints with knit panties, vinyl shoes, rayon socks. 19" tall. 6/ctn., wt. 40 lbs. No. 411.

STOCK No. 71—83408★
HORSMAN DOLLS, INC.

M13-25 L Retail.. $4.98 ea.

Inv.________ Pur.________



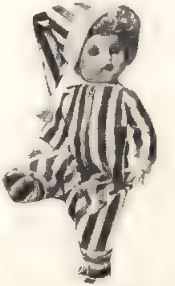
15" BABY DOLL

Vinyl baby doll with rooted curly bob hair do. Has sleeping eyes, coo voice, turning head, super-flex legs. Dress is nylon and cotton, with matching bonnet, vinyl shoes. 15" tall. 6/ctn, wt 30 lbs. No. WC2

STOCK No. 71—83410
HORSMAN DOLLS, INC

Z23-25 M Retail $4.98 ea.

Inv ________ Pur. ________



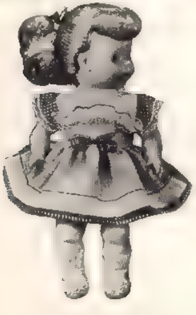
15" DRAFT DODGER

New vinyl doll dressed in red and white striped one piece "draft dodger" sleeping garment with zipper down front, matching booties and stocking hat. Rooted hair, coo voice, turning head, super-flex arms and legs. 15" tall. 6/ctn., wt. 20 lbs. No. T25.

STOCK No. 71—83411★
HORSMAN DOLLS, INC

F43-25 A Retail $4.98 ea.

Inv Pur.________



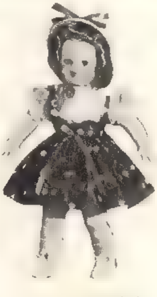
15" BABY DOLL

All vinyl baby doll with rooted pony tail. Has super-flex legs, sleeping eyes, turning head and coo voice. Has pinafore dress, vinyl shoes and rayon socks. 15" tall. 6/ctn., wt. 28 lbs. No. 253

SOTCK No. 71—83415
HORSMAN DOLLS, INC.

R73-25 L Retail $4.98 ea.

Inv. ________ Pur.________



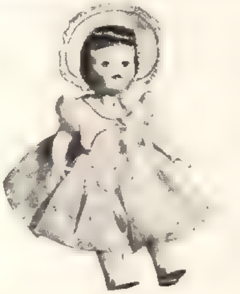
18" BABY DOLL

Large 18" latex doll with vinyl head, glassine eyes, coo voice, rooted Saran hair with 2 curlers. Dressed in smartly styled rayon dress with ribbon bow, straw bonnet. Stands 18" tall. 24/ctn., wt 55 lbs. No. 4918

STOCK No. 71—83416■★
ROBERTA DOLL CO., INC.

H43-25 A Retail $4.98 ea.

Inv.________ Pur.________



16½" BABY DOLL

All vinyl body and head in one-piece construction. Has crying voice, sleeping eyes, rooted Saran wig and curlers. Organdy dress, vinyl shoes and other clothing. Stands 16½" tall. 12/ctn., wt. 32 lbs. No. 1295.

STOCK No. 71—83417
IDEAL TOY CORP.

G73-90 A Retail $5.98 ea.

Inv ________ Pur ________

BABY DOLLS

12" BABY DOLL

All vinyl standing doll with molded and painted panties, shoes and sock. Has turning head, coo voice and stands 12" tall. Dressed in printed cotton dress with rooted Saran hair and sleeping eyes. 12/ctn., wt. 18 lbs. No. 205

STOCK No. 71–83376■
HORSMAN DOLLS, INC.

D51-95 T Retail $2.98 ea.

Inv ______ Pur ______

12" BETTY BOWS DOLL

The only rubber doll that wears a ribbon through her hair . . . movable vinyl head on fully jointed rubber body. Blows bubbles, drinks, wets, sleeps, and cries. Smartly dressed. Six to carton. No. 10046.

STOCK No. 71—83387
SUN RUBBER CO.

R72-60 J Retail $3.98 ea.

Inv ______ Pur ______

13" BLANKET BABY

All vinyl new born tiny baby in cotton flannel blanket with satin bow. A 13" doll with glassine eyes, coo voice and patented super flex legs. 12/ctn., wt. 19 lbs. No. T-11

STOCK No. 71–83389★
HORSMAN DOLLS, INC

K41-95 S Retail $2.98 ea.

Inv ______ Pur ______

13" BABY DOLL

All vinyl baby doll with rooted pony tall hair do. Has coo voice, turning head, sleeping eyes, super-flex legs. Dressed in beautiful pinafore. Stands 13" tall. 12/ctn., wt 22 lbs. No. 153.

STOCK No. 71—83404■★
HORSMAN DOLLS, INC.

P32-60 Y Retail $3.98 ea.

Inv. ______ Pur ______

Babee Bee
BOTTLE-BABY

BABEE BEE SET

Lovable Babee-Bee is 13" long and has vinyl head, sleeping and unbreakable body with waterproof joints. She cries, blows bubbles, wets and drinks. Set includes bubble pipe, soap, bottle and bib. 6/ctn., wt. 9½ lbs. No. 10027

STOCK No. 71—83405
SUN RUBBER CO.

C83-25 L Retail ......$4.98 ea.

Inv.______ Pur.______

17" BABY DOLL

All vinyl baby with molded baby hair. Has coo voice, turning head, sleeping eyes, super-flex legs. Shoes, socks are are molded on. 17" tall. 6/ctn., wt. 34 lbs. No. 312

STOCK No. 71—83406
HORSMAN DOLLS, INC

M23-25 H Retail $4.98 ea.

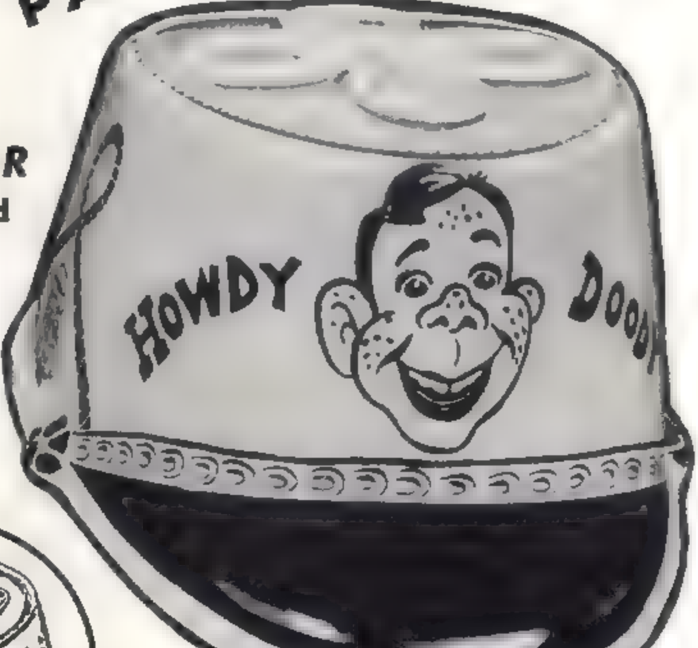
Inv. ______ Pur ______

ARLINGTON
No. 1 RESOURCE for WESTERN and NOVELTY HATS

Presents

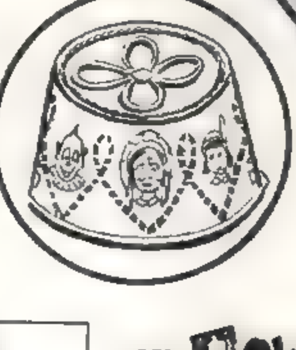
HOWDY DOODY PARADE HAT

LATEST *THRILLER*
in the *exciting* low end
ARLINGTON
"ADVENTURE SERIES"
DURABLE PLASTIC HATS



39¢
RETAIL

#909
Glossy WHITE
with RED Trim
REGULATION
Size
PACKED
1 gross/shipping
carton



- WORN BY THE KIDS ON THE HOWDY DOODY SHOWS!
- VIEWED DAILY BY MILLIONS!
- SEEN ON 121 TV STATIONS!
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- *VOLATILE VOLUME SALES REPEATER!*

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Cable: ARLINHAT

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PARADE HAT

LATEST *THRILLER*
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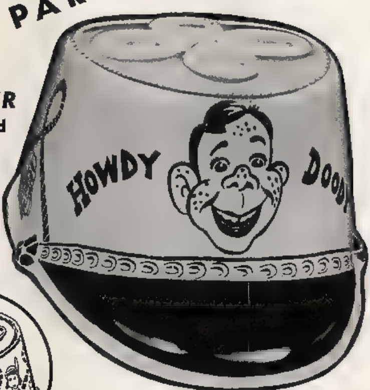
ARLINGTON
"ADVENTURE SERIES"
DURABLE PLASTIC HATS



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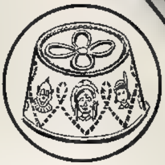

- WORN BY THE KIDS ON THE HOWDY DOODY SHOWS!
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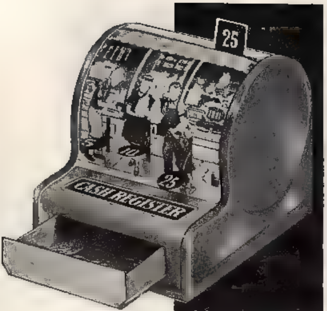
HALE-NASS MAKES MERCHANDISING HISTORY...

WITH THE

LOWEST PRICED CASH REGISTER!

It took Hale-Nass ingenuity and engineering know-how, plus tremendous production capacity to produce our remarkable full-color lithographed, mechanical toy cash register. 3" x 3" x 3⅝", and includes assorted, realistic play coins.

MORE SURPRISES!
Don't fail to see our new group of play value packed pace-setter toys.


25
CASH REGISTER
10
25

"Grocery Store" and "Western" Models

Other HALE-NASS BEST SELLERS!

- Aluminum Handcuffs
- Aviator Sets
- Blo-Ball Sets
- Bubble Pipes
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- Detective Sets
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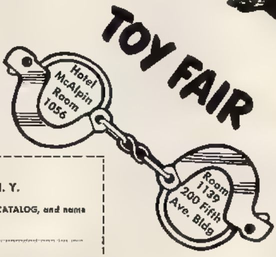
- Horse Reins
- Lassos
- Mail-Man Sets
- Police Sets
- Puzzles
- Ranger & Sheriff Sets
- Space Toys
- Telescopes
- Walkie-Talkie Sets
- Western Toys
- Whistles
- Cash Register
- Play Money
- Doll Beds

"Handcuff King"
HALE-NASS CORP.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Hotel McAlpin Room 1056
Room 1139 200 Fifth Ave. Bldg

Write for 1955 Catalog

HALE-NASS CORP.
490 Broome Street, New York 13, N. Y.

Please RUSH me the new HALE-NASS 1955 CATALOG, and name of my nearest Hale-Nass Jobber.

Name
Store Name
Address
City Zone State

HI-WALKER Stilts

HIGH Profits... Low Sales Resistance

- The ONLY All-Aluminum Stilts on the market
- Designed for safety and rugged performance
- Lightest stilts available

HI-WALKER Stilts are engineered for both eye appeal and long and satisfactory operation. Polished aluminum pole and foot rests with solid rubber non-skid tips and foot pads. Adjustable to four heights. Length 60″ assembled. Individually packed in corrugated carton, weight 36 lbs. per dozen.

Sell with full confidence because we unconditionally guarantee each one.

Suggested Retail

$4.95

JET JUMPER

the only ALL-ALUMINUM FULL SIZE

"Pogo" JUMPING STICK.

rubber top for safety

It's the lightest weight "Pogo" stick on the market . . . the only jumping stick built entirely of sturdy aluminum. Engineered for safety and long satisfactory performances. Smartly designed for eye and sales appeal from the solid rubber inset tip to the top of the polished aluminum pole. Foot pads are safe, non-skid rubber. Sell the JET JUMPER with complete confidence because we unconditionally guarantee each one. Individually boxed in corrugated cartons. Weight 50 lbs. per dozen.

Suggested $6.95 Retail

See

us at the TOY FAIR

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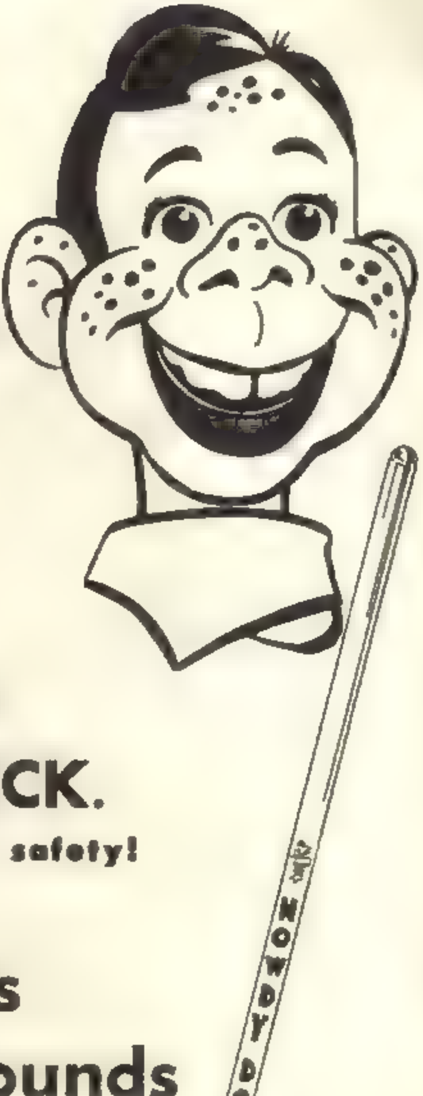
BERNARD FUNK
200 FIFTH AVENUE
NEW YORK 10, N. Y.
ROOM 322

Jet Jumper Manufacturing Co.

1209 Broadway, New York, N. Y.

HOWDY DOODY

copr. KAGRAN corporation



the only ALL-ALUMINUM "Pogo" JUMPING STICK.

rubber top for safety!

JUMP your profits by leaps and bounds

It's the lightest weight "Pogo" stick on the market . . . the only jumping stick built entirely of sturdy aluminum. Engineered for safety and long satisfactory performances. Smartly designed for eye and sales appeal from the solid rubber inset tip to the top of the polished aluminum pole. Foot pads are safe, non-skid rubber.

Sell with full confidence because we unconditionally guarantee each one. Individually boxed in corrugated cartons. Weight 36 lbs. per dozen.

Ideal for Ages 4-8

Suggested Retail *$4.95*

See **us at the**
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ROOM 707
Hotel McAlpin
BERNARD FUNK
200 FIFTH AVENUE
NEW YORK 10, N. Y.
ROOM 322

Jet Jumper Manufacturing Co.
1209 Broadway, New York, N. Y.

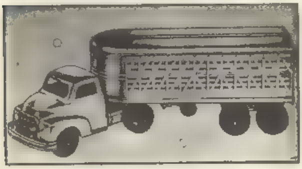
Hubley
AUTO TRANSPORT

Plastic. 13½ inches long. Cab of tractor lifts off, revealing V-8 engine. Black rubber wheels, duals on rear of tractor. Red with aluminum trim. 4 colored plastic cars can be loaded and unloaded over a removable ramp. All in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG64-353	$1.79	12 each		

P.L. weight 13 lbs.

Hubley
CATTLE TRUCK

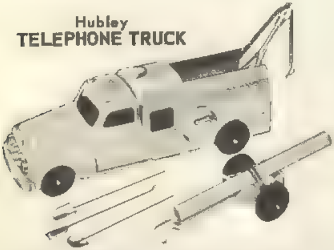


12½ inches long. Made of plastic. Finished in red and yellow combination with aluminum trim. Cab lifts off to show a detailed V-8 engine. Realistic chassis details. Rear doors swing out. Retractible trailer support. Black rubber wheels, duals on rear of tractor. Rear wheels on trailer have knee action. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG64-357	$1.79	12 each		

P.L. weight 15 lbs.

Hubley
TELEPHONE TRUCK



Made of metal; 10½ inches long. Olive green color with bright metal winch and boom. Red trailer with telephone pole. Three digging tools. Truck and trailer have rubber wheels. In a box.

No.	Retail	Packed	L.P.L.	P.L.
[redacted]	$1.49	12 each		

P.L. weight 20 lbs.

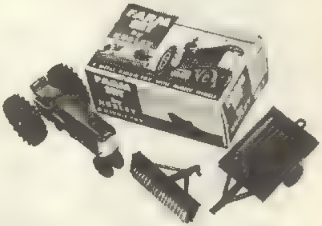
Hubley
EARTH MOVER

14 inches long. Made of rugged plastic in yellow and red combination. Dump body can be unhitched. Realistic cab and hitch detail. Throwing lever at rear opens bottom boards, dumping load. Black rubber wheels with heavy duty tread, spare behind driver's seat. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG64-354	$1.49	12 each		

P.L. weight 16 lbs.

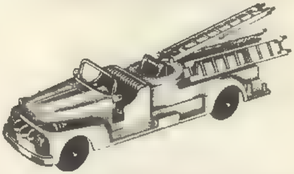
Hubley
FARM IMPLEMENT SET



Metal farm tool set in a colorful box. Tractor, wagon and cultipacker. Red with aluminum trim. Black rubber wheels. Toys have hitches to attach to tractor.

No.	Retail	Pkd.	Weight	L.P.L.	P.L.
EG64-5	$0.98	12 ea.	15 lbs.		

Hubley
HOOK AND LADDER TRUCK

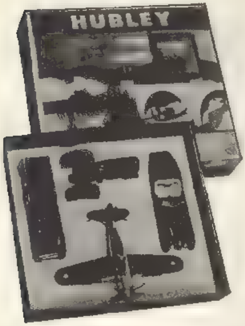


Metal truck, 11¼ inches long. Finished red with aluminum trim. Revolving ladder turret with aluminum ladder. Extra ladders hang on sides. Rubber wheels. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG64-468	$0.98	12 each		

P.L. weight 16 lbs.

Hubley
BOXED TOY ASSORTMENT

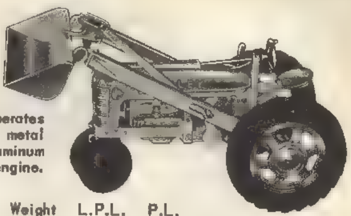


Set of 4 colorful metal toys; Navy Plane, Sports Car, Stake Truck and Tractor. All have rubber wheels. Attractive gift box.

No.	Retail	L.P.L.	P.L.
EG63-45	$2.79 set		

Pkd. 12 sets-30 lbs.

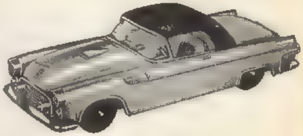
Hubley
TRACTOR-LOADER



Made of metal, 13 inches long. Lever raises, lowers dump loader. Steering wheel operates front wheels. Red, with bright metal loader and steering wheel, aluminum trim. Spring seat, realistic engine. Boxed.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG63-500	$2.98	6 each	17 lbs.		

Hubley
DELUXE SPORTS CAR

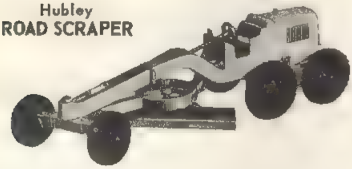


9¼ inch metal car in rich red with a removable black top. Realistic dashboard and transparent windshield. Aluminum trim. Rubber wheels.

No.	Retail	L.P.L.	P.L.
EG63-486	$1.49		

Pkd. 12 ea.-20 lbs.

Hubley
ROAD SCRAPER

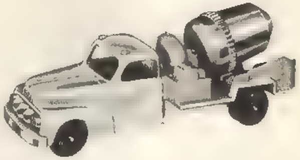


Rugged all metal construction with a wealth of authentic detail. Yellow with aluminum trimming. Nickeled scraper blade has adjustable settings. Front wheels are operated by the steering wheel. Rubber wheels, the four large rear wheels having cleated tractor treads. Individually boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG63-481	$1.49	12 each		

P.L. weight 14 lbs.

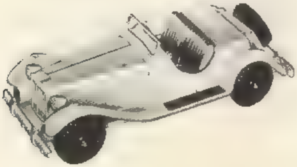
Hubley
CEMENT MIXER



Made of metal; 10 inches long. Red cab, green body, bright metal revolving mixer, bright metal trim. Rubber wheels. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG63-483	$1.49	12 each		

P.L. weight 16 lbs.



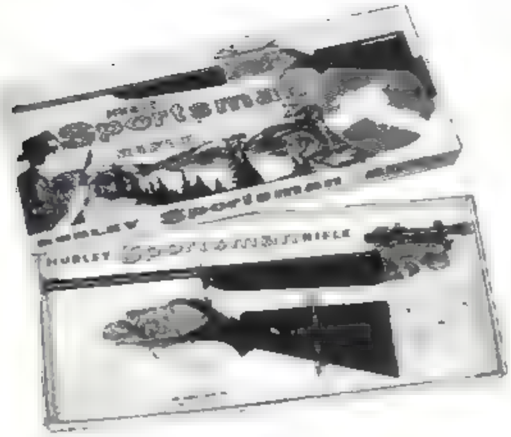
Hubley
SPORTS CAR

Made of metal, handsomely designed. 9 inches long. Red finish with aluminum trim. Chassis enclosed on the bottom with realistic details. Rubber wheels, including a spare, mounted Continental fashion on the rear. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG63-485	$1.49	12 each		

P.L. weight 17 lbs.

HUBLEY — CAP PISTOLS


Hubley Sportsman
Hubley Sportsman Rifle

No. 201 - SPORTSMAN RIFLE
3.98

No.		
No. 220	RODEO	.50
No. 210	DICK	.50
No. 222	FLINTLOCK JR.	.60
No. 230	SURESHOT	.65
No. 240	TROOPER	.70

No. 290 - ARMY AUTOMATIC
1.50

No. 250 - TEXAN JR. 1.00
No. 285 - TEXAN SR. 1.25

No. 280 - FLINTLOCK
1.00

No. 275 - COWBOY 2.00 No. 270 - ATOMIC 2.00 No. 200 - FRONTIER RIFLE 3.00

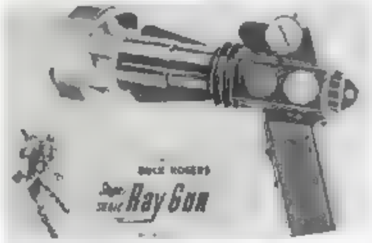
We carry a complete stock of caps for these pistols.

NICHOLS

STALLION 45

No. 45 - Stallion Six Shooter
12½" long 3.50
No. 32 - New Economically
priced, 9" long 1.50
No. 38 - Popular priced,
10" long 2.00

NORTON-HONER
OFFICIAL BUCK ROGERS SUPERSONIC RAY GUN


BUCK ROGERS
Super Sonic Ray Gun

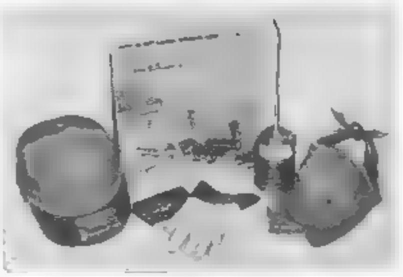
No. 1432 - Shoots a brilliant ray in 3 colors
2.00

SGT. EDDY — HOLSTER SETS

FRONTIERLAND
DAVY CROCKETT
HUNTER OUTFIT

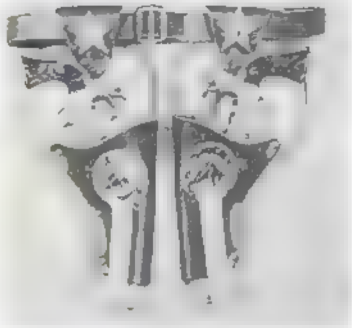
No. 407

No.		Each
	WALT DISNEY'S OFFICIAL	
	DAVY CROCKETT	
401	Pioneer Scout Outfit	$3.00
406	Complete Outfit	6.00
407	Hunter Outfit	7.95
501	Indian Princess Frontier Outfit	5.00
601	Chief Engineer R.R. Outfit	3.00
	SGT. EDDY LINE	
102	F.B.I. Jr. Holster Set	3.00
103	Rocket Buster Holster Set	3.00
104	State Trooper Holster Set	5.00



No. 601

ARROW LINE — SHERIFF TYPE HOLSTERS — WITH GUNS

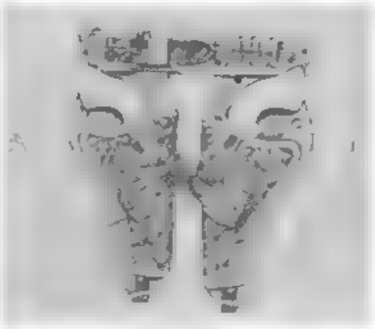


No. D-155

No.		Each
D 155	with 2 Guns	2.00
D 255	with 2 Guns	3.00
D 398	with 2 Guns	3.98
D 355	with 2 Texan Jr. Guns	5.00
D 405	with 2 Texan Jr. Guns	6.00
D 455	with 2 Texan Jr. Guns	6.98

DAVY CROCKETT

No. 398	with gun	3.59
No. 355	with gun	5.00
No. 455	with gun	6.00



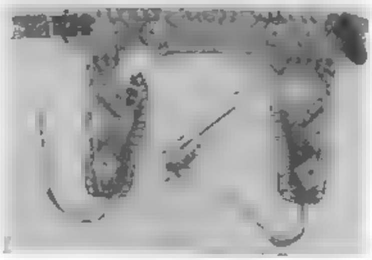
No. D-355

LESLIE HENRY

DOUBLE HOLSTER SETS WITH GUNS

No. 2/300

No.		Each
2/300	Genuine Leather	3.00
2/454	Genuine Leather	4.00
2/290	Genuine Leather	5.00
2/591	Natural Cowhide	6.00
2/1000	Gene Autry, genuine top grain Cowhide	8.00
2/870	Gene Autry, genuine top grain Cowhide Deluxe	9.00



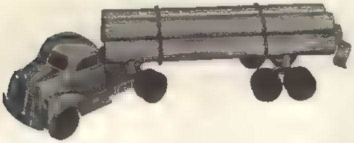
No. 2/870

CARNELL — *ROUNDUP COWBOY OUTFITS*

DOUBLE HOLSTER SETS — WITH GUNS

No. 1300U	Black, white and Silver double set with sure-shot pistols	3.00
No. 1461W	Black and white double Holster with Western Pistols	4.00
No. 1519W	In assorted color combinations, with Western Pistols	5.00

Hubley
LOG TRUCK WITH LOGS

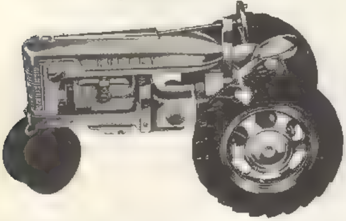


Metal truck 18 in. long. Orange cab and trailer with shiny trim, bright metal chassis, log chains and trailer springs. Five smooth 12 inch logs, one with a red flag. Black rubber wheels, rear wheels independently mounted to roll over stones and obstacles. Each truck in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG62-505	$3.98	6 each		

P.L. weight 22 lbs.

Hubley
TRACTOR

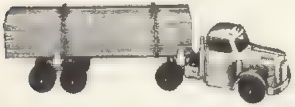


8½ inches long. All metal. Realistic engine details. Spring action driver's seat. Steering wheel operates front wheels. Finished in red, aluminum trimmed. Metal wheels with black treaded rubber tires. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG62-490	$1.98	12 each		

P.L. weight 29 lbs.

Hubley
LUMBER TRUCK



Metal, 13¾ inches long. Orange cab and trailer, aluminum trim. Realistically detailed. 12 timbers with double chain to hold them on truck. Black rubber wheels, duals on rear of tractor. Rear trailer wheels have knee action.

No.	Retail	Packed	L.P.L.	P.L.
EG62-493	$1.98	12 each		

P.L. weight 22 lbs.

Hubley
AUTO TRANSPORT WITH CARS

Metal truck 14 inches long. Red finish, aluminum trim. Has 4 plastic cars in assorted colors which can be driven on and off the trailer over removable ramp. Realistic chassis details. Black rubber wheels, duals on rear.

No.	Retail	Packed	L.P.L.	P.L.
EG62-492	$2.49	12 each		

P.L. weight 20 lbs.

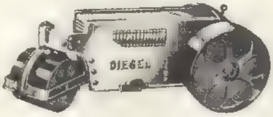
Hubley
SHOVEL TRUCK

Metal construction, 13¼ inches long. Swiveling operator's control cab in red, truck cab and chassis in green. Shovel and working equipment in aluminum. The bucket trips open to release load. Rubber wheels.

No.	Retail	Packed	L.P.L.	P.L.
EG62-491	$1.98	12 each		

P.L. weight 25 lbs.

Hubley
ROAD ROLLER

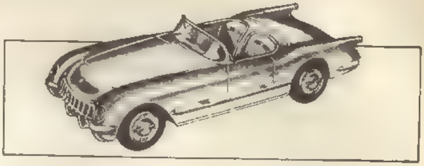


10 inches long. Rugged metal construction. Body and front roller mounting finished in orange. Bright aluminum trim. Accurate modeling and detailing. Solid metal wheels with bright aluminum finish. Front roller consists of 2 wheels, just like the real thing. Roller steers by a lever in the driver's compartment. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG62-480	$1.49	12 each		

P.L. weight 23 lbs.

Hubley
CUSTOM SPORTS CAR



12¾ inches long. Red and cream finish, aluminum trim. The hood lifts to reveal a finely detailed motor. Transparent wrap-around windshield, realistic chassis and dashboard. Working steering mechanism. Rear trunk opens for removal of the spare tire.

No.	Retail	Packed	L.P.L.	P.L.
EG61-509	$3.98	6 each		

P.L. weight 28 lbs.

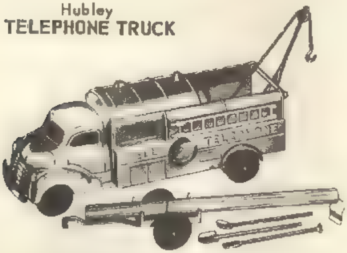
Hubley
MOTOR EXPRESS

18 inches long. All metal. Cab lifts off to reveal "motor", side door slides open, rear doors swing out. Black rubber wheels, independently mounted on rear of trailer to roll over obstacles. Retractible trailer support. Finished in red and green combination with aluminum trim.

No.	Retail	Packed	L.P.L.	P.L.
EG61-507	$3.98	6 each		

P.L. weight 34 lbs.

Hubley
TELEPHONE TRUCK



Metal truck 12½ inches long in olive green finish, bright lettering and trim. Top of body slides back to cover rear half. Removable boom with crank operated winch. Black rubber tires, duals on rear. Accessories include an ivory colored plastic ladder, three bright metal digging tools, a red metal 2-wheel pole trailer which hooks on rear of the truck and an 11 inch telephone pole. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG61-504	$3.98	6 each		

P.L. weight 21 lbs.

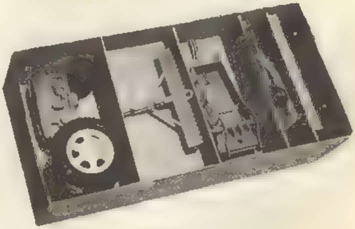
Hubley
DUMP TRUCK

Metal truck, 17 inches long. Green cab, bright metal chassis, aluminum trim. Lever on side raises red dump body. Tail gate opens automatically. Rubber wheels. Rear wheels on trailer have "knee action." Nicely boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG61-508	$3.98	6 each		

P.L. weight 20 lbs.

Hubley
5 PIECE FARM SET



Metal tractor, 7 inches long. Red chassis with realistic die cast engine details visible from both sides, bright aluminum radiator grille and die cast steering wheel. Yellow wheels, treaded black rubber tires on rear, grooved rubber tires on front. Plastic and metal accessories include a flat bed wagon, cultipacker, manure spreader and plow. All pieces hitch to tractor and to each other.

No.	Retail	Packed	L.P.L.	P.L.
EG61-50	$2.98	6 each		

P.L. weight 16 lbs.

FIRE TRUCKS

REMOTE CONTROL FIRE TRUCK

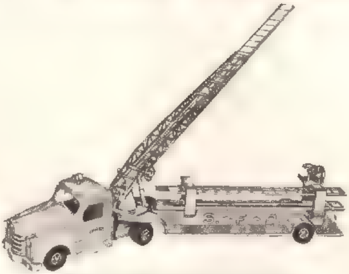
Remote cotrol box, operated by flashlight batteries, propels truck forward and reverse, and raises and lowers ladders. Authentic plastic construction fire truck with chrome trim and rubber wheels plus motor torque steering. Measures 16⅜" long, 3$\frac{11}{16}$" wide, 4$\frac{11}{16}$" high. No. 124

STOCK No. 71—84862

GENERAL MOLDS & PLASTIC, INC.

H46-49 E **Retail** **$9.98 ea.**

Inv.____________ Pur.____________



HOOK AND LADDER TRUCK

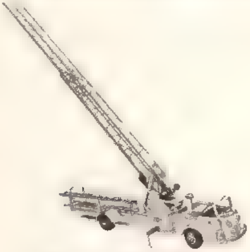
Made of heavy gauge steel and aluminum with 10 metal wheels with rubber tires. Extension ladder extends to 34" and swivels completely around Auxiliary ladders included Ladder raised by crank and extended by another crank. Measures 33¼" long, 6¾" wide, 7" high. 6/ctn., wt. 60 lbs. No 260

STOCK No. 71—84863★

STRUCTO MFG. CO.

L36-49 A **Retail** **____$9.98 ea.**

Inv ____________ Pur.____________



AERIAL LADDER TRUCK

Scale modeled after the famous American La-France ladder truck. Ladder on rotating base extends nearly 4 feet. Front wheels steer Has two extra ladders. Red enamel finish No. 2014

STOCK No. 71—84874

CHARLES WM. DOEPKE MFG CO.

V812-98 X **Fair Trade Rtl.** **$19.95 ea.**

Inv Pur

FRICTION SEDAN

Replica of the 1955 Bel-Aire made of brightly lithographed steel Pressing down and forward activates friction motor which propells the car across floor with loud siren Measures 6" long, 2¼" wide, 2" high. 12/ctn., wt. 45 bs. No. J 266

STOCK No. 71—84890

LINEMAR CO.

W3-26 L **Retail** **$ .39 ea.**

Inv Pur ____

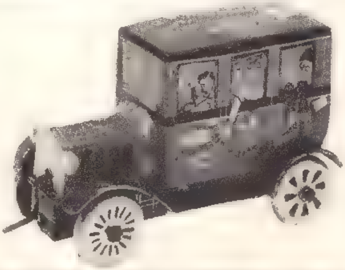
FRICTION TIN LIZZIE

Made of brightly lithographed steel after a Model T Ford. By cranking crank in front lower part of radiator, noise sounds simulating starting of motor. Pushing down and forward makes friction motor which propels car while emitinf motor noise. Measures 5" long, 2½" wide, 3" high. 6 doz./ctn., wt 30 lbs. No. J-250

STOCK No. 71—84893

B4-32 K **Retail** **$ .49 ea.**

Inv ____________ Pur ____________



FIRE TRUCKS

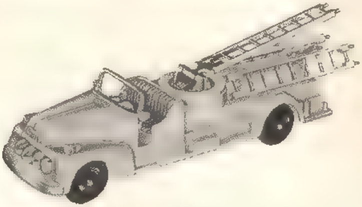
FIRE CHIEF AND DOG

Fire chief with puppy in front seat rolls along. The dog barks and its mouth opens and shuts. Engine has simulated hose and other equipment. Made of high-impact plastic. Size 6¾" x 2½" x 4½". No. 4197.

STOCK No. 71—84843
IDEAL TOY CORP.

P3-58 L **Retail** .... **$ .89 ea.**

Inv.______________ Pur.______________



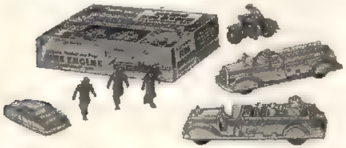
HOOK AND LADDER TRUCK

Finished in bright red with aluminum trimming. Has revolving ladder with aluminum ladders. Equipped with heavy duty rubber wheels. All metal truck measures 11¼" long. 12/ctn., wt. 16 lbs. No. 468.

STOCK No. 71—84845
HUBLEY MFG. CO.

R3-65 T **Retail** .. **$ .98 ea.**

Inv.______________ Pur______________



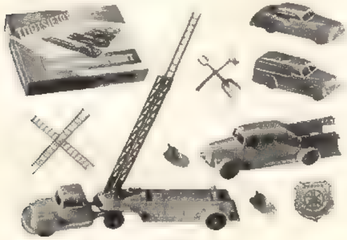
FIRE ENGINE SET

All rubber assortment containing pumper and fire truck, each 7⅞" long, fire chief's sedan, 5" long; vinyl motor cop and three firemen. Very colorfully finished. Box is 11" x 8½" x 2½". 12/ctn., wt. 23½ lbs. No. 523.

STOCK No. 71—84847
AUBURN RUBBER CO.

P3-97 J **Retail** .... **$1.49 ea.**

Inv.______________ Pur.______________



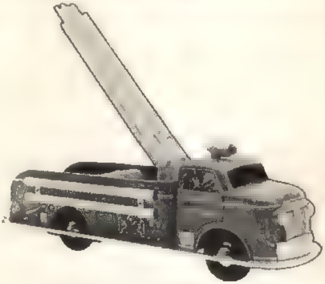
FIRE DEPARTMENT SET

Famous Tootsietoy group consists of: 1 aerial ladder truck, fire chief's car, fire ambulance and fire truck. Also included are: Fire chief's badge, miniature fireman's axe, shovel and 2 hats. Packed in box. Twenty-four to carton. No. 5211.

STOCK No. 71—84854
DOWST MANUFACTURING CO.

U81-30 X **Retail** **$1.98 ea.**

Inv.______________ Pur.______________



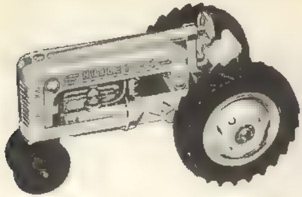
FRICTION FIRE TRUCK WITH LIGHT

Sturdy steel cab and chassis are lithographed realistically. Equipped with swivel mounted aerial extension ladder which telescopes from 9" to 21". A blinking light flashes on and off and is mounted on top of cab. Operates on standard flashlight battery. Truck has friction motor and measures 15" long, 4½" wide, 5" high. 6/ctn., wt. 14 lbs. No. 2637

STOCK No. 71—84857
LOUIS MARX & CO.

G41-95 P **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________



Hubley
TRACTOR

Metal tractor, 7¼ inches long, with realistic details. Red with yellow wheels and aluminum trim. Rubber wheels. Each in a box.

No.	Retail	L.P.L.	P.L.
EG65-473	$0.98		

Pkd. 12 ea. - 15 lbs.

Hubley
TANKER

Made of sturdy plastic. 12¾ inches long. Red with aluminum trimming. Cab lifts disclosing V-8 engine. 14 rubber wheels, plus 2 on retractible trailer support. Rear trailer wheels have knee action.

No.	Retail	L.P.L.	P.L.
EG65-358	$0.98		

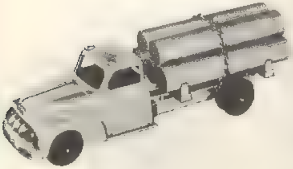
Pkd. 12 ea. - 13 lbs.

Hubley
NAVY PLANE

6½ inches long with 8¾ inch wing span. Transparent plastic bubble over cockpit. Folding wings, revolving propeller, retractible landing gear. Red with aluminum trim. Rubber wheels. In a box.

No.	Retail	L.P.L.	P.L.
EG65-467	$0.98		

Pkd. 12 ea. - 9 lbs.



Hubley
LOG TRUCK

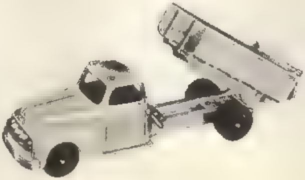
Made of metal, 10 inches long. Orange, with bright metal bed and trim. 5 removable logs with chain to secure them. Rubber wheels. Nicely boxed.

No.	Retail	L.P.L.	P.L.
EG65-469	$0.98		

Pkd. 12 ea. - 15 lbs.

Hubley
DUMP TRUCK

Made of metal, 9½ inches long. Red action dump, green chassis, bright metal trim. Tail gate opens. Rubber wheels. Each in a box.



No.	Retail	L.P.L.	P.L.
EG65-471	$0.98		

Pkd. 12 ea. - 13 lbs.

Hubley
STAKE TRUCK

Metal truck, 7 inches long. Varied colors with bright metal sides, tail gate, bumper and grill. Rubber wheels. Each in a box.

No.	Retail	L.P.L.	P.L.
EG65-452	$0.59		

Pkd. 36 ea. - 20 lbs.

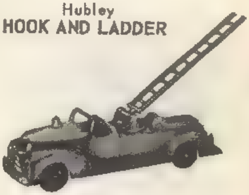
Hubley
TOW TRUCK

Made of metal, 7 inches long. In assorted colors with bright metal sides. Movable boom. Rubber wheels. Each truck in a box.

No.	Retail	L.P.L.	P.L.
EG65-453	$0.59		

Pkd. 36 ea. - 20 lbs.

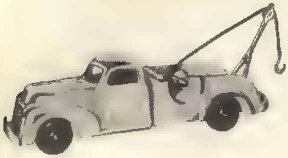
Hubley
HOOK AND LADDER



7½ inches long. Made of metal with revolving ladder turret and plastic ladder. Red with aluminum trim. Rubber wheels. Each in a box.

No.	Retail	L.P.L.	P.L.
EG65-463	$0.59		

Pkd. 36 ea. - 21 lbs.



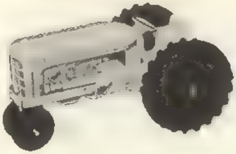
Hubley
TOW TRUCK

9¾ inches long. All metal, finished in red with aluminum on winch and boom. Rubber wheels, In a box.

No.	Retail	L.P.L.	P.L.
EG66-474	$0.98		

Pkd. 12 ea. - 12 lbs.

Hubley
TRACTOR

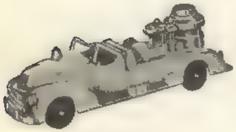


Made of metal, 5½ inches long. Red with aluminum trim. Many realistic details. Rubber wheels with tractor treads. Each in a box.

No.	Retail	L.P.L.	P.L.
EG66-456	$0.59		

Pkd. 36 ea. - 24 lbs.

Hubley
FIRE ENGINE



7½ inches long. All metal. Fire engine red with aluminum finished pumper top and windshield. Rubber wheels. Boxed.

No.	Retail	L.P.L.	P.L.
EG66-464	$0.59		

Pkd. 36 ea. - 24 lbs.

Hubley
LOG TRUCK

7½ inch metal truck with five logs. In assorted colors with bright trim. Rubber wheels. Each in a box.

No.	Retail	L.P.L.	P.L.
EG66-454	$0.59		

Pkd. 36 ea. - 24 lbs.

Hubley
SPORTS CAR

7½ inch metal sports car with realistic details. Finished in red and yellow with aluminum trim. Transparent windshield, rubber wheels. In a box.

No.	Retail	L.P.L.	P.L.
EG66-455	$0.59		

Pkd. 36 ea. - 24 lbs.

Renwal
VIKING SHIP

It Floats

Vikings Row

Catapult Throws Projectiles

17¼ inches long, 13 inches high. Made of high impact plastic. It floats. Hidden wheel mechanism makes Vikings row the ship as it is pushed along the floor. Catapult on the after deck throws projectiles. Mast with white vinyl sail and pennant, red insignia. Hull in realistic wood colors, colored shields on sides.

No.	Retail	Packed	L.P.L.	P.L.
EG66-245	$3.98	6 each		

P.L. weight 8 lbs.

Renwal
LAND, SEA 'N AIR SET

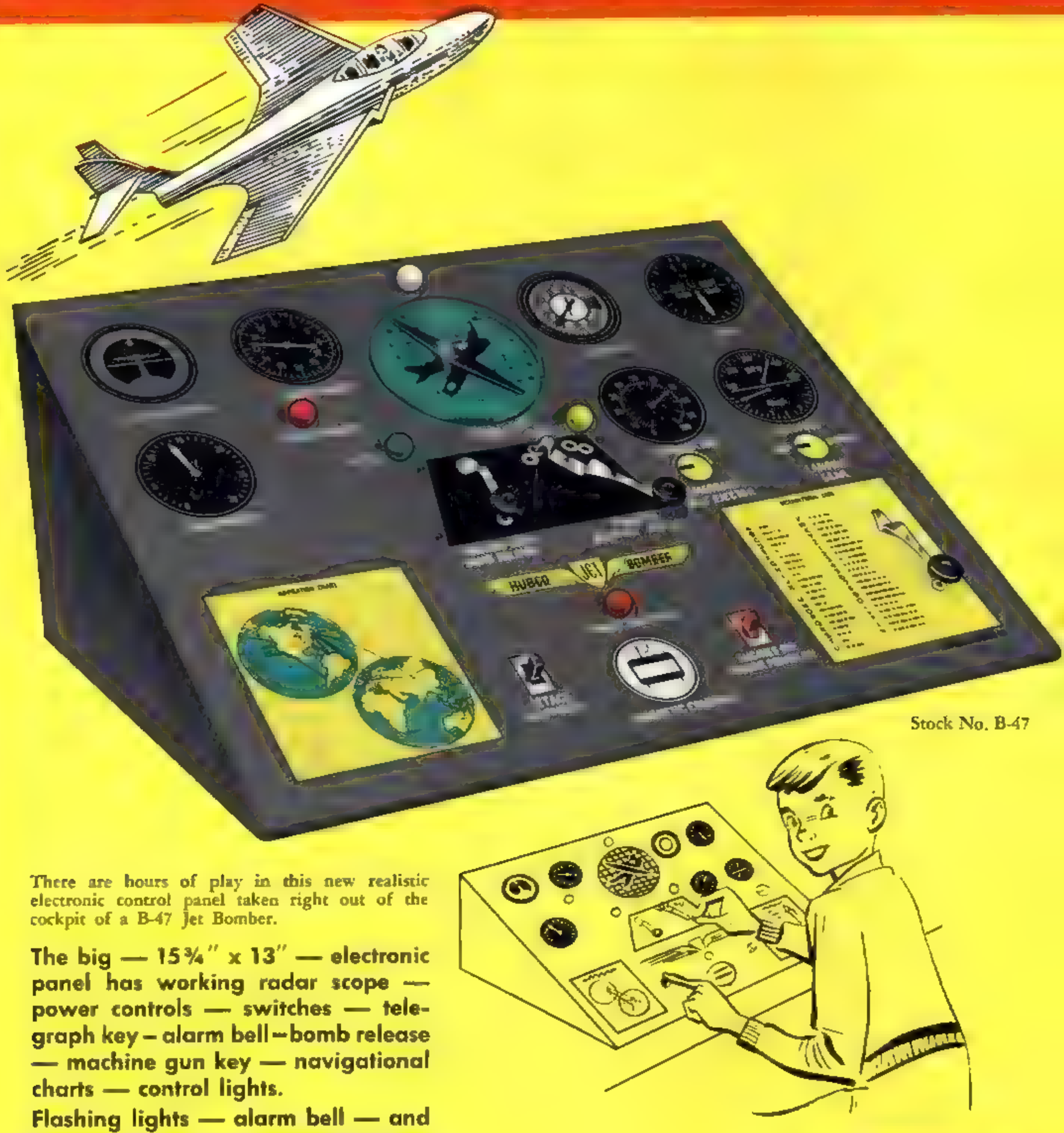
LAND SEA 'n AIR
LAND, SEA 'n AIR SET

A variety of colorful models molded of sturdy plastic in a fancy window top display box. There is a 22 inch unbreakable polyethylene freight train, two 5¼ inch polyethylene jet planes and these toys of high-impact plastic; 10 inch ocean liner, 10 inch ocean freighter, 4 inch tug boat and three 3-1/8 inch automobiles. 12 pieces in all.

No.	Retail	Packed	L.P.L.	P.L.
EG66-241	$2.98	6 each		

P.L. weight 15 lbs.

B-47 JET BOMBER ELECTRONIC CONTROL PANEL



Stock No. B-47

There are hours of play in this new realistic electronic control panel taken right out of the cockpit of a B-47 Jet Bomber.

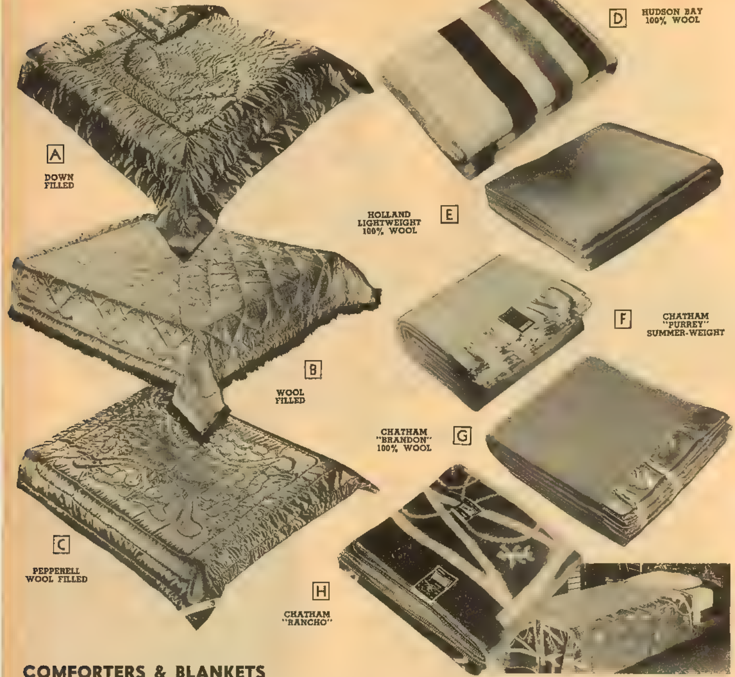
The big — 15¾″ x 13″ — electronic panel has working radar scope — power controls — switches — telegraph key – alarm bell – bomb release — machine gun key — navigational charts — control lights.

Flashing lights — alarm bell — and buzzers all make a fascinating new toy.

PACK: 6 per Shipping Carton
WEIGHT: 21 lbs.
F.O.B. Factory Boston, Mass.

hubco

HUB MANUFACTURING COMPANY
10 THACHER STREET • BOSTON 13, MASSACHUSETTS



COMFORTERS & BLANKETS

(A) DOWN FILLED RAYON-SATIN COMFORTER. Pure down filling encased in shimmering rayon-satin down-proof covering. Center design stitching is reminiscent of old Italian needlework; raised Tarpunto stitched design is outlined with double rows of hand-guided stitching. Corded edges. Specify Rose, Blue, Gold, Wine, Green, Chartreuse or Flamingo. 72x84". 7 lbs. F.O.B. Ohio.
No. 16H-11014. (#100D). **Index 1-2587.** LIST **36^{95}**

(B) EMBROIDERED COMFORTER. Warm and rich looking; filled with fluffy all new wool. Celanese acetate satin completely covered with fancy Schiffli embroidery. Hand-guided diamond design with scroll stitching. Reversible—embroidery matches 2½" full shirred double ruffle and reverse side Specify Green, Chartreuse, Rose, Blue, Wine or Gold. 76x88". 7 lbs. F.O.B. Ill.
No. 16H-11015. (#3522). **Index 1-1650.** LIST **24^{95}**

(C) PEPPERELL WOOL FILLED COMFORTER. Luxuriously made for years of service. 100% fluffy, soft all-wool filled comforter. Beautiful, strong acetate cover. Clean and healthful—moth and bacteria proofed by Westinghouse process. Specify Green, Rose, Wine, Blue or Gold. 80x84". 4¾ lbs.
No. 16H-11007. Index 1-863. LIST **12^{95}**

(D) HUDSON BAY "4-POINT" WOOL BLANKET. Original Hudson Bay multistripe "4-point" pattern. Pre-shrunk 100% virgin wool. Edges need no binding. Deep warm nap woven for a lifetime of comfort and beauty. Easily cleaned; washings restore bright colors and resiliency. Will not shrink. Full size 72x90". 6 lbs.
No. 16H-11001.
Index 1-2797. LIST **39^{95}**

(E) HOLLAND WOOL BLANKET. Beautifully styled to provide the utmost comfort for years. All-wool with long nap for greater warmth. Handsome stitched ends. Specify Red, Blue, Dusty Rose, Gold or Hunter Green. Bright colors retain vividness for life of blanket Full size, 72x90" . Lightweight only 4 lbs
No. 16H-11011. Index 1-1537. LIST **21^{95}**

(F) CHATHAM "PURREY" SUMMER-WEIGHT BLANKET. Famous, popularly-priced blanket offers luxurious comfort and warmth. 88% rayon and 12% wool composition guaranteed against moth damage. Rich-looking 7" acetate satin binding adds finishing touch. Bright colors wash easily for years of service Specify Sun Valley Yellow, Bermuda Blue, Jamaica Green or Trinidad Red. 72x90"
No. 16H-11004. Index 1-837. LIST **11^{95}**

(G) CHATHAM "BRANDON" WOOL BLANKET. Deep, soft 100% all-wool blanket in full-size 90" length. Richly styled with soft wool texture for utmost warmth. Extra wide 7" acetate satin binding for added loveliness. Brightly colored, cleans like new, will not fade or shrink Specify Blue, Yellow, Hunter Green or Riviera Red. 72x90"
No. 16H-11012. Index 1-1187. LIST **16^{95}**

(H) CHATHAM "RANCHO" BLANKET. The real cowboy blanket! All-over Jacquard design of steers, lariat rope, corral fence and authentic cattle brands. 65% rayon; 25% cotton, 10% wool. Firmly whipstitched throughout. Available in 3 bright, Western motif colors with White contrast. Specify Timberline Green, Chuckwagon Red or Saddle Brown. 72x84".
No. 16H-11013. Index 1-547. LIST **7^{95}**

HUFFY CONVERTIBLE BIKES

Safe, solid, non-spill 4-wheeler

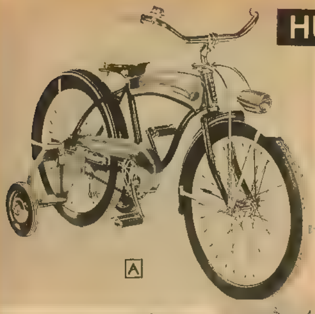
Remove convertible wheels for regular 2-wheeler.

Use wheels to build trailer, pushcart or other wheeltoy.

"Fits-Sooner" frame fits young riders years sooner.

Commended by Parents' Magazine Nationally advertised

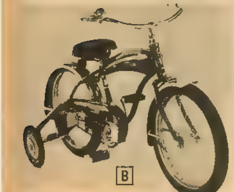
Convertible side wheels form sturdy 4-wheeler for beginners and provide standing room for extra passenger. Safe non-spill easy riding When child learns balance, wheel assembly can be removed and converted into extra wheel toy. **"Fits-Sooner" frame** with friction-lock seat post permits lowering of seat an extra 2"—fits rider 2 to 3 years sooner—**prevents usual outgrowing of bike for several years.** 7" wheels on wheel assembly. **Commended by Parents' Magazine.**



(A) 20-INCH SUPER DELUXE MODELS for Boys & Girls 5 to 9

Equipped with exclusive "Fits-Sooner" frame and detachable 7" wheel assembly. Genuine bicycle construction features coaster brake and top-quality bicycle parts including full coverage chain guard, rubber-topped full spring saddle, crescent fenders and chime bell on handle bar. Equipped with 20"x 2 125 balloon tires and tubes. Beautifully decorated and striped by expert craftsmen

No. 9T-4049. (#66). **Boys' Model.** Black with Red and White trim
No. 9T-4050. (#67). **Girls' Model.** Turquoise with Red and White trim
Index 1-4346. LIST **57⁹⁵**



(B) 16-INCH SUPER DELUXE MODELS for Boys & Girls 3 to 6

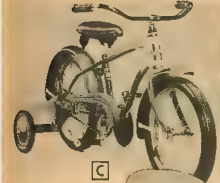
Features Fits-Sooner frame and detachable 7" wheel assembly. Same construction as 20" model above but proportionately smaller with 16'x1 75 semi pneumatic puncture-proof tires. 43 lbs.

No. 9T-4051. (#82). **Boys' Model.** Red and White with Blue trim
No. 9T-4052. (#83). **Girls' Model.** Turquoise and White with Red trim
Index 1-3596. LIST **47⁹⁵**

(C) 16-INCH DELUXE MODELS for Boys & Girls 3 to 6

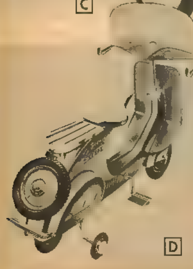
A slightly modified version of the above Super Deluxe models with coaster brake, chain guard, etc.; but without frame tank and bell. 41 lbs

No. 9T-4053. (#84). **Boys' Model.** Atomic Red and White
No. 9T-4054. (#85). **Girls' Model.** Tropical Blue and White.
Index 1-3146. LIST **41⁹⁵**



(D) CASTELLI "VESPA" SPORT BIKE

Excitingly different! Adjustable chain drive. All-metal sturdy construction Adjustable handlebar has plastic grips, windshield, simulated hand brakes and realistic instrument panel. Semi-pneumatic tires: 10" rear, 8" front plus spare tire on rear bumper. Detachable 4" trainer wheels. Adjustable white leatherette seat Red-white finish Chrome trim, 38"x36 . 24 lbs. (#650)
No. 9T-4096. Index 1-1797; 3-1697. LIST **24⁹⁵**



(E) JUNIOR 16-INCH ROADMASTER DELUXE SIDEWALK BIKE

Removable cross bar converts bike from boy's to girl's model. Frame of 1½' steel tubing with chrome plated head caps. ⅝" tubing mast support Sturdy luggage carrier 2-piece stem and fork assembly Gothic-type fenders. 16"x1 75 semi-pneumatic puncture-proof tires. Chrysler oilite bearings. Adjustable chrome handlebar with rubber grips. plastic streamers and new knuckle guards. 2-piece pedals. Adjustable crankhanger. Chrome fender shield and truss rods. 5" double steel disc stabilizer wheels are adjustable and removable ½" roller chain with built-in adjustment. Adjustable molded rubber saddle with scuff rail. Dubonnet finish with white and silver trim. 48" long, 30" high at handlebars 40 lbs
No. 9T-4030. (#816). **Index 1-2315; 3-2197.** LIST **32⁹⁵**

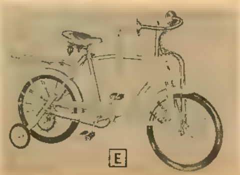
(F) JUNIOR 14-INCH ROADMASTER SIDEWALK BIKE

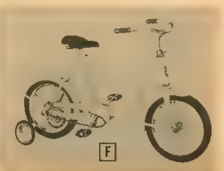
Sturdy construction with **training outrigger stabilizer**—adjustable and removable. 1½" steel tubing frame has drop center. 2-piece stem and fork assembly Gothic-type fenders. 1.75" semi-pneumatic tires on 14' wheels with Chrysler Oilite bearings. Adjustable chrome handle bars with rubber grips. 2-piece pedals Adjustable crankhanger with built-in chain adjustment and drain guard Adjustable molded rubber seat. Red with white and silver trim 45" long, 28' high 35 lbs.
No. 9T-4029. (#814). **Index 1-1785; 3-1697.** LIST **24⁹⁵**

JUNIOR 12-INCH ROADMASTER SIDEWALK BIKE

Smaller version of above 14" model with 12' wheels and minor modifications. White enameled handle bars. Adjustable stamped steel seat with large top and coil springs. Red with white and silver trim. 42" long and 26" high 32 lbs

No. 9T-4028. (#812). **Index 1-1496.** LIST **21⁹⁵**



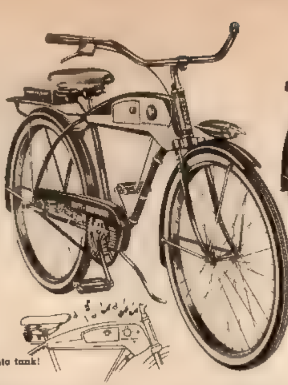


Bikes Not Included In Our Prepaid Freight Offer

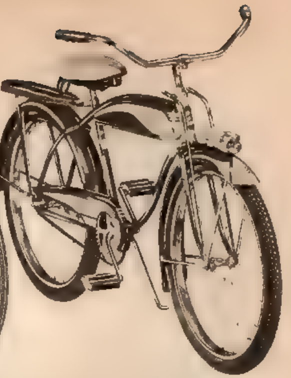
Bicycles . . . Safe, Modern, Quality-made

WITH DEPENDABLE COASTER BRAKES TO STOP—FAST!

Here's fun and excitement for the entire family! Quality-built bicycles by famous manufacturers. Buy with confidence from General Merchandise Co.!



Radio built into tank!



BOYS' 26-IN. SUPER-MODERN HUFFY LUXURY RADIOBIKE

- **Has a powerful modern radio built right into the tank**
- **Handy 2-speed gear shift with dependable coaster brake**

Super modern! Features a deluxe radio with loop-stick antenna, selective tuner, key-locking on-off switch, volume control, big speaker. Gets stations up to 100 miles. Battery Power-Pak mounts on luggage carrier (batteries not included—order below). Modern tank, headlight, gear shift, coaster brake. Wide fenders—saddle seat, contoured handle-bars, red grips and pedals. Kick-stand—full-length chain guard. 26-in. wheels, chromed rims, 1¾ in. white-sidewall tires. Red and white enamel finish.

80288W7595—Boys' model only. Wt. 65 lbs. . . . . .Retail **$99.50**

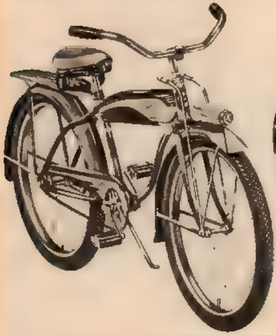
A-B Radio Battery Pack for bike above. Lasts about 100 hours.
35192A368—Shipping weight 2½ lbs. . . . . .Retail **$5.25**

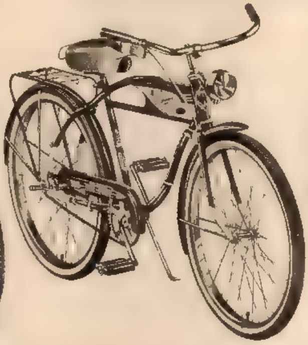
COLUMBIA 26-IN. DELUXE 3-STAR "MOTOBIKE"

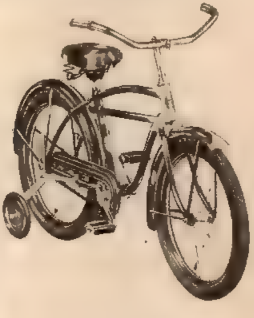
- **Jetliner headlight with airflow lens, coaster brake**
- **"Lubri-Kleen" automatic chain oiler and cleaner**

Airflow tank with electric horn—twin front reflectors, back reflector. Chrome and enamel headlight with airflow lens. Coaster brake. Wide fenders, luggage carrier—comfortable saddle. Contoured handle-bars, non-slip grips. Chrome truss rods with ivory plastic tips. Non-slip pedals. Built-in kick stand. Full-length chain guard—"Lubri-Kleen" chain oiler and cleaner works as you ride. Therm-o-matic 18-in. steel frame—easy-to-pedal crank hanger assembly. Has 26-in. wheels, chromed rims, low pressure 2⅛ in. balloon tires. Ivory enameled trim.

80169W4875—Boys' model. Maroon. Wt. 60 lbs. . . . . . . Retail **$64.95**
80170W4875—Girls' model. Blue. Wt. 60 lbs. . . . . . . .Retail **$64.95**







COLUMBIA 24-IN. JUVENILE BIKE

- **With new "Lubri-Kleen" chain oiler**
- **Built-in horn and electric light**

A well-equipped model for children of ages 6 to 9! Has Airflow tank with electric horn and headlight. Dependable coaster brake. Wide semi-gothic fenders, and big luggage carrier. Tan saddle seat, comfortable handle-bars, non-slip grips. Chromed truss rods. No-slip pedals, handy side kick-stand, full-length chain guard. "Lubri-Kleen" chain oiler and cleaner works automatically as you ride. Sturdy 15-in. steel frame—special crank hanger assembly for easy pedaling. Chromed rims. 24-in. wheels—with 2⅛ in. balloon tires. Ivory enameled trim on both models. For your youngsters' pride and pleasure—choose this fine quality juvenile bike made by famous Columbia! Shpg. wt. 55 lbs.

80171W4575—Boys' model. Green. . **$59.95**
80172W4575—Girls' model. Blue. **$59.95**

NEW 26-IN. COLUMBIA FIRE ARROW

- **Bendix two-speed shift, coaster brake**
- **Extra safety—and deluxe equipment**

New safe coaster brakes with 2-speed shift! Tank, electric horn, battery-contained Delta chromed headlight. Airline fenders, raised fins front and rear. Lightweight carrier, spring luggage holder. Two-tone saddle, chromed crash-rail. Contoured handle-bars, red grips. Easy-glide pedals. Kick-stand, full chain-guard—"Lubri-Kleen" automatic chain oiler and cleaner. Lightweight 18-in. frame and fork. 26-in. wheels, 1¾ in. white-sidewall tires. Fire-red finish, gray trim. Chromed rims. 68 lbs.

80285W5450—Boys' model only. **$72.50**

Columbia 26-in. Speedliner. Gear-shift bike as above, but without tank, horn, headlight, carrier. Shpg. wt. 39 lbs.

80273W4875—Boys' model. Yellow. . .**$64.95**
80274W4875—Girls' model. Blue. **$64.95**

CHILDREN'S 20-IN. TRAINER BIKE

- **Has 2 removable stabilizer wheels**
- **Coaster brakes for sure stopping**

A lower-priced bike—especially designed for kiddies 4 to 8 years old. It's a four-wheeler for learning to ride—converts to two-wheeler for more experienced bike-riders—provides safety for your youngsters. Stabilizer wheels are easy to install and remove. Standard coaster brake for reliable stopping. Long double-braced fenders. Molded saddle seat with spring for comfortable riding—chromed handle-bars, stem; non-slip rubber grips. Chromed ball-bearing crank with bicycle-type pedals. Full chain-guard for protection. Lightweight frame brazed for extra strength. 20-in. wheels, 2⅛-in. balloon tires, 7-in. smooth-rolling rubber-tired steel stabilizer wheels. Wt. 38 lbs.

80239W2895—Boys' model. Maroon. .**$38.95**
80240W2895—Girls' model. Blue. **$38.95**

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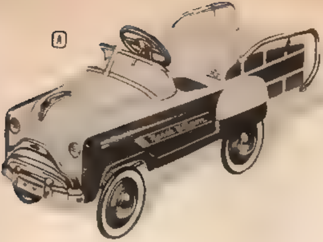

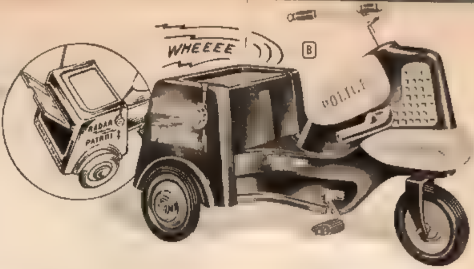

B

Riding Toys for Small Fry

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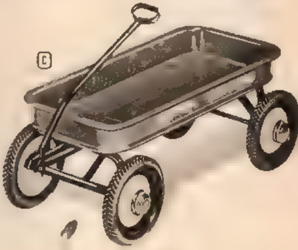

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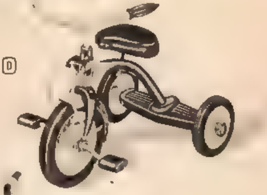

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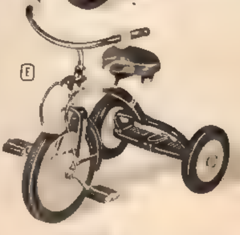

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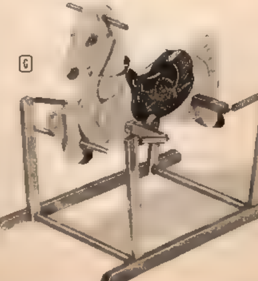


A MURRAY STATION WAGON

- **Up-to-the minute style features**
- **Roomy—holds 2 passengers**

This Ranch Wagon is handsome in design—and carefully engineered for years of hard play. Carries one passenger in front, rear box makes an extra seat or roomy carrying space. Improved steering mechanism permits turning in small circles. Easy pedaling, lots of leg room. Bright painted radiator ornament, aluminum-painted front bumper, windshield, and tubular steel hand rails.

Fabric-type seat pad. Heavy-gauge steel construction in body and undergear. Driving mechanism has ball-bearing pull straps, ball-bearing rear axle hangers. 8-in. ball-bearing, double-disc wheels. 1-in. solid rubber tires. Plated hub caps. Two-tone green baked enamel finish; white trim on wheels and side. 47 in. long, 17 in. wide.
80214W1620—Wt. 37 lbs......Retail $22.95

B MURRAY POLICE PATROL CYCLE

- **New! With realistic "radar" antenna**
- **Whirring police-type siren works!**

Exciting replica of police patrol car! Plated siren sounds with push-down lever. Coil-spring 15-in. antenna with wooden tip for safety. Roomy hauling space in rear compartment. Universal joint allows 360° turning. ¾ in white enameled handlebar, red plastic grips. Fabric-type seat. Embossed grille, tank, and snap-down rear-compartment steel door all brightly aluminum painted.

Ball-bearing chain-drive mechanism—ball-bearing rear axle supports, enclosed chain. Heavy-gauge auto-body steel construction. Ball-bearing 8-in. double-disc red wheels; 1¾ in. semi-pneumatic front, 1⅛ in. solid rubber rear tires. Royal blue baked enamel finish, white and red trim. Measures 36 in. long, 20 in. high, 22 in. wide.
80291W2100—Wt. 36 lbs.. Retail $29.95

C GREYHOUND DELUXE WAGON

- **Rigidly constructed of durable metal**
- **Easy-rolling, ball-bearing wheels**

Manufactured to exacting standards, made for years of hard play. Large body is stamped and drawn from one-piece cold-rolled steel. Heavy stamped channel-steel undergear—front and rear gears are single units. Smooth-running ball-bearing 10-in. disc wheels with 1¾ in. semi-pneumatic rubber tractor tires that are lifetime-lasting.

Red baked enamel finish, white lettering on side, white baked enamel wheels, chromed hub caps. Bed measures 35 in. long, 16½ in. wide, 4¾ in. deep.
80297W730—Wt. 33 lbs..... Retail $10.95

As above but bed measures 30 x 13½ x 3½ in. 7-in. wheels, 1¼ in. rubber tires.
80220W400—Wt. 16 lbs.......Retail $6.00

D MURRAY DELUXE TRICYCLE

- **Low-priced trike—deluxe features**
- **Smooth-rolling, easy-turning**

Modern styling has convenient rear passenger stand, white enameled truss rods, round-section fenders, 2-in. diameter head with plated caps, ¾ in. adjustable white enameled handlebar, adjustable metal saddle. Red plastic grips. Block rubber pedals. Heavy ball-bearing front wheel, 12-in. diam.; sturdy spoke construction, takes hard use.

Rear wheels, 8-in. diam.; 1¾ in. semi-pneumatic rubber tires. 1¼ in. hydrogen-brazed frame of heavy-gauge steel. Frame, fork, and platform in bright royal blue baked enamel. Vermilion fender and saddle. White enameled wheels and trim. Shpg. wt. 25 lbs.
80204W917. .... Retail $12.95

As above—16"front, 10" rear wheels.
80205W1050—Wt. 27 lbs.....Retail $14.95

E MURRAY SUPER DELUXE TRICYCLE

- **Styled direct from the auto world!**
- **Easy-rolling ball-bearing wheels**

Sturdy rear platform stand for playmate. Gleaming chrome-plated bicycle-type truss rods; ¾ in. chrome-plated handlebar adjusts to correct height. Red plastic grips, white plastic knuckle guards. Round-section fender. 2-in. diameter head with plated caps, red vinyl saddle with chromed springs, double block rubber pedals. Long-wearing, multi-spoke, ball-bearing wheels.

10-in. front wheel, 8-in rear wheels. 1¾ in semi-pneumatic rubber tires. Heavy-gauge 1¼ in. tubular steel frame construction—hydrogen brazed. Frame, fork, platform, and fenders finished in ruby red baked enamel; panel, striping, and wheels enameled sparkling white.
80200W1197—Wt. 22 lbs.....Retail $16.95

As above—12" front, 8" rear wheels.
80201W1297—Wt. 25 lbs.....Retail $18.45

As above—16" front, 10" rear wheels.
80202W1397—Wt. 27 lbs.. . Retail $19.95

As above—20" front, 12" rear wheels
80203W1530—Wt. 33 lbs.... Retail $21.95

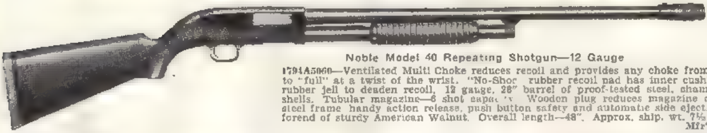
G "PALOMINO PAL" ACTION HORSE

- **Fun galore—horse bounces gently**
- **On safe rigid hardwood frame**

Galloping Palomino horse in durable chip-proof plastic—realistic full-round molded body. Hand-etched Western saddle in plastic, molded right into the body! Mounted with four resilient steel springs for bouncing action.

It's sturdy, too—holds twice the weight of your 1 to 6-year-old cowboy. Natural-finished hardwood frame stands firmly—no danger of tipping. Horse is colored in brown-gold with Palomino shadings; saddle is brown. Measures 34 in. long, 18 in. wide, 21 in. high.
80289W1330—Wt. 16 lbs.....Retail $19.95

NOBLE *Slide Action* FIREARMS

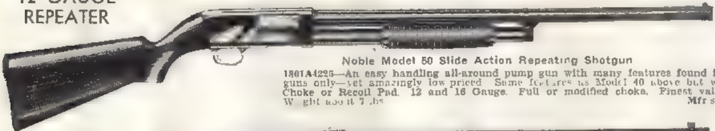


Noble Model 40 Repeating Shotgun—12 Gauge

1794A5060—Ventilated Multi Choke reduces recoil and provides any choke from open cylinder to "full" at a twist of the wrist. "No-Shoc rubber recoil pad has inner cushion of resilient rubber jell to deaden recoil. 12 gauge, 28" barrel of proof-tested steel, chambered for 2¾" shells. Tubular magazine—6 shot capacity. Wooden plug reduces magazine capacity. Solid steel frame handy action release, push button safety and automatic side ejection. Stock and forend of sturdy American Walnut. Overall length—48". Approx. ship. wt. 7½ lbs.

Mfr's. Sugg. Retail **$67.45**

12 GAUGE REPEATER

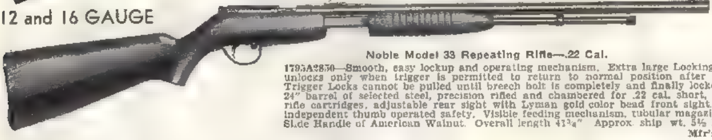


Noble Model 50 Slide Action Repeating Shotgun

1801A4225—An easy handling all-around pump gun with many features found in high-priced guns only—yet amazingly low priced. Same features as Model 40 above but without Multi-Choke or Recoil Pad. 12 and 16 Gauge. Full or modified choke. Finest value anywhere. Weight about 7 lbs.

Mfr's. Sugg. Retail **$56.35**

12 and 16 GAUGE



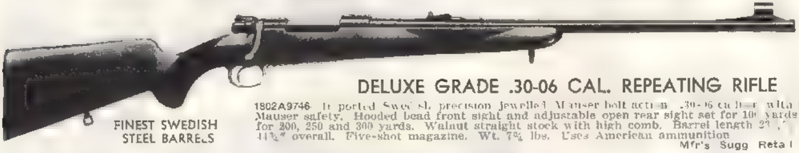
Noble Model 33 Repeating Rifle—.22 Cal.

1795A2850—Smooth, easy lockup and operating mechanism. Extra large Locking Area. Action unlocks only when trigger is permitted to return to normal position after firing. Safe—Trigger Locks cannot be pulled until breech bolt is completely and finally locked in position. 24" barrel of selected steel, precision rifled and chambered for .22 cal. short, long and long rifle cartridges, adjustable rear sight with Lyman gold color bead front sight. Hammerless, independent thumb operated safety. Visible feeding mechanism, tubular magazine. Stock and Slide Handle of American Walnut. Overall length 41¾" Approx. ship wt. 5½ lbs

Mfr's. Sugg. Retail **$35.65**

.22 CAL.

HUSQVARNA *HI-POWER RIFLES*

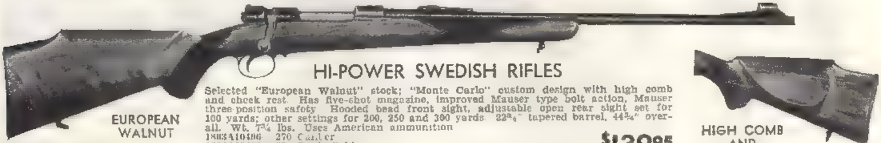


FINEST SWEDISH STEEL BARRELS

DELUXE GRADE .30-06 CAL. REPEATING RIFLE

1802A9746—Imported Swedish precision jewelled Mauser bolt action .30-06 caliber with three position Mauser safety. Hooded bead front sight and adjustable open rear sight set for 100 yards with position for 200, 250 and 300 yards. Walnut straight stock with high comb. Barrel length 23 [illegible] 44¾" overall. Five-shot magazine. Wt. 7¾ lbs. Uses American ammunition

Mfr's Sugg Retail **$129.95**



EUROPEAN WALNUT

HI-POWER SWEDISH RIFLES

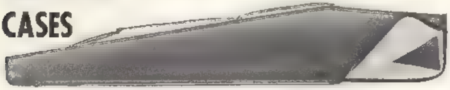
Selected "European Walnut" stock; "Monte Carlo" custom design with high comb and cheek rest. Has five-shot magazine, improved Mauser type bolt action, Mauser three-position safety. Hooded bead front sight, adjustable open rear sight set for 100 yards; other settings for 200, 250 and 300 yards. 23¾" tapered barrel, 44¾" overall. Wt. 7¾ lbs. Uses American ammunition

1803A10496 270 Caliber
1804A10496 22 Swift Caliber
1805A10496 30-06 Caliber

Mfr's. Sugg. Retail **$139.95**

HIGH COMB AND CHEEK REST

FINE GUN CASES



1930AF2000—Quick Draw Gun Case in Fine Leather

This is a very popular case. It has a full zipper, adjustable sling and handle [illegible] is made of the finest selected leather. Open body width is full 14" for shotgun sizes 48", 46", 44". 16" open width for shotgun sizes 52", and 50". Extra thick inner lined with special gun cloth diamond stitched to gun felt. A styling and construction that appeals to the discriminating shooter. Lengths 42", 44", 46", 50" and 52". Brown in color. **Specify size. Parcel Post Wisconsin Factory**

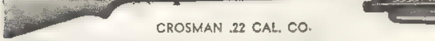
Mfr's. Sugg. Retail $30.00

1931A2333—Same as above except full length scope 19" open width. Same sizes. Specify

Mfr's. Sugg. Retail $35.00

1782AF1065—Quick Draw Gun Case. Breathes in any climate for finest gun protection. Crafted from Saran, a full woven fabric that allows air to pass in and out of the cover when it is closed. Padded with thick fleece. Full length zipper. Extra zipper pocket for cleaning patches, break down cleaning rod or extra shells. Available in 40", 42", 44", 46", 48", 50", 52", and 54" lengths. **Specify size. Parcel Post from Wisconsin Factory.**

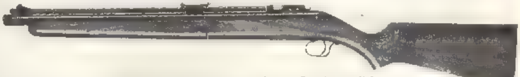
Mfr's. Sugg. Retail $16.00



CROSMAN .22 CAL. CO₂

1780AF1800—Repeater Rifle Requires no pumping—charged by a CO_2 cylinder. Refill cylinder equipped with safety supplied with each rifle. 500 shots per cylinder depending on power selected. 22" barrel. Military Style, Walnut finish stock, adjustable rear peep. Extra open side included. Muzzle velocity approx. 700 FPS at full power. Detachable tube type magazine; capacity for 8 Super Pells. Positive feed. Visible pell supply. Length 38¾" overall. Wt. 5 lbs. 10 ozs. Available in .22 Cal. only

Mfr's. Sugg. Retail $34.50



SHERIDAN PNEUMATIC RIFLES

1118A285—Crosman Ammunition
22 Cal. 100 Super Pells. [illegible] does not contain [illegible]

1642A313—Sheridan Ammunition
[illegible] 5's (5m/m, 20 Cal.) Solid [illegible]

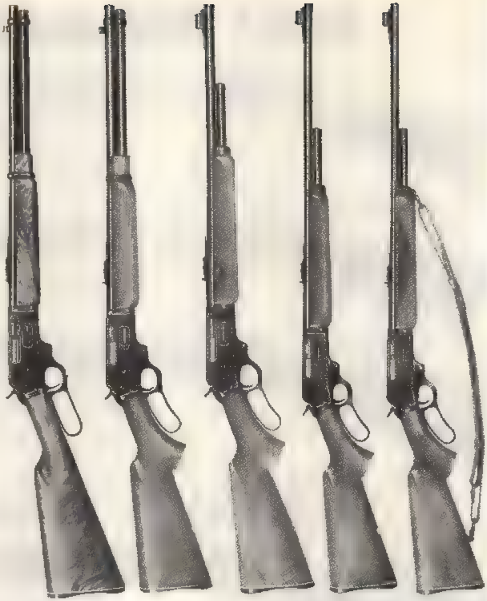
1932A1796—Sheridan "Blue Streak." Sleek bantam-weight. Blade type front sight "over and under" type construction with rigid mount barrel, open sight easily adjustable for windage and elevation. Blue-satin finish. 5mm (.20 Cal.) Microrified rustproof barrel. Bolt action (single shot) heat treated parts. Automatic "Fireproof" safety, full length Mannlicher type Walnut stock, take

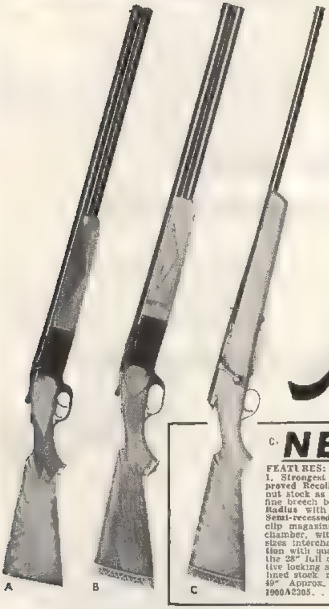
Marlin SHOTGUNS and RIFLES

Made for

America . . .

A NATION OF MARKSMEN





Marlin

MAKERS OF FINE GUNS SINCE 1870

Hand craftsmanship of Marlin Guns has always been an important factor in the precision and quality of their manufacture. Marlin is particularly proud of its oldtime gunmakers, not a few of whom have been engaged at their skilled craft for more than a quarter of a century turning out guns of the quality preferred by sportsmen everywhere

C **NEW!** 12 GAUGE BOLT ACTION REPEATING SHOTGUN
MODEL 55—HUNTER

FEATURES:
1. **Strongest Receiver** in any bolt action shotgun 2. **Improved Recoil Absorption** prevents splitting of the fine walnut stock as a result of firing. 3. **Quicker Bolt Stroke** of the fine breech bolt requires only 75° throw. 4. **Maximum Sight Radius** with the integral rear sight on barrel collar 5. **Semi-recessed Magazine Catch** allows safe reloading of 2 shell clip magazines of two-shot capacity, with one shell in the chamber, without opening the breech bolt Additional shot sizes interchangeable. 6. **More Rigid and Durable Construction** with quality alloy and high carbon heat-treated steel in the 28" full choke barrel receiver and all action parts Positive locking safety visible indicator sear mechanism Streamlined stock, magazine plate and trigger guard. Overall length 49" Approx. wt. 7½ lbs.
1900A2305. . ...**Established Retail $29.95**

OVER & UNDER SHOTGUNS

The only American-made shotguns these fine guns are built for all around use. Hammerless action, automatic safety, seasoned hand-checkered walnut pistol grip and forearm, easy take-down Chambered for 2¾" shells only The special analysis steel barrels with matted tops are 26", 28", or 30" long in the 12 gauge guns, 26" or 28" in 16 or 20 gauge. The 26" length barrels have modified top bore bottom improved cylinder, the 28" and 30" lengths have full top bore and modified bottom bore. Approximate weight: 12 gauge, 7½ lbs.; 16 and 20 gauge 6¼ lbs. Equipped with rubber recoil pad.

(A) Double Trigger Model 90DT

1528A7620—Front trigger fires bottom barrel **Specify 12, 16, or 20 gauge. Estab. Retail $94.45**

(B) Single Trigger Model 90ST

1797A9915—Non selective, rapid firing. First trigger pull fires bottom barrel, second fires top. **Specify 12, 16, or 20 gauge.**
Established Retail $123.95

LEVER ACTION HIGH-POWER CARBINES & RIFLES

(D) Model 336—Texan Carbine

An ideal high-powered lever action carbine with straight grip suitable for scabbard carrying Especially good for ranchers or big game hunters. 7 shot. full tubular magazine round breech bolt of alloy steel re designed carrier for positive feeding, new extractor, side ejection Flat top Rocky Mountain rear sight and bead front sight. Drilled for Lyman 56 and other receiver sights and for tang peep sights. Low hammer spur for mounting of scope Ballard type rifling 20" round tapered barrel of special smokeless steel. All exposed metal parts blued, receiver top sandblasted for non-glare. Overall length 38", weight approx. 6½ lbs
1728A5170—.30-.30 cal......**Established Retail $68.95**
1729A5170— 35 cal......... **Established Retail $68.95**

(E) Model 336—Pistol Grip Carbine

1113A5170—Same as 1728A5170 and 1729A5170 above, except with pistol grip. **Specify .30 30 or 32 Special caliber. Established Retail $68.95**

(F) Model 336—Sporting Carbine

1571A5480 An excellent gun for all-around use 6 shot, ⅔ tubular magazine 20" round tapered, smokeless steel barrel Rocky Mountain rear sight Hunts- [illegible]

(G) Model 336A Rifle

1572A6450—A fine 6 shot lever action repeater with ⅔ tubular magazine, solid top receiver, crowned muzzle, and automatic side ejection 24" round tapered barrel of special smokeless steel with bores treated for rust-prevention "Huntsman" non glare ramp front sight with bead and hood. Low hammer spur for low mounting of scope. All exposed metal parts blued. Overall length 42", approx. wt. 6¾ lbs. **Specify choice of .30-.30 or .32 Special caliber.**
Established Retail $83.95
1575A6450—Same as 1572A6450 in .35 caliber
Established Retail $83.95

(H) Model 336-ADL Rifle with Strap

1573A7700—Popular 6 shot repeater with ⅔ tubular magazine, 24" round tapered barrel, automatic side ejection, solid top blued receiver and crowned muzzle. "Huntsman" non-glare ramp front sight with bead and detachable hood. Detachable swivels, 1" high grade leather sling strap Hand-checkered [illegible]

Comet ELECTRIC LANTERNS

Bring BIG OUTDOOR SUMMER SALES

You don't have to wait for Xmas

The COMET ELECTRIC LANTERN creates impulse buying *right now,* while the kids enjoy outdoor fun 'til bedtime. With JUNIOR CAMP EQUIPMENT the matchless safety of the little red Comet is a MUST. For backyard camping, vacation adventures, or just walking the dog after dark — it's a bright companion.

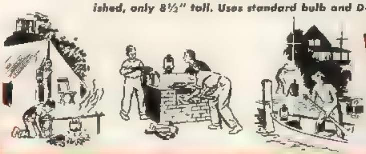
A non-competitive, top quality toy of rugged construction, equal to that of a real lantern. Handsomely finished, only 8½" tall. Uses standard bulb and D-Cells.

DIETZ
ELECTRIC
Comet
LANTERN

$3.00
RETAIL
(less batteries)

Individually Packed in Picture Box

ORDER FROM YOUR JOBBER



LIFE Xmas
Promotion
in full color

R. E. DIETZ CO., SYRACUSE 1, N. Y.

Empire Educational Toys

New Electric "CANDY-MAKETTE"

ELECTRIC
CANDY MAKETTE
BAKER'S
Little Lady Toy ELECTRIC CANDY MAKETTE

Boys AND Girls will have HOURS of Safe, Wholesome Entertainment . . . Making Pure Delicious, Healthful Candy . .

Another Little Lady FIRST

- Colorfully packaged in Display Carton to sell on sight!
- Youngsters enjoy making candy, hot chocolate heating soups, etc. A perfect Toy Electric Sauce Pan!
- Complete Set including 8 Oz. Baker's Chocolate Mix . . . enough for three generous batches of fudge with Tested Candy Recipe Book!
- Safety-Tested—fully enclosed element.

No. 150
$5.95
Retail
(Slightly higher in West)

Complete catalog upon request.

"Little Lady" Housekeeping Toys

ADVERTISED IN LIFE

New! De Luxe TOY ELECTRIC RANGE with "HEAT-TROL" OVEN

Note These Exclusive Features:

- "Heat Trol" Oven — Thermostat automatically controls baking temperature. Faster and more uniform oven heat!
- Thermostat automatically turns oven "on" and "off" while controlling baking temperature!
- "Fiberglass" Insulated Oven maintains constant heat for better faster baking!
- Now Bake just like Mother does!! A perfect Baker!!

No. 232
$9.95
Retail
(Slightly higher in West)

The METAL WARE [illegible]

IDEAL puts more push in your doll sales!

Tremendous TV—"Life" promotion pre-sells high-profit Ideal dolls for retailers!

She drinks! She Sleeps! She weeps! She wets!

BETSY WETSY'S MAGIC FLESH

stays baby-pink

Made of lifetime vinyl—not rubber. Will not pick up dirt, washes easily. Betsy Wetsy's magic skin wipes clean with a damp cloth so she keeps her fresh, baby-pink complexion for life. Ideal process completely eliminates seams. Layette includes slip, dress, bonnet, diapers, soap, powder puffs, clothespins, bottle. Real hair. It's FUN to give Betsy Wetsy her bottle! Retails at $9.98

IDEAL TOY CORPORATION
200 Fifth Ave., N.Y. 10, N.Y.

GIFT FOR: ____________

She smiles! She pouts! Only Ideal's

MAGIC LIPS DOLL

changes expression for you!

You can make her lips move and control her expression to smile or pout! Squeeze her, and she brings her lips together and cries. Only Ideal's Magic Lips doll has this exclusive crying and lip-moving feature. Comes with her own toothbrush to care for her very own baby teeth. Saran wig can be washed, shampooed, and brushed. All-washable body. Complete with dress, slip, panties, socks, vinyl shoes. Retails at $14.98.

IDEAL TOY CORPORATION
200 Fifth Ave., N.Y. 10, N.Y.

GIFT FOR: ____________

These are the fast-selling Ideal dolls featured in full-color among America's most heavily-promoted Christmas Toys

ADVERTISED IN LIFE and on coast-to-coast TV

Place your order NOW!

—make sure you'll be able to take care of the demand for these Ideal money-makers!

IT'S A WONDERFUL TOY . . . IT'S IDEAL

IDEAL TOY CORPORATION 200 FIFTH AVENUE, NEW YORK 10, N. Y.

BEAUTIFUL LIFELIKE DOLLS

SAUCY WALKER

Walks, sits, cries. Turns saran-topped head from side to side, rolls eyes, [illegible] Plastic [illegible] Fully jointed. No key to wind, nothing to [illegible] Saran wig can be curled, washed, waved. Has slip, panties, socks [illegible]

5001B850 [illegible]" Tall Each **$13.00**

TINA WALKER

All plastic walking doll with voice, sits, stands, walks, sleeping eyes and teeth washable, curlable pigtail wig, dressed in [illegible] cotton with organdy and lace trim, cotton knit panties, rayon socks, plastic shoes.

5101B654 16" Tall Each **$10.00**

TONI WALKER

Walks, turns head from side to side. Goes backwards, sits down. Nothing to wind or break. Nylon wig can be waved, washed. Has complete Toni Playwave Kit. High fashion dress. Wears [illegible] panties, socks, vinyl shoes.

5002B654 14" Tall Each **$10.00**
5003B784 16" Tall Each 12.00
5004B980 [illegible]" Tall Each [illegible]

MARY HARTLINE

Long, blonde saran hair is rooted, can be washed, curled. Sleeping eyes. Head turns from side to side. Authentic copy of Mary's drum majorette TV costume. Plastic curlers.

Size 16"
5005B784 Each..... **$12.00**

TINA TODDLER

All plastic walking doll, curlable washable pigtail wig, moving eyes, walks, sits and stands. Dressed in [illegible] matching binding, knitted panties, rayon socks, flat on leather shoes.

5102B365 14" Tall Each **$5.50**

TINA PONY TAIL

All [illegible] baby doll, voice, vinyl head, sleeping eyes, long rooted pony tail hair do, dressed in contrasting picolay and cotton material, matching binding, ric-rack, cotton knit panties, shoes and stockings.

5103B425 1[illegible]" Tall Each **$6.50**

ROOTED HAIR TINA

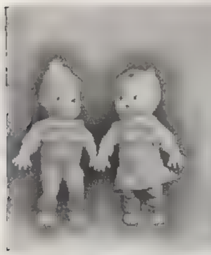
All plastic walking doll, rooted hair, vinyl head, sleeping eyes, voice, sits, stands, walks, dressed in cracked ice picolay and cotton, with organdy and lace trim, cotton knit panties, rayon socks, vinyl shoes.

5104B588 20" Tall Each **$9.00**

BUNTING BABY

Baby Doll, vinyl head, molded hair, sleeping eyes, [illegible] latex legs, cloth body with [illegible] dressed in flannel bunting, hat with lace trimming, fleece teddy bear tied to arm. [illegible]

5105B654 2[illegible]" Tall Each **$10.00**



SNOOKIE TWINS

Realistic soft head, cooing voices, painted features. Soft stuffed. Dressed in beautiful crocheted outfits and caps. Can be washed, powdered. 1[illegible]" tall

5006B196 Pair . . . **$3.00**

BABY BIG EYES

Vinyl head, rooted saran wig can be washed, brushed, combed. Molded [illegible] fingers, toes. Sleeping eyes. Ribbon tied night gown, receiving blanket. Wears diaper. Can cross hands and suck thumb. Washable.

5007B784 23" Tall Each . . . **$12.00**

WEEPING—WETTING

Vinyl body, realistic plastic head. Sleeping eyes, lashes, curly wig. Includes complete layette of baby's needs. Wears baby shirt, diaper. By pressing soft body real looking tears flow. Crying voice.

5008B654 13½" Tall Each . . . **$10.00**

SNOOZIE

Soft head, arms, legs. Open mouth with tiny tongue. Crying voice. Dressed with separate flannel trimmed gown. Has outer blanket with wide ribbon tied in huge bow around blanket. Size 11"

5009B196 Each . **$3.00**

LIFE-LIKE PLAYMATES FOR LITTLE GIRLS

TONI WALKER IN DELUXE DRESS

Now, America's most popular doll walks and turns her head from side to side with every step. She goes backwards, too, and sits down like the little lady she is. Nothing to wind or break. With exclusive nylon wig that can be waved and washed. Has complete Toni Playwave Kit . . . solution, tissues instructions, comb, shampoo and curlers. Also wears slip, undies, socks and vinyl shoes.

E1750P-685—14" Tall. Wgt. 2 lbs. RETAIL $10.00
E1751P-1025—19" Tall. Wgt. 3 lbs. RETAIL 15.00

SAUCY WALKER DOLL WITH BONNET AND COAT

Saucy walking-flirting doll now in beautiful styled outfit. The bonnet and coat of light broadcloth in dark blue. Cuffs, bonnet and cape are edged in white lace. She walks, sits and cries, turns her head and rolls the eyes as she walks. Saran wig can be combed, washed and waved. Size, 23" tall. Shpg. Wgt. 5 lbs

E1796P-1085 .... RETAIL $16.00

"TONI" DOLL

America's most wanted doll—with nylon hair your youngster can shampoo and curl. Toni's magic nylon grows softer and prettier, the more it is washed and combed. All plastic Toni Doll can be bathed all over. Eyes open and shut. Comes with Toni Play Wave Kit-curlers, shampoo, creme, play-wave solution (sugar water). Directions for setting many pretty hair styles. Non-Walking Doll.

E1985P-575—14" Tall. Wgt. 3 lbs. RETAIL $12.00
E1511P-795—19" Tall. Wgt. 5 lbs. RETAIL 17.00

SAUCY WALKER DOLL

Ideal's walking flirting doll that does everything. She walks, sits and cries. She turns her saran-topped head from side to side and rolls her eyes as she walks. Comes with plastic curlers. Fully jointed, Saucy Walker's walking mechanism is concealed and there's no key to wind, nothing to go out of order. Long tressed saran wig can be combed, washed and waved. Beautifully styled outfit with slip, panties, socks and vinyl shoes.

E1513P-550—17" Tall. Wgt. 3 lbs. RETAIL $ 8.00
E1515P-890—23" Tall. Wgt. 5 lbs. RETAIL 13.00

MISS CURITY 14" ALL PLASTIC SLEEPING EYE DOLL

Dressed in an authentic nurse outfit and box contains booklet of First-Aid play instructions which includes Play Nurse Kit. adhesive tape, plastic bandages, wrist watch, hypo needle, sugar pills, sterile pads, cotton, thermometer, tongue depressor, scissors, progress chart, and special nurse's instructions. Shpg. Wgt. 5 lbs.

E1800P-800 .... RETAIL $12.00

CAROL TALKING DOLL

Beautifully dressed stuffed doll. Plaid dress and bonnet. Carol talks, sings and plays music. Exclusive phonograph movement in body activated by crank. Vinyl face with glassine eyes and painted features. Size: 24" tall. Shpg. Wgt. 3 lbs.

E1809P-285 .... SUG. RETAIL $4.95

HARRIET HUBBARD AYER DOLL WITH MAKE-UP KIT

A doll every little girl has dreamed of having. An attractively dressed doll made of real-as-life "Magic Flesh" which can be made up over and over again. Lovely lustrous saran hair can be combed, brushed and styled. Has eyes that sleep and eyelashes. Included with doll is a makeup kit consisting of lipstick, rouge, face powder, eye shadow, eyebrow pencil, perfume stick, cleanse-Ayer cream and tissues. An illustrated instruction booklet is also enclosed. Shpg. Wgt. 5 lbs.

E1799P-800 .... RETAIL $12.00

BETSY WETSY WEEPING AND WETTING DOLL

America's favorite drinking and wetting doll now cries. All vinyl body with realistic plastic head Sleeping eyes and lashes. Comes with layette including slip, dress, bonnet, extra diaper, bar of soap, powder puff and can of powder, clothespins, drinking bottle. Betsy wears attractive baby shirt and diaper. Bottle has removable nipple and can be filled with water. When Betsy drinks liquid she wets her diaper. By pressing her soft body, real looking tears flow from her eyes. Crying voice. Size: 11½". Shpg. Wgt. 3 lbs.

E1807P-420 .... RETAIL $6.95

BOY AND GIRL TWIN DOLLS

All latex baby dolls—stuffed with foam rubber—vinyl head with molded hair—coo voice. Boy doll dressed in short colored picolay pants and white shirt. Girl dressed in picolay skirt and white blouse. Both dolls are 13" tall with fixed glassine eyes Shpg. Wgt. 2 lbs.

E1794P-425 .... SUG. RETAIL $6.95

IDEAL DOLLS, ANIMALS and CHARACTERS

MAGIC FLESH DOLL—ROOTED HAIR
Softy vinyl head with sleeping eyes and lashes. Vinyl arms, legs and coated body. Doll can be bathed. Has voice in cotton filled body. New type saran wig can be brushed, combed and washed. Complete with clothing accessories
K1321A 16". List $6.00 Dlr's., ea. **$3.95**
K1322A 20". List $10.00 Dlr's., ea. **$6.65**

POLAR BEAR RUG
White shaggy rayon plush polar bear suitable for floor or wall trophy in child's room Realistically made with vinyl jaws. Looks just like genuine hunter's trophy. Ribbon bow, safety lock eyes. A different touch to brighten the decor of the nursery. Size 21" long
K1323A List $6.00 .... Dealer's, ea **$3.95**

MISS CURITY DOLL
An all plastic 14" doll with saran wig. Has glassene eyes that sleep, eyelashes and painted features. Dressed in authentic nurse's uniform which consists of cape, hat, undies, stockings, and vinyl slippers. Also has Bauer and Black first aid kit, nurses chart, etc
K1320A List $9.00..... Dealer's, ea. **$5.95**

TALKING CAT
Two-tone shaggy plush cat. Ideal s exclusive phonograph movement in body activated by hand crank Plays appropriate children s melody Very softly stuffed and durable. Ribbon bow around neck, vinyl face. Size 15" long.
K1324A List $5.00.
Dealer s, ea **$3.35**

ALGY BEAR
The safest, most sanitary stuffed toy on the market! Dust-sealed construction , allergy free! Moving eyes that open and close. Vinyl mask, painted features, ribbon bow. In sleeping position. A real delight. Size: 16" long
K1325A List $5 00.
Dealer's, ea **$3.25**

CUDDLY BEAR
Two tone rayon plush cuddly bear with new smiling vinyl mouth and nose with painted features. Lock-in eyes, squeaker in tail, ribbon bow around neck Soft stuffed
K1326A 15" high List $3 00
Dealer's, ea **$1.95**
K1327A 20" high. List $5 00
Dealer's, ea **$3.35**

FIFI, THE FRENCH POODLE
Musical French poodle in sitting position 16" high with shaggy and short pile plush belt. Dressed as sailor with ribbon bow around neck Sailor's beret, sewed-in eyes, plastic nose, felt tongue, long floppy ears. Swiss music box.
K1328A List $7 00
Dealer's, ea. **$4.65**

Fashioned After Fictional Characters And Animals

Ideal
B
Repeat after me
I WILL
BE
CAREFUL
only you can
PREVENT FOREST FIRES!

C
Howdy Doody

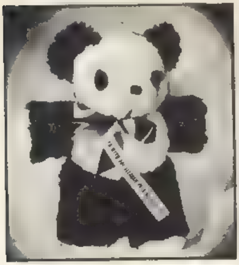
(A) CLARABELL THE CLOWN
Howdy Doody s famous clown, 16" high Satin clown, removable costume Dressed in the official Clarabell outfit. Comes with famous noise box, attached horn
K1331A List $3.00.
Dealer's, ea **$1.95**

(B) CUDDLY SMOKEY BEAR
Soft stuffed Smokey Bear with vinyl face, plush body head, arms and legs, 18" high. Smokey hat, badge, buckle. Comes with shovel.
K1329A List $5 00
Dealer's, ea. **$3.35**

(C) HOWDY DOODY DOLL
Plastic molded Howdy Doody 20" high. Head with movable jaw which can be manipulated like dummy. Replica of TV puppet. In plaid shirt, dungarees, boots.
K1330A List $5.00.
Dealer's, ea. **$3.35**

Ideal Toy Corp.

PLUSH CUDDLY PANDAS



Soft stuffed with foam rubber. Made from two-tone plush with safe locked-in eyes. Ribbon bows around necks. Individually boxed.

19 inch	Retail	L.P.L.	P.L.
EG131-7294	$4.98		

Pkd. 6 ea. - 14 lbs.

15 inch	Retail	L.P.L.	P.L.
EG131-7292	$2.98		

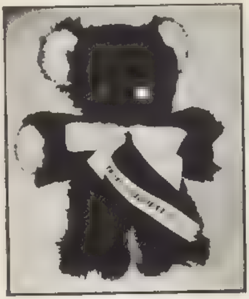
Pkd. 12 ea. - 17 lbs.

12 inch	Retail	L.P.L.	P.L.
EG131-7290	$1.98		

Pkd. 12 ea. - 11 lbs.

Ideal Toy Corp.

PLUSH CUDDLE BEARS



Made of long pile plush in black and white. Soft stuffed. Vinyl nose and mouth with painted features. Safety locked-in eyes. Ribbon bow on neck. Each in a box.

19 inch	Retail	L.P.L.	P.L.
EG131-7594	$4.98		

Pkd. 6 ea. - 14 lbs.

15 inch	Retail	L.P.L.	P.L.
EG131-7592	$2.98		

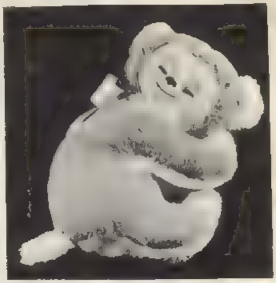
Pkd. 12 ea. - 17 lbs.

12 inch	Retail	L.P.L.	P.L.
EG131-7590	$1.98		

Pkd. 12 ea. - 11 lbs.

Ideal Toy Corp.

DING DONG SCHOOL ALGY BEAR



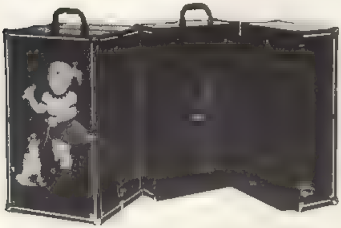
Children who are allergic to dust can play safely with "Algy." Treated with dust-seal to stop formation of household dust irritants. Vinyl face with painted features. 12 inches long. Very soft stuffed. Ribbon bow around neck. In a pliofilm bag and box.

No.	Retail	L.P.L.	P.L.
EG131-7132	$2.98		

Pkd. 12 ea. - 7 lbs.

Gateway Luggage

JUMBO DOLL WARDROBE TRUNK

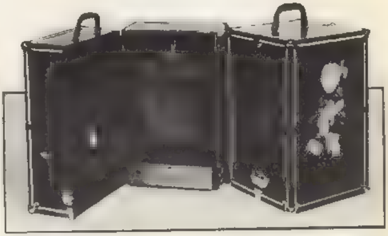


19 x 10½ x 10 inches. Vinyl coated lithographed steel covering on a wood frame. All steel bound in red and baby blue with white trim. Decoration on 2 sides. Has plastic handle, 2 catches, bumper corners, dowel lock, colored lining, 2 drawers, 2 hangers, tie ribbon for doll.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG131-219	$6.95	4 each	37 lbs.		

Gateway Luggage

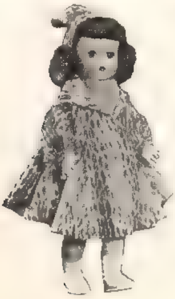
DOLL WARDROBE TRUNK



16 x 9½ x 9 inches. Sturdy wood frame, vinyl coated lithographed steel cover, steel bound, bumper corners. In baby blue and red with white trim, decorated on 2 sides. Fitted with plastic handle, dowel lock, 2 catches, drawer, ribbon tie for doll, colored lining, 2 hangers.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG131-216	$5.95	4 each	27 lbs.		

BABY DOLLS



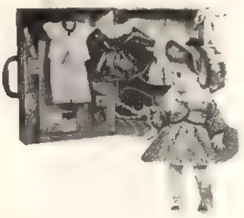
23" BABY DOLL

A walking doll with vinyl head and flexed knees that can assume realistic poses. Has rooted hair that can be washed, curled and combed. Dressed in beautiful nylon dress and wool coat with matching hat and pleated scarf. Doll stands 23" tall 12, ctn., No. 75/23.

STOCK No. 71—83484*★
ROYAL DOLL MFG. CO., INC.

D310-39 M Retail $15.98 ea.

Inv Pur.__________



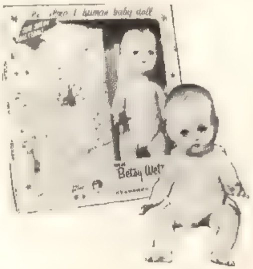
14' ' DOLL WITH LAYETTE

All vinyl baby doll with rooted Saran pony tail and patented super-flex legs. Has two-piece suit with felt crown hat and wardrobe and carrying case that includes many dresses and accessories. Doll stands 13" tall 3/ctn., wt 7½ lbs. No. 515.

STOCK No. 71—83486
HORSMAN DOLLS, INC.

Y46-49 A Retail $9.98 ea.

Inv Pur.



11½" BETSY WETSY

All vinyl body with plastic head, sleeping eyes and lashes. Comes with layette including kimono, booties, safety pins, diaper, soap, powder, clothes pins, bottle. Betsy drinks liquid from bottle then wets diaper. Press her soft body and tears flows from eyes. 12/ctn., wt. 19 lbs. No. 1001

STOCK No. 71 83488
IDEAL TOY CORP.

F83-90 F Retail __ $5.98 ea.

Inv.__________ Pur.__________

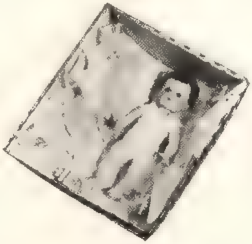
13½" BETSY WETSY

This is the same doll as No. 83488 except it measures 13½" tall. Has complete layette. Baby drinks, wets, cries real tears. Has crying voice. 6/ctn., wt 18½ lbs. No. 1006.

STOCK No. 71—83489★
IDEAL TOY CORP.

Z15-20 E Retail ...$7.98 ea.

Inv.__________ Pur.__________



13½" BETSY WETSY

Betsy Wetsy will drink and wet and cry real tears. Soft vinyl plastic body, curly lambs wool wig can be washed and combed. Layette includes dress, slip, diaper, soap and other items of wear. Doll is 13" tall. 6/ctn., wt 19 lbs. No. 1008.

STOCK No. 71—83490
IDEAL TOY CORP.

T86-49 L Retail $9.98 ea.

Inv. Pur.__________

13½" BETSY WETSY

This doll cries real tears, drinks and wets, has soft vinyl body and curly lamb's wool wig that can be washed and combed. Comes in deluxe suitcase with handle and layette including dresses, booties, diaper, soap and other wearing apparel items and toilet articles. Doll stands 13½" tall. 6/ctn., wt 25 lbs. No. 1007.

STOCK No. 71—83491★
IDEAL TOY CORP.

P37-79 M Retail $11.98 ea.

Inv. Pur.___

BABY DOLLS

The Gerber Baby Feeding Set

GERBER BABY WITH CASE

A 12" rubber doll that drinks, wets, cries and blows bubbles. Receiving case is equipped with bottles, baby cereal and other accessories needed to feed baby. 6/ctn., wt. 24 lbs. No. 10612

STOCK No. 71—83478★
SUN RUBBER CO.

M43-90 A Retail $5.98 ea.

Inv Pur

The Gerber Baby Feeding Set

GERBER BABY WITH CASE

Carrying case is packed with stunning wardrobe and many baby accessories. Rubber baby doll is 18" tall and will drink, wet, sleep, cry and blow bubbles. Has movable arms and legs. 3/ctn., wt 16 lbs. No. 10637

STOCK No. 71—83479
SUN RUBBER CO.

P86-49 L Retail $9.98 ea.

Inv.__________ Pur.__________

MAGIC LIP DOLL

A pert face with an appealing smile molded into vinyl head. When her tummy is squeezed, she brings her lips together and cries gently. She has rooted Saran wig and comes in an organdy dress with slip, panties, socks and vinyl shoes. Stands 23" tall. 6/ctn., wt 20 lbs. No. 2350.

STOCK No. 71—83480★
IDEAL TOY CORP.

G79-74 M Retail $14.98 ea.

Inv.__________ Pur.__________

Horsman's PERMA NURSER BABY

21" BLANKET BABY

All vinyl baby doll in cotton flannel bunting with full length zipper, peaked browny cap. Has rooted hair in curly bob style, super-flex legs. Will drink and wet. Includes nurser bottle and huge baby blanket. Doll is 21" tall. 4/ctn., wt. 17 lbs. No. T58

STOCK No. 71—83481
HORSMAN DOLLS, INC.

T37-79 H Retail $11.98 ea.

Inv Pur.

20" DOLL WITH LAYETTE

All vinyl Cindy Strutter walking doll with rooted Saran hair in pony tail. Has two-piece suit and wardrobe including dresses, lounging robe and other items of apparel. Has plastic shoes, pocket book, comb, brush and mirror in carrying case. Doll is 18" tall. 6/ctn., wt. 26½ lbs. No. S5.

STOCK No. 71—83482
HORSMAN DOLLS, INC

Z79-09 M Retail $13.98 ea.

Inv __________ Pur __

19" BABY DOLL

All vinyl 19" walking doll with rooted hair that can be washed, curled and combed. Has formal of 100% nylon fabric, plus parasol that will fit in doll's hand. Comes in assorted pastel colors. 24/ctn No 81/19.

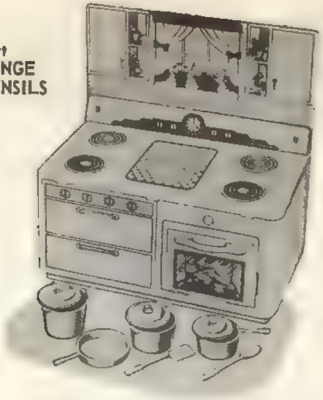
STOCK No. 71—83483■★
ROYAL DOLL MFG. CO., INC

R87-79 A Retail $11.98 ea.

Inv Pur. __________

Ohio Art

PLAY RANGE WITH UTENSILS

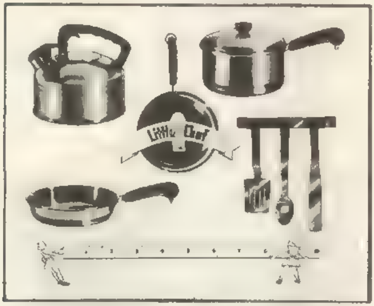


8½ inches high, 8 inches wide and 4½ inches deep. All metal stove, beautifully lithographed in four colors. Oven door opens, has pretend window showing turkey roasting. Each in a box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG141-94	$0.79	12 each	15 lbs.		

Ohio Art

LITTLE CHEF MINIATUREWARE



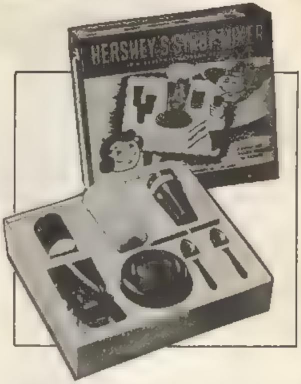
8 pieces, perfect miniature duplicates of mother's utensils. Stainless steel, with jet black bakelite handles, copper bottoms. Frying pan, sized just right for an egg or hamburger patty. Miniature Trig whistling teakettle with trigger lid, 1 cup capacity. Saucepan with lid, 1 cup capacity. 3 stainless steel utensils; spoon, spatula and turner. Attractive, self-display box.

No.	Retail	Packed	L.P.L.	P.L.
EG141-R-10	$4.98	12 each		

P.L. weight 24 lbs.

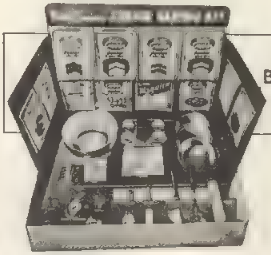
Playmakers, Inc.

ELECTRIC HERSHEY'S SYRUP MIXER



Battery operated. For children (adults too). Completely portable; can be used anywhere to mix all kinds of drinks. Precision made high speed mixer, 3 batteries, 3 unbreakable polyethylene tumblers, 3 plastic spoons, straws, 5½ ounce can of Hershey's Chocolate Syrup and a colorful booklet. Packaged in a colorfully decorated display box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG141-501	$4.98	12 each	32 lbs.		



Ideal Toy Corp.

BETTY CROCKER JUNIOR BAKING KIT

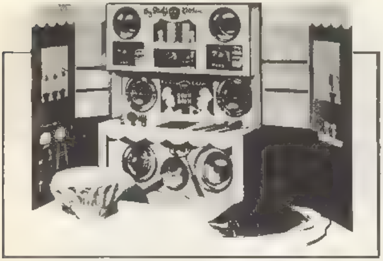
33 pieces; 12 real baking mixes, 21 utensils. Has 2 white and 2 chocolate frosting mixes, 3 cake mixes, pie crust cookie and biscuit. Aluminum utensils and colorful instruction book. Decorated box.

No.	Retail	Packed	L.P.L.	P.L.
EG141-9999	$4.98	6 each		

P.L. weight 30 lbs.

Modelcraft

KAY STANLEY'S HEINZ 57 KITCHEN

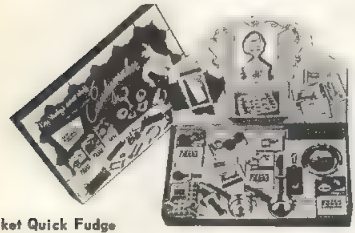


Sturdy kitchen cabinet box. The kitchen walls of the set can be painted and decorated by a child. Shelf holds 6 cans of famous Heinz foods. There is a "work top" with storage space beneath. Set includes 2 bowls, 2 glasses, 2 plates, salt and pepper shakers, 2 knives, 2 forks, 2 spoons, a casserole and cover, hot pad, ladle, apron, chef's hat and cook book. Canned goods are replaceable at any food store.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG142-H-57	$4.98	6 each	36 lbs.		

Modelcraft

KAY STANLEY'S CANDYMAKER



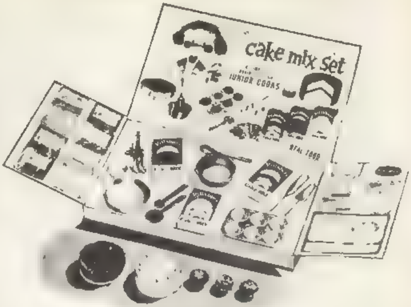
Junket Quick Fudge
Rice Krispies etc.

Colorful display box holds everything needed to make yummy candies; 3 boxes of quick fudge (2 pkgs. each), asbestos heating pad, cook book, Cut-Rite waxed paper, fudge form, Rice Krispies, metal mixing spoon, plastic mixing spoon, spatula, Crinkle Cups, sponge, cake plate, aluminum foil, candy box, ribbon, double boiler, measuring spoon, paper measuring cups and decorations.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG142-K-91	$2.98	12 each	36 lbs.		

Model-Craft

KAY STANLEY'S CAKE MIX SETS



A child can bake and decorate real cakes with the packages of famous Pillsbury mixes provided!

40 piece set; 9 packets of cake mix (3 chocolate, 3 golden yellow, 3 white), mixing bowl, mixing spoon, 2 measuring spoons, 2 layer cake tins, cup cake tin, 6 crinkle cups, rotary beater, spatula, cake knife, 9 packets of frostings, dusting flour, 4 packets of cake decorations and Kay Stanley's cook book.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG142-71	$2.98	12 each	40 lbs.		

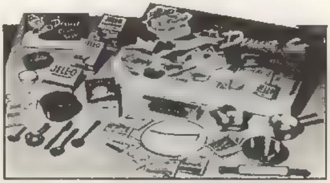
22 piece set; 6 packets of cake mix (3 chocolate, 3 white), mixing bowl, mixing spoon, 2 measuring spoons, 2 layer-cake tins, spatula, 6 packets of frostings, dusting flour, decorations and Kay Stanley's cook book.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG142-72A	$1.98	12 each	30 lbs.		

Modelcraft

KAY STANLEY'S DESSERT SET

With Jello and Pillsbury

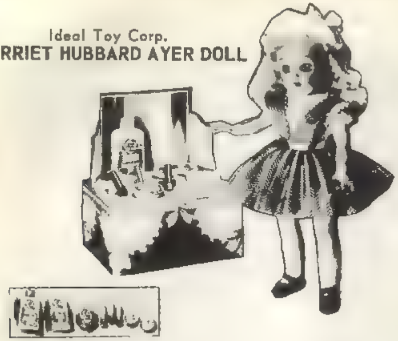


All the utensils and mixes to make Jello, Jello pudding, pies, cookies and tarts. 16 packages of Jello products, Pillsbury pie crust mix, chocolate, sugar, coconut etc. 21 molds, pie pans, utensils etc. including Cut-Rite waxed paper. Display boxed.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG142-J-81	$2.98	12 each	37 lbs.		

Ideal Toy Corp.

HARRIET HUBBARD AYER DOLL

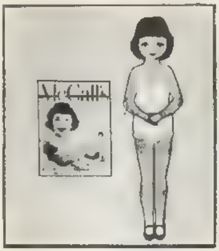


14 inch doll with Natural "Skin" (by B.F. Goodrich). Little girls can play "beauty parlor" and learn the magic of make-up. Beautifully dressed. Comes complete with an 8-piece set of harmless cosmetics by Harriet Hubbard Ayer; skin cleanser, facial tissues, face powder, eye shadow, rouge, lipstick, eyebrow pencil and perfume. Colorful beauty table and book of make-up instructions included.

No.	Retail	Pkd.	Weight	L.P.L.	P.L.
EG124-2900	$9.95	12 ea.	16 lbs.		

Ideal Toy Corp.

BETSY McCALL DOLL



Betsy McCall as she appears in McCalls Magazine.

14 inches tall. Soft vinyl head with sleeping eyes and lashes, lustrous hair. Fully jointed plastic arms and legs. Beautiful dress with slip, panties, shoes and socks. A full-page, full-color feature appears in McCalls magazine featuring the adventure of Betsy and dresses styled for her by leading manufacturers. The same dresses are featured for little girls in leading department stores.

No.	Retail	Pkd.	Weight	L.P.L.	P.I
EG124-1360	$7.95	12 ea.	16 lbs.		

Ideal Toy Corp.

17 INCH SAUCY WALKER

She walks, flirts, sits, cries, rolls her eyes from side to side and turns her head. Vinyl head with long Saran hair that can be combed, brushed and waved. High style outfit of coat and matching bonnet, dress, panties and slip, socks and vinyl walking shoes. Hair curlers included.

No.	Retail	L.P.L.	*P.L.
EG124-2012	$9.95		

Pkd. 12 ea. - 33 lbs.

Ideal Toy Corp.

20½ INCH BABY DOLL

Soft vinyl head, body, arms and legs. 1-piece body construction. Completely washable. Rooted Saran hair, crying voice and sleeping eyes. In a deluxe organdy dress, ribbon tied bonnet, slip, undies, socks and vinyl shoes. Card of hair curlers included.

No.	Retail	L.P.L.	P.L.
EG124-1315	$7.95		

Pkd. 6 ea. - 21 lbs.

Ideal Toy Corp.

20 INCH PATTI PRAYS

A cuddly stuffed doll that kneels to pray and clasps its vinyl hands in prayer. Delicately molded vinyl face and plush hair. Exclusive talking device recites a bedtime prayer, "Now I lay me down to sleep etc." Nighty is removable for laundering.

No.	Retail	L.P.L.	*P.L.
EG124-7740	$4.98		

Pkd. 12 ea. - 12 lbs.

Ideal Toy Corp.

13½ INCH BETSY WETSY WITH CARRYING CASE

She drinks, wets, cries and weeps big tears. All vinyl body with realistic plastic head, sleeping eyes and lashes. Dressed in baby shirt and diaper, in a beautiful carrying case with layette and accessories; organdy dress, slip, kimono, booties, bonnet, diaper, soap, powderpuff, powder, clothespins and bottle

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG123-1007	$11.95	6 ea.	10 lbs.		

Ideal Toy Corp.

13½ INCH BETSY WETSY WITH WIG

Betsy cries real tears. She drinks, wets, blows her nose, goes to sleep. She has a crying voice. Soft vinyl plastic body can be bathed and powdered. Curly lamb's wool wig can be washed and combed. In a display box with a complete layette including dress, slip, shirt, diaper, bonnet, bar of soap, plastic panties, booties, bottle with nipple, wash cloth, clothes pins and 3 cotton puffs.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG123-1008	$9.95	6 ea.	19 lbs.		

Ideal Toy Corp.

11½ INCH BETSY WETSY

Betsy Wetsy

Drinks, wets and sheds real tears! Cries and goes to sleep. Blows her nose. Soft vinyl body can be bathed and dusted with powder. In a windowed display box with a layette includes kimono, booties, diaper, bottle and nipple, 2 safety pins, wash cloth and 3 cotton puffs.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG123-1001	$5.95	12 ea.	19 lbs.		

Ideal Toy Corp.

MISS CURITY DOLL

Nationally advertised by Bauer and Black in leading publications. 14 inches tall with sleeping eyes, lashes and lustrous curling hair. Authentically dressed in a nurse's uniform with cap and cape. Complete Bauer and Black play first aid set includes Curad adhesive dressings, gauze bandage, absorbent cotton, adhesive tape, candy pills, blunt scissors, tongue depressor, plastic thermometer, safe plastic "hypodermic" and play wrist watch. Book of play first-aid instructions included.

No.	Retail	Pkd.	Weight	L.P.L.	P.L.
EG123-2800	$9.95	12 ea.	16 lbs.		

IDEAL puts more push in your doll sales!

Tremendous TV—"Life" promotion pre-sells high-profit Ideal dolls for retailers!

She drinks! She Sleeps!
She weeps! She wets!

BETSY WETSY'S MAGIC FLESH

stays baby-pink

Made of lifetime vinyl—not rubber. Will not pick up dirt, washes easily Betsy Wetsy's magic skin wipes clean with a damp cloth . . . so she keeps her fresh, baby-pink complexion for life. Ideal process completely eliminates seams. Layette includes slip, dress, bonnet, diapers, soap, powder puffs, clothespins, bottle. Real hair. It's FUN to give Betsy Wetsy her bottle! Retails at $9.98.

IDEAL TOY CORPORATION
200 Fifth Ave., N.Y. 10, N.Y

GIFT FOR:__________

She smiles! She pouts!
Only Ideal's

MAGIC LIPS DOLL

changes expression for you!

You can make her lips move and control her expression to smile or pout Squeeze her, and she brings her lips together and cries Only Ideal's Magic Lips doll has this exclusive crying and lip-moving feature Comes with her own toothbrush to care for her very own baby teeth. Saran wig can be washed shampooed, and brushed. All-washable body. Complete with dress slip, panties, socks, vinyl shoes Retails at $14.98

IDEAL TOY CORPORATION
200 Fifth Ave., N Y. 10. N Y.

GIFT FOR:__________

These are the fast-selling Ideal dolls featured in full-color among America's most heavily-promoted Christmas Toys

ADVERTISED IN **LIFE** **and on** ***coast-to-coast TV***

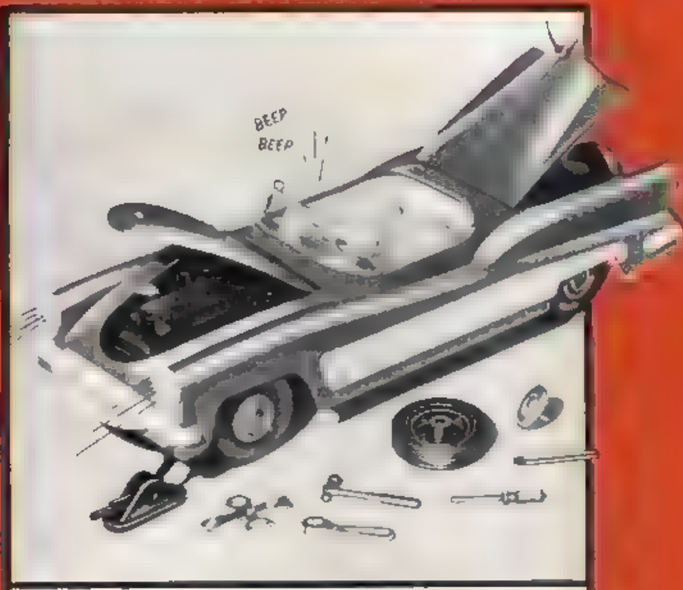
Place your order NOW!

—make sure you'll be able
to take care of the demand
for these Ideal money-makers!

IT'S A WONDERFUL TOY . . . IT'S IDEAL

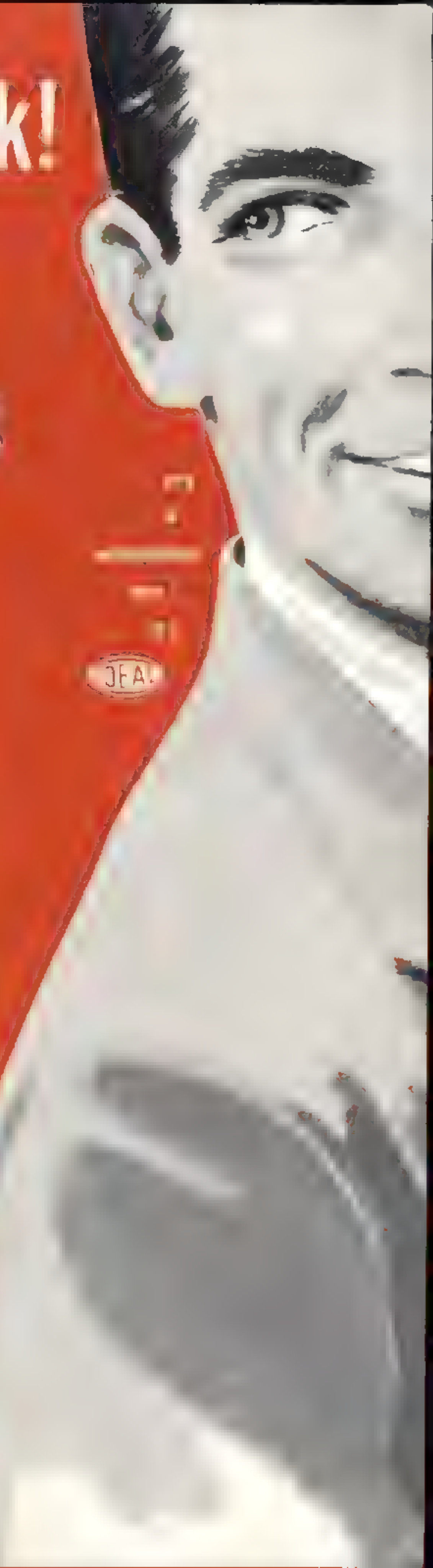
IDEAL TOY CORPORATION 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Take Another Look!



Ideal's XP600 Fix It Convertible

Ideal's Cars of All Nations Assembly Kits



Take Another Look!

Ideal's Betsy Wetsy

Ideal's Posie Doll

ADVANCE DOLLS

WANDA

WANDA

THE UNAIDED WALKING DOLL

Walks alone, no holding, no helping; vinyl head, rooted hair.

11.00

WINNIE

THE UNAIDED WALKING, TALKING AND SINGING DOLL. Sings, walks, recites and walks without help.

25.00

WINNIE

IDEAL DOLLS

POSIE

No.		Each
1315	BABY DOLL, 20½", Vinyl	8.00
2650	POSIE DOLL, 17"	10.00
2701	POSIE DOLL, 23"	15.00
2009	SAUCY WALKER, 17"	7.98
2019	SAUCY WALKER, 23"	12.98
1160	TONY DOLL	10.00
1001	BETSY WETSY DOLL, 11½"	6.00
1006	BETSY WETSY DOLL, 13½"	7.98
1008	" " w/wig & layette	10.00
1007	" " w/wig & suitcase	12.00
2350	MAGIC LIP DOLL	15.00
2415	ROOTED HAIR DOLL	7.98

MAGIC LIPS

BETSY WETSY

TONI DOLL

BABY DOLL

UNEEDA DOLL

No. 610

BEAUTY, 22"

6.00

ETONE DOLL

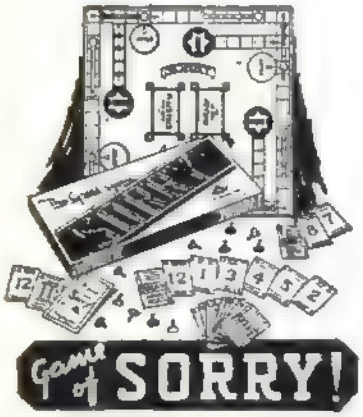
No. 600

"MEET MISS MAMBO"

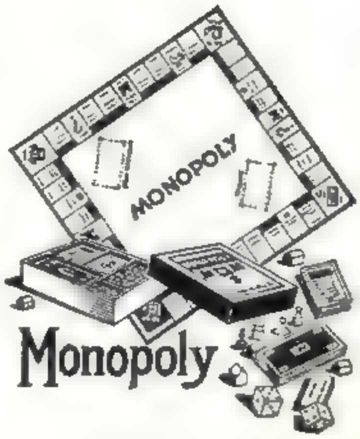
42" DANCING DOLL

4.00

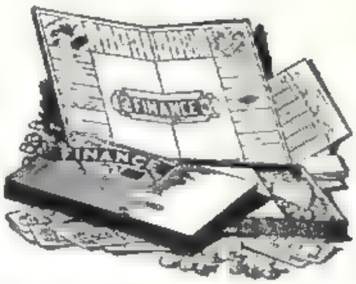
PARKER BROS.


SORRY
Game of SORRY!

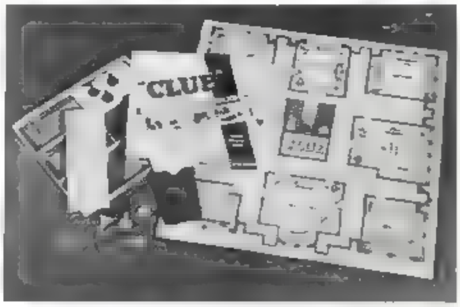
No.		Each
684S	– Keyword Crossword (like Scrabble)	2.00
685S	– Keyword Crossword (like Scrabble)	3.00
225	– U.S. Map Puzzle	.75
260	– Old Maid	.50
0265	– Card Game Asst.	.50
0161	– Asst. Story Puzzles	1.00
687S	– Pit	1.00
690S	– Rook	1.00
0750	– Asst. Board Games	1.00
661S	– Donkey Party	1.00
130S	– Art Tube Finger Paint Set	1.50
131S	– Art Tube Finger Paint Set, Deluxe	3.00
732	– Touring	1.25
855S	– Jolly Jingles - Number Cards	1.50
693	– Flinch	1.50
88A	– Peggity	1.50
860S	– Fun Cards	1.50
29S	– Rol-It	1.50
580S	– Eddie Cantor - Judge	2.00
55S	– Dig	2.00
100S	– Finance	2.00
145S	– Children's Hour	2.00
	– Bantu	2 00
	– Steps to Toyland	2.00
	– Hollywood Go	2.50
390S	– Sorry	2.50
50S	– Star Reporter	2.50
8S	– Monopoly	3.00
455	– Clue	3.00
150S	– Red School House	3.00
575S	– Bing Crosby - Call Me Lucky	3.00

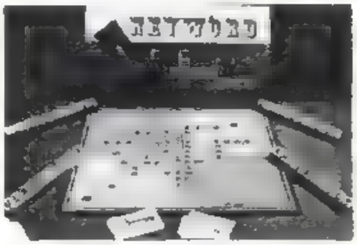

MONOPOLY
Monopoly

Bing Crosby's GAME



Eddie Cantor's

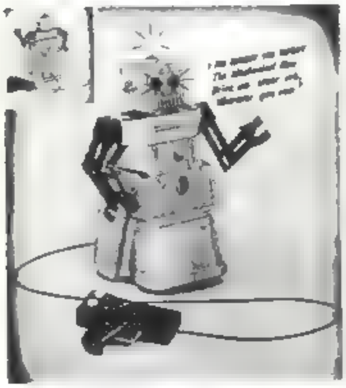




STAR REPORTER

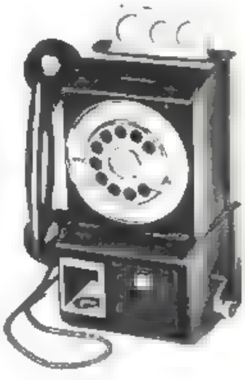
A FAST CROSSWORD GAME
ROL-IT
ROL-IT

IDEAL TOY



No. 4049

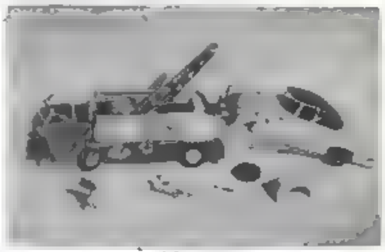
No.		Each
3300	Disaster Truck	3.98
4862	Rocket-Launching Truck	3.00
3083	Corvette	3.98
3001	Fix-It Truck and Car	10.00
3058	Convertible	3.00
3062	XP600 Car	6.00
3006	Dragnet Police Car	3.98
4049	Robot	6.00
4263	Talking Telephone	3.98
3701	S.S.United States Kit	10.00
9999	Betty Crocker Baking Kit	5.00



No. 4263

No. 3701

No. 3006



No. 3001

MAGNETIX

ELECTRONIC
Jr. PILOT TRAINER

Complete controls to pilot a miniature plane under actual flight conditions. 6.98

STATLER

Jr. STEARING WHEEL

No. P-150

Streamline, colorful plastic wheel. It turns completely around. Horn Button beeps softly, unannoyingly soft.

2.98

HELP DRIVE DADDY'S CAR
STEERING WHEEL

BENAY-ALBEE

WESTERN HATS

No. 512

No. 401 – COWBOY HATS, Asst. colors and black.	1.25
No. 512 – GENE AUTRY. Asst. colors and black.	2.00

MINER

No. 101
Diaper Bag Set

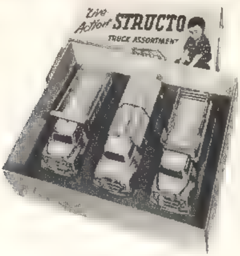
2.00

ESQUIRE

HOLSTER SETS

No.		Each
T525	Tonto Set	3.00
TC525	Tonto Set w/ headress	3.98
B300	Pirate Set	3.00
TC600	Deluxe Tonto Set	5.00

CARS & TRUCKS



TRUCK SET

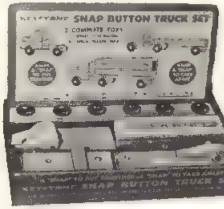
An assortment of three die-cast metal trucks: dump truck that is 10" long, stake truck that is 9⅛" long, and lumber truck that is 10½" long. Packed in beautiful display box. 6/ctn., wt 29 lbs No. 91.

STOCK No. 71—84736■★

STRUCTO MFG. CO.

R91-95 S **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________


KEYSTONE SNAP BUTTON TRUCK SET
3 COMPLETE TOYS
KEYSTONE SNAP BUTTON TRUCK SET

SNAP BUTTON TRUCK SET

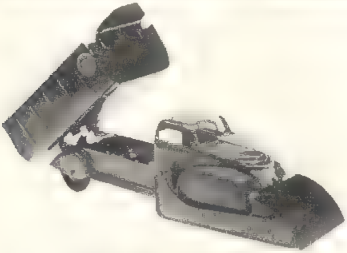
A 12" snap button truck asembly set consisting of cab, cab chassis, trailer body, trailer chassis and six snap-on rolling wheels. Solid wood parts with hollow body and natural finish 12/ctn., wt. 19 lbs. No. 230.

STOCK No. 71—84737★

KEYSTONE WOOD TOYS, INC.

F41-95 T **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________



LOAD AND DUMP TRUCK

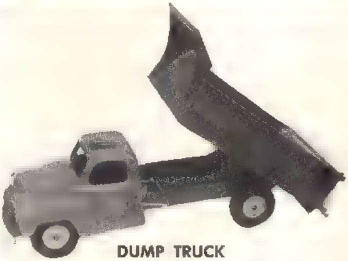
Heavy gauge steel with baked enamel finish. Front high-lift scoop loader deposits load in dump truck. Spring lever automatically dumps load. Has swinging tail gate. 20½" long, 6" wide, 5¼" high. 1/ctn., wt 6 lbs. No. 895R

STOCK No. 71—84740

LOUIS MARX & CO.

G51-95 H **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________



DUMP TRUCK

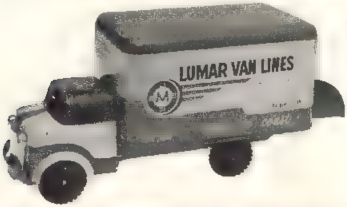
Large, all steel dump truck with realistic design and plastic grill, radiator and lights. Dump body has swinging tail gate and wire dump lever. Has rubber wheels. 17¾" long, 7½" high. 4/ctn., wt. 18 lbs. No. 1017

STOCK No. 71—84741

LOUIS MARX & CO.

Z31-95 M **Retail**............ **$2.98 ea.**

Inv.______________ Pur.______________



VAN TRUCK

New design all steel van truck with lithographed design over all. Van body measures 11½" long, 7" wide. Has rubber wheels. Measures 17¼" long, 7" wide, 8¾" high. 4/ctn., wt. 18 lbs. No. 1011.

STOCK No. 71—84744

LOUIS MARX & CO.

P91-95 Z **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________

CARS & TRUCKS

HUBLEY
HUBLEY

CAR, PLANE, ETC., ASSORTMENT

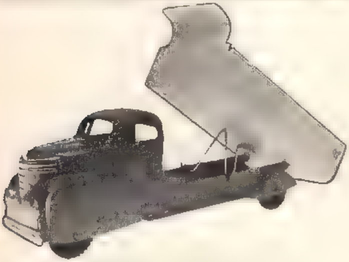
This is a boxed assortment consisting of one navy airplane, one sports car, one stake truck and one tractor. All items are made of sturdy metal and are brightly finished. All toys have rubber wheels. 12/ctn., wt 30 lbs. No. 45.

STOCK No. 71—84746

HUBLEY MFG. CO.

Y71-95 L **Retail** .... **$2.98 ea.**

Inv.________ Pur.________



HEAVY DUTY DUMP TRUCK

Mammoth, oversize heavy gauge steel dump truck with spacious body and automatic swinging tail gate. Strong wire lift dump lever. Has heavy duty rubber wheels. Measures 23" long, 9⅛" wide, 8¾" high. 1/ctn., wt 6 lbs. No. 1083

STOCK No. 71—84748

LOUIS MARX & CO.

X32-10 P **Retail** .... **$2.98 ea.**

Inv________ Pur________

MOBILE ROCKET LAUNCHER TRUCK

Sturdy plastic truck with rocket firing platform that is raised and lowered by gear wheel. Soft plastic rocket with cap in head is fired from platform and cap explodes. Truck is 12" x 5" x 8" and has ammo storage compartment. Has two rockets. No. 4862

STOCK No. 71—84750

IDEAL TOY CORP.

H41-95 A **Retail** .... **$2.98 ea.**

Inv.________ Pur________

PLAYTIME MOTORS SET

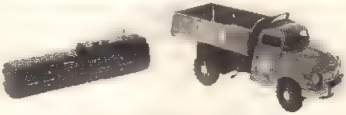
A complete assortment of popular toys in large size. Contains eight all metal cars and trucks plus two airplanes. All have "Rol-Ezy" construction and rubber wheels. No. 7000.

STOCK No. 71—84747

DOWST MFG. CO.

H51-95 Q **Retail** .... **$2.98 ea.**

Inv________ Pur.________



REMOTE CONTROL DUMP TRUCK

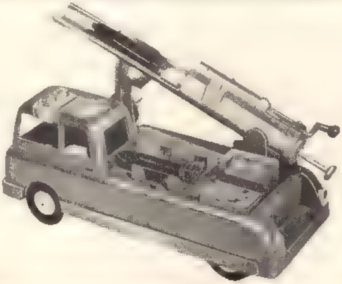
Made of heavy gauge steel with six rubber tires. Hand control box uses three standard flashlight batteries and when activated, truck will move either in forward or reverse and steering wheel can be operated to turn truck right or left. Has operating lever for dump body. Size 8½" long, 3½" wide, 3¾" high. 24/ctn., wt. 40 lbs. No. J4.

STOCK No. 71—84749

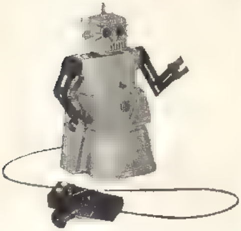
LINEMAR CO., INC

P32-00 K **Retail** .... **$2.98 ea.**

Inv.________ Pur________



MUSICAL — MECHANICAL TOYS



ROBERT THE ROBOT

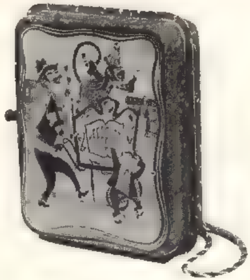
Remote controlled plastic robot. Turn crank on remote control apparatus and Robert walks and backs-up, squeeze trigger and he turns left or right. Crank on back of robot activates record inside, flashlight battery makes eyes light up. Size 14" x 6" x 6½". 6/ctn., wt. 22 lbs. No. 4049.

STOCK No. 71—85933

IDEAL TOY CORP.

Z73-90 T Retail $5.98 ea.

Inv.__________ Pur.__________



MUSIC BOX

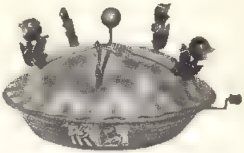
All metal merry music box gaily lithographed Has over-the-shoulder carrying cord and crank at side to activate music box. Assorted tunes. Size is 7 ¼" x 8" x 2¼". 24/ctn, wt. 20 lbs. No. 501.

STOCK No. 71—85952

MATTEL, INC.

B5-65 N F. T. Rtl. $ .98 ea.

Inv.__________ Pur.__________



MUSICAL BLACKBIRD PIE

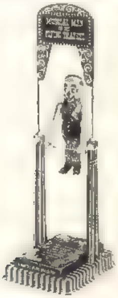
Turn the crank and listen to the famous music of "Sing A Song of Sixpense." As the song ends, five blackbirds pop up from the pie. Made of metal in full color litho. 12 to carton. Wt. 16 lbs. No. 467

STOCK No. 71—85961

MATTEL, INC

R31-30 H F. T. Rtl. $1.98 ea.

Inv.__________ Pur.



MAN ON FLYING TRAPEZE

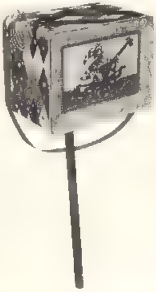
By turning the crank, the man whirls and twirls to the tune "The daring young man on the flying trapeze." This sturdy constructed metal toy is lithographed in beautiful circus colors. Each boxed. Twelve to carton. No. 468

STOCK No. 71—85971

MATTEL, INC

B81-30 X F. T. Rtl. $1.98 ea.

Inv.__________ Pur.__________



CARNIVAL HURDY GURDY

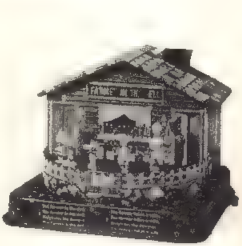
All metal, breakproof music box that is large and loud. Has viny shoulder-strap, 24" organ grinder stick. Plays beautiful hurdy-gurdy music. Size 27" x 8" x 7". 6/ctn, wt. 14½ lbs. No. 508.

STOCK No. 71—85975★

MATTEL, INC.

G31-95 L Retail $2.98 ea.

Inv. Pur.



FARMER IN THE DELL

All metal lithographed toy with crank mechanism. Turn crank and toy plays and sings song while characters pop out of door of house at end of each verse. Complete playing song and all characters jump back into the house. Size 10" x 9½" x 7" 6/ctn, wt 14 lbs. No. 523

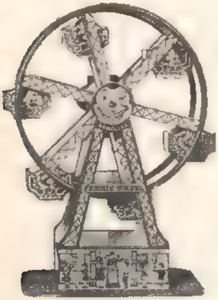
STOCK No. 71—85977

MATTEL, INC.

W31-95 T F. T. Rtl. $2.98 ea.

Inv.__________ Pur.__________

MECHANICAL TOYS



FERRIS WHEEL

With lithographed ticket office, hot dog and lemonade stands. Six swings that go round and round. Height 17". 12½" wide. Packed ½ dozen. No. 172.

STOCK No. 71—86000
J. CHEIN & CO.

G51-30 E Retail .. $1.98 ea.

Inv.__________ Pur.__________

PLAYLAND-MERRY-GO-ROUND

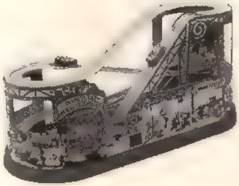
MERRY-GO-ROUND

Made of colorfully lithographed metal, beautifully detailed. When motor is wound the carousel revolves. Measures 10" high, base diameter is 11". Each in box. Six per carton. No. 385.

STOCK No. 71—86004
J. CHEIN & CO.

V81-95 M Retail $2.98 ea.

Inv.__________ Pur.__________



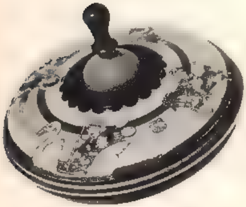
ROLLER COASTER

As cars zoom down and around track, bell rings and gaily painted wheel turns. Powered by strong wind-up motor and lithographed in brilliant colors. Made of sturdy metal construction No 275.

STOCK No. 71—86008
J. CHEIN COMPANY

X61-95 V Retail.. $2.98 ea.

Inv.__________ Pur.__________



5¾" MUSICAL TOP

A fascinating toy easily operated by working plunger up and down. As top spins faster and faster it makes different musical tones. Colorfully decorated. Made of sturdy metal with wooden plunger handle. 72 to carton. No. 13.

STOCK No. 71—86026
J. CHEIN COMPANY

M8-16 X Retail......$ .25 ea.

Inv.__________ Pur.__________

6¾" MUSICAL TOP

It's spinning music when the top is in action. Easily operated by pumping plunger handle up and down. Made of high grade metal and gaily colored. A real "top" value. 36 to carton. No. 14.

STOCK No. 71—86029
J. CHEIN COMPANY

C4-32 X Retail ..$ .49 ea.

Inv. _ Pur

GYROSCOPE

A fascinating and educational instrument. Set in motion by winding string around stem and pulling. Spinning gyroscope will balance on anything. Metal construction.

STOCK No. 71—86032
CHANDLER MFG. CO.

S4-32 V Retail $ .49 ea.

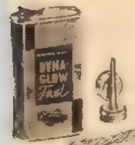
Inv.__________ Pur.__________

Hobbiest, Young 'N Old

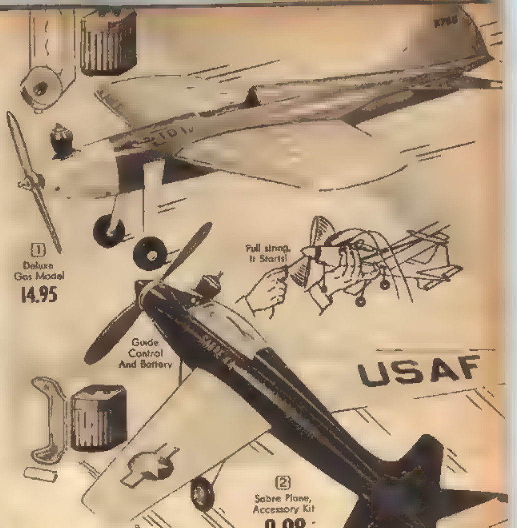
START 'EM UP—THE SKY'S THE LIMIT

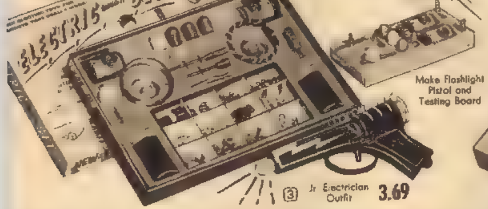
1 THIMBLEDROME DELUXE GAS MODEL—easy starting, smooth flying. 18½-in long high-impact plastic fuselage and tail, 24-in hollow aluminum wings, Space Bug engine, fastest, most powerful in its class. Steel landing gear, plastic wheels, Bubble cockpit. U-Guide-It control, dual hand reel and brake stop. Comes with 1½V battery, instructions Blue, Red, and Yellow. Easily assembled. Buy accessory kit below.
R35 J 5590M (5 lbs.) ....Complete 14.95

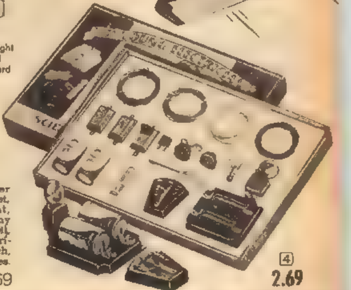
2 SURE START SABRE JET and accessory kit. New wind-around cord eliminates spinning prop by hand, gives faster starting. High impact plastic body, pliable wings withstand "crackups." Herkimer 49B gas engine, tricycle landing gear, rubber wheels. U-Guide-It control, 1½V battery, plus accessory kit (below). 14-in. wing span, 15-in. body. Black body, Yellow wings.
R35 J 5591. (7 lbs.) ......Plane and kit 9.98



ACCESSORY KIT services planes shown above and any models using Glow Plugs. ½ pint B-37 Glow Plug fuel, battery clips, rubber covered wires, spout, vinyl fuel tube, decal, (1lb.)
R35 J 5592M . . 1.49

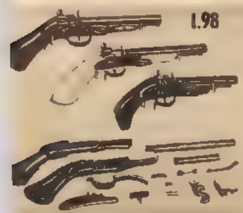


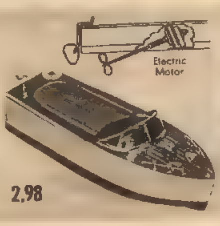

ELECTRICS SET
Make Flashlight Pistol and Testing Board
3 Jr Electrician Outfit 3.69

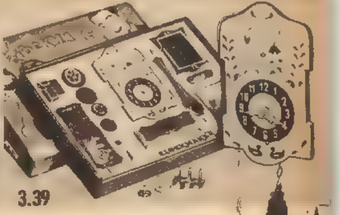


3 JR ELECTRICIAN'S OUTFIT Wire doll house with fixtures that really work! Wire lights, switches, on 16x11 mounting board. Includes door bell, 3-way switch, toggle switch, push-button receptacle, 2 plugs, 2 lamp sockets, 4 wire coils, bulbs, 2 flashlight batteries in case, screwdrivers, screws washers. Wiring layout printed on mounting board. Manual.
35 J 5299. (3 lbs.) Complete 3.69

4 ELECTRIC PARTS SET build over 25 electrical devices—telegraph set, flashing lights, sunken dome light, switches, series lamp-wiring and many others. Includes bulbs, buzzer coil, brackets, clips, sockets, code key, vari-colored domes, screw driver, punch, pliers, wire 2 "A" flashlight batteries. Step by step instructions
35 J 5298. (3 lb. 12 oz.) 2.69



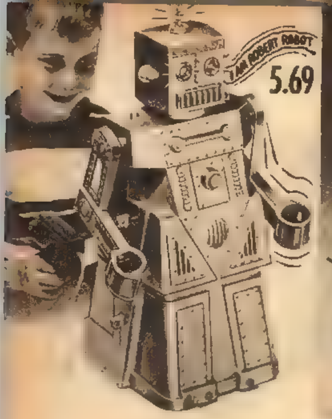


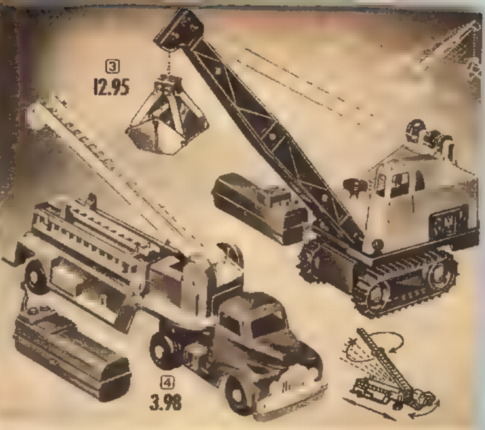


ANTIQUE GUN MODELS Fun to put together plastic scale models of Jean LaFitte, Valley Forge, Braddock pistols. Ideal wall decorations. Wall holders, cement. Abt 9-inches long
35 J 5562. (1 lb. 14 oz.) Set of 3 1.98

ELECTRIC MOTOR LAUNCH has carved wooden hull, simulated deck planking Electric motor, movable searchlight lights up, windshield, 3-bladed propeller Battery not incl.
35 J 5514 10 in long (1 lb. 8 oz.) 2.98

CLOCKMAKER SET Assemble 26 pieces, make 24-hr pendulum clock Accurate brass, steel gears, decorated face, chains, weight and pendulum 6x5½-inches. Easy to follow instructions.
35 J 5199. (2 lb. 8 oz.) 3.39





ROBERT THE ROBOT SAYS "I am Robert Robot, the mechanical man Drive me and steer me wherever you can!" Hands clutch objects as he walks in any direction. Trigger control mechanism, winding crank. On-off switch works lights in eyes. antenna Metallic-finished plastic. Battery included.
35 J 5513. Abt. 14 in. tall (4 lbs.) . . 5.69

Remote Control "Magic"

① START ELECTRIC POLICE car—flashing Red light goes on, siren wails. Steer it, drive it forward, backward by remote control. Policeman at wheel

Battery-powered electric motor Control has buttons for forward, reverse; steering wheel. Cable is 36 inches long

1955 Chev. model. Enameled steel; bright trim; rubber tires Battery not incl. 9 in. long.
35 J 5504. (2 lbs. 4 oz.)... 2.69

② REALISTIC JAGUAR remote control car. Steer it left, steer it right, drive it forward or backward with pistol-grip control, hand winding crank.

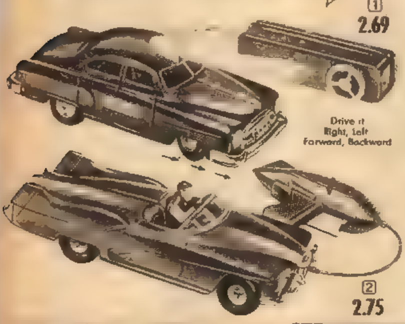
Long flexible shaft extends from hand control to automobile. Little driver's arms turn realistically on steering wheel.

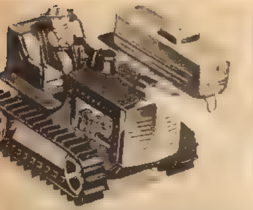
Brightly colored high-impact plastic with "silver" trim. Rubber tires. 11 inches long.
35 J 5507 (1 lb. 10 oz.)... 2.75

③ "BIG JIM" CRANE GOES forward, backward. Lifts load in brass clam bucket. Lifts iron, steel with electro-magnet—dumps—all by remote control! 2 electric motors
Boom raises, lowers—body turns 360°. Door opens to motor-and-gear compartment.
High impact plastic. Orange with Black. Overall length 21 inches. Battery not included Fully assembled.
35 J 5510. (4 lbs. 3 oz.). 12.95

④ DRIVE ELECTRIC FIRE Engine forward or backward by remote hand control. Large ladder swivels 180°, extends 17 inches with one, 23 inches with 2 extension ladders

Hand crank raises and lowers ladders. 3 extra ladders on back Bright Red plastic with White trim 10 rubber wheels. 16 inches long Powerful electric motor Battery not included.
35 J 5508. (2 lbs. 5 oz.). 3.98



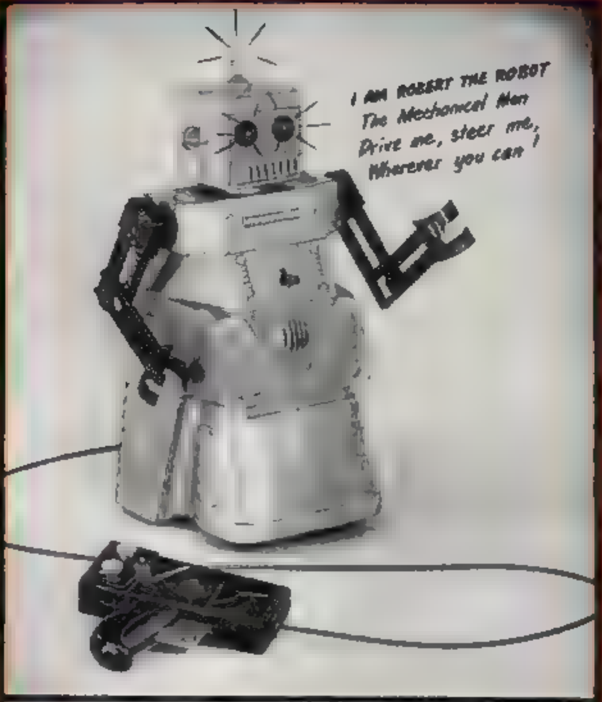


RUN REMOTE CONTROL ELECTRIC Tractor forward or backward Composition-rubber treads drive tractor over obstacles, up steep grades. Bright headlight adds to the fun Colorfully lithographed steel. 7 in long Battery not included
35 J 5509 (2 lbs. 3 oz.) 2.98

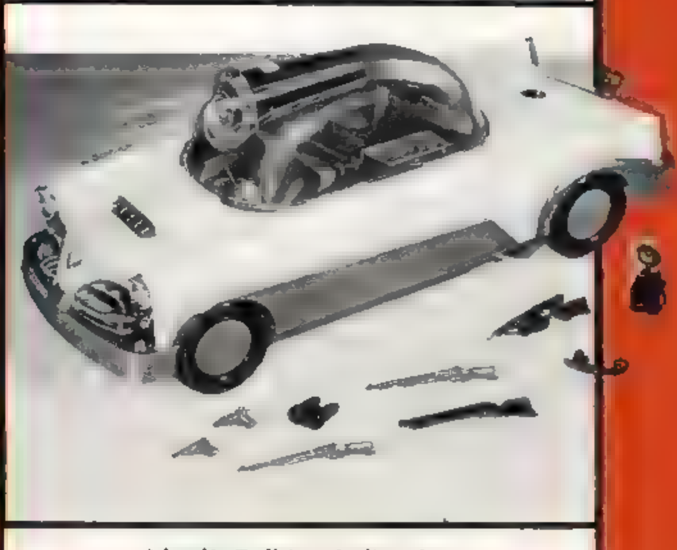
PAL THE PUP—WALKS, TURNS HEAD. Make him go by Electric remote control—operating button on battery case. Control cable resembles leash Light Gray plush—bell on Red ribbon around neck. 10x10 in high. Battery not included.
35 J 5520. (2 lbs. 11 oz.) 3.79

ELECTRIC ELEPHANT WALKS, FLAPS his ears, curls and uncurls his trunk all by battery powered remote control Soft pile velveteen, Gray with bright Red and Yellow blanket on back. About 8 in. long, 5 in. high Battery included.
35 J 5521 (2 lbs. 5 oz.)..... ......2.89

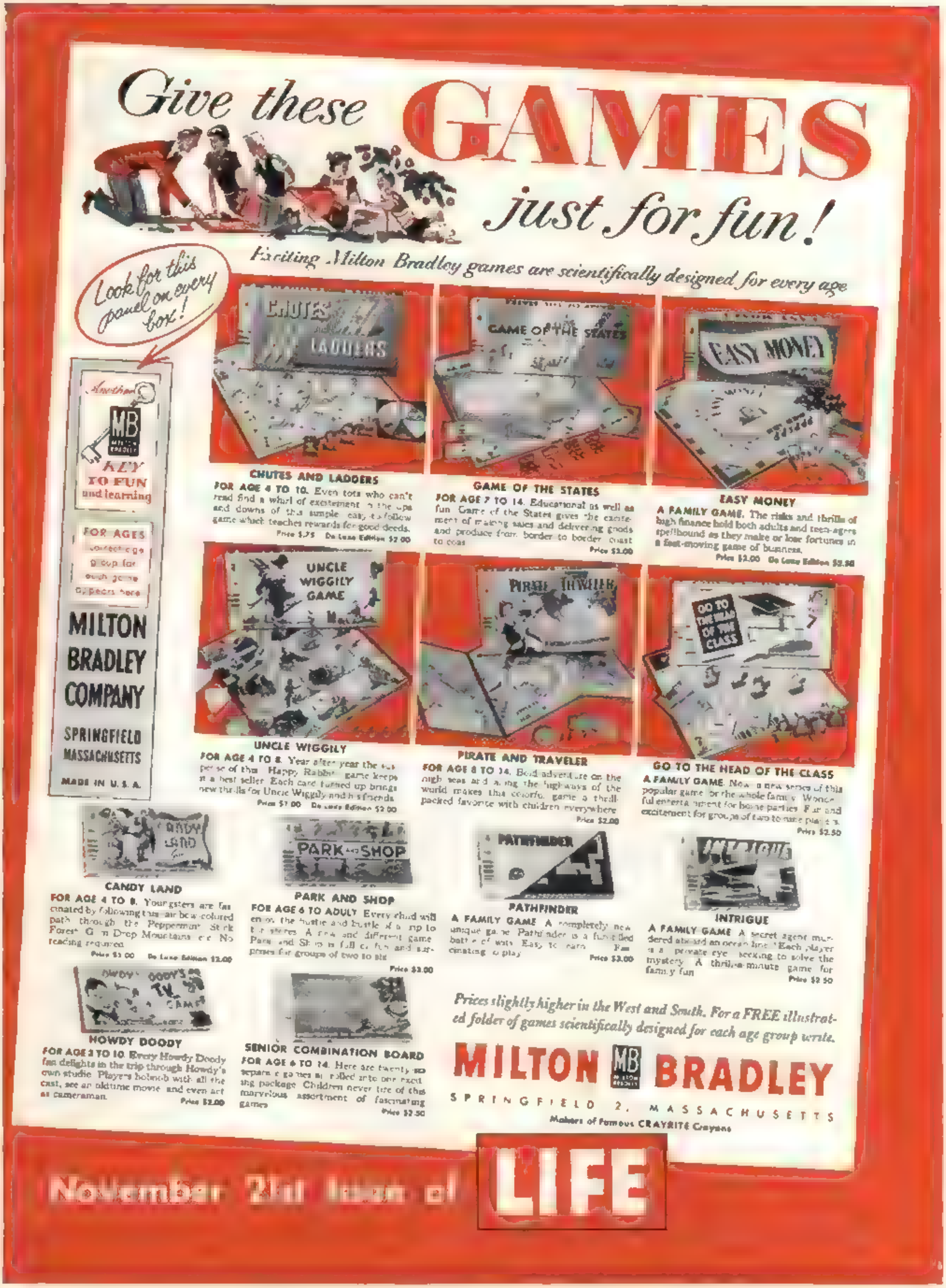
Take Another Look!


I AM ROBERT THE ROBOT
The Mechanical Man
Drive me, steer me,
Wherever you can!

Ideal's Robert the Robot



Ideal's Talking Police Car



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group for
each game
appears here

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MADE IN U. S. A.

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FOR AGE 7 TO 14. Educational as well as fun. Game of the States gives the excitement of making sales and delivering goods and produce from border to border, coast to coast.

Price $2.00

EASY MONEY

A FAMILY GAME. The risks and thrills of high finance hold both adults and teen-agers spellbound as they make or lose fortunes in a fast-moving game of business.

Price $2.00 De Luxe Edition $2.50

UNCLE WIGGILY

FOR AGE 4 TO 8. Year after year the success of this "Happy Rabbit" game keeps it a best seller. Each card turned up brings new thrills for Uncle Wiggily and his friends.

Price $1.00 De Luxe Edition $2.00

PIRATE AND TRAVELER

FOR AGE 8 TO 14. Bold adventure on the high seas and along the highways of the world makes this colorful game a thrill-packed favorite with children everywhere.

Price $2.00

GO TO THE HEAD OF THE CLASS

A FAMILY GAME. Now a new series of this popular game for the whole family. Wonderful entertainment for home parties. Fun and excitement for groups of two to nine players.

Price $2.50

CANDY LAND

FOR AGE 4 TO 8. Youngsters are fascinated by following this rainbow-colored path through the Peppermint Stick Forest, Gum Drop Mountains, etc. No reading required.

Price $1.00 De Luxe Edition $2.00

PARK AND SHOP

FOR AGE 6 TO ADULT. Every child will enjoy the hustle and bustle of a trip to the stores. A new and different game, Park and Shop is full of fun and surprises for groups of two to six.

Price $2.00

PATHFINDER

A FAMILY GAME. A completely new, unique game. Pathfinder is a fun-filled battle of wits. Easy to learn . . . Fascinating to play.

Price $2.00

INTRIGUE

A FAMILY GAME. A secret agent murdered aboard an ocean liner! Each player is a "private eye" seeking to solve the mystery. A thrill-a-minute game for family fun.

Price $2.50

HOWDY DOODY

FOR AGE 3 TO 10. Every Howdy Doody fan delights in the trip through Howdy's own studio. Players hobnob with all the cast, see an oldtime movie and even act as cameraman.

Price $2.00

SENIOR COMBINATION BOARD

FOR AGE 6 TO 14. Here are twenty-[illegible] separate games all rolled into one exciting package. Children never tire of this marvelous assortment of fascinating games.

Price $2.50

Prices slightly higher in the West and South. For a FREE illustrated folder of games scientifically designed for each age group write.

MILTON MB BRADLEY
SPRINGFIELD 2, MASSACHUSETTS
Makers of Famous CRAYRITE Crayons

November 21st Issue of LIFE

Modern Toys That Really Work!

FULL OF ACTION . . . FULL OF FUN . . . AND EDUCATIONAL TOO

HOLLYWOOD COPPER PICTURE SET

- Pre-tooled so they're easy to work on
- 3 pictures—each a different design

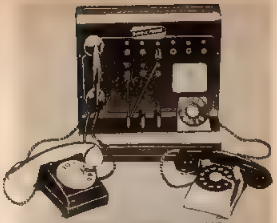
Fun to do! Copper pictures—pre-tooled to eliminate all the hard work. Set includes one 9 x 12 in. picture, two 6 x 8 in. pictures. With clear lacquer, velvet-black antiquing fluid, steel wool, paint brush, modeling tool, instructions. Gift boxed.
87789A199—Set. Wt. 1½ lbs.. Retail $2.98

10-PC. ACRO-FLASH CAMERA SET

- Flash-synchronized Acro camera
- Includes accessories and gadget bag

Fixed-focus camera—takes 16 pictures on 127 film. Includes flash attachment, 4 bulbs, 1 roll film, 2 batteries, and bag
87609A598—Set. Gift boxed. 3 lbs.....$9.98

Set as above but without gadget bag.
87610A358—Set. Gift boxed. 1½ lbs.. $5.98



KAMKAP RING-A-PHONE

- Modern switchboard and 3 phones
- Ring and buzz like real ones

Ring and buzz—nothing to wind up, no batteries to replace! Fun to listen to—fun to talk into! 2 phones with dials lettered and numbered like real ones—also operator phone and separate dial. Plug-ins and ringer. Steel switchboard in enamel finish—interlocking aluminum sides, plastic phones. 12 x 10¼ x 6½ in.
81234A332—Set. 5 lbs....Retail $4.98

m-m-m Boy what a toy!
Jackie Gleason
BUS DRIVER'S OUTFIT

JACKIE GLEASON BUS DRIVER SET

- Just like the outfit worn on TV show
- Includes bus cap and extras for fun

An outfit just like Jackie Gleason wears when he plays Ralph Kramden, the bus driver. Includes pliable vinyl all-size plastic bus driver cap and badge, automatic coin changer, metal ticket punch, plastic coins and transfers. Gift boxed.
87790A132—Set. Wt. 1 lb..... .Retail $1.98

DELUXE JUNIOR FENCING SET

- A complete set—in a carrying case
- Flexible foils—made for safe fencing

Fun without danger! Two 26-in. foils with rubber-tipped silvery blades—hand cup guards, hand grips. Also includes 2 clear plastic helmets with elastic straps, 2 plastic hearts with Junior Musketeer buttons, rule book, and 23 x 12 x 7 in. case
85354A199—Set. Wt. 3 lbs......Retail $2.98

Crystal Radio Receiver Kit
Philmore
SKY ROVER

"SKYMASTER" RADIO KIT

- Everything for a crystal radio
- Build it yourself—no wiring

Easy to build—gives good reception too! Includes everything needed to make an efficient radio—ear phone, antenna, lead-in wire, bakelite base, precision-wound coil, supersensitive crystal, and all hardware. Assembles with screwdriver—no wiring or soldering necessary—no batteries or electricity. Gift boxed
87788A265—Kit. 1 lb....Retail $3.98

SPACE CADET FIELD GLASS SET

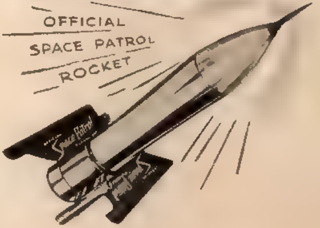
- Like the glass Tom Corbett uses on TV
- Includes carrying case and neck strap

Thrilling and fun! Field glass with sodium vapor lenses of unbreakable plastic—filter out harmful ultra-violet rays, makes it easier to see at dusk, in fog or rain. 3.8 power magnification. Silvery hammerloid finish, red eye-cups. Includes shoulder strap and case. Gift boxed.
87424A210—Set. Wt. 1½ lbs....Retail $3.50

INTERPLANETARY SPACE HELMET

- Transparent plastic—safety ventilated
- Straps hold it comfortably in place

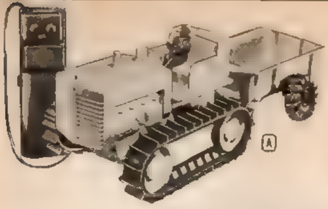
Completely safe! Designed in clear plastic. Easy to see through—won't distort vision, won't fog. Fits any head size—won't shatter in play. Ventilated for easy breathing. Shoulder and chest straps hold it in place safety spring antenna on top adds to the fun. Easy to assemble!
81355A265—Shpg. wt. 1½ lbs...Retail $3.98

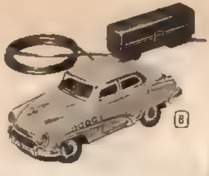


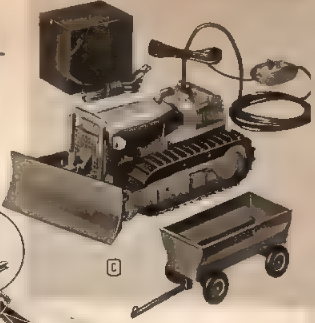
RAY-O-VAC SPACE ROCKET LITE

- An unusual toy—and a useful light
- Throws straight beam—or flashing one

It's used by Commander Corry on TV! For a steady beam or a flashing signal—sides glow, too. Hollow tubes in fins for launching paper straws (not included)—blow, and they're off for a trip into space! Plastic with chromed steel barrel. Includes batteries. 12 in. long. Gift boxed.
87791A132—Shpg. wt. 1 lb......Retail $1.98







EXCITING MINIATURE VEHICLES—PACKED WITH ACTION FEATURES FOR LOADS OF FUN

A TRACTOR AND TRAILER

Goes forward, reverse by remote control. A powerful and rugged combination of Powerhouse tractor and trailer—actually pulls loads, climbs easily! Tractor has sturdy rubber treads, and plastic driver figure in seat. Even sounds like a real tractor! Operates on two flashlight batteries (not included). Made of strong, hard plastic to last and last. 4 x 12 in. long. 4-ft. cable.
81161A332—1½ lbs......Retail $4.98

B REMOTE-CONTROL BUICK

Streamlined Buick goes forward, reverse, and steers—all at touch of control buttons. Rubber tires. Operates on two standard flashlight batteries (not included). All metal; two-tone enameled finish, bright chrome-like trim. Automobile measures 8½ in. long. 4-ft. cable.
81420A199—1½ lbs......Retail $2.98

C TURN-TRAC TRACTOR

Remote-control scale model of the giant TD-24 crawler tractor—a mechanical toy that's jam-packed with excitement! Goes forward or backward, right or left—at a touch of the control buttons. Snap-on bulldozer assembly can be adjusted up or down. 11-in. tractor has rubber treads, working headlights, log chain, metal drawbar hitch. 7-in. trailer is included for heavy hauling assignments. Outstanding quality! Made of sturdy plastic. Complete with transformer and control panel. Plug into electric outlet—110-120 volts, AC.
81139A2333—11 lbs.....Retail $35.00

D "BIG JIM" CRANE

A remote-control electro-magnetic crane that's packed with action! Moves forward and reverse, lifts many times its weight, loads and unloads, picks up metal objects—all automatically! Action is easily controlled by buttons on remote-control unit. Operates on two standard flashlight batteries (not included). Cab swings around, boom raises and lowers. Plastic construction with metal bucket and rubber treads. Cab is 8 in. long, 4½ in. wide, and 5½ in. high. Adjustable boom is 14 in. long. Control cable extension over 4 ft. long
81424A997—3½ lbs. ...Retail $14.95

E WRECKER SERVICE TRUCK

Buddy "L" Repair-It wrecker service truck—to the rescue! Equipped with hub cap wrench, hammer, and screwdriver — plus interchangeable spare wheel on boom. Pulley line lifts and lowers with hand crank. Heavy-gauge all-steel body, rubber wheels. All wheels can be removed to make "tire repairs." 15¾ in. long, 6½ in. wide, 6¼ in. high
87753A213—4 lbs........Retail $3.19

G FIRE TRUCK BY IDEAL

Loads of action! Rotating aerial extension ladder reaches 44 in., long-range battery-operated searchlight rotates, lowers, and rises. Vinyl tires can be removed with wrench and tiny ratchet jack. Open-and-close tool compartment. Aerial ladder extends by means of hand crank. High-impact plastic with metal base. Truck measures 6½ in. wide, 36½ in. long
81385A799—9 lbs.......Retail $11.98

H FIX-IT CONVERTIBLE

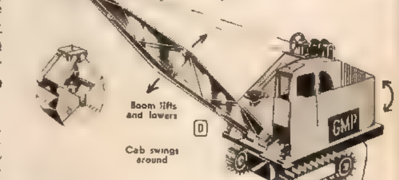
Hood opens. Battery, radiator, gas tank can be filled with water. Luggage space holds jack, gas can, spare tire, wrench, hammer, screw driver. All four vinyl tires can be removed, replaced. Detailed interior. Box has cutout license plates. Made of plastic. 5 x 4 x 13 in. long
81152A199—2 lbs........Retail $2.98

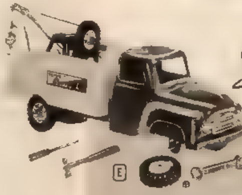
J FIX-IT SPORTS CAR

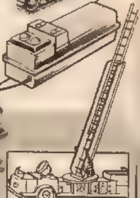
Car headlights and horn really work by batteries. Hood opens on detailed engine. Trunk contains spare tire, lug, wrenches, pry bar, hammer, screw driver, gas tank, and jack. Has detailed interior. Tires can be removed, replaced. Constructed of hard plastic by Ideal. 15½ in. long
81154A399—2 lbs........Retail $5.98

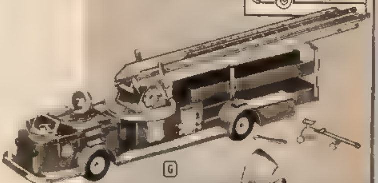
K WRECKER AND CAR

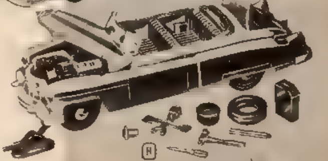
Towing truck and car with dented fender. Truck has movable towing crane, long-range battery-operated searchlight, fire extinguisher, jack. Tires can be removed and replaced. Sedan has replacement fender which can be installed, tires that can be removed. Both vehicles of high-impact plastic. 20½ in. long.
81386A665—6½ lbs.....Retail $9.98

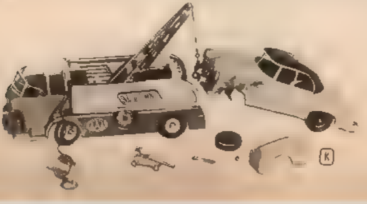


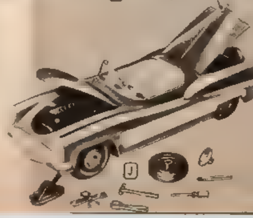


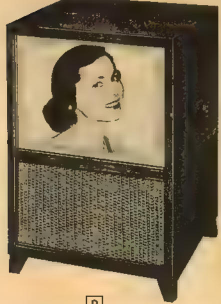












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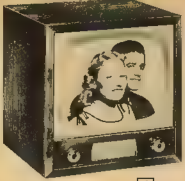

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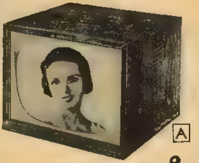

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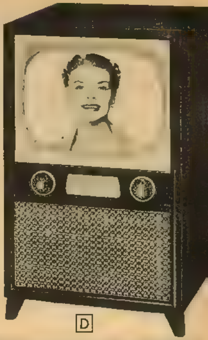
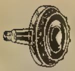
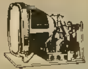


D

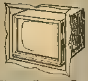
ECONOMY MODEL FEATURES



One Knob VHF Tuning (UHF Optional). Fine Tuning Control for Precision Fringe Area Picture and Sound Adjustment



Powerful 21 Tube AC Chassis.



Picture Frame Front with Modern, Easy to Use Side Controls. Lightweight Cabinet.

Imperial

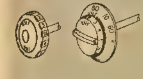
TELEVISION

Mahogany veneered, kiln-dried, selected wood cabinets, hand-rubbed to smooth satin finish **Sets can also be furnished in Blonde at $10.00 additional retail cost.**

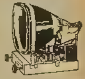
U.H.F. RECEPTION

All Economy and Deluxe sets with 12-channel VHF tuner are easily adapted to UHF reception by merely adding a UHF strip to tuner to cover the particular channel in each area. This does not apply to Deluxe sets with 82-channel tuner, which are built to receive both UHF and VHF stations. **Specify channel number.**
Index 1-750. LIST 11^{25}

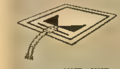
DELUXE MODEL FEATURES



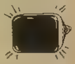
Choice of UHF - VHF Tuning — 12 channels or 82 channels.



New, Improved Super Cascode Long Distance Chassis.



Matched UHF - VHF Built-in Antennas.



Aluminized Picture Tube with Anti-Glare Optic Glass.

New, compact design, full power AC chassis features powerful and precise voltage control in high and low voltage circuits. Gives clear, bright, steady pictures. Prevents picture flutter and flopover. Simple switch operation automatically locks in each station.

No-glare picture tube surface. Easier viewing, better contrast. Reproduces with near-photographic realism in daylight or normally lighted room. Rectangular picture screen reproduces exactly as camera sees scene.

One-Knob tuning for VHF-UHF. Turret-type 12 station VHF tuner easily adapts to UHF with interchangeable strips (see above). Fine tuning control brings in clear picture . . . even in fringe areas.

Operating controls located on side of cabinet . . . smaller cabinet front. 2 knobs bring in picture and sound. Additional controls for occasional adjustment

Advanced type receiver eliminates warm up drift . permits simplified tuning Sound trap circuit provides maximum picture and sound, helpful for fringe areas.

Static-free FM sound. Powerful Alnico V speaker acoustically matched to cabinet sound chamber. Reproduces brilliant "highs and lows" with true fidelity

18 tubes plus 2 rectifiers and picture tube. Built-in antenna automatically coupled for high and low frequencies. Attractive picture-frame fronts, hand crafted and hand rubbed mahogany veneered wood cabinets. 110-125 volts, 60 cycle, AC only. U L. Listed

One-Year Warranty on picture tube. 90-day warranty on other parts

(A) IMPERIAL ECONOMY 21-INCH TABLE MODEL

Giant 21" picture tube with nearly 250 sq. in. viewing area. Cabinet 21" deep, 23" wide, 18" high. 90 lbs. (#321-76).
No. 7R-4523. Index 1-13747; 3-13093. LIST 159^{95}

(Not Shown) IMPERIAL ECONOMY 17-INCH TABLE MODEL

Same as above but with 17" picture tube offering nearly 160 sq in. of viewing surface, 20½" deep, 19" wide, 14¾" high. 72 lbs. (#317-67).
No. 7R-4522. Index 1-12028; 3-11456. LIST 139^{95}

(B) IMPERIAL ECONOMY 21-INCH CONSOLE MODEL

New 21" aluminized picture tube with anti-glare optic glass for clearer, brighter picture, better and easier viewing Beautiful hand-rubbed mahogany veneered console cabinet 34½" high, 23" wide, 21" deep. Convenient, easy to use, side controls. 105 lbs (#321 770).
No. 7R-4524. Index 1-15467; 3-14731. LIST 179^{95}

New, super cascode long distance chassis designed for clear, sharp, steady reception; full bodies, beautifully toned sound.

New self-focusing, aluminized picture tube transmits brighter, clearer pictures. New anti-glare optic glass reduces eye strain, offers glare-free viewing.

One knob UHF-VHF station tuning. Choice of turret-type, standard 12 station tuner or all 82-channel tuner (see below). Each channel number clearly marked for easy selection. Separate fine tuning control brings in picture . . . even in fringe area. Additional controls for occasional adjustment conveniently located on front of receiver behind attractive snap-shut escutcheon plate.

Full range, high fidelity sound circuit. True sound reproduction; brilliant static-free tone Reproduces "highs and lows" with amazing, life-like realism. Alnico V speaker with large alnico magnet is acoustically balanced and matched to cabinet sound chamber.

Has 19 tubes plus 2 rectifiers and picture tube. All tubes are latest type, giving ideal picture and sound reception.

UHF-VHF built-in antennas give outstanding performance in near-station areas Requires only one adjustment at time of installation.
Beautiful hand-rubbed mahogany veneered cabinets with rich gold finish trim. 110-115 volts, 60 cycle AC only. U.L. listed

One-Year Warranty on picture tube. 90-day warranty on other parts.

(C) IMPERIAL DELUXE 21-INCH TABLE MODEL

Large 21" picture tube with nearly 250 sq. in. viewing surface. Tunes 12 VHF channels. 20" deep 22⅜" wide, 23¼" high. 100 lbs. (#321-460M).
No. 7R-4519. Index 1-15467; 3-14731. LIST 179^{95}

Same features as above but equipped with all 82-channel tuner. Tunes any 12 VHF and 70 UHF stations. (#321-460UM).
No. 7R-4525. Index 1-17184; 3-16366. LIST 199^{95}

(D) IMPERIAL DELUXE 21-INCH CONSOLE MODEL

Giant 21" picture tube with nearly 250 sq. in. picture area. Tunes 12 VHF channels. Beautiful, hand-rubbed mahogany wood console cabinet. 21½" deep, 24" wide, 40¼" high. 130 lbs. (#321-540-M).
No. 7R-4526. Index 1-17184; 3-16366. LIST 199^{95}

Same as above but with all 82-channel tuner. (#321-540-UM).
No. 7R-4527. Index 1-19063; 2-18155. LIST 229^{95}

TV Sets Not Included In Our Prepaid Freight Offer

IMPERIAL DELUXE TABLE RADIO-PHONOGRAPH

A 3-speed automatic record changer and radio combined in beautifully finished mahogany veneered cabinet **Superheterodyne radio** has 5 tubes (including rectifier). 2 dual purpose tubes give 6-tube performance Variable tone control adjusts tone to any pitch desired for high treble or low bass Powerful 4"x6" elliptical Alnico speaker Automatic volume control. Large illuminated slide rule dial Standard broadcast band from 540 to 1730KC includes some police calls Built-in antenna **3-speed VM triomatic record changer** automatically plays 7" 10" or 12" records at 33-1/3, 45 or 78 RPM Automatically intermixes 10" and 12" records. Built-in lifetime needle gives improved tone and longer record life 110-125V 60 Cy AC only Cabinet 15"x 19½"x9½" high 35 lbs.

No. 1R-13. (#5310). **Index 1-5566; 3-5301.** LIST 69^{95}

hallicrafters

World Wide
8-Band Portable Radio

World wide reception Standard broadcast covers 535-1620 kc. Short wave bands cover 1.8-3.9, 14.62-15.7, 17 32-18 2, 9.22-10.3, 3.9-8 0, 11.42-12.3 mcs Special beacon band covers 180-400 kc Full-vue overseas dial. World wide short-wave time map.

Preferred by those who want the finest in short wave. 8-band portable offers standard broadcast, 7 short wave bands plus special beacon band. Red indicator for easy band identification; bands 1 through 7 show green when beacon band is in use. 3 antennas assure matchless reception—built-in loop; 64" telescoping whip and "Skyrider" attachable plus provision for attaching external antenna. Simplified controls—dynamic turret tuner, on/off volume tuner and tone control. 117 volts, AC-DC or battery (not included). 5 tubes plus rectifier. Humidity-proof plywood cabinet. Brown leatherette with silver and gold metal trim. 17x10¾x7½". 28 lbs. (#TW2000).

No. 3R-1522. Index 1-11197. LIST 159^{95}

Battery Kit for above model.
No. 3R-1523. Index 1-465. LIST 6^{65}

NEW IMPERIAL CLOCK RADIO

Compact, modern design. Famous Telechron deluxe luminous dial automatic timer with "sleep switch" . . . turns radio on or off as desired. Extra buzzer alarm. Superheterodyne radio has 4 tubes and rectifier, 2 tubes are dual purpose giving 6 tube performance. Standard broadcast from 535 to 1650 kc. "Ferrite" iron rod built-in antenna External connection for outside aerial. Bronze clock face with matchinig radio and clock knobs. Dial has large, easy-to-read numerals. Hand-rubbed mahogany veneer finish. 7¾x5¾x6½". 105-125 volts, 60 cy. AC only. 5 lbs. U.L. listed. (#5182M).

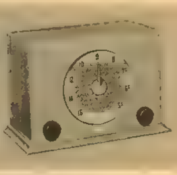
No. 2R-1043.
Index 1-2063; 3-1985. LIST 24^{95}

IMPERIAL CLOCK RADIO

Telechron luminous dial alarm clock-timer with famous sleep switch automatically turns radio on or off at pre-selected times . . . special outlet permits same function with appliances. Separate radio dial. Superhet radio has built-in antenna. 5 tubes (including rectifier) gives 6-tube performance, 535-1650 kc. Hand-rubbed wood cabinet 11¼ x5⅞x5¾". 105-125 volts, 60 cycles AC only. 10 lbs

No. 2R-1041. (#5170M). Mahogany.
Index 1-2416; 3-2301. LIST 29^{95}

No. 2R-1042. (#5170B). Blonde.
Index 1-2512; 3-2392. LIST 31^{95}

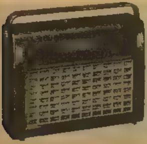


NEW IMPERIAL DELUXE TABLE RADIO

Smart styling plus rich, full tone. Large circular gold finish dial with easy-to-read numerals is set off by beautiful hand-rubbed veneered wood cabinet. Superhet circuit with 4 tubes plus rectifier offers 6-tube performance. Automatic volume control. "Ferrite" iron rod built-in antenna. 535 to 1720 kc. tuning range. 11½x8x5¾ 105-125 volts, 50-60 cycles AC-DC. 8 lbs.

No. 1R-22. (#5091M). Mahogany.
Index 1-1980; 3-1895. LIST 24^{95}

No. 1R-23. (#5091B) Blonde.
Index 1-2119; 3-2016. LIST 26^{95}



IMPERIAL 3-WAY PORTABLE RADIO

AC, DC or battery operation Recessed tuning and volume control knobs. Superhet circuit with 4 tubes, plus rectifier gives 6-tube performance. Supersensitive "ferrite" iron core antenna and 4" dynamic speaker with heavy Alnico magnet . . . brings in far away stations. Automatic volume control. Rich jewel-like plastic case has contrasting speaker grille, tuning dials and handle. Standard 535-1630 kc 9⅝x7½x3¼" 6 lbs. (#5305).

No. 3R-1526. Index 1-2290; 3-2181. LIST 29^{95}

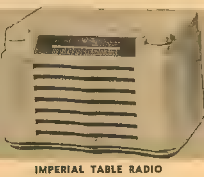
Battery kit for above model.
No. 3R-1527. Index 1-306. LIST 4^{50}

IMPERIAL PERSONAL PORTABLE RADIO

Latest concept in styling! Lightweight, beautifully colored plastic case with rich gold finish set-in handle and speaker trim. Operates on batteries only. 4 tubes—2 dual-purpose tubes give 6-tube performance. Sensitive iron core antenna. PM speaker. Large numbers on thumb-wheel selector balance with volume control knob. Standard band 535 to 1650 kc. 9x6x2¼" deep. 4 lbs. Batteries not included. (#5300).

No. 3R-1517. Index 1-1630; 3-1552. LIST 19^{95}

BATTERY KIT for above model
No. 3R-1516. Index 1-207. LIST 2^{95}

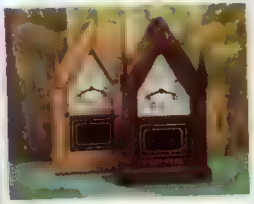


IMPERIAL TABLE RADIO

Latest advanced type superheterodyne has 4 tubes and rectifier—2 dual-purpose tubes give 6-tube performance. Easy-to-read illuminated slide rule dial. Automatic volume control. Complete AM range 535 to 1620 kc. Built-in loop antenna. Plastic cabinet in famous "Largo" design. 105-125 volts, 50-60 cycle AC/DC. 10⅝x6⅝x6⅝". 8 lbs.

No. 1R-14. (#5060W). Walnut Finish.
Index 1-1501; 3-1430. LIST 17^{95}

No. 1R-15. (#5060I) Ivory Finish.
Index 1-1630; 3-1552. LIST 19^{95}



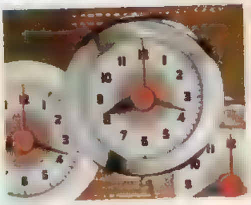
Sentinel

LITTLE GOTHIC

ELECTRIC OR 8-DAY TIMEPIECE

Traditional styling, beautifully decorated dial. Choice of rich mahogany or maple veneer case, 12″ high, 6¾″ wide. Self starting electric or 8-day timepiece movement.

4767B1350 Little Gothic, electric Retail $22.50*
4768B1323 Little Gothic, 8-day Retail $22.50*



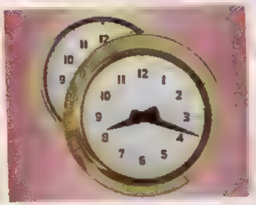
Sentinel

WAFER

ELECTRIC KITCHEN WALL CLOCK

Self-starting electric wall clock for the modern kitchen. Easy to read numerals and hands, red sweep second hand. Metal case in copper, chrome, or white

4769B316 Wafer . Retail $4.95*
4769B303 (6 or more) Retail $4.95*



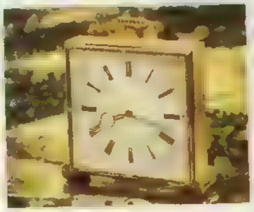
Sentinel

COOK

8-DAY KITCHEN WALL CLOCK

8-day wall clock. Metal case finished in copper, bright finished metal or white enamel. Legible numerals and hands.

4770B316 Cook Retail $4.95*
4770B303 (6 or more) Retail $4.95*



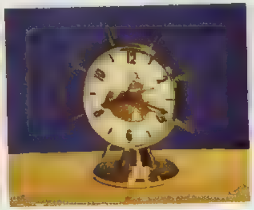
Sentinel

IMPERIAL

8-DAY TIMEPIECE

Jeweled, 8-day timepiece. Distinctive solid brass case in brushed satin finish, contrasting polished bezel and feet. Silver plated dial, pierced polished brass hands, beveled glass crystal. Gift carton

4701B1467 Imperial Retail $24.95*



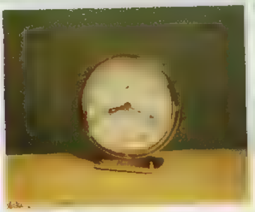
Sentinel

CAPSTAN

8-DAY TIMEPIECE

8-day timepiece. Traditional ship's wheel design, case in solid brass, satin finish. Marine scene dial. Felt padded base. Gift carton

4771B879 Capstan Retail $14.95*



Sentinel

PRIDE

40-HOUR ALARM

40-hour alarm. Solid brass case in brushed satin finish, contrasting polished bezel. Cream tinted dial, raised brass numerals. Easel frame. Felt padded base. Gift carton.

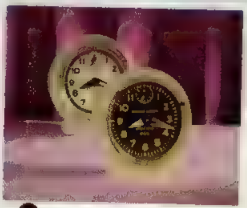
4772B762 Pride . . . Retail $12.95*

PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

* PLUS 10% FEDERAL EXCISE TAX.

MADE AND GUARANTEED BY
INGRAHAM
BRISTOL, CONNECTICUT, U.S.A.

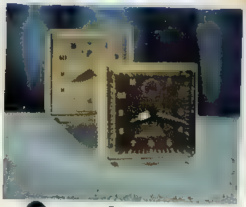
Sentinel CLOCKS



Sentinel LITTLE PAL

40-hour miniature alarm. Easy to pack, doubles as bedside alarm for house or travel. One key winds time and alarm. Metal case in baked enamel ivory finish. Felt padded base.

Sentinel-Pal
$3.95



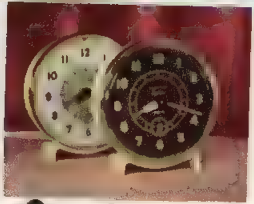
Sentinel LITTLE STAR

40-hour miniature alarm. Beautifully styled ivory-tinted Lustrex case. Legible numerals and hands, clear styrene crystal. Felt padded base.

4754B270	Little Star	Retail	$3 95*
4754B261	(24 or more)	Retail	$3.95*
4755B309	Little Star, luminous	Retail	$4.50*
4755B298	(24 or more)	Retail	$4.50*

Display Deal: three each plain and luminous dial "Little Star" alarms with counter card.

No. 4756B173B	. . .	Retail	$25.35*
No. 4756B1676	(24 or more)	Retail	$25.35*



Sentinel DAPPER

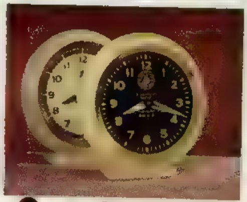
40-hour alarm. Beautiful, durable ivory colored Lustrex case and base, gleaming brass plated bezel, shatter-resistant crystal.

Sentinel
DAPPER
2.98

4757B203	Dapper	Retail	$2.98*
4757B198	(24 or more)	Retail	$2.98*
4758B240	Dapper, luminous	Retail	$3.50*
4758B231	(24 or more)	. . Retail	$3.50*

Display Deal: three each plain and luminous dial "Dapper" alarms with counter card

No. 4759B1329	. . . . .	Retail	$19.44*
No. 4759B1288	(24 or more)	Retail	$19.44*



Sentinel DAWN

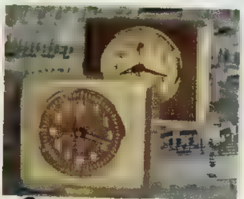
8-day alarm. Handsome metal case in baked enamel ivory finish. Bold numerals and hands. Thumb-fit keys, can't be overwound Felt padded base

Sentinel
8 Day Alarm

4760B340	Dawn	Retail	$4.95*
4760B326	(24 or more)	Retail	$4 95*
4761B377	Dawn, luminous	Retail	$5.50*
4761B364	(24 or more)	Retail	$5.50*

Display Deal: four plain and two luminous dial "Dawn" alarms with counter card.

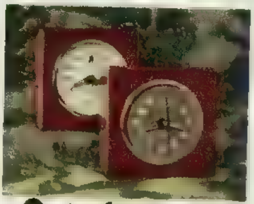
No. 4762B 2115	. . . . .	Retail	$30.80*
No. 4762B 2036	(24 or more)	Retail	$30.80*



Sentinel MEMO

Self-starting electric chime bell alarm that rings 1-2-3, then repeats. Distinctive see-deep ribbed sepia front, ivory case.

4765B380	Memo . .	Retail	$5.95*
4765B350	(6 or more) . .	Retail	$5.95*
4766B443	Memo, luminous	Retail	$6.95*
4766B399	(6 or more)	Retail	$6.95*



Sentinel SAGE

Self-starting electric chime bell alarm that rings 1-2-3, then repeats. Handsome solid wood case in mahogany finish.

4763B515	Sage	Retail	$7.95*
4763B483	(6 or more)	Retail	$7.95*
4764B578	Sage, luminous	Retail	$8.95*
4764B544	(6 or more) .	Retail	$8 95*

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* PLUS 10% FEDERAL EXCISE TAX.

Scottie-Craft

Presents

A GREAT NEW LINE FOR 1955

THE "HIDEAWAY"
21 FOOT OUTBOARD CRUISER

5 New Models - 3 Outboards - 2 Inboards

For 1955, Scottie-Craft offers the most sensational line in its history, including 18' and 21' Outboard Cruisers, with single well, or conventional transom, and two inboard models, powered by 60 h.p. Gray and 110 h.p. Chrysler Ace Vee drive engines. All offer outstanding seaworthiness, maneuverability, and handling ease. From fundamental design to final finish, all are built to the highest standards of quality. You'll be happy in a Scottie-Craft.

Priced from $1545 f.o b. Miami.

Scottie-Craft Exhibit
Block A-5
National Motor Boat Show, New York

THE "HURRICANE"
21 FOOT INBOARD CRUISER
110 H.P. CHRYSLER VEE DRIVE

THE "PRESIDENT"
18 FOOT OUTBOARD CRUISER

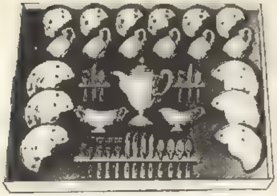
INTERNATIONAL SHIPBUILDING CORP.

THE GREATEST NAME IN OUTBOARD CRUISERS

471 N. E. 79th STREET • MIAMI 38, FLORIDA

Banner Plastic

GOLDEN GLOW TEA SET



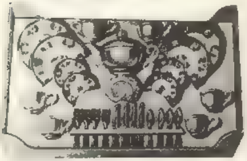
40 pieces, service for 6. Colorful Black-Eyed Susan pattern on border of plates and saucers, gold band on rim. Other dishes in golden yellow plastic to match. Cups have handles in white. Tableware in gold-like Metaltone. 6 each of plates, saucers, cups, knives, forks and spoons. Tea pot with cover, creamer and sugar.

No.	Retail	L.P.L.	P.L.
EG147-1820	$2.98		

Pkd. 6 ea. - 15 lbs.

Banner Plastic

JUNE ROSE TEA SET



29 pieces, service for 4. Blue and white plastic combinations with rose design and gold bands. Set has 4 each of cake plates, cups, saucers, forks, knives and spoons. Sugar, creamer and tea pot with cover and stand. 19 x 13 x 4 inch display box.

No.	Retail	L.P.L.	P.L.
EG147-1216	$1.98		

Pkd. 12 ea. - 21 lbs.

Banner Plastic

PAGODA TEA SET

PAGODA
PLASTIC TEA SET

16 pieces, service for 2. Dishes in black plastic with gold-like trim. Tableware in gold-like Metaltone finish. Tea pot with cover, creamer, sugar and 2 each of cups, saucers, cake plates, knives, forks, spoons. 19 x 12½ x 4 inch display box.

No.	Retail	L.P.L.	P.L.
EG147-1325	$1.98		

Pkd. 12 ea. - 20 lbs.

Irwin Corp.

"GAY VICTORIAN" DINNER SERVICE FOR 6

43 pieces. Tea urn, sugar bowl, creamer and cutlery in Gold-Glo finish. Cake dish in ivory with Gold-Glo filigree. Large dinner plates and saucers in ivory with filigree on Gold-Glo rims. Ivory spiral design cups with Gold-Glo handles. In a windowed display box.

No.	Retail	L.P.L.	P.L.
EG147-9076	$5.98		

Pkd. 6 ea. - 21 lbs.

Banner Plastic

METALTONE CARVING SET

Carving knife, fork and sharpening hone with sturdy plastic handles in simulated stag. Blades and tips are Metaltone processed. Display boxed.

No.	Retail	L.P.L.	P.L.
EG147-950	$0.98		

Pkd. 24 ea. - 10 lbs.

CARVING SET

Irwin Corp.

"GAY VICTORIAN" DINNER SERVICE FOR 4

28 pieces. Featuring Gold-Glo tea urn with push botton spout and cover. Sugar, creamer and cutlery in Gold-Glo. Plates, cups and saucers in ivory with filigree and Gold-Glo trim. In an attractive windowed display box.

No.	Retail	L.P.L.	P.L.
EG147-9062	$3.98		

Pkd. 6 ea. - 18 lbs.

Irwin Corp.

"GAY VICTORIAN" DINNER SERVICE FOR 2

16 pieces. Burgundy tea urn, sugar and creamer. Large plates and saucers in ivory and burgundy with wheat design, filigree rims. Silver-Glo cutlery. In an attractive windowed display box.

No.	Retail	L.P.L.	P.L.
EG147-9047	$1.98		

Pkd. 12 ea. - 24 lbs.

Irwin Corp.

"MISS BUTTERFINGERS" POLYETHYLENE SERVICE FOR 4

28 pieces, service for 4. Plates and saucers in white, blue decorations on rims and centers. All other pieces in sky blue. Teapot with cover, sugar, creamer and 4 each of cups, saucers, plates, knives, forks and spoons. In a litho'd display box.

No.	Retail	L.P.L.	P.L.
EG148-9133	$2.98		

Pkd. 6 ea. - 25 lbs.

Langfelder, Homma & Carroll

23 PIECE CHINA TEA SET

Genuine imported china tea service for six. A child who appreciates and cares for beautiful things will love this dainty set. All pieces have a Pine Cone motif decoration. Tea pot with cover, sugar with cover, creamer and 6 each of plates, saucers and cups. In a display box.

No.	Retail	1/11	12/m
EG148-600	$2.98		

Pkd. 72 ea. - 72 lbs.

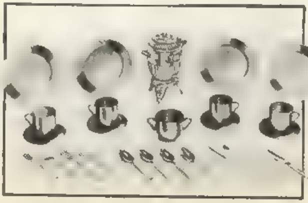
Ideal Toy Corp.

POLYETHYLENE TEA SET

Service for four in shining, unbreakable plastic. Brilliant colors. Tea urn with action spigot, creamer and sugar, 4 each of cups, saucers and plates. 4 each of knives, forks and spoons in metalized finish.

No.	Retail	L.P.L.	P.L.
EG148-4652	$2.98		

Pkd. 6 ea. - 10 lbs.



Wolverine

17 PIECE METAL TEA SET

Service for 4. Lithographed to look like real china. Modern styling in rose, green and gold. Oversize cups, saucers and plates. 4 inch diameter tea pot with cover, 3 inch creamer, 3 inch sugar with cover. Plates, cups and saucers in proportionate size.

No.	Retail	L.P.L.	P.L.
EG148-262	$3.98		

Pkd. 6 ea. - 15 lbs.

Ohio Art

22 PIECE METAL TEA SET

Deluxe set in Country Charm pattern. Beautiful litho colors, all pieces vinyl varnish coated. Pot and sugar with cover, creamer, 9 x 13 inch tray, 4 each cups, saucers, dinner plates, salad plates.

No.	Retail	L.P.L.	P.L.
EG148-175	$1.98		

Pkd. 6 ea. - 21 lbs.

Ohio Art

15 PC. METAL TEA SET

"Boy and Girl in a Flower Garden" decorative motif in gay colors. Consists of 5 x 7 tray, 4 cups, 4 saucers, 4 plates, tea pot and lid. Attractive display box.

No.	Retail	L.P.L.	P.L.
EG148-65	$0.69		

Pkd. 24 ea. - 30 lbs.

IRWIN

Plans Ahead!

in 1954...

Our volume was the largest in the history (29 years) of our business... Many of our customers increased their Irwin sales 300% to 500%!...

in 1955...

Another record-breaking Irwin Line is now ready. More than 100 new and different sales leaders in metal and in plastic toys...

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Don't Buy too
Little or too Late!
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during the Toy Fair

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LEOMINSTER, MASS.
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FITCHBURG, MASSACHUSETTS
NEW YORK SHOWROOMS: 200 FIFTH AVENUE • PENTHOUSE SUITE 1463

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"LET'S PLAY GROWN UP"
Amsco
TOYS
DOLL-E-TOYS & KIDD-E-TOYS

No. 323

No. 323/12
DOLL-E-NURSETTE
14 Pieses 1.00

No. 324/12
DOLL-E-NURSETTE
32 Pieces 2.00

No. 325/12
DOLL-E-FEEDETTE
14 Pieces 1.00

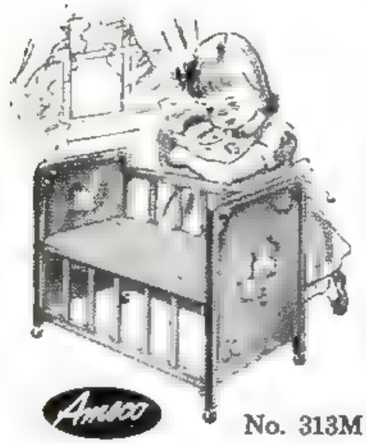
No. 326/6
DOLL-E-FEEDER
43 Pieces 3.00

No. 512/6

No. 512/6 - CAMPBELL KIDS COOKING SET,
Sensational 30-piece Set 5.00

No. 516/6 - CAMPBELL KIDS CHUCK WAGON SET 5.00

No. 585/6 - BETSY McCALL PRETTY-PAC
Makes good grooming for little "Glamour Girls" 5.00



No. 313M

No. 313M/1
DOLL-E-CRIB, all steel, with
Mattress 9.00

No. 312YM/6
DOLL-E-YOUTHBED
with Mattress. 5.00

No. 355M/1
DOLL-E-BUNKBEDS
All steel, with 2 mattresses
12.98

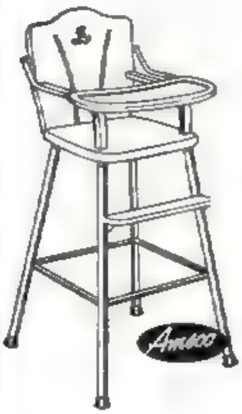
No. 374M/1
DOLL-E-CRADLE
All steel, with mattress . 10.00

No. 328/6 - DOLL-E-LAYETTE
31 pieces 3.98

No. 321/6 - DOLL-E-BATH
All steel frame, folds flat 3.98

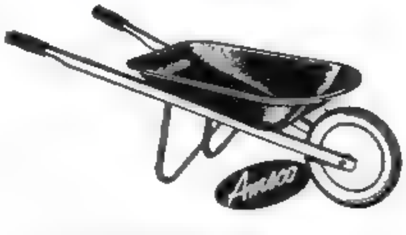
No. 504/1 - DOLL-E-SHOPPER
A sturdy, all-steel shopping
cart 5.00

No. 521/12 - TOW'N FIXIT KIT
Makes every boy a real
mechanic 2.00



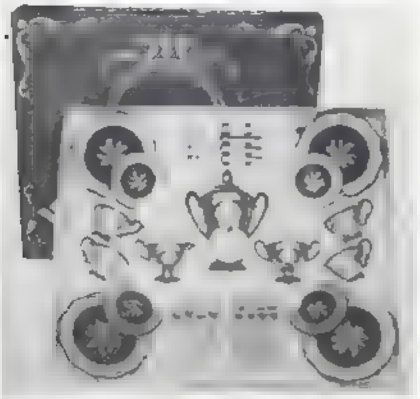
DOLL-E-
HIGHCHAIR

No. 304-30".. 3.98



No. 366 KIDD-E-BARRO 3.00

No. 448/12 SHU-SHINE-BANK
Teaches Neatness and Thrift
2.00



No. 9111

IRWIN
TEA SETS

No.		Each
9040	Tea Set Dishes	1.00
9132	Miss Butterfingers, 16 pieces	2.00
9071	Victorian Set, 28 pieces	3.00
9111	Ebony and Gold, 28 pieces	4.00
9127	Third Dimensional, 43 pieces	6.00
1406	Tractor Construction Set	3.00
1410	2-way Phone Pay Station Set	6.00

2 WAY
PAY STATION

No. 1410

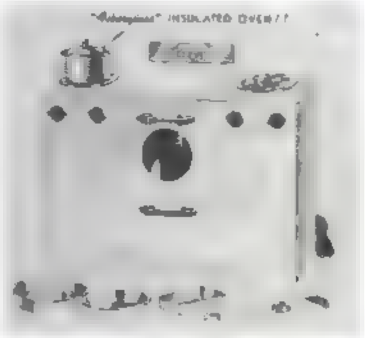
METAL WARE
TOY ELECTRIC RANGES

No. 226

THEY BAKE CAKES, PIES, COOKIES

No. 226
Large size: 12½" x 11" x 7". Fully insulated. 7.50

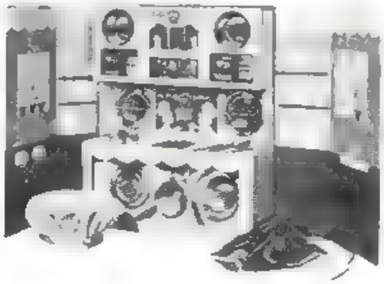
No. 242
Extra Large Size: 15" x 12¾" x 7¾". Fully insulated 10.00



No. 242

MODEL-CRAFT
BAKING & MIXING SETS

cake mix set



No. P70 – CAKE MIX SET FEATURING PILLSBURY.
The biggest set of them all, newly designed and greatly enlarged 5.00

No. P71 – 40-PIECE MIX SET
Includes Pillsbury Mix, Mixing bowl, spoons, measuring bowl, knife, etc. 3.00

No. J81 – DESSERT SET FEATURING JELLO & PILLSBURY PUDDING and PIE MIX 3.00

No. P72A – 22-PIECE MIX SET
Includes Pillsbury Mix, mixing and baking utensils 2.00

No. H57 – HEINZ KITCHEN PRODUCTS SET,
the newest and most effective plaything package 5.00

No. N31 – COOKIE SET
Featuring Nestle's Mixes and Chocolates 3.00

No. K91 – JUNKET CANDYMAKER
Set and ingredients for candymaking 3.00

Unusual Italian Giftware

BUFFET SERVING DISH. A delightfully different serving piece with 5 leaf-shaped compartments, one covered, in sweeping hand-made perfection of detail. White ceramic openwork body with delicate, colorful tracery design of hand-painted flowers under glaze, highlighted with gold detailing. Has countless uses as a server for crackers, chips, cheese dips, nuts, candy, relishes or salads or as an exquisite decorative piece. An unusual gift that will be long remembered. Imported from Italy. Size: 23¼" x 16¾" oval. Compartments 2" deep.
29-3042-1250 Wt. 8 lbs. . .. .Retail **19.95**

ITALIAN NOODLEWORK. This exquisite and sophisticated hand-made art-work takes its name from the long, slender strips of ceramic painstakingly interwoven to form rare and beautiful gift pieces. Alabaster white bodies are sharply set off by raised hand-painted green leaves and white berries. Highly glazed, highly decorative, fine quality gifts that will be cherished.
(A) 29-3035-775 Footed Compote 8" dia. 6¾" high. Wt. 3 lbs .**12.00**
(B) 29-3040-250 Bonbon Dish 8⅜" long x 2½" high. 1⅛ lbs . **4.00**
(C) 29-3036-575 Vase 12⅞" high. Wt. 3½ lbs .. ...Retail **8.50**

CONCH SHELL BOWL. Delicate shell pink pottery, frost-glazed with black traced sketchings filled in with white overglaze for a different effect. The newest in modern Italian design. Use for sweets or as an ornamental piece. 9¾" x 7¾" x 3¼".
29-3128-295 Wt. 2¾ lbs........Retail **5.00**

3-PC. CONSOLE SET. Vibrant colors used with the Italian flair for hand painting. Blue ceramic with hand-painted, gold-detailed floral design under glaze. Colorful raised flowers, gold trimmed. Oval bowl: 13" x 9½". Candlesticks: 3⅛" x 3" diameter.
29-3039-1050 (Set) Wt. 4 lb. . Retail **15.00**

ITALIAN CIGARETTE SET. Covered cigarette box and two matching ashtrays look refreshingly smart on table finishes. White high glazed ceramic bodies with raised leaf-on-leaf design outlined in forest green. Box: 3" x 4¾" x 6⅛". Ash trays 5¼" x 4¼".
29-3043-325 (Set) Wt. 2 lbs..... Retail **5.00**

EGG PLATE. Deviled eggs are a must for all serving occasions and this plate will add festivity and usefulness . . . or use the 16 sections for canapes and place salad, salad dressing or relishes in the center. Colorful hand-painted rooster design with an enduring overglaze makes an attractive addition to table decoration. 12½"x10⅝" oval.
29-2979-145 Wt. 2½ lbs. .Retail **2.50**

FOOTED CANDY DISH WITH COVER. Typically Florentine in rich red color, elaborate detailing A hand-made Italian import of rare beauty to brighten your room decoration. Highly glazed beige ceramic body, etched and hand-painted maroon leafwork with gold-detailed flowers. Gold finished feet, handle. 7" diam., 3⅝" high. Wt. 2 lbs.
29-3034-635...................Retail **8.95**

COOKIE CAROUSEL. Keep pounds of cookies fresh and appealing in this delightfully amusing Italian ceramic jar. Hand-painted merry-go-round, galloping ponies, gay bunting and tent top cover. Washing or hard usage cannot mar the eight color design under high glaze. Children and adults as well will love it. Size: 11"x8" diameter.
29-2978-295 Wt. 6 lbs........ .Retail **4.50**

NEW, 3-FOOT HIGH TOYS ANNOUNCED BY J. W. K

J. W K. Industries, Douglassville, Pa., reveals that they have expanded their line this year and invite all buyers to see same during the Toy Fair in Room 1151 at the Hotel New Yorker

This year, it is announced, the Gaso Pump will be manufactured under the Texaco trademark, an added sales lure. To operate the pump, the youngster turns the handle and the gas level cylinder goes up and down to simulate the flow of gasoline and a bell rings, clocking off the gallons. Retail on the pump, now to be called the Texaco Gasoline Pump, has been set at $5 95

The new Electric Stop Light makes the young bike or wagon owner conscious of good driving practices. He can make the light signal red or green by means of a dial, or he can cause a bell to ring. The retail price of the Stop Light is $6.95 complete with batteries

The new Railroad Crossing Gate rounds out the line of new J. W K. playthings (all of which stand about three feet high) With this toy, the child turns the handle and the Crossing Gate goes up or down and a warning bell sounds. Retail price, $5.95

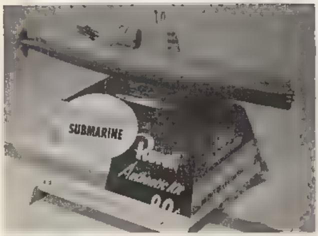
SIX NAMED IN GABRIEL SONS' SALES STAFF EXPANSION MOVE

To handle the expected demand for the 1955 Gabriel line, supplemented by 62 additions, Samuel Gabriel Sons & Company have expanded their sales staff

The appointees and their territories are as follows

James Becker, covering New England, Walter Perlmutter, New Jersey, Philadelphia, Maryland, Delaware and Washington, D. C., Richard Ford. Texas, Oklahoma, Arkansas and Louisiana; Robert Bumblick, North and South Dakota, Nebraska, Kansas, Missouri, Iowa and Minnesota, Dan Printz, San Francisco; and Robert Sagan, Los Angeles.

Revell's Model of the Nautilus Incorporates All Latest Details



New as the international publicity on the Long Island Sound, N Y, tests of the world's first atomic-powered submarine *U.S.S Nautilus*, Revell's authentic scale model has been revised to incorporate all the latest additions to the famous vessel and is now available with a free three color sales-boosting display stand.

"Revell believes in living up to its 'Authentic Kit' name," affirms President Lewis H Glaser, "so when the Navy revised the actual *Nautilus*, we revised our model to match every detail Now, with a guided missile, launching ramp, cylindrical hangar, rocket tubes and new official U S Navy colors, the Revell "Nautilus" is a superbly handsome model deserving more attention than ever before Our specially designed counter display base, printed on four sides in bright red, yellow and Navy blue on white, is even more attention-demanding than the headlines the prototype has been making. It brings the model directly to the point of purchase with the 89 cent price clearly visible."

The colorful display base, which measures 7" x 7½" at the bottom, is constructed of sturdy cardboard, providing a secure stand for the model and effectively setting off the new colors of the vessel. The red and gold plastic support for the "Nautilus" rests in the Navy blue top side of the cardboard stand. The actual model is now regulation Navy grey and green with a red guided missile

Sales-tested in strategic locations, the new dealer display base already has an outstanding profit-increase record. The base is offered free of charge, packed in introductory deals or free on request from Revell or its jobbers, as another Revell service to retailers, it is announced.

CHEST OF BOATS, ASSORTMENT, OFFERED BY THOMAS MFG. CORP.

One of the latest toys forthcoming from Thomas Manufacturing Corporation, 80 Clinton Street, Newark 5, N. J., is the #328 Chest of Boats, an assortment of colorful 8½" floating plastic boats.

CHEST OF BOATS

The chest, 15" long, 11" wide, and 10" high, is a brightly-colored corrugated boxboard piece that opens up to serve as a sales-appealing counter display piece. Copy on the chest tells quickly that the boats are molded of durable, break-resistant, high-impact plastic and that they are good for year-round fun—at the beach, in the tub, or in the backyard wading pool

Packing is four chests to a master carton, shipping weight, about 22 pounds The boats, in assorted color combinations, have a suggested retail of 39c each

The Chest of Boats can be seen at the Thomas showroom in the 200 Fifth Avenue Building, New York City

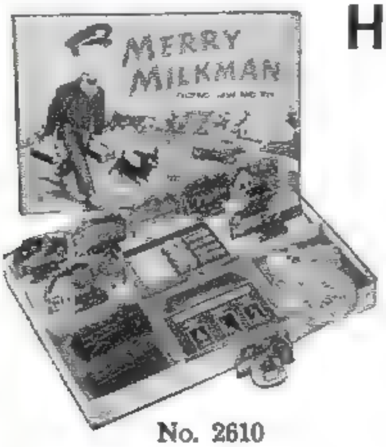
COLOR THE KEYNOTE FOR SOUTH BEND TOYS IN '55

It is reported there are new doll coaches, new folding doll carriages, new folding furniture and much, much more that's new in the '55 South Bend Toy Manufacturing Company line But, it is said, the major emphasis is on color

The complete South Bend line includes children's doll carriages, table and chair sets, croquet sets, and baby folding strollers and is on permanent display at the showrooms of Julius Levenson, Inc, 7 East 17 Street, New York City

HASSENFELD BROTHERS

No.		Each
	EDUCATIONAL GAMES	
2650	– Two For The Money, T-V Game	3.98
2600	– Let's Face It	2.00
2610	– Merry Milkman	2.00
2750	– Flip-a-Lid	1.00
2700	– Auto Bingo	1.00
2760	– Dennis The Menace	2.00
	DOCTOR KITS, NURSE KITS	
1330	– Doctor Kit	1 00
1730	– Nurse Kit	1.00
1340	– Doctor Kit	2.00
1740	– Nurse Kit	2.00
1366	– Doctor Case	3.00
1766	– Nurse Case	3.00
	POTATOHEAD	
2000	– Mr. Potatohead	1.00
2002	– Mrs. Potatohead	1.00
2004	– Mr. & Mrs. Potatohead	2.00
2010	– Spudette	2.00
	ACTIVITY KIT & CRAFT	
1441	– Activity Kit	2.00
2310	– Jewelry Craft	3.98
2308	– Jewelry Craft	2.50
	HOBBY LINES	
3655	– Pencil by Number	1.00
3700B	– Pencil by Number	1.50
2195	– Oil Paint by Number Disneyland	1.00
2300	– Hobby Craft Miniatures	3.00
2400	– Craft by Number, Plates	2.00
	PAINT SETS	
1210	– Beaux Arts Paint Set	1 00
1215	– Beaux Arts Paint Set	2 00
1671	– Finger Paint Tube Set	1.00
1830	– Chalk & Slate	1 00
1430	– Stencil Set	1.00
	TEACH-A-TOY SERIES	
1950	– Alphabet	1.25
1965	– Alphabet	1.50
1975	– U. S. Map	3.00
	SEWING	
1541	– Jr. Miss Sewing Kit	3.00
1555	– Deluxe Sewing Basket	3.00
1559	– Bridal Party Sewing Basket	3.98
	COSMETIC KITS	
1910	– Jr. Miss Cosmetic Kit	1.00
1917	– Jr. Miss Vanity Case	2.00
1919	– Jr. Miss Travel Cosmetic Case	3.00



No. 2610

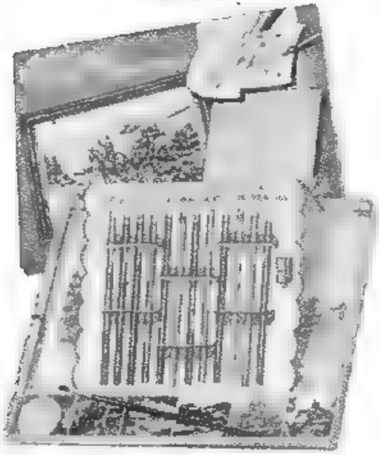
No. 2600

DOLLY'S NURSE KIT
Plastic

No. 1730

MAP of the
UNITED STATES

No. 1975



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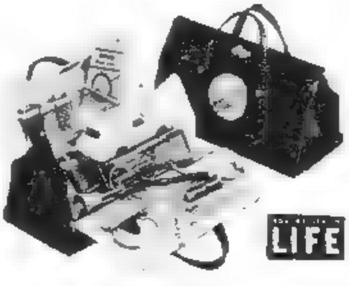

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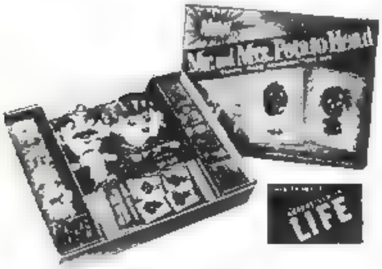

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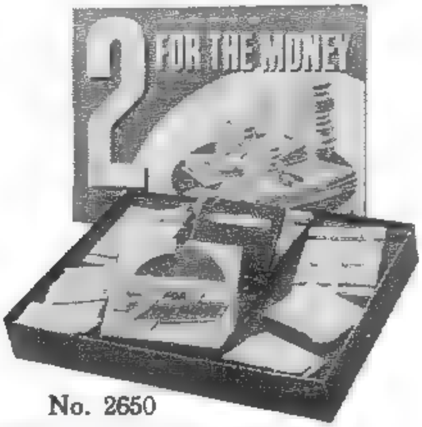
No. 1965



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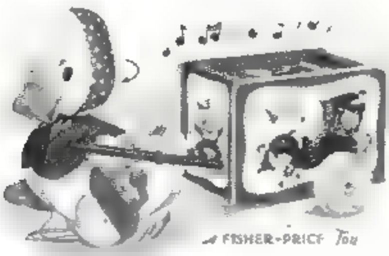
FISHER-PRICE TOYS


FISHER-PRICE Toy

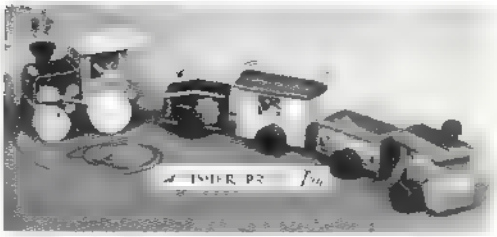
No. 784

No.		Each
420	- Sunny Fish	.75
450	- Jolly Jumper	.75
498	- Jelicopter Frog	.85
765	- Talking Donald Duck	1.25
215	- Fisher-Price Choo-Choo	1.80
784	- Mother Goose Music Cart	2.00
780	- New Snoopy Sniffer	2.00
707	- Fido Zilo	2.00
150	- Timmy Turtle	2.50
140	- Katy Kackler the Red Hen	2.50
166	- Bucky Burro	2.50

CLUCK CLUCK
SQUA AWK

No. 780

No. 140


FISHER-PRICE Toy

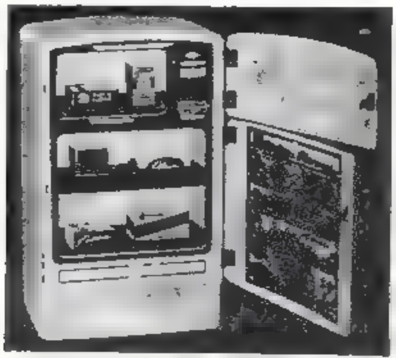
No. 216

FISHER-PRICE Toy

No. 420

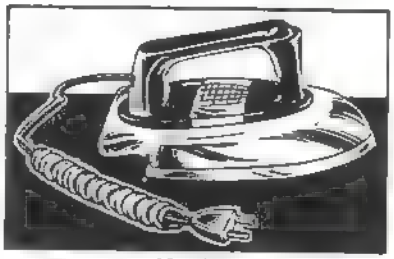
WOLVERINE

DISTINCTIVE TOY GIFTS FOR BOYS & GIRLS



No. 184

No.		Each
250	- Wear-Ever Set	3.00
251	- Wear-Ever Set	5.00
30	- Jackie Gleason Bus	1.50
38	- Arithmetic Quiz	1.95
300	- Play Iron	.25
302	- Electric Iron	1.00
303	- Electric Iron	2.00
304	- Electric Iron	2.75
81	- Washing Machine	2.50
184	- Refrigerator	2.19
188	- Stove	2.19
197	- Sink	2.19
186	- Refrigerator	5.00



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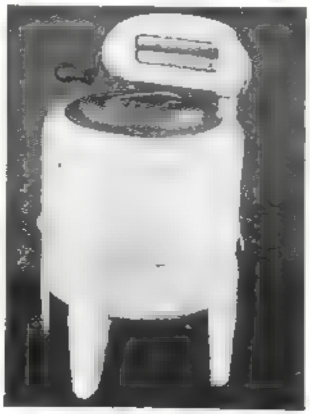
No. 30



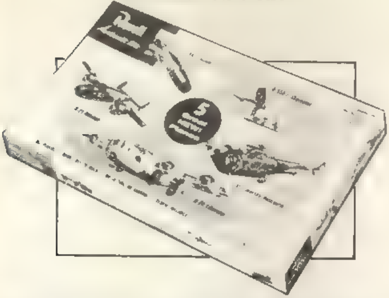
No. 81

WEAR-EVER
WEAR-EVER

No. 250

Revell

5 PLANE GIFT SET



Handsome gift box with everything needed to assemble five scaled and authentically detailed model planes; B-25 North American "Billy Mitchell" bomber, B-24 Consolidated "Liberator" bomber, F84-F Republic "Thunderstreak" fighter, D-558-2 Douglas "Skyrocket" jet and Sikorsky helicopter. Swivel bases included for display of finished planes.

No.	Retail	Packed	L.P.L.	P.L.
EG89-G-226	$4.98	6 each		

P.L. weight 13 lbs.

Revell

AIRPORT SET

Revell
AIRPORT SET
DC 7

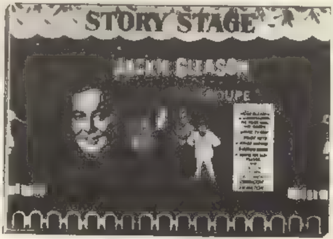
Gift assembly kit for an airport set up. Features a huge Douglas DC7 Flagship with detachable swivel display base, boarding ramp, a plane towing tractor, baggage tractor with 3 baggage cars and 6 figures.

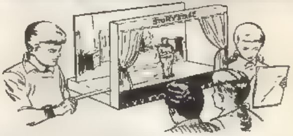
No.	Retail	Packed	L.P.L.	P.L.
EG89-H-220	$1.98	12 each		

P.L. weight 11 lbs.

Utopia Enterprises

JACKIE GLEASON STORY STAGE





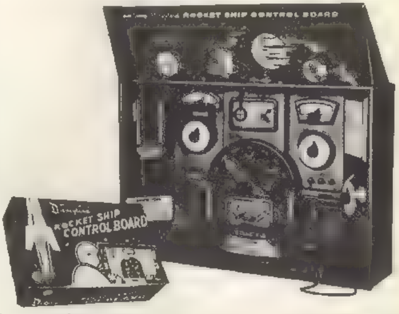
Complete equipment for a Jackie Gleason T-V program. Set has a colorful stage with side curtains and footlights. movable scenery and drop curtain. There are all the players for "The Honeymooners" and "Reggie Van Gleason" along with scripts, Magic Magnet Character Animator, tickets and illustrated instructions.

No.	Retail	Packed	L.P.L.	P.L.
EG89-JG	$2.98	12 each		

P.L. weight 22 lbs.

Baxter Co.

DISNEYLAND ROCKET SHIP CONTROL BOARD



Action galore with movable controls, action dials, lights flashing, buzzers sounding. Colorful carton folds open for self display. 20 x 20 x 5 inches open. 20 x 14 x 5 inches when closed. Brilliant Disney art in space design throughout.

No.	Retail	Packed	L.P.L.	P.L.
EG89-CB-101	$6.95	6 each		

P.L. weight 18 lbs.

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NEW YORK
Jack Dempsey

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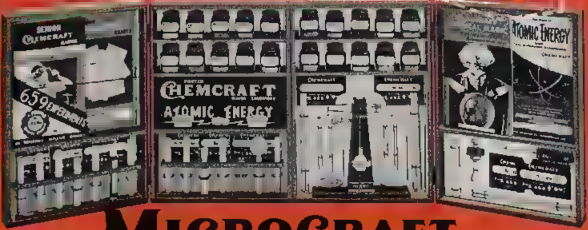
Set No. 415
$12.95
$13.50 Western States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659 EXPERIMENTS
CHEMCRAFT
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ATOMIC ENERGY

MICROCRAFT

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Sets from $4.95 to $19.95

New Triple Objective Microscope

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$8.50 Western States

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Our 1955 Catalog includes many new items. Your copy will be rushed by return mail. Address: The Porter Chemical Co., Prospect Avenue, Hagerstown, Maryland

TOOLCRAFT $1.98

MINERALOGY

MINEROLOGY $4.95

SUPER SLEUTH $7.95

The original stair-walking spring toy!

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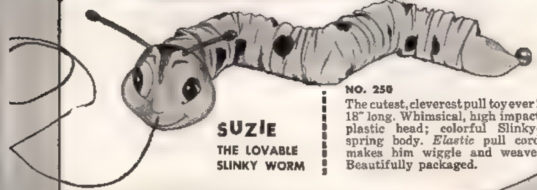
Slinky will be promoted to the consumer more extensively than ever before!

- **ON TELEVISION**
  coast to coast
- **ON GIANT "LIFE" PROMOTION**
- **ON RADIO**
- **PUBLICITY**
  In Nation's Leading Magazines and Newspapers
- **POINT OF PURCHASE**
  Displays, Mats, Enclosures, etc.
- **CHECK YOUR STOCK!**



SUZIE
THE LOVABLE SLINKY WORM

NO. 250
The cutest, cleverest pull toy ever! 18" long. Whimsical, high impact plastic head; colorful Slinky-spring body. *Elastic* pull cord makes him wiggle and weave. Beautifully packaged.

1.00 retail
June 1st Delivery
4 doz. to ctn.,
wt approx. 25 lbs.

they're New!

TINKLE
TINKLE

TOMMY
THE SLINKY PUP

NO. 225
He's 12" long, with the most appealing facial expression. Durable plastic head ... Slinky-spring body and tail Contrasting black ears, nose and eyes. Colorful neck ribbon. Tinkle bell on tail. Handsomely boxed.

2.00 retail.
May 1st Delivery.
1 doz. to ctn.,
wt approx. 15 lbs

they're Different!

LOCO
THE SLINKY TRAIN

NO. 200
All children will love this unique 12" train. Follows them around with that famous "Slinky" weave. Bright colored high impact plastic front and back. Colorful box.

2.00 retail
Immediate Delivery
1 doz to ctn.,
wt approx. 10 lbs.

they're Pre-Sold!

NEW MOTORIZED DISPLAYS
FREE—WITH INITIAL 3 GR ORDERS

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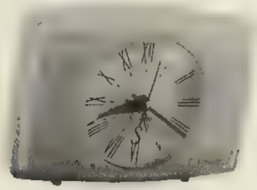
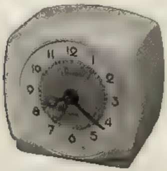
"NOT EVEN A PURRR!"



NEW CORSAGE

Dainty boudoir alarm. Legible dial against quilted background in delicate pastel colors: blue or ivory-yellow. A garland of flowers surrounds dial in Wedgewood effect. True-bel alarm. 5¼" wide by 4⅛" high. Sh. wt. 2 lbs.

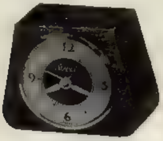
9H137X509-6X484 ....List $7.95



KITTY-BELLE BEDROOM ALARM

A new dainty size and design in ivory colored plastic, 4" x 4¾". Attractive new luminous metal dial and hands in deep brown and sunburst gold finish. Contrasting hands and numerals. TRU-BEL alarm. Sh. wt. 1½ lbs.

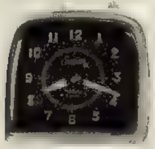
9H72X374-6X358 ....List $5.75



ENCORE

New, mahogany-finish wood case, brass bezel, brown center field on gold dial. True-bel alarm 4¾" wide by 3⅞" high. Sh wt. 2 lbs.

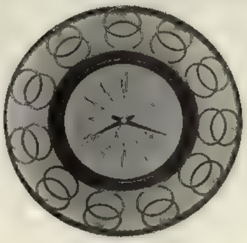
9H138X445-6X426 ....List $6.95



"BELLAIRE" LUMINOUS ALARM

4½" wide, 4" high. Adds an artistically different touch to dresser or bed table. Has Tru-Bel alarm in a gleaming ivory plastic case. Luminous dial with glossy white, easy-to-read numerals, and contrasting luminous hands. Fabric effect metal dial. Sh. wt. 2 lbs.

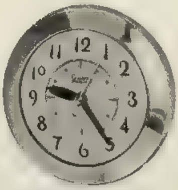
9H101X387-6X365 ....List $5.95



NEW FAIRFIELD WROUGHT IRON CLOCK

Up-to-the minute decorator clock in wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter. Sh. wt. 2½ lbs.

9H133X509-6X484 ....List $7.95

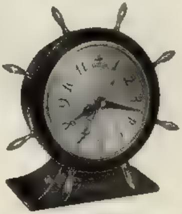


CHROME WALL CLOCK

"Elegance"

High lustre chrome finished metal case. 7½" diameter—Round 5½" metal dial with frosted aluminum center field. Choice of white, yellow or red numeral band — contrasting numerals and hands. Molded recess with Cordklamp in back of clock case for retaining cord slack. Self-starting electric time movement. Sh. wt 2 lbs.

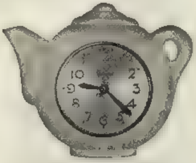
9H88X387-6X365 ....List $5.95



PILOT WHEEL DESK CLOCK

Nautical in design and decoration. A popular desk model in mahogany colored case with brass-colored spokes, 8¾" x 7½" 4" nautical decorated metal dial. Self-starting electric time movement. Sh. wt. 2½ lbs.

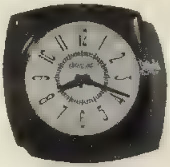
9H81X764-6X717 ....List $11.95



TEAPOT KITCHEN CLOCK

An all-time favorite in thousands of modern kitchens and a perenial best-seller in the Sessions line. Red or white molded plastic case, 8½" x 7" 4" silver color metal dial with raised numerals. Self-starting electric time movement. Sh. wt. 2 lbs

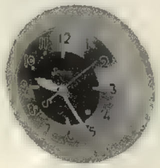
9H70X331-6X314 ....List $4.95



NEW FAVOR KITCHEN CLOCK

Distinctive square tapered plastic case. Circular white dial with black numerals and hands, red sweep second hand. 8½" diameter. Case colors in white or red. Specify color choice. Sh. wt. 2 lbs.

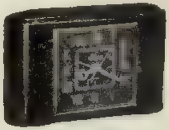
9H134X331-6X314 ....List $4.95



PREFERANCE

Eye-catching tapered lines, 7½" diameter colored plastic case with round 5½" metal dial. Case colors in white, red or yellow. Specify color choice. Sh. wt. 2 lbs.

9H135X331-6X314 ....List $4.95



CONSOLE

Simple functional lines for office or home. Dark mahogany-finish wood case. True-bel alarm, dark metal dial. Luminous numerals and hands. 4½" high by 6¾" wide. Sh. wt. 2 ½ lbs.

9H136X637-6X595 ....List $9.95

UNUSUAL AND DISTINCTIVE CLOCKS

SCHATZ 400 DAY CLOCK

IMPORTED by REMINGTON RAND

Now the World's most Distinguished Anniversary Clock offers the utmost in accuracy . . . Scientifically maintained by an exclusive Schatz improvement that "Paces" the silently rotating pendulum for 400 days of measured timekeeping on 1 winding. Gleaming brass finish, cream enamel dial, raised numerals, antique gilt hands. Sh. wt. 9 lbs.

8H45X2900-6X2650 List **$49.50**

SCHATZ "BIRD" CLOCK

IMPORTED by REMINGTON RAND

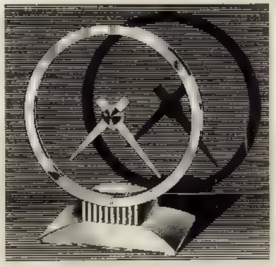
Spread Wing Bird and decorative floral design. 13" high. Deeply hand carved in a rich mahogany-colored wood, with white numerals and white baroque hands. Requires winding once every 8-days. Cuckoo's on the ½ hour and chimes the hour with correct number of cuckoo calls. Sh. wt. 10½ lbs

8H49X1900-6X1700 List **$29.50**

SESSIONS
BANJO WALL CLOCK

A long-time favorite. Rich mahogany finish with contrasting panel. Side brackets and eagle. Colorful Mt. Vernon scene. Case 22 inches long 6¾" wide. 5" raised numeral metal dial. Self-starting electric time movement. Sh. wt. 5 lbs.

9H60X1405 .... List **$21.95**



JEFFERSON GOLDEN HOUR CLOCK

Exclusive "See-thru" dial enables clock to blend perfectly with any decoration scheme. Durable cast base and dial, heavily 24 carat gold plated, rich satin finish. Trim modern hands and Arabic numerals, treated with radium for easy time-telling day or night. Each clock, factory pre-tested under rigid requirements for split-second accuracy. Dimensions: 8⅞" overall height, 7⅞" diameter. Base—5⅞" wide, 4½" long. Non-scratching plastic baseplate protects furniture. Operates on 110-125 volts, 60 cycles AC only. Instructions for setting time, through minute and hour hands, and for cleaning of clock dial and glass disc are furnished with each clock. Sh. wt. 5 lbs

8H52X1473-3X1437 .... List **$23.95**

JEFFERSON GOLDEN HELM CLOCK

Brand new . . . but with a heritage of excellence established by the famous Jefferson "Golden Hour." Its nautical motif is an exciting blend of elegance and adventure. Its quality is obvious . . . in the individually machine-turned wheel spokes, the meticulously detailed anchor and boat hook. Base and outer ring are 24 kt. gold plated . . . inner ring is satin chrome with navy blue numerals. Operates on 110-125 volt, 60 cycle, AC current only. Instructions for setting time and for cleaning of clock dial and glass disc are included. Sh. wt. 5 lbs.

8H68X1842-3X1787 ....List **$29.85**

SCHATZ 400 DAY CLOCK

IMPORTED by REMINGTON RAND

'Levelator" leveling dials make the Schatz Clock perfectly level for trouble-free operation. Exclusive improvement "Paces" the silently rotating pendulum for 400 days on 1 winding onyx enamel on polished brass with filigree decoration on face, raised numerals. gilt hands. Sh. wt. 9 lbs.

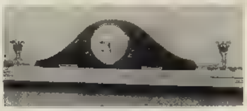
8H63X3850-6X3550 List **$59.50**

SCHATZ "HUNT" CLOCK

IMPORTED by REMINGTON RAND

Beautiful, deeply hand-carved figures of Rabbit, Grouse, Hunting Bag with Gun, topped with Regal Stag's Head. 18" high. Requires winding once every 8-days. Rich mahogany-colored wood, with white numerals and white Baroque hands. Announces ½ hour with Cuckoo call, and chimes the hour with correct number of Cuckoo calls. Sh. wt. 14½ lbs.

8H51X3200-6X2950 ....List **$49.50**



SESSIONS CHIME CLOCK

Westminster Chime. Mahogany Case. Burl Walnut overlay, brass feet. Gold colored bezel. Sunburst gold finished 4½" dial. Raised numerals edged in black. Minute, hour hands are black. Gold second hand. Has full quarter hour strike. Westminster Chime . . . 4 Rod. 4 Rod Chord Hour Strike. Simplified movement design containing fewer moving parts than ordinary chime clocks. Size. 19" x 5¾" x 4". Sh. wt. 7 lbs

8H73X2897 List **$44.95**

UNUSUAL AND DISTINCTIVE CLOCKS

SCHATZ 400 DAY CLOCK

IMPORTED by REMINGTON RAND

Now the World's most Distinguished Anniversary Clock offers the utmost in accuracy . . . Scientifically maintained by an exclusive Schatz improvement that "Paces" the silently rotating pendulum for 400 days of measured timekeeping on 1 winding. Gleaming brass finish, cream enamel dial, raised numerals, antique gilt hands. Sh. wt. 9 lbs.

8H45X2900-6X2650 List **$49.50**

SCHATZ "BIRD" CLOCK

IMPORTED by REMINGTON RAND

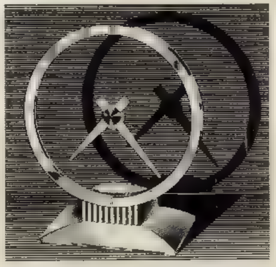
Spread Wing Bird and decorative floral design. 13" high. Deeply hand carved in a rich mahogany-colored wood, with white numerals and white baroque hands. Requires winding once every 8-days. Cuckoo's on the ½ hour and chimes the hour with correct number of cuckoo calls. Sh. wt. 10½ lbs

8H49X1900-6X1700 List **$29.50**

SESSIONS
BANJO WALL CLOCK

A long-time favorite. Rich mahogany finish with contrasting panel. Side brackets and eagle. Colorful Mt. Vernon scene. Case 22 inches long 6¾" wide. 5" raised numeral metal dial. Self-starting electric time movement. Sh. wt. 5 lbs.

9H60X1405 .... List **$21.95**



JEFFERSON GOLDEN HOUR CLOCK

Exclusive "See-thru" dial enables clock to blend perfectly with any decoration scheme Durable cast base and dial, heavily 24 carat gold plated, rich satin finish. Trim modern hands and Arabic numerals, treated with radium for easy time-telling day or night. Each clock, factory pre-tested under rigid requirements for split-second accuracy Dimensions: 8⅞" overall height, 7$\frac{1}{16}$" diameter Base—5⅞" wide, 4½" long. Non-scratching plastic baseplate protects furniture. Operates on 110-125 volts, 60 cycles AC only Instructions for setting time, through minute and hour hands, and for cleaning of clock dial and glass disc are furnished with each clock Sh. wt. 5 lbs

8H52X1473-3X1437 .... List **$23.95**

JEFFERSON GOLDEN HELM CLOCK

Brand new . . . but with a heritage of excellence established by the famous Jefferson "Golden Hour." Its nautical motif is an exciting blend of elegance and adventure Its quality is obvious . . . in the individually machine-turned wheel spokes, the meticulously detailed anchor and boat hook. Base and outer ring are 24 kt. gold plated . . . inner ring is satin chrome with navy blue numerals. Operates on 110-125 volt, 60 cycle, AC current only Instructions for setting time and for cleaning of clock dial and glass disc are included. Sh. wt. 5 lbs.

8H68X1842-3X1787 ...List **$29.95**

SCHATZ 400 DAY CLOCK

IMPORTED by REMINGTON RAND

'Levelator" levelling dials make the Schatz Clock perfectly level for trouble-free operation Exclusive improvement "Paces" the silently rotating pendulum for 400 days on 1 winding onyx enamel on polished brass with filigree decoration on face, raised numerals. gilt hands. Sh. wt. 9 lbs.

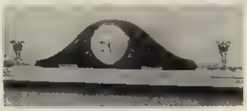
8H63X3850-6X3550 List **$59.50**

SCHATZ "HUNT" CLOCK

IMPORTED by REMINGTON RAND

Beautiful, deeply hand-carved figures of Rabbit, Grouse, Hunting Bag with Gun, topped with Regal Stag's Head. 18" high. Requires winding once every 8-days. Rich mahogany-colored wood, with white numerals and white Baroque hands. Announces ½ hour with Cuckoo call, and chimes the hour with correct number of Cuckoo calls. Sh. wt. 14½ lbs.

8H51X3200-6X2950 .... List **$49.50**



SESSIONS CHIME CLOCK

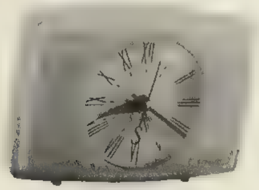
Westminster Chime. Mahogany Case. Burl Walnut overlay, brass feet. Gold colored bezel. Sunburst gold finished 4½" dial. Raised numerals edged in black. Minute, hour hands are black. Gold second hand. Has full quarter hour strike. Westminster Chime . . . 4 Rod 4 Rod Chord Hour Strike Simplified movement design containing fewer moving parts than ordinary chime clocks. Size. 19" x 5¾" x 4". Sh. wt. 7 lbs

9H73X2897 List **$44.95**

Sessions

SELF STARTING ELECTRIC CLOCKS

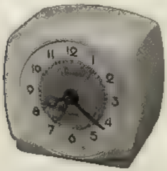
"NOT EVEN A PURRR!"



NEW CORSAGE

Dainty boudoir alarm. Legible dial against quilted background in delicate pastel colors: blue or ivory-yellow. A garland of flowers surrounds dial in Wedgewood effect. True-bel alarm. 5¼" wide by 4⅞" high. Sh. wt. 2 lbs.

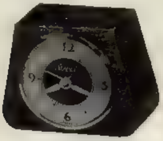
9H137X509-6X484 ....List $7.95



KITTY-BELLE BEDROOM ALARM

A new dainty size and design in ivory colored plastic, 4" x 4¾". Attractive new luminous metal dial and hands in deep brown and sunburst gold finish. Contrasting hands and numerals. TRU-BEL alarm. Sh. wt. 1½ lbs.

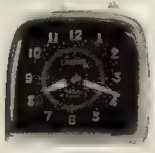
9H72X374-6X358 ....List $5.75



ENCORE

New, mahogany-finish wood case, brass bezel, brown center field on gold dial. True-bel alarm 4¾" wide by 3⅞" high. Sh wt. 2 lbs.

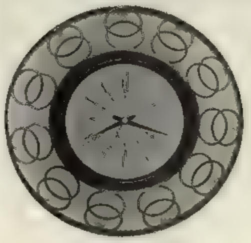
9H138X445-6X426 ....List $8.95



"BELLAIRE" LUMINOUS ALARM

4½" wide, 4" high. Adds an artistically different touch to dresser or bed table. Has Tru-Bel alarm in a gleaming ivory plastic case. Luminous dial with glossy white, easy-to-read numerals, and contrasting luminous hands. Fabric effect metal dial. Sh. wt. 2 lbs.

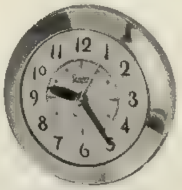
9H101X387-6X365 ....List $5.95



NEW FAIRFIELD WROUGHT IRON CLOCK

Up-to-the minute decorator clock in wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter. Sh. wt. 2½ lbs.

9H133X509-6X484 ....List $7.95

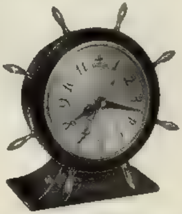


CHROME WALL CLOCK

"Elegance"

High lustre chrome finished metal case. 7½" diameter—Round 5½" metal dial with frosted aluminum center field. Choice of white, yellow or red numeral band — contrasting numerals and hands. Molded recess with Cordklamp in back of clock case for retaining cord slack. Self-starting electric time movement. Sh. wt 2 lbs.

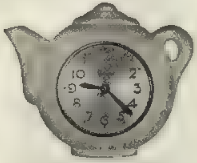
9H88X387-6X365 ....List $5.95



PILOT WHEEL DESK CLOCK

Nautical in design and decoration. A popular desk model in mahogany colored case with brass-colored spokes, 8¾" x 7½" 4" nautical decorated metal dial. Self-starting electric time movement. Sh. wt. 2½ lbs.

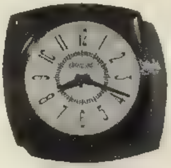
9H81X764-6X717 ....List $11.95



TEAPOT KITCHEN CLOCK

An all-time favorite in thousands of modern kitchens and a perennial best-seller in the Sessions line. Red or white molded plastic case, 8½" x 7" 4" silver color metal dial with raised numerals. Self-starting electric time movement. Sh. wt. 2 lbs

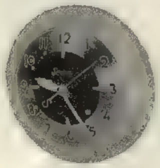
9H70X331-6X314 ....List $4.95



NEW FAVOR KITCHEN CLOCK

Distinctive square tapered plastic case. Circular white dial with black numerals and hands, red sweep second hand. 8½" diameter. Case colors in white or red. Specify color choice. Sh. wt. 2 lbs.

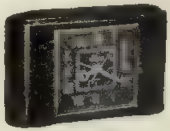
9H134X331-6X314 ....List $4.95



PREFERANCE

Eye-catching tapered lines, 7½" diameter colored plastic case with round 5½" metal dial. Case colors in white, red or yellow. Specify color choice. Sh. wt. 2 lbs.

9H135X331-6X314 ....List $4.95



CONSOLE

Simple functional lines for office or home. Dark mahogany-finish wood case. True-bel alarm, dark metal dial. Luminous numerals and hands. 4½" high by 6¾" wide. Sh. wt. 2 ½ lbs.

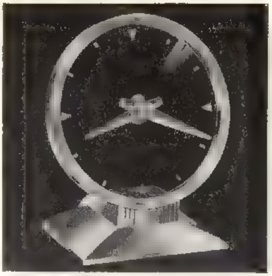
9H136X637-6X595 ....List $9.95

Clocks

ELECTRIC CLOCKS WITH A FASHION FUTURE

Proudly presenting a new concept of decorator-slanted electric clocks in classic and modern designs combining balanced beauty with reliable time keeping perfection. Precision engineered and fully guaranteed.

★ **NOTICE** All prices quoted herein are either the manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Price Information.



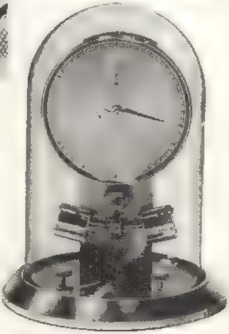
1483N1349—"Golden Vision" Clock
Modern, functional Golden Vision clock deserves a place of honor in bedroom, living room or den. "See-Thru" mystery feature is enhanced by "Reflective Light" from the sturdy base. Base and rim are heavy 24-K Gold plated metal. Smart 3rd dimensional time indicators are skillfully etched on transparent crystal dial and gold filled for easy readability. Ht., 8¾", diameter, 7¾". Shipping weight 5 lbs. Satin finish.
Established Retail $22.95

1484N988—"Golden Visionette" Clock. Same as above without "Reflective Light." Ht. 7½". Diameter 6¼".
Established Retail $15.95

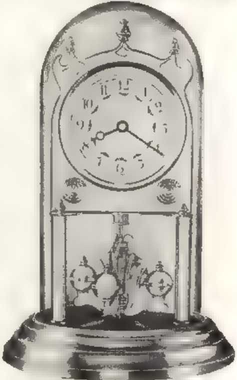
Jefferson Golden Hour Electric Clock

- **How Does It Work?—this excitingly transparent clock has no visible moving parts.**
- **Exclusive "See-thru" dial enables clock to blend perfectly with any decoration scheme.**
- **Revolutionary new mechanical principle is years ahead for practical operation.**

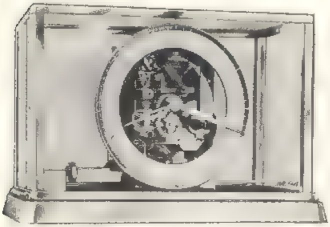
1292N1444—The shimmering transparency of this striking modern clock creates an air of serene mystery for the onlooker. No working parts are visible, but still the clock continues to perform its function efficiently. **Truly a conversation piece.** Exclusive "See-thru" dial enables clock to blend perfectly with any decoration scheme. **Trim modern hands and arabic numerals treated with radium for easy time telling day or night.** Durable cast base and dial heavily 24K gold plated in rich satin finish. Crystal dial. Non scratching plastic baseplate protects furniture. Overall height 8⅞", diameter 7⅛", base 7⅝".
Established Retail $23.95



1368N2660—Junghans Ato 1000 Day Glass Dome Clock. Beautifully made clock to add an unusual decor, the note to home surroundings. Has the extraordinary convenience of operating three years on a 1½ Volt battery. Easy to regulate. Raised gold numerals on silver dial. Size 11" x 8". Complete instructions with each clock. **Mfr's. Sugg. Retail $49.50**



1320N1585—Anniversary Electric Clock. An old favorite for generations now has a modern precision electric movement that does not require the winding or sensitive adjustments true of the anniversary clocks of old. The gorgeously ornamented four-point ball-pendulum continuously rotates with stately, restful motion. **The ivory tone dial is decorated with a petite floral motif.** Highly polished gold finished pillars, facade and base. Clock is completely enclosed under removable clear-glass dome. Ht. 12", diam. 8". **Mfr's. Sugg. Retail $28.95**

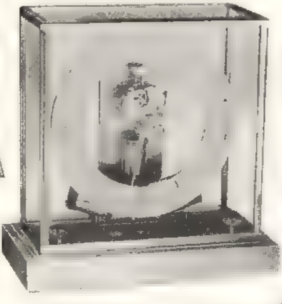


Chime Master Clocks

Key Wind Chime Clock. An unusual and stunning combination of brass and glass makes this a fabulous "See Through", clear-chime clock. Never before has a chime clock been enclosed in glass making the intriguing action completely visible. Interior and exterior metal are of highly polished brass to contribute to the general effect. There is an amazing display of visible moving parts making this a wonderful clock for mantel or television set. Size: 12" x 7½" x 5½". Offered in 2 different strikes.

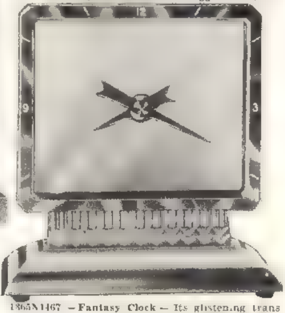
1366N4350—3-Rod Bim-Bam Chime. Chimes the full hour and once on the half hour. 14-day movement. **Mfr's. Sugg. Retail $72.50**

1367N4800—5-Rod Westminster Chime. Chimes once



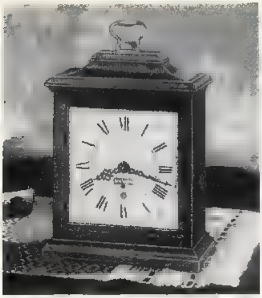
Junghans Ato 1000 Day

1369N3300—Junghans Ato 1000 Day Mantel Clock. Exquisite clock featuring a pleasing combination of gleaming glass and dull gold finished brass. Operates three years

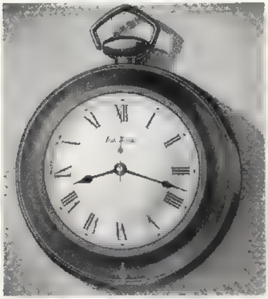


1365N1467 — Fantasy Clock — Its glistening transparency is a triumph of sheer modern styling and does not give away the dramatic secret of how the clock operates. Hour and minute hands are seemingly suspended in mid-air. Works are

SETH THOMAS

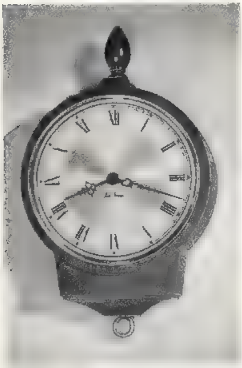


1440N1406—Buckingham—Occasional Electric Clock. A distinguished example of period design. Cabinet is made of selected choice Mahogany, exquisitely etched brass dial. Its mellow beauty will enhance its setting. Overall dimensions Height 7¾", Width 5", Depth [illegible]", Dia 3½" Shipping weight 3 lbs **Established Retail $22.50**

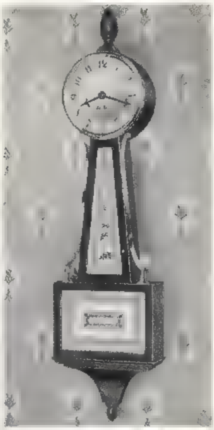


1443N419—Glance—Electric Wall Clock. An all purpose wall clock—useful in the kitchen, decorative in the living room, bedroom, dining room, play room or hall. Can be mounted to conceal cord and outlet. Features legible black numerals and hands. Choice of metallic Copper, Red, or Silver finish. Overall dimensions Height 10" Width 8", Depth 2½" Dial 5¼". Shipping wt. 3 lbs. **Specify color choice.**

Established Retail $6.95

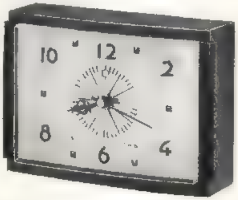


1450N1031—Destiny—Electric Wall Clock. A lovely example of the new transitional theme that goes with both modern or traditional decors. Dominant as a single accent or use with pictures. Blond or Mahogany finish. Polished brass bezel. Distinctive black scroll-type hands and matching

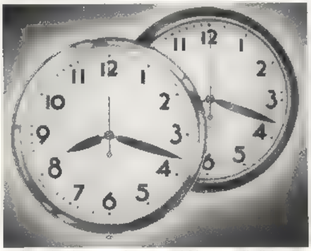


1441N2344—Homestead—Key Wind Wall Clock. The fine characteristics of Simon Willard's first banjo clocks are retained in this charming reproduction! 8-Day, 4 Jewel Keywound. Beautiful Mahogany or Maple Case with brass trim, lovely leaf pattern embellishes the center of the case. Ideal for period, traditional or colonial room themes. Dimensions: Height 24¾", Width [illegible]", Dial 4½". Shipping weight 5 lbs

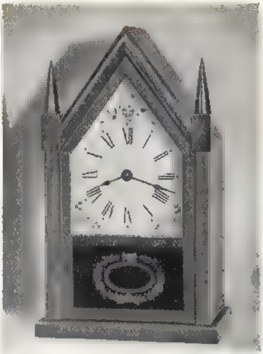
Established Retail $37.50



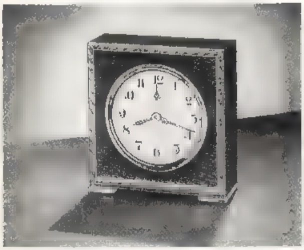
1445N825—Compass—Electric Alarm Clock. A sleek modern decorative alarm with the new "Custom Look" in clocks. Its modern lines give this clock great distinction! The large open face has a ribbed silver-gray dial background. Raised brown numerals and hour dots for a 3-D effect. Pleasant bell alarm. Choice of wood finishes—Mahogany with Ebony side trim or Modern Wheat Blond with Walnut accents. Height 4⅛", Width 5¾", Depth 2⅝" Dial 5" x 3½" Shipping weight 3 lbs **Specify wood finish.** **Established Retail $12.50**



1446N[illegible]—Manager—Commercial Electrical Wall Clock. Thin [illegible] cut, [illegible] in bronze colored steel case. Convex glass dial and hands. Large black numerals for easy reading. Can be used in offices,

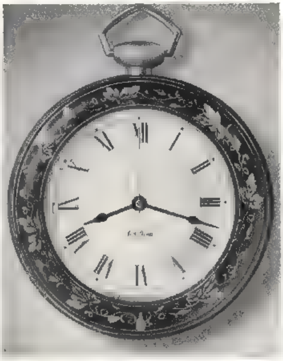


1442N1872—Sharon Echo—Occasional Clock, Electric Strike. A graceful Colonial Clock, quaintly crafted of beautiful woods with a soft, satiny glow to create a custom turned, hand polished effect. Truly an authentic touch for an early American room! Dainty floral design in delicate pastel shades on dial background with matching garland in lower panel. Black hands and numerals for easy reading. Height 11". Width 6½". Depth 3¾". Minute circle is 3¾" in diameter. Choice of **Honeyed Maple** or **Rich Mahogany finish**—Specify. Shipping wt. 5 lbs. **Established Retail $29.95**

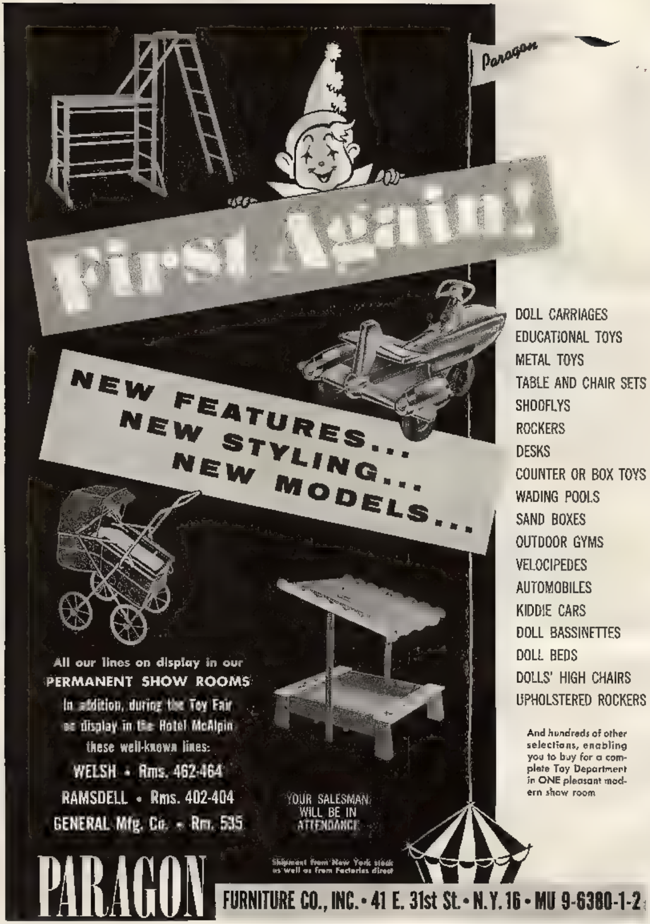


1444N723—Severn—Key Wind Alarm Clock. A utility clock designed for beauty, built for duty. Can be used in the den, bedroom or as a desk clock. Beautifully grained Mahogany wood case with Brass trim, [illegible] bezel. White dial, brown numerals. Overall dimensions Height 3¾", Width [illegible]", Depth [illegible]", Dial 2⅝". Shipping weight 2 pounds.

Established Retail $10.95



1448N391—Prestige—Electric Wall Clock. A modern interpretation of the popular Tole design. Harmonizes with fine pieces of any period. Hand-painted golden ivy design on smart jet black, deep maroon or forest green. White dial with black numerals and hands, sweep second indicator, can be mounted to conceal cord and outlet. Height 10⅛" Width 8"



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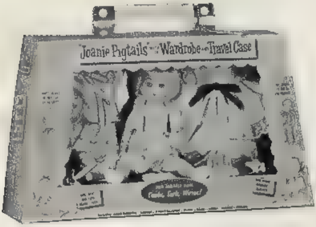

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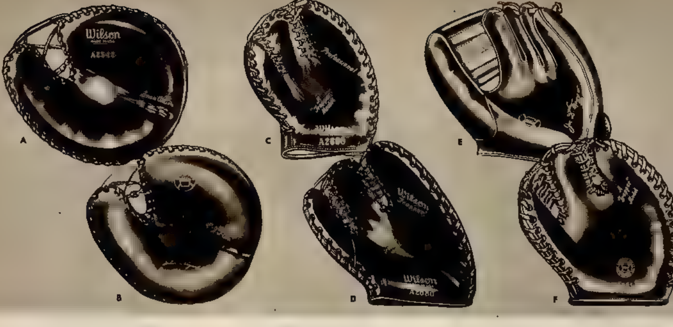


(A) JOE GARAGIOLA MODEL. The fastest pitches are easily handled with this rugged, professional size catcher's mitt. Made of high grade, specially tanned cowhide mitt leather. Jute felt padding. Vinyl plastic binding. Snap action lacing—full grease-set pocket. Leather laced wood shearling wrist pad. R. H. player. Wt. 2 lbs.
20-5400-945 .. ..Retail **12.50**

(B) JIM HEGAN CATCHER'S MITT. Has the size and "feel" of a major league backstop's mitt. A true replica of the glove used by many of the game's outstanding receivers. Tan cowhide—band-type palm. Regular fingers for sure catch of any pitch. Laced type wrist strap. Hand pad, flat binding. Laced thumb. R. H. player. Wt. 2½ lbs.
20-5401-555.. ....Retail **7.95**

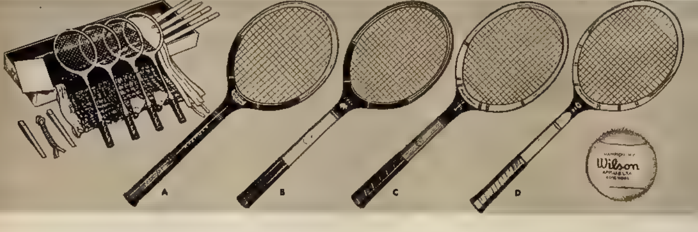
(C) PROFESSIONAL TRAPPER. Designed to allow more action of all fingers. Made of special quality cowhide leather, fully oiled. Hand-formed felt pad, fibre reinforced thumb and finger sections. Grease-set pocket. Roll leather binding—rawhide leather laced edge. Wt. 2 lbs.
20-5402-1295 R.H. player. ...Retail **16.95**
20-5403-1295 L.H player . Retail **16.95**

(D) YOUTH'S TRAPPER MODEL. Built on a professional pattern in a medium size. The whole glove works with the hand and closes over the ball at impact. Made of glove cowhide. Jute felt padding with fibre stiffening. Roll leather binding. Full grease-set pocket. Wt. 2 lbs.
20-5404-695 R.H. player... . Retail **8.95**
20-5405-695 L.H. player ..... Retail **8.95**

(E) JOE DIMAGGIO MODEL. Top major league quality. The veteran New York Yankee Clipper and sensational center fielder, Joe DiMaggio, stamps his approval on this fine glove. Choice leather. Authentic DiMaggio styling. Fully oiled. Half-lined. Palm and thumb welded. Laced heel. Solid leather web. Wt. 2½ lbs
20-5406-396. ....Retail **6.26**

(F) JUNIOR TRAPPER MITT. Hand shaped "grooved action" of reinforced gray felt. Inner greased palm, cemented back. Rolled edges. Adjustable finger loop and wrist strap. Wt. 2¼ lbs.
20-5407-470.. .... Retail **7.40**

TRAPPER MITT. As above except professional size.
20-5408-548.. .... .Retail **8.65**



WILSON BADMINTON SETS. For the family on Sunday afternoon, or the kids on home-from-school days. Can be used indoors or outdoors. This superb set consists of four finalist model rackets, one badminton net, one pair of net posts, two special shuttlecocks and a badminton rule book. Wilson's skilled craftsmen built this equipment to give you top performance features and long life. Wt. 5 lbs.
20-3400-1489 Retail **24.00**
20-3401-960 As above,
2 rackets. 3 lbs.......**15.00**

(A) WILSON "FLIGHT." A tennis racket designed and built to provide real enjoyment for the beginner or occasional player at the lowest possible price. Exclusive Strata-Bow construction provides splendid balance. Frame is of ash and fibre laminations with attractive blue finish. Fibro-suede grip Nylon strung. Wt. 1½ lbs
20-3402-565.............. ...Retail **7.50**

(B) WRIGHT & DITSON "PARK" . . . by Spalding Frame is eight-ply ash and fiber construction. Leather grip. Finished in two colors and natural wood. Nylon strung. Wt. 1½ lbs.
20-3403-667 . . . . . . Retail **10.00**

WRIGHT & DITSON "STROKE KING" . . by Spalding. (Not illus.). 6-ply ash strips.
20-3404-480 Wt. 1½ lbs. ....Retail **6.85**

(C) WRIGHT & DITSON "TROPHY" . . . by Spalding. Noted for its popularity and dependability. All wood bow construction, choice ash laminations. Fiber faces over throat for extra strength. Full reinforcement overlay in white—remainder of frame in beautiful natural finish. Dark tan leather grip. Nylon strung. Wt. 1½ lbs.
20-3405-998 . . ..Retail **15.00**

(D) WRIGHT & DITSON "DAVIS CUP" . . . by Spalding Endorsed by many famous Davis Cup players. Eleven-ply laminated construction of choice ash and fiber stripes, with selected beech outer strip. Bow has rawhide shoulders, handle and throat are reinforced with white fiber. Red leather grip Pro-Fected nylon strung. Wt. 1½ lbs.
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WILSON CHAMPIONSHIP TENNIS BALLS. The choice of leading players. No floating, drifting or fading. 100% natural rubber, felt cover. Sold in cans of 3 balls. Wt. ½ lb.
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Retail Per Can **2.50**

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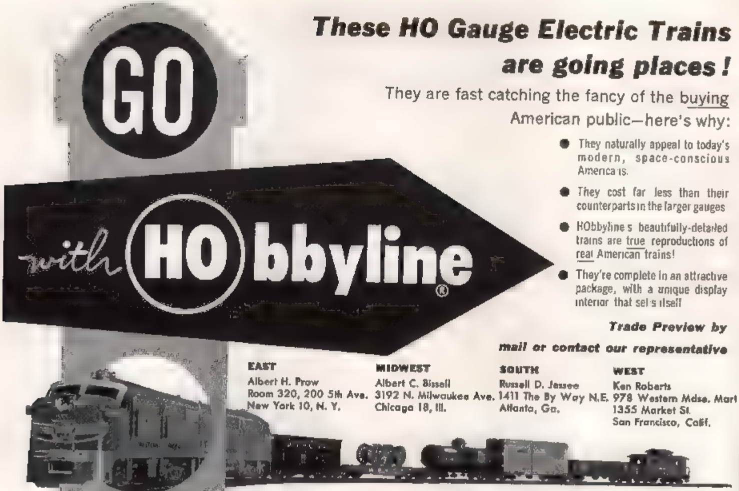
Retail Per can **2.50**



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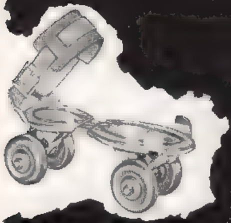

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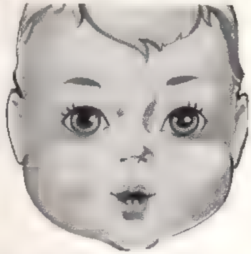

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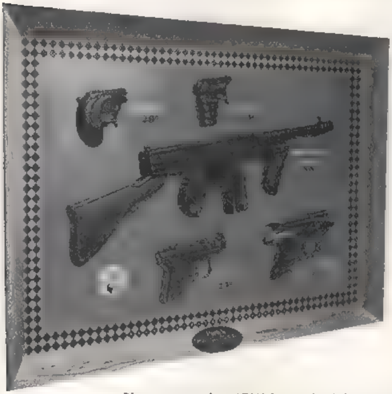
Here's the Park "Combination Display Package"



THE COMBINATION DISPLAY CONSISTS OF THE FOLLOWING:

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  Suggested Retail .... **19¢**
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  Suggested Retail .... **29¢**
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- 6 only, water "SUB-MACHINE GUN". Authentically styled after Thompson Sub-Machine Gun.
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Just waiting...

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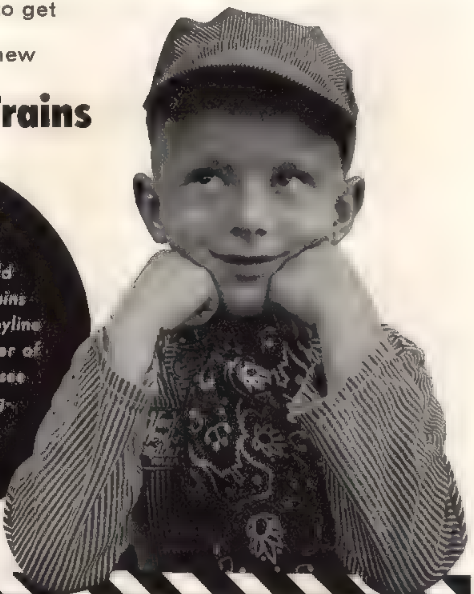

He's like so many other kids across the country—sold on HO gauge electric trains and well aware that HObbyline is far and away the leader of the field. He'll be in to see you soon...perhaps dragged in by his equally anxious Dad.

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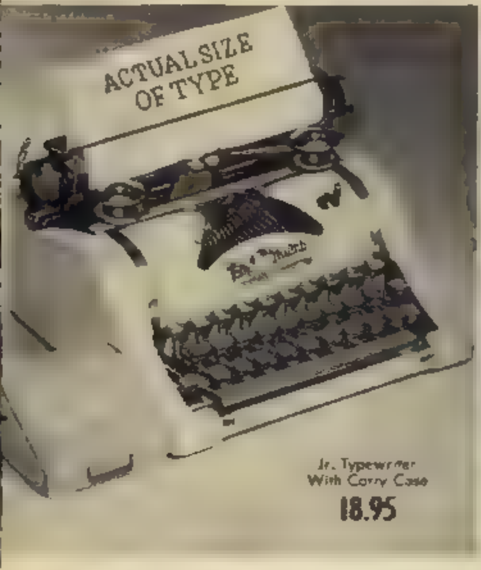
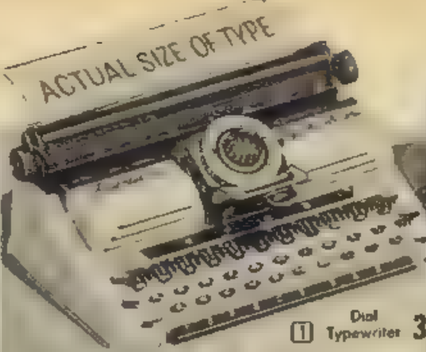


Jr. Typewriter With Carry Case

18.95



1 Dial Typewriter 3.69

2 1.79

3 Arithmetic Quiz 1.79

4 Jr. Dial Typewriter 1.98

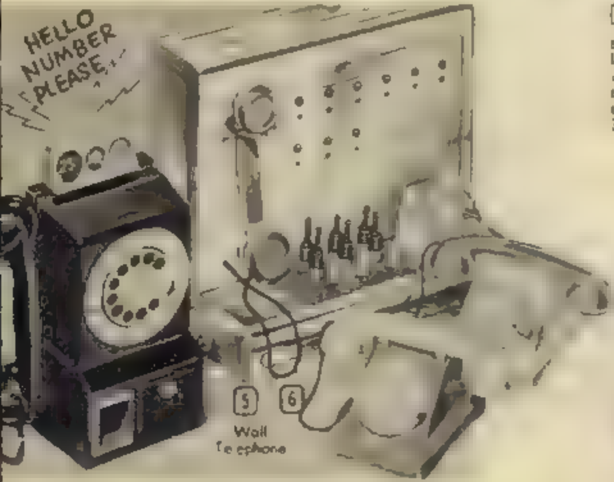
DELUXE JR. TYPEWRITER, CARRYING CASE . . . a toy that teaches! Fine for letters, use for playing "office." Contains capital and small letter alphabet, numbers, punctuation, symbols, space bar. 2 capital shift keys, 1 figure shift. Hard rubber roller takes standard size paper; ratchet-type action keeps paper flat. Green plastic keys with guide letters engraved in White. All sturdy Heavy gauge steel with Lt. Green crackle finish. 10x10x6 in. high. Metal carry case protects machine.
R35 J 5394 Mailable (13 lbs.) 18.95
R35 J 5393 TYPEWRITER ONLY Mailable (11 lbs.) 15.95

1 **DIAL TYPEWRITER** for lots to play "office," newspaper. Set dial, depress handle—get inked impression with steel capital letters. 40 character dial has alphabet, numbers, punctuation. Dummy key board. 11-in. carriage takes 8½-in. paper. Steel, 12 in. long. 2 ink ribbons.
35 J 5396. (2 lbs. 11 oz.). 3.69

2 **ADDING MACHINE** for junior bookkeepers who enjoy playing "store"—totals up to 9,999 and how it improves arithmetic! Mom can balance her budget with it, too. So easy to use—select numbers, slide column down, total registers. Gaily lithographed steel, 7x9x4-in. high. Instr. on machine.
35 J 5318 (2 lbs. 3 oz.) . . . 1.79

3 **ARITHMETIC QUIZ** makes solving problems fun! Adds, subtracts, multiplies, divides. Push levers—4 problems appear! Figure problems then lift tabs for correct answers. Gay lithographed steel. 6x7x4-in. high.
35 J 5319 (1 lb. 15 oz.). 1.79

4 **JR. DIAL TYPEWRITER** in cardboard carry case. Turn dial, print capital letters, numbers 0 to 9, punctuation. Spaces automatically. Rubber type, dummy keyboard. Holds 6½-in. paper. Lithographed steel. Ink incl. (2 lbs.)
35 J 5392. 8x7 in. high. . . . 1.98



5 6 Wall Telephone

Both for 15.95

5 **A RING WALL TELEPHONE BANK.** Take receiver off hook, drop real or play coin in slot—bell rings! Turn crank, record repeats "Operator. Operator. Number please. Number, please. What number are you calling? Thank you. I am ringing your number." Hang up when your call is completed, coin returns. Sturdy high impact plastic. 7x4x10 in. high. Deposit money in bank in slot above dial. Play money included.
35 J 5395. Shipping wt. 1 lb. 15 oz. 3.69

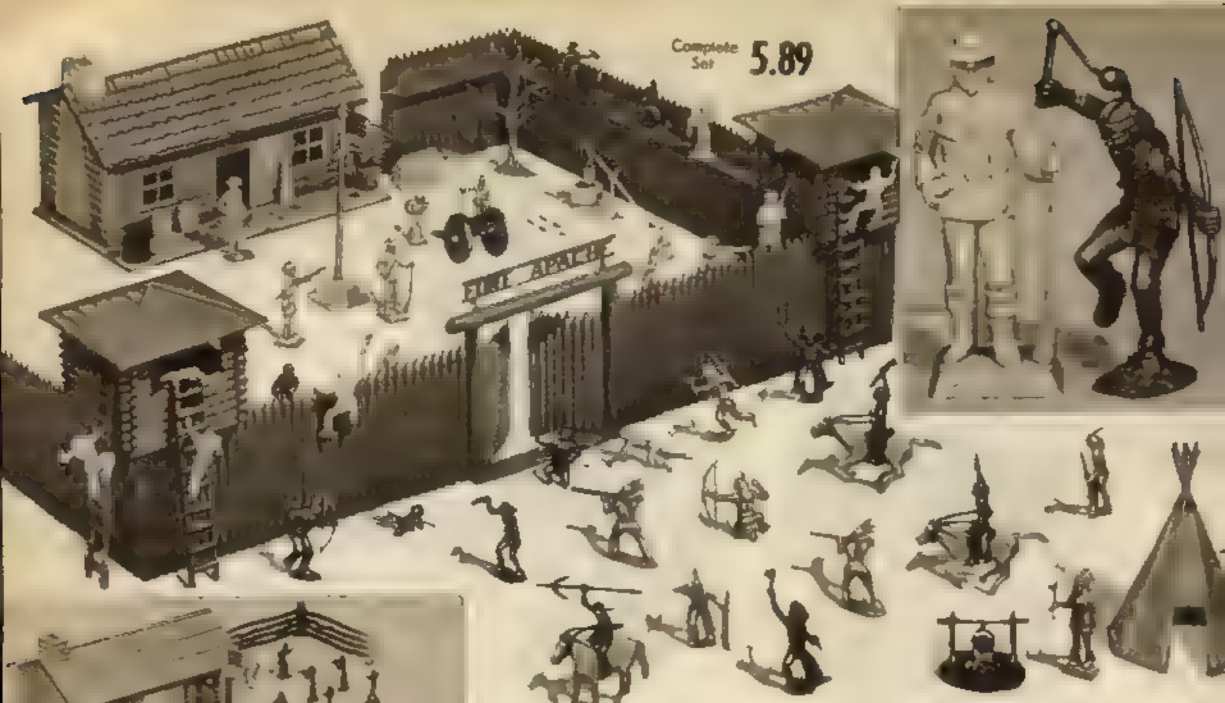
6 **2-PHONE SWITCHBOARD.** Push lever forward and backward, bell rings! Thrilling switchboard has everything a little "operator" could want! 6 plug-in cords can't tangle; 9 plug-in holes, each with Red or Green glass make-believe lights for "busy" or "clear" signals. Sturdy metal switchboard 6x12x11 in. high has gleaming chrome plated front with dial at right, receiver at left. Sturdy interlocking sides; 2 plastic "phones" with connecting cords. Requires no batteries. A fascinating toy with play features that'll keep them "busy" for hours!
R35 J 5382 Mailable (8 lbs.). . . . . Complete 5.95

CHILD'S FULL SIZE DESK SET—WITH 2 DRAWERS

• For reading, study, games . . . keeps youngsters supplies handy

Sturdy smooth pine frame, ½-in. oak plywood top, ¼-in. plywood panels, 2 roomy drawers. Rich maple finish. 30x16x26 in. high. Pine chair has strong 12x13-in. oak plywood seat, back. Seat 16-in. high. Assembling instr. incl. Mailable. Shpg. wt. 31 lbs.
E35 J 4242 . . . 2 pc. Set 15.95

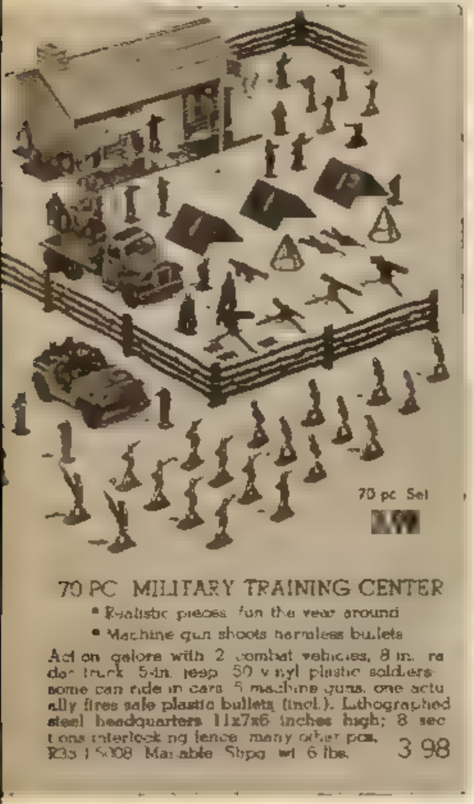
THRIFT SET (not shown) Red Brown masonite instead of ply wood, wood frame, legs. Mailable
E35 J 4243 (27 lbs.) Set 9.95



Davy Crockett's Giant Stockade Set

- Lithographed steel headquarters; plastic stockade and 2 blockhouses
- Well over 80 pieces . soldiers, Indians, powder kegs, churn etc

Station frontiersmen post 'sentinels' in blockhouses . . . re-live the days of Davy Crockett. Realistic "log" headquarters, 11 interlocking plastic stockade sections, each abt. 4x6 in. long. Gate swings open. Two ladders lead to each blockhouse. 12 frontiersmen, 20 Indians in action poses, 4 horses with removable saddles all in high impact plastic. Set includes cannon that shoots plastic balls, 6-in. tepee, flagpole, 2 powder kegs, tree, "fire" with kettle, log pile, anvil. Also life-like statues of 4 American heroes.
R35 J 5009. Mailable. (4 lbs.) 5.89



70 PC. MILITARY TRAINING CENTER

- Realistic pieces fun the year around
- Machine gun shoots harmless bullets

Action galore with 2 combat vehicles, 8 in. radar truck 5-in. jeep 50 vinyl plastic soldiers some can ride in cars 5 machine guns, one actually fires safe plastic bullets (incl.). Lithographed steel headquarters 11x7x6 inches high; 8 sections interlocking fence many other pcs.
R35 J 5008 Mailable Shpg wt 6 lbs. 3 98

"Explodes" when hit

① Torpedo 1.79

Take apart . put together Make "repairs with jack and wrench

② 3.59

③ 2.69

① "TORPEDO" SET

- Battleship "explodes" when directly hit

Aim submarine torpedo at battleship target . . . then fire! Spring-action magazine releases wood torpedo. Easy to reassemble ship after 'Explosion.' All high impact plastic, battleship 13 in. long, submarine 12 in. long. Both float in water, or roll on floor.
35 J 5262 (1 lb.) 1.79

② ALAMO EXPRESS

- Realistic Davy Crockett stage coach of yesteryear

Sturdy plastic; metal hubs, axles; abt 15x6x8 in. high. Horses, harness, reins detach. Removable driver holds whip or reins. Remove wheels with tools. doors open, wheels turn. Gun, "gold" chest. "A thrilling play or display piece. Shpg. wt. 2 lbs 12 oz.
35 J 5060 3.59

③ 36-PC. CARAVAN

- Scaled plastic replicas of Kit Carson's caravan

Hitch up the horses to the wagons . . it's California or bust Red coach, buckboard covered wagon; 4-horse teams; 2 horses with detachable saddles, riders 5 removable passengers, 6 figures in action poses, yokes. Wagons 6x3x3 in. High impact plastic. Mailable.
R35 J 5069 (3 lbs.) 2.69

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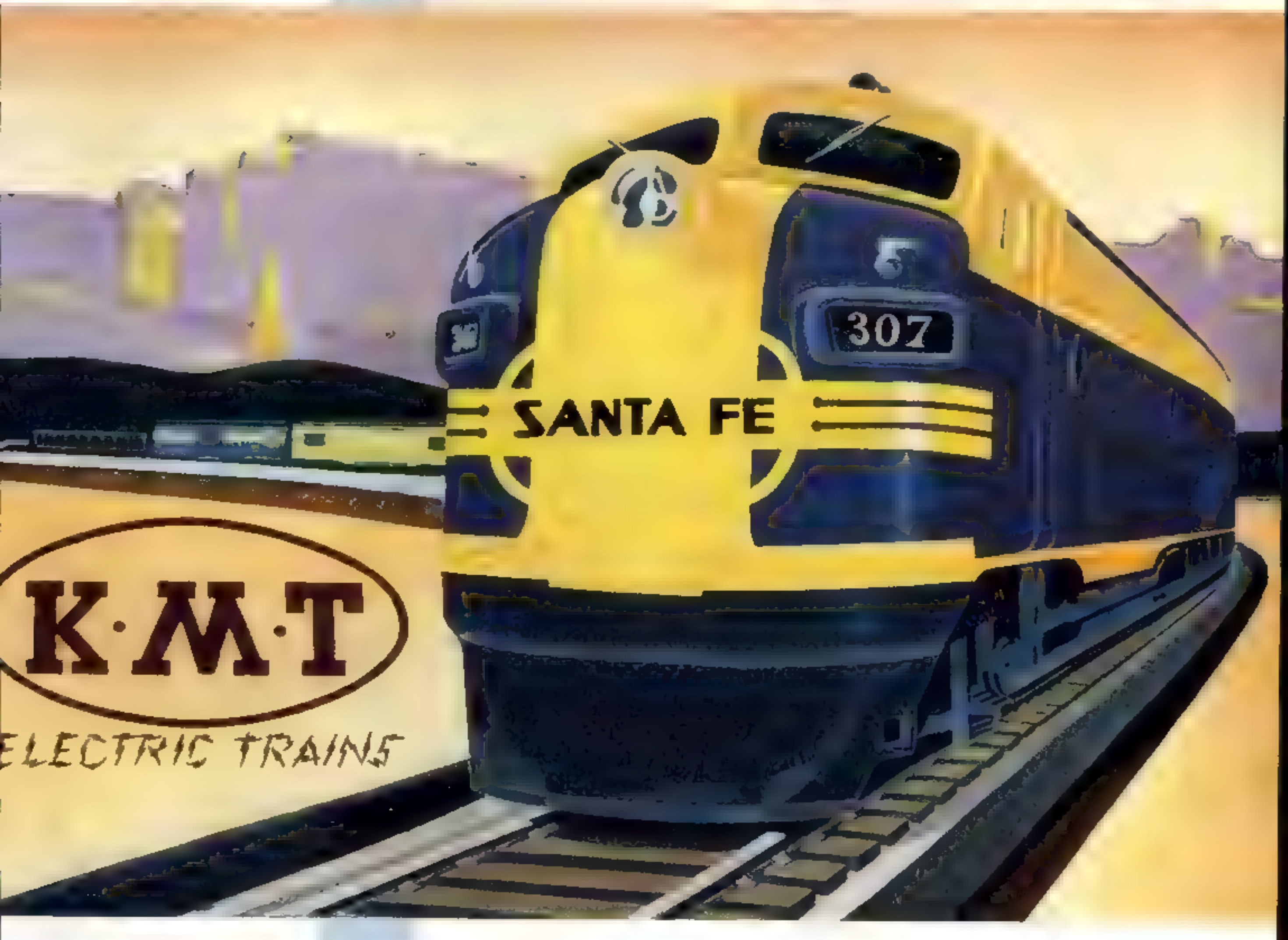

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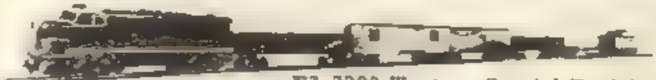
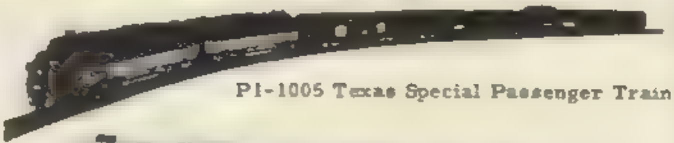
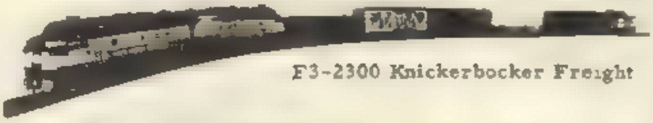
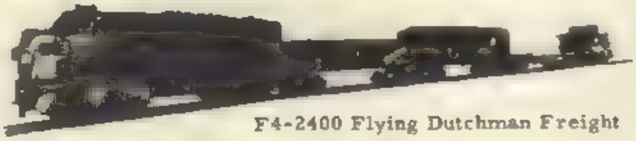
K.M.T. "O" GAGE-READY TO RUN-TRAIN SETS

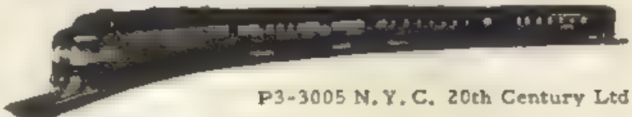

F2-2200 Western Special Freight

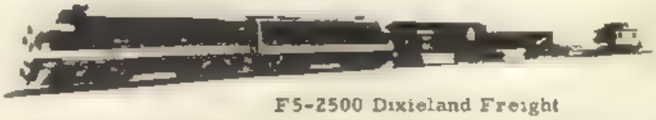

P1-1005 Texas Special Passenger Train


F3-2300 Knickerbocker Freight

P2-2005 Santa Fe Super Chief Passenger Train


F4-2400 Flying Dutchman Freight


P3-3005 N.Y.C. 20th Century Ltd.


F5-2500 Dixieland Freight

P6-6005 C&NW "400" Passenger Train

KUSAN-AUBURN, INC.

KUSAN

F2-2200 Western Special Frt. 52.50
Consists of one Santa Fe F7A powered Diesel, 4 Freight cars, ramp, 11 Sec. 040 Track and instructions.

F3-2300 Knickerbocker Frt. 59.50
Consists of one NYC F7A powered A, one Dummy A Diesel, 6 Freight Cars, ramp, 11 Sec. 040 Track and instructions.

F4-2400 Flying Dutchman Frt. 48.50
Consists of one Pennsy F7A powered Diesel, 4 Freight cars, ramp, 11 Sec. 040 Track and instructions.

F5-2500 Dixieland Frt. 54.50
Consists of one Southern F7A powered A, one Dummy A Diesel, 5 Freight Cars, ramp, 11 Sec. 040 Track and instructions.

F2-2200X Western Special Frt. 55.00
Same as F2-2200 except has "Duo-Trac" Feature.

F3-2300X The "Knickerbocker"frt. 62.00
Same as F3-2300 except has "Duo-Trac" Feature.

F4-2400X The "Flying Dutchman"frt. 51.00
Same as F4-2200 except has "Duo-Trac" Feature.

F5-2500X The "Dixieland"frt. 57.00
Same as F5-2500 except has "Duo-Trac" Feature.

SPECIAL NOTE
K.M.T. DUO-TRAC FEATURE

The most sensational electric train feature of them all. Just flip a switch and your K.M.T. train will run on realistic two rail or conventional three rail "O" gauge track. Requires no change over in your present layout.

For this sensational DUO-TRAC feature add suffix "X" behind any of the above train set numbers when ordering and 2.50 to the list price of the set.

P1-1005 MKT Texas Special Pass. 79.50
Consists of one MKT F7A pow'd Diesel, one Dummy Diesel, 4-Streamline Pass Cars, Ramp, 11 Sec .040 Track and instructions.

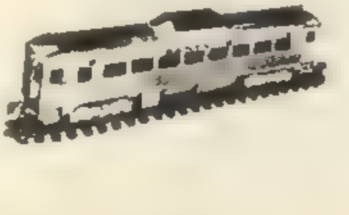
P2-2005 Santa Fe Super Chief Pass 66.50
consists of one NYC F7A pow'd Diesel, one Dummy Diesel, 3-Streamline Pass cars, ramp, 11 Sec, .040 Track and instruct.

P3-3005 NYC 20th Century Ltd. Pass 59.50
Consists of one NYC F7A pow'd Diesel, 3 Streamline Pass, cars ramp, 11Sec 040 Track & instructions.

P4-4005 Penn. Broadway Ltd. Pass 75.00
Consists of one Penn. F7A pow'd Diesel, one dummy Diesel, 4-Streamline Pass Cars, ramp, 11 Sec. .040 Track and instructions.

P6-6005 C & N W "400" Pass. 70.00
Consists of one C&NW F7A powered Diesel, one dummy Diesel, 3 Streamline Pass. Cars, ramp, 11 Sec. 040 Track and instructions.

RDC 2-2 Budd RDC Train 55.00
Consists of one RDC Budd pow'd car, two RDC Budd Dummy car, ramp, 11 Sec. .040 Track and instructions.



K.M.T. DIESEL LOCOMOTIVES

These diesel locomotives are bonded with exclusive mechanical features that set them above and apart from any locomotives. Equipped with positive drive "TRACTION TREAD". Equipped with a 7-pole Pittman motor with a full range of speed. Famous General Motors F7A Diesel reproduced in detail.

#F-1 M.K.T. Powered "A" Diesel	27.50
#F-2 Santa Fe Powered "A" Diesel	27.50
#F-3 NewYork Central Powered "A" Diesel	27.50
#F-4 Pennsylvania Powered "A" Diesel	27.50
#F-5 Southern Powered "A" Diesel	27.50
#F-6 Chicago & N.W. Powered "A" Diesel	27.50

BUDD R.D.C. LOCOMOTIVES

RDC-2 Budd R.D.C. Powered unit	27.50
RDC-2D Budd R.D.C. Dummy unit	12.00

NOTE: DUO-TRAC is available in all powered Diesels for 2.00 Extra. Add "X" to the regular stock number when ordering "DUO-TRAC".

DUMMY "A" DIESELS

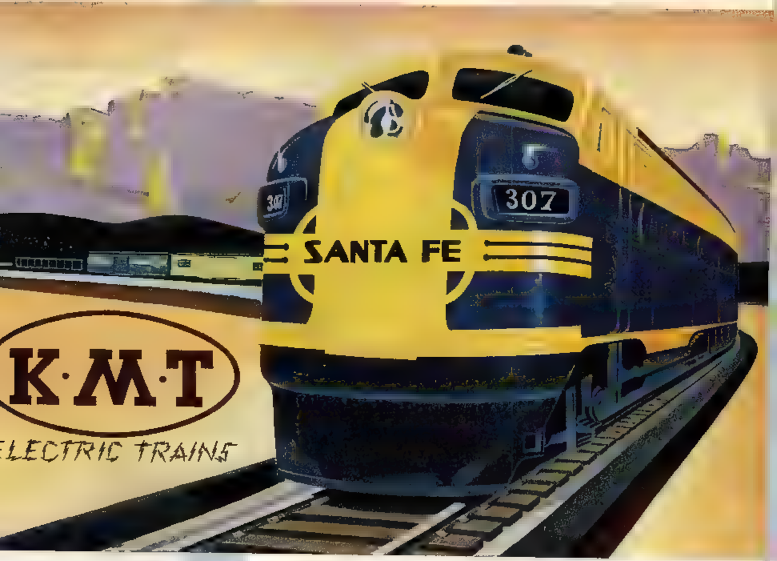
#F-1D M.K.T. Dummy "A" Diesel	12.00
#F-2D Santa Fe Dummy "A" Diesel	12.00
#F-3D NewYork Central Dummy "A" Diesel	12.00
#F-4D Pennsylvania Dummy "A" Diesel	12.00
#F-5D Southern Dummy "A" Diesel	12.00
#F-6D Chicago & N.W. Dummy "A" Diesel	12.00

For those who demand the finest

KMT electric trains, both O and HO gauge, know no peer for realistic detail, rugged durability and life-long performance.

Visit Rooms 619 and 621 in the Hotel McAlpin during the Toy Fair. You'll see the revolutionary **KMT** Line with **Liftamatic** couplers, **Traction-Tred, Duo-Trac** trains, and many other exclusive features.

Write Dept. F today for your full color catalog



KUSAN-AUBURN, INC.

2716 FRANKLIN ROAD • NASHVILLE, TENN.

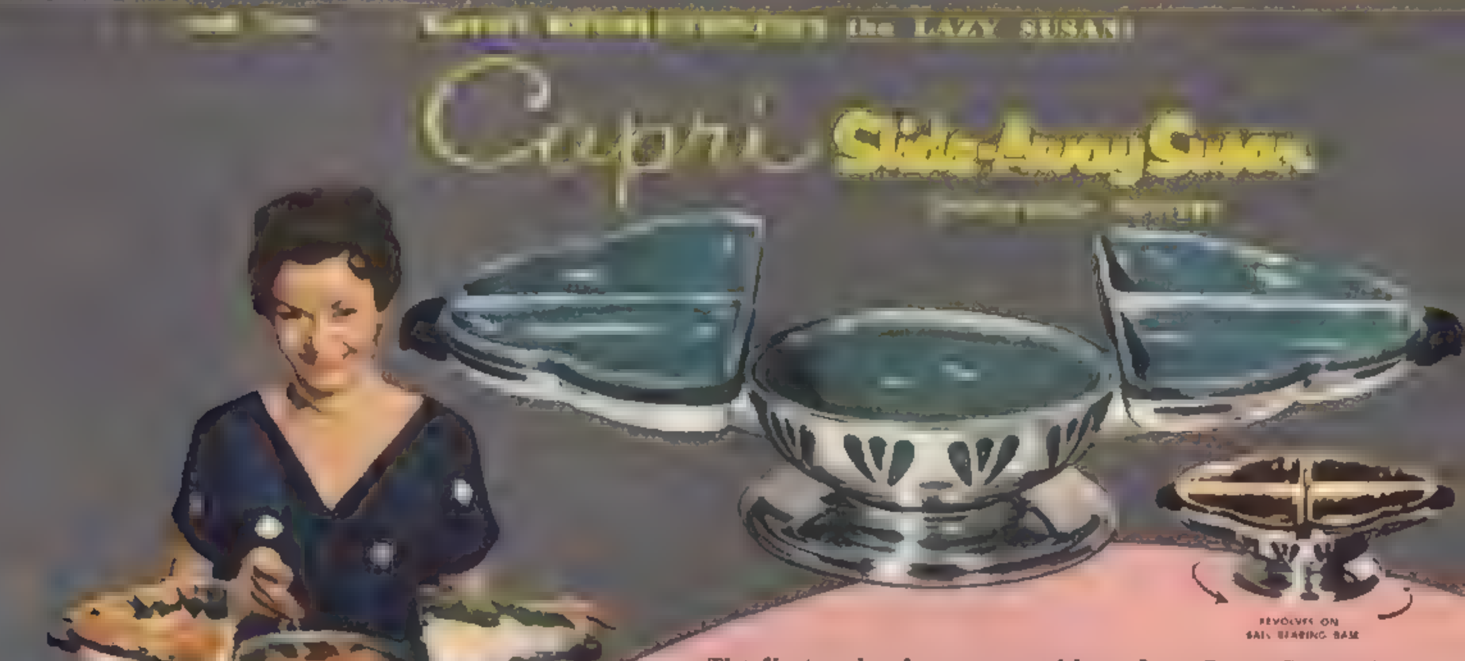
Karoff
ORIGINAL

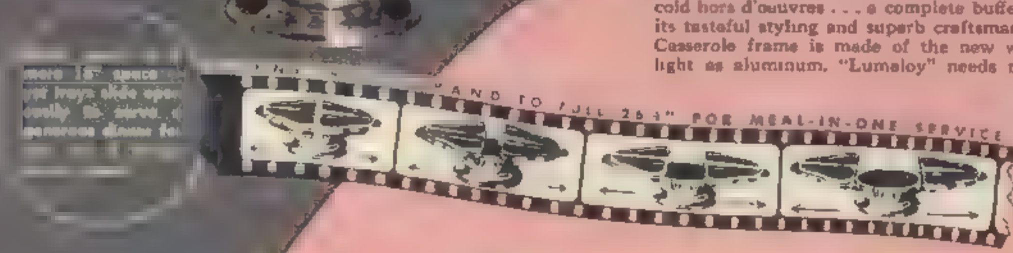
Guaranteed by Good Housekeeping

NATIONALLY ADVERTISED

KAROFF ORIGINALS

ingenious Giftware for the gracious hostess with the Subtle Quality of Eleganc



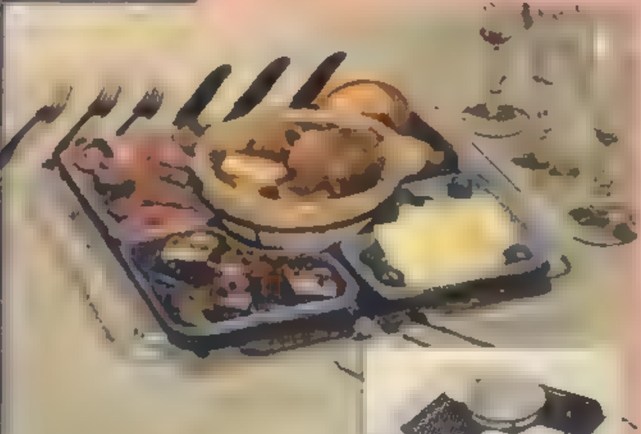

EXPAND TO FULL 26½" FOR MEAL-IN-ONE SERVICE

The first and only e-x-p-a-n-d-i-n-g Lazy-Susan-Casserole!

New No other Lazy Susan is so ideally suited to today's serving and entertainment needs—fits so many purposes so well! Serves a complete dinner comfortably . . . hot or cold hors d'ouuvres . . . a complete buffet spread . . . every type of snack or spread. And its tasteful styling and superb craftsmanship will make it an immediate best-seller Casserole frame is made of the new wonder metal—"Lumaloy" — lustrous as silver, light as aluminum. "Lumaloy" needs no polishing . . always stays silver bright. Two sliding trays expand for serving and slide together as casserole cover and for compact storage. Wgt. 10 lbs.

- 2-QT CENTER CASSEROLE
- 4 ADDITIONAL DISHES FOR "FIXINGS"
- ENTIRE UNIT REVOLVES ON BALL-BEARING BASE

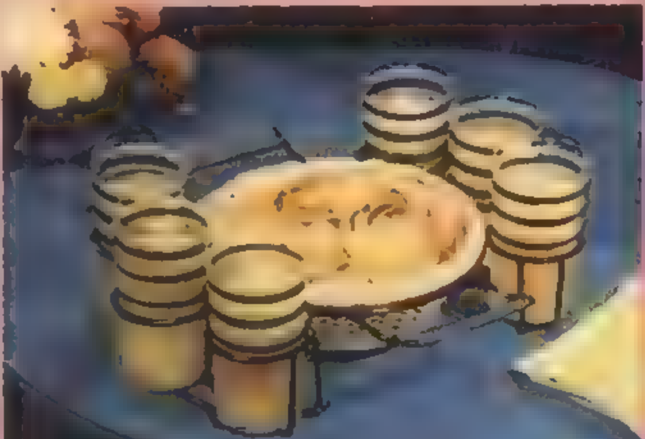
No. 556A18-1200—Aqua Drip	Retail $20.00
No. 556A19-1200—Brown Drip	Retail $20.00



"Hostess" SERV-ALL. Black wrought iron tray in smart mesh design with four legs and Pyrolace wrapped handles. Fitted with 4 two-tone combination corner pottery dishes for cheeses, cold cuts, salads etc. Imported center basket for rolls and bread, nests in permanently attached black frame. Size 17 x 14½. Wgt 7 lbs.

- CAN BE USED WITH OR WITHOUT POTTERY
- AQUA DRIP AND GRAY COMBINATION POTTERY

No. 556A20-600 Retail $10.00



"DRINK 'N CHIP" SERVER. Serves drinks and snacks graciously. Large deep 9" round imported Madeira basket (removable). 6 highball glasses with beautiful banded design to match black satin finish wrought iron handles with Pyrolace hand grips. Over all 15" diam. Indiv. boxed. *Pat. Pend.* Wgt. 5 lbs.

- LARGE IMPORTED MADEIRA BASKET
- 6 STUNNING HIGHBALL GLASSES

No. 556A7-360 Retail $6.00

*Prices slightly higher in some zones

Karoff ORIGINAL

Guaranteed by Good Housekeeping

NATIONALLY ADVERTISED

KAROFF ORIGINALS

ingenious *Giftware* for the gracious hostess with the Subtle Quality of *Elegance*

...the expanding tray that revolutionized buffet serving

NOW LUXURIOUSLY RE-DESIGNED

NEW 15% LARGER SERVING CAPACITY

NEW MODERN DESIGN HANDLES

DEEPER FOOD WELLS

EXTRA THICK TRAYS

"DELUXE FOLD-AWAY" BUFFET. U S. Pat No. D-166505 The gracious way to serve a generous buffet. Fine grained polished blond hardwood, 5 spacious food wells glass salt and peppers, 2 wood-covered glass relish dishes with spreaders Needs no protective doilies Easy to wash Opens to 29 , folds to 15" *Indiv Packed* Wgt 6 lbs

- BUFFET MEALS
- T.V. SNACKS
- HORS D'OEUVRES
- EXTRA DEEP FOOD WELLS

No. 556A12-777 Retail $12 95

- STURDY BLACK WROUGHT IRON LEGS—DETACHABLE FOR TABLE-TOP SERVING
- 6 SPECIALLY DECORATED, HEAVY BOTTOM 12-OZ. BEVERAGE GLASSES FURNISHED
- MADEIRA BASKET FOR POTATO CHIPS AND PRETZELS

As Table
As Tray
LEGS DETACH FOR TRAY SERVICE

BEER-TENDER THE PORTABLE PARLOR PUB A unique table or tray for serving beer and tidbits together in a single portable and beautiful unit Heavy hardboard tray lacquered in alcohol-resistant White or Chinese Red with pyrolace wrapped wrought iron handle Wrought iron rack holds six 12 oz bottles or cans Complete with 6 decorated 12-oz. beer glasses which fit into tray top Center well holds imported Madeira basket. Indiv boxed Wgt 9½ lbs.

No. 556A21-780—Chinese Red Retail $13.00

No. 556A22-780—White Retail $13.00

Sea Servers

"SEA-SERVERS" COCKTAILS FOR 6. Serves seafoods in natural setting. Refreshing, original new way to serve sea-food cocktails. 6 non-chip styrene shells in true-to-nature colors. Crystal sauce cups fit into base of shells. Gift boxed (Pat. Pend) Wgt 2¾ lbs.

- FOR SHRIMP COCKTAILS, LOBSTER SALAD, CRABMEATS, ETC.
- SMART TO SERVE; EASY TO WASH

No. 556A2-240 Retail $4.00

"MONTE CARLO" SNACK BAR. Deluxe all in one refreshment service. Beautiful polished hardwood tray has 4 deep food wells for canapes meats, sandwiches, cheeses, other snacks. Glass rack holds 8 tumblers Wood-covered glass bucket for ice cubes or potato chips popcorn Individ Packed *Pat Pend* Wgt 14 lbs

- 17½" UNIT REVOLVES ON HARDWOOD BASE
- 8 DECORATED TUMBLERS, COVERED ICE BUCKET

No. 556A16-1200 Retail $20 00

"CONTINENTAL" BREAKFASTER. Says "Good Morning' smartly, generously Hardwood tray, 13" x 4¾". Handsome wrought iron handle with black and white pyrolace trim. Wrought iron rack holds 6 slices of toast 2 square dishes for spreads. Individ packed *Pat Pend* Wgt 3 lbs.

- SERVES CHEESES, JAMS AND OTHER SPREADS
- EASY-TO-CLEAN POLISHED HARDWOOD TRAY

No. 556A5-300 Retail $5.00

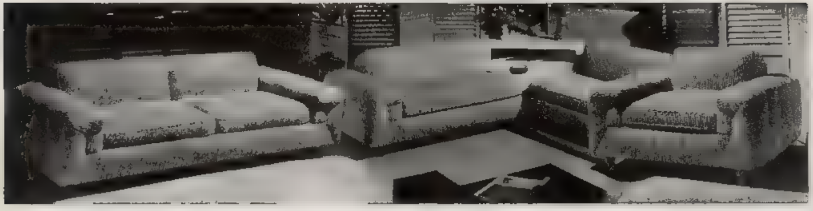
*Prices slightly higher in some zones.

Printed in U.S.A.

CONTEMPORARY GROUP

KARPEN Guaranteed FURNITURE

Designed by Karpens Famous Team of Modloff and Guptil



California Modern

The utmost in comfort and modern styling is available in this coordinated group, designed in California type modern. Consisting of a sectional sofa, lounge chair, love sofa and armless chair. Each piece is available separately or as a matched grouping. Deep new sweeping lines, wide channel arms and sides make it a luxury series while latex hair on top arms and a spring edge add comfort to the soft seat and back construction. Mounted on attractive tapered wood legs. The handsome modern cover is hand tailored, beautifully finished nubby metallic tweed, grade 16, and available in smart decorator colors of black and coral, brown and chartreuse, black and turquoise, toast and brown or brown and white. Sofa is 96" overall length, height 28" seat depth is 39", Shipping weight approximately 500 lbs.

241005B21825 Each **$350.00**

Sectional Sofa measures 59", each section. Height 27", seat depth 39". Shipping weight approximately 600 lbs.

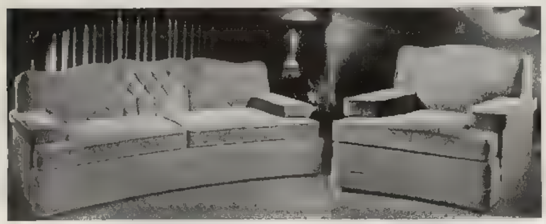
421006B28865 Each.................................. $450.00

Chair is 38" overall width, 27" high, seat depth is 39". Shipping weight 300 lbs.

241007B11250 Each.................................. $175.00

As above, chair without arms

241008B8750 Each $135.00



Tailored Sofa and Matching Lounge Chair

- **Center Tufted** • **Tailored Arms**
- **Sweetheart Back** • **Crescent Front**
- **Decorator Approved Colors**
- **Luxurious T-Cushion . . . Spring Edge Base**
- **Easy Rolling Casters**

Grade 12 exclusive Karpen covers by Zimmerman in Black background Frieze. Colors: Red Persimmon, Bright Green, Olive Green or Rose Beige. State Color Wanted. Sofa 87" long 41" deep and 32" high. Chair 46" wide, 38" deep and 38" high.

241009B21050 Sofa. Shipping weight approximately [illegible] lbs. Each **$350.00**

241010B9850 Chair. Shipping weight approximately 300 lbs. Each 150.00

241011B30375 Two-piece Suite. Shipping weight approximately 800 lbs. Each... 450.00

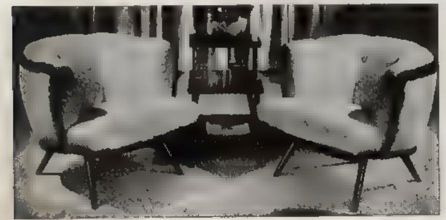
Modern Sofa-Matching Sectional Sofa and Lounge Chair

- **Black Background Cover—Smart Frieze with Allover Pattern**
- **Colors: Red, Gold, Persimmon, Green, Lime, Grey. State Color Wanted** • **Cover Grade 12**
- **Sofa—94" Long—36" Deep—28" High**
- **Sectional Sofa—59" Long—35" Deep—28" High**
- **Chair—46" Wide—36" Deep—28" High**

241012B20475 Sofa: Shipping weight approximately 500 lbs. Each **$329.50**

241013B10700 Chair. Not Illustrated. Shipping weight approximately 300 lbs. Each.................... 150.50

241014B27150 2-piece Sectional Sofa. Not illustrated Shipping weight approximately 700 lbs. Each... 450.00



Contemporary Matching Chairs

- **Ideal for Utilizing Awkward Wall Spaces—Such as curved bays, odd corners, Fireplace or Picture window**
- **Can Be Ordered in Pairs or Singly**
- **Width 34"** • **Depth 32"** • **Height 28"**

Covers are two-tone Modern Tapestry in black and citron—black and turquoise—black and white. State your choice of colors. Set off with contrasting trim as shown. Legs are finished in either light or dark wood. Specify finish wanted. Shipping weight approximately 150 lbs.

241015B6525 Each.................................. **$99.95**

Masterpiece KARPEN Guaranteed FURNITURE FURNITURE

NATIONALLY KNOWN QUALITY . . . . . . FOR OVER SEVENTY YEARS

BUILT TO CUSTOM SPECIFICATIONS . . . DEL. APPROX. 30 TO 45 DAYS. F.O.B. CHICAGO

8-WAY HAND TIED COIL SPRINGS . . . SUPER SAG-LESS WEB BOTTOM PLATFORM BASE CONSTRUCTION

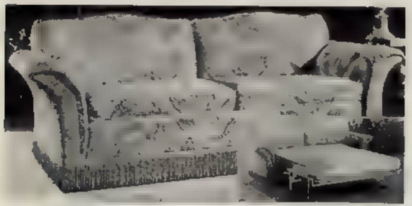
MARSHALL POCKET SPRING UNITS—INDIVIDUAL MUSLIN POCKETED

NEW KARPEN KONVERTABLES

SLEEPING COMFORT AT NIGHT and LUXURIOUS LIVING ROOM FURNITURE BY DAY

A Wide Choice of Decorator Approved Covers **The KARPENITER offers an all-new easy operating mechanism especially designed for Karpen. Other outstanding features are:**

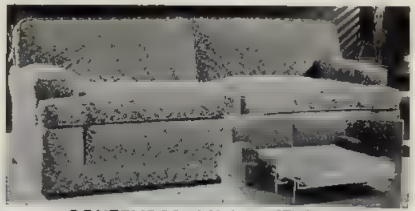
- Proper seating height when closed.
- Spring edge sofa for greater comfort.
- Casters for easy moving.
- Greater variety of styles.
- Karpen Guaranteed construction throughout.
- Pillow-rail to keep pillows in place.
- Full-size reversible Karpen mattress.



SWEETHEART BACK KONVERTABLE

Length 67" depth [illegible]" height 32 Large figure Metallic texture. Grade [illegible] Pumpkin green, brown or biscuit Shipping weight [illegible] lbs

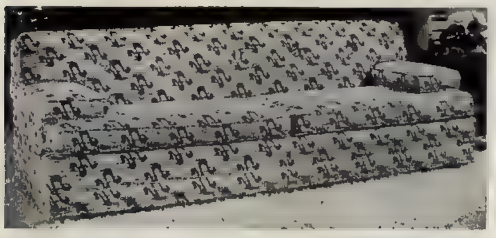
241001B19475 Each.................................... **$299.95**



CONTEMPORARY KONVERTABLE

Length 81" depth 34" height 31" Modern Metallic Frieze Gold, pumpkin, olive beige or black and white. Grade 19. Ship. wt. 510 lbs

241002B19475 Each.................................... **$299.95**



Lawson Modern

- **Grade 22** • **Shipping Wt. 600 lbs.**
- **Heavy Textured Metal Thread Matlesse**
- **Mauve and Black** • **White and Black** • **Turquoise and Black**

SPECIFY YOUR CHOICE OF COLORS

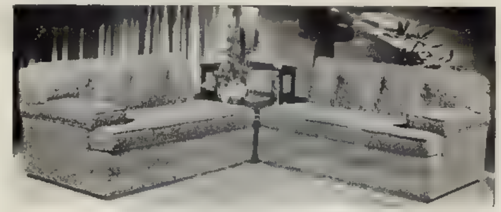
- **Overall Length 94 Inches**
- **Depth 39 Inches** • **Height 30 Inches**

A charming extra-length sofa is suitable for modern or traditional fabrics. Designed with a modern Lawson type back the attached pillow arms and spring edge offer luxurious comfort in keeping with Karpen tradition Simple lines provide modern styling complimentary to any setting and casters provide ease of moving

241003B25150 Each **$379.50**

Charles of London
SECTIONAL

- **Right and Left Facing Sections**
- **Ideal for Smart Groupings**
- **Length of Each 58 Inches**
- **Depth 36 Inches** • **Height 30 Inches**
- **Smartly Designed in a Manner Befitting the Most Discriminating Home**
- **Heavy Modern Metallic Tweed in Black and Coral . . . Brown and White . . . Toast and Brown . . . Brown and Chartreuse . . . Black and Turquoise**
- **Grade 22** • **Ship. Weight Approx. 700 lbs.**
- **Modern Furniture at its Very Lovely Best**



These sectional love seats, in Charles of London style, are charming in either a modern or traditional setting Wide, comfortable arms .. the back trimmed with big buttons.

241004B33600 Each.. . . . . **$499.95**

SAMPLES *Samples may be requested on the covers shown. A $5.00 deposit is required which will be refunded upon return of samples. State fabric and catalog number. Any piece shown may be ordered with any of the covers shown. Price will be quoted on receipt of request. Give catalog numbers of piece and cover desired.*

Keyston Bros.

DOUBLE HOLSTER SETS

Hubley Sure Shot guns. Select California range cowhide in oxblood and russet with white felt backing. Big star nickel ornaments, shiny rope-edge spots. White bullets. The adjustable belt can be buckled in front or back, sliding holsters can be reversed for "Arizona" or "flash" draw.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG180-2041	$3.98	6 each	11¾ lbs.		

Keyston Bros.

DOUBLE HOLSTER SET

Hubley Sure Shot guns. Canyon brown range cowhide, white leather trimmed. Big bright domed nickel spots and western style buckle on white holster cross straps. White plastic welting and bullets trim the adjustable belt.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG180-2031	$2.98	12 each	16½ lbs.		

Keyston Bros.

DOUBLE HOLSTER SET

Hubley Rodeo guns in 8½ inch holsters. Oak tanned black cowhide in simulated pony skin. White leather trimmed pockets with white plastic fringe and nickel ornaments. Belt is adjustable. Each set in a box.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG180-2021	$1.98	12 each	14½ lbs.		

Keyston Bros.

SINGLE HOLSTER SET

Hubley Texan Jr. gun. Glazed oxblood leather with russet leather backs on holster. Large square sunburst ornament and rope-edge spots on front. 2¼ inch pinked adjustable belt with trophy buckle. Leg ties. In a box.

No.	Retail	L.P.L.	*P.L.
EG180-1033	$2.98		

Pkd. 12 ea. - 18 lbs.

Keyston Bros.

SINGLE HOLSTER SET

Hubley Tex gun, sliding quick draw holster. Red and white leather with brilliant ornaments and large domed nickel spots. Adjustable belt with red plastic welting, red bullets. Individually boxed.

No.	Retail	L.P.L.	*P.L.
EG180-1025	$1.98		

Pkd. 12 ea. - 11 lbs.

Keyston Bros.

SINGLE HOLSTER SET

Hubley Rodeo gun. California leather in simulated black pony hide. White trim with gleaming nickeled horse shoe ornament. Fringed 8½ inch holster. Individually boxed.

No.	Retail	L.P.L.	*P.L.
EG180-1011	$0.98		

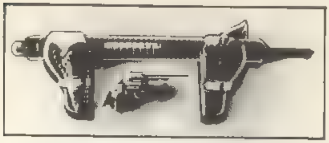
Pkd. 12 ea. - 8 lbs.

* * *

** BEST PRICES ON HOLSTER SETS – P.L. (pack lot) prices also apply if all sets ordered total up to, or surpass the amount specified on your toy order blank.*

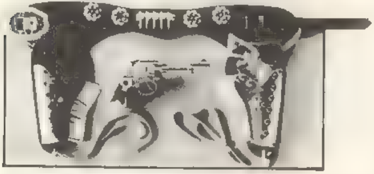
Keyston Bros.

DOUBLE HOLSTER SETS



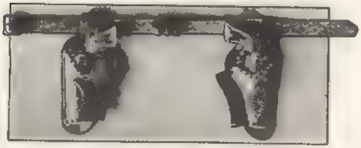
Hubley Western guns. A glittering set with 144 shiny flat top spots, silvery bullets. Black California cowhide with pure white trim. 2-piece western buckle set on adjustable belt, matching bright nickel buckle sets on the pure white cross straps on holster fronts.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2073	$6.95	6 each	16 lbs.		



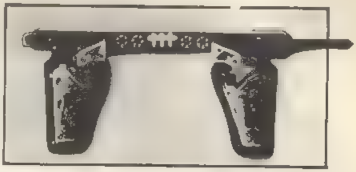
Hubley Texan Jr. guns. Select grained leather in canyon brown simulated pony hide. White cowhide holster fronts, brown hair calf skin overlay, white leather fringe. Belt trimmed in white plastic welt. Set decorated with conchas. large domed spots, flat top spots and white jewels.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2063	$5.95	6 each	17 lbs.		



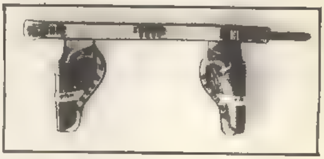
Hubley Western guns. Flower embossed rich clear top grain leather. Black leather fringed 11 inch holsters. Domed spots, large oval sunburst ornament of shiny metal. Red wood bullets. Western type buckle on belt.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2059	$4.98	6 each	13½ lbs.		



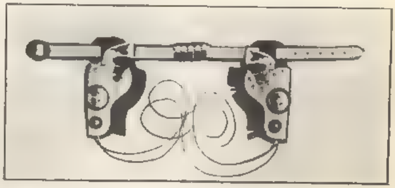
Hubley Texan Jr. guns. All black California leather with flashy Silverado embossed metal holster fronts. Adjustable belt with white plastic welting, white bullets and bright nickel ornaments. Each set in a box.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2051	$4.98	6 each	17½ lbs.		



Hubley Sure Shot guns. Top grain russet and black California saddle leather, acorn embossed. Fronts have nickel star spots on cross panels. Adjustable belt with nickeled buckle set, black plastic welting, red bullets. Boxed.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2049	$3.98	6 each	11 lbs.		



Hubley Tex guns. Buck and redwood leather with red fringe. Jr. Marshall badge and nickel spots on holsters. Adjustable belt with red plastic trim and western buckle, red bullets.

No.	Retail	Packed	Weight	L.P.L.	*P.L.
EG179-2042	$3.98	6 each	9½ lbs.		

** BEST PRICES ON HOLSTER SETS – P.L. (pack lot) prices also apply if all sets ordered total up to, or surpass the amount specified on your toy order blank.*

HOLSTER SETS

DOUBLE HOLSTER SET

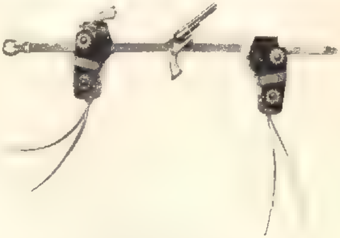
Flower empossed rich clear top grain California leather with black leather fringe and big spots of bright shiny nickel. Red wood bullets and two Hubley Western guns included 6/ctn., wt. 14 lbs. No. 2059

STOCK No. 71—88683

KEYSTON BROS.

N73-25 L **Retail**.... .... **$4.98 ea.**

Inv.______________ Pur. ______________



DOUBLE HOLSTER SET

Small fry double holster of tan ostrich and black-kid leather. Decorations include rosettes, nickel studs and leather cross straps on front pockets. Embossed Western buckle. Two Pal pistols included 12/ctn., wt. 10 lbs. No. 36.

STOCK No. 71—88685★

J HALPERN CO

A81-30 L **Retail** .... **$1.98 ea.**

Inv.______________ Pur.______________

DOUBLE HOLSTER SET

Genuine leather fur holster set with beige leather back and hanger. Decorated with metal conchas and biege leather rosette streamer. Has biege leather adjustable belt and two Buffalo Bill pistols. 36/ctn., wt. 25 lbs. No. 2/203.

STOCK No. 71—88689

LESLIE HENRY CO., INC.

G51-30 B **Retail**. . . **$1.98 ea.**

Inv. __ Pur.______________

DOUBLE HOLSTER SET

Selected oak tanned California black cow hide in simulated pony skin with nickel ornaments. White leather trim with plastic fringe. Hubley Rodeo guns included. 12/ctn., wt. 14½ lbs. No. 2021

STOCK No. 71—88690

KEYSTON BROS.

C91-30 N **Retail**..............**$1.98 ea.**

Inv.______________ Pur.____

DOUBLE HOLSTER SET

Black, white and silver holster set with Sure Shot pistols. Genuine bark tanned cow hide leather with unique silver embossed design. 24/ctn., wt. 19 lbs. No. 1300U

STOCK No. 71—88698★

CARNELL MFG. CO.

B31-95 T **Retail** .. **$2.98 ea.**

Inv.______________ Pur.______________

HOLSTER SETS

DOUBLE HOLSTER SET

Top grain selected California glazed leather with big round nickel spots and flashing cowboy medallions. Stress points riveted on the sliding holsters. Hubley Rodeo guns included. 12/ctn., wt. 15 lbs. No. 2039.

STOCK No. 71—88699

KEYSTON BROS

W31-95 Z **Retail** ________ **$2.98 ea.**

Inv.__________ Pur.________

DOUBLE HOLSTER SET

Genuine leather Texas Ranger holster set in black, embossed in back, smooth in front. Decorated with nickel conches and jewels, plus nickel spots and white edging. Has Western steer head buckle on adjustable belt with leg ties. Two Champion pistols included. 12/ctn., wt. 32 lbs. No. 2/454.

STOCK No. 71—88704

LESLIE HENRY CO., INC

Z92-60 S **Retail** ________ **$3.98 ea.**

Inv.__________ Pur.________

DOUBLE HOLSTER SET

Selected California cow hide in oxblood and russet with white felt backing. Nickel ornaments and shiny rope edge spots. Has bright bullets and Hubley Sure-Shot repeating guns. Buckle in front or back, sliding holsters can be reversed. 6/ctn., wt. 12 lbs. No 2041

STOCK No. 71—88705

KEYSTON BROS.

R82-60 P **Retail** ________ **$3.98 ea.**

Inv.__________ Pur.________

DOUBLE HOLSTER SET

Suede cowhide combination of wine and pink. Special California tanned leather, soft, pliable, yet durable. Has flashing ornaments, nickel spots and nickel buttons. Holsters can be removed and belt used separately. Hubley-Tex guns included. 6/ctn., wt. 12 lbs. No. 2047.

STOCK No. 71—88706

KEYSTON BROS.

S32-60 N **Retail** **$3.98 ea.**

Inv.______ Pur.______

DOUBLE HOLSTER SET

Double holster set in assorted color combinations with two 50-shot Western pistols. Genuine bark and cowhide leather. Adjustable belt to fit most children. Brown and natural finish. 12/ctn., wt. 31 lbs. No. 1519W

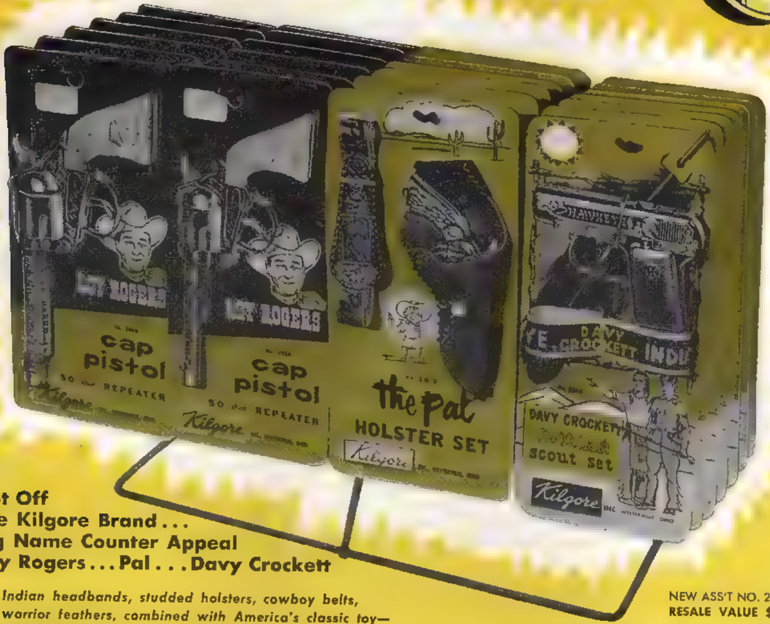
STOCK No. 71—88709★

CARNELL MFG. CO

C63-25 A **Retail** **$4.98 ea.**

Inv.______ Pur

Brand New K


ROY ROGERS
No. 2066
cap pistol
50 shot REPEATER
Kilgore
ROY ROGERS
No. 2055
cap pistol
50 shot REPEATER
Kilgore
No. 2019
the pal
HOLSTER SET
Kilgore
HAWKEYE
DAVY CROCKETT INDIAN
No. 2014
DAVY CROCKETT
Indian
scout set
Kilgore INC. WESTERVILLE, OHIO

Hot Off
The Kilgore Brand . . .
Big Name Counter Appeal
Roy Rogers . . . Pal . . . Davy Crockett

Indian headbands, studded holsters, cowboy belts, warrior feathers, combined with America's classic toy— FAMOUS KILGORE TOY CAP PISTOLS.

ANOTHER KILGORE FIRST. A new idea -- combining Kilgore Toy Cap Pistols with play accessories -- in an exclusive Kilgore Eye 'n Buy self-selling assortment of four different carded Kilgore attractions!

ONE DEAL IN ONE CARTON -- for convenient handling, displaying, self selling . . . rack displays all merchandise in assortment. Quick profit, shipped complete including advertising banner in one carton . . . a self-starting, compact toy department.

ASSORTMENT NO. 2025, SHOWN ABOVE, is one of four great Kilgore assortments. Feature it with Eye 'n Buy Assortment No. 2097, No. 2049 or No. 2029 -- makes an eye-catching selection of eight fast selling Kilgore carded pistols.

NEW ASS'T NO. 2025
RESALE VALUE $21.30

No. 2025 Assortment contains:

- 6 **No. 2066 ROY ROGERS** (9¾") pearl-plastic grip 50-shot repeaters **Resale @ 98c**
- 6 **No. 2055 ROY ROGERS** (8¾") pearl-plastic grip 50-shot repeaters. **Resale @ 79c**
- 6 **No. 2014 DAVEY CROCKETT INDIAN SCOUT SETS** Hawkeye 50-shot repeater, multi-colored Indian headband and blue feather. **Resale @ 89c**
- 6 **No. 2019 PAL HOLSTER SETS** Pal Toy Pistol, studded holster and western belt. **Resale @ 89c**
- 1 **No. 2000 EYE'N BUY** Display Rack.
- 1 Large 3-color Advertising Banner.

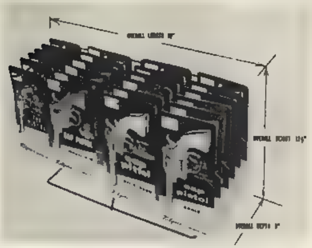
ASSORTMENT No. 2025: Display card basic colors are yellow and rich brown. Overall display measures 19" wide x 8" deep x 12½" high. Items in assortment available in open stock, carded or in individual boxes. Each packed ¼ gross to shipper.

This "K" Means O.K.

Kilgore INC. WESTERVILLE, OHIO

MANUFACTURERS OF EYE 'N BUY CARDED PISTOLS [illegible]

Display-Carded Cap Pistols Now Being Distributed by Kilgore



The #2097 merchandising assortment of its new Eye 'n Buy display-carded cap pistols is now being marketed by Kilgore, Inc., Warren C. Armstrong, vice-president and general sales manager for the Westerville, Ohio, manufacturer has announced. Assortment #2097 includes 12 display-carded Eagle Cap Pistols, 12 Kit Carsons, 24 Private Eyes and 48 Pals plus a window banner and self-service display rack.

The assortment is shipped complete in just one carton. Jobbers are said to find this convenient packaging cuts selling costs, helps them service retailers faster. Dealers short-cut handling expense by having this self-contained toy cap pistol department — including inventory, display helps and point-of-sale merchandiser—delivered in a single package.

The counter display merchandiser is easily set up and holds six-each carded Eagle, Kit Carson, Private Eye and Pal Cap Pistols. Eye 'n Buy display cards are smartly styled in black and gold to accent gun design. A pricing spot in upper left hand corner encourages self-selection. Cap pistols are firmly stapled to the cards, it is added.

All Kilgore Eye 'n Buy carded pistols are available in open stock also. Number 2227 Eagle, #2040 Kit Carson and #2038 Private Eye are packed one-quarter gross to a shipper; #2000 Pals are packed one-half gross to a shipper. In addition, all Kilgore cap pistols except the Pal are boxed in regular individual cartons.

DING DONG SCHOOL CELEBRATES SECOND ANNIVERSARY ON TV

"Ding Dong School" the morning television show that offers intelligently planned fun for pre-schoolers, celebrated its second anniversary with three awards as the Best Children's Program, renewed contracts from its sponsors, and the addition of four new, bigtime sponsors.

Look, *Motion Picture Daily* and *Fame Magazines* each named "Ding Dong School" as the top juvenile show in the United States in December, days before Gerber, General Mills, Ovaltine and International Shoe signed up for a second year of identification with the country's leading television program for youngsters. By January, Colgate, Procter & Gamble, Mennen and Sweetheart Soap had expanded the sponsor roster to eight names.

Outstanding reason for the country's largest advertising agencies and their multi-million dollar client-manufacturers' eagerness to join the "Ding Dong School" family is defined by the manner in which sponsors' products are continually exposed to view and put in use on the program. To date, this is the only children's program to combine product exposure and product usage in each show. "Ding Dong School's" Miss Frances, achieves her selling effectiveness through showing and using the product; she does not pitch it.

As a result, it is stated, "Ding Dong School" Toys are becoming an increasingly vital part of every alert retailer's buying schedule. Stores report "Ding Dong School" merchandise sold as well in January and February as during the Christmas rush. And dealers in non-television communities who have been featuring "Ding Dong School" toys, say that the national publicity and TV awards to "Ding Dong School" have established a strong consumer acceptance in their areas as well.

Gottheimer, Inc., Introduces Doll's Electric Blanket

Sid Gottheimer of Sid Gottheimer, Inc., 130 Willis Avenue, Bronx 54, N. Y., has long felt that a very important part of the toy industry is the creation of toys designed especially for little girls. In fact, this has been Mr. Gottheimer's particular interest for nearly 50 years, and his son Bob's for the past 10 years.

Since 1947 when Sid and Bob founded their own business, they have concentrated on the creation and manufacture of new and distinctive items in the doll accessory line. Starting with what might have been considered quite an insignificant item in the broad field of dolls and toys—doll-carriage cover sets—they went to work. Mrs. Gottheimer supplied the designing talent and the discriminating taste in the choosing of fabrics. The result of their combined efforts was an entirely new concept in packaging and product presentation, and within a comparatively short time, the doll-carriage set began to take its place among best-selling toy items.

The next step of the Gottheimers in their efforts to cultivate the vast girl market was in the field of fitted wicker bassinets, cradles and baskets, etc. Their idea was to create real luxury in this type of merchandise and this was accomplished by the use of the finest materials and only genuine wicker. For the past several years, the Gottheimer line of fitted wicker bassinets, cradles and baskets has become a standard line in an ever-increasing number of the top toy shops throughout the country.

Bob Gottheimer

For 1955, the Gottheimers are introducing what they consider to be a real toy with "play value plus" in the form of a doll blanket with the added feature of electricity. Says Sid Gottheimer, "Our Doll Dream line this year will be highlighted by a doll's electric blanket that really works." Just like mother's and dad's electric blanket, it has a separate control box and a heat control panel that indicates the intensity of the heat right in the blanket.

Another Gottheimer "first" for 1955 is what they describe as an entirely new concept in the packaging of doll-carriage cover sets. The latter are now designed to insure a much larger display in a box hardly more than half the size of the regular box.

Sid and Bob Gottheimer attribute a major part of the success of the Doll Dream line to the constant efforts they have devoted to the creation of merchandise designed, styled and priced to move fast off the counter and so packaged as to come as close as possible in eliminating shrinkage and spoilage.

Complete displays of the 1955 Doll Dream line will await Toy Fair visitors in Room 756 at the Hotel McAlpin as well as at the Gottheimer permanent showroom in the Fifth Avenue Building, Room 203.

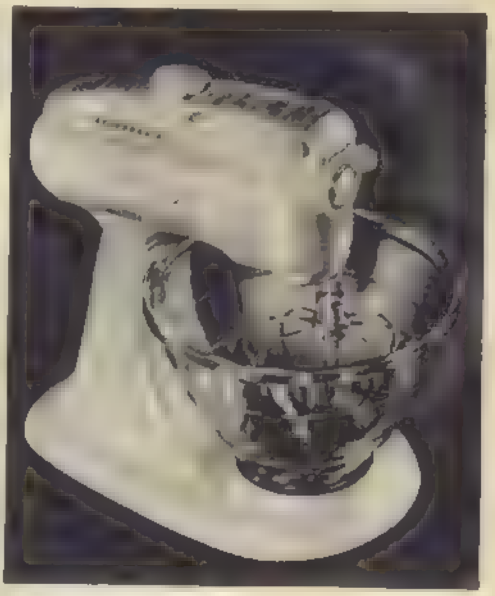
(A)

KitchenAid

Finest Food Preparers for Home and Commercial Use

Lifetime "Plus Power" trouble-free service . . . a vast range of time and money-saving devices and attachments. Mix, whip, blend, stir, fold, knead, beat . . . exclusively perfected "Planetary Action" assures superior, consistent results every time. Attachments for specialized food preparation and household tasks. All models operate on AC and DC current . . . each is a LIFETIME investment.

(B)



(C)

(A) KITCHENAID SEMI-COMMERCIAL MIXER — For largest families, institutional and commercial use . . . most complete unit in the "home-mixer" field. Special arms hold large 5-Qt. capacity heavily tinned steel bowl with side handles. Powerful 1/6 HP motor for heavier loads. Front power take-off. 10-speed control shift. Extreme rugged construction throughout . . . white baked enamel finish with polished metal trim. Comes with bowl, 1 combination flat beater and 1 wire whip. (Sh. Wt. 37 lbs.)

E-481C8137 SEMI-COMMERCIAL MIXER **Estab. Retail $123 50**

E-482C256 DOUGH HOOK **Estab. Retail $ 3 95**

E-483C1295 ICE CREAM FREEZER **Estab. Retail $19 95**

E-484C321 WATER JACKET — Filled with iced or hot water for specialized demands . . . candy beating, cream whipping, mashing potatoes, marshmallow icings, etc. **Estab. Retail $4 95**

E-493C1081 COLANDER/SIEVE SET — Makes pie-filler; apple, cranberry, other sauces . . . purees, strains, etc. **Estab. Retail $16 65**

(B) KITCHENAID SUPER MIXER — For larger families and feeding problems . . . wide commercial use. Handles from as little as one egg to heavy bread dough. Has extra-power, self lub. 1/6 HP motor. Equipped with 4-Qt. heavily tinned steel, stationary mixing bowl, 1 wire loop whip, 1 combination flat beater. Front power take-off, easy-to-use 10-speed control shift on side. Baked white enamel finish, polished metal trim. (Sh. Wt. 31 lbs.)

E-485C7149 SUPER MIXER **Estab. Retail $108 50**

E-486C127 DOUGH HOOK - Kneads dough for rolls, bread, pastries etc. **Estab. Retail $1 95**

E-487C1295 ICE CREAM FREEZER — Attaches to power take-off, freezes delicious home-made ice cream and sherbets in 15 min. **Estab. Retail $19 95**

E-488C451 COLANDER/SIEVE SET — Strains fruits, vegetables, etc. **Estab. Retail $6 95**

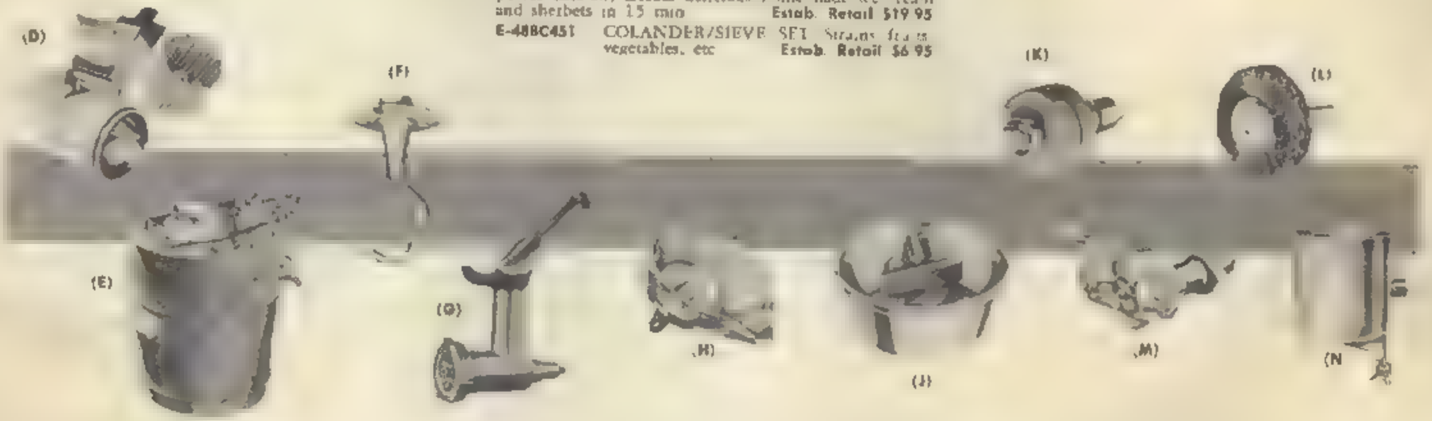
(C) KITCHENAID HOME MIXER — Ideal for the average family . . . handles from one egg to a bowlful of whipped potatoes. Operates host of attachments. Has front power take-off. Baked white enamel finish. 3-qt. stationary Pyrex bowl, all-purpose beater, 10 definite speeds plus intermediate ranges. Convenient, up-front mixing guide. (Sh. Wt. 26 lbs.)

E-326C3920 HOME MIXER **Estab. Retail $59 50**

E-329C432 3-QT. METAL BOWL **Estab. Retail $ 4 75**

E-327C386 COLANDER/SIEVE SET — Strains fruits, vegetables, etc. **Estab. Retail $ 5 95**

E-328C1295 ICE CREAM FREEZER — Attaches to power take-off, freezes delicious home-made ice creams and sherbets in 15 min. **Estab. Retail $19 95**



THESE KITCHENAID ATTACHMENTS FIT ALL THREE MODELS

(D) E-332C841 SLICER SHREDDER — Rotor type for fruits, vegetables, slaw, etc. **Estab. Retail $12 95**

(E) ICE CREAM FREEZER — Sub-listed under each Mixer

(F) DOUGH HOOK — Sub-listed under 2 heavy duty Mixers

(G) E-331C841 FOOD CHOPPER with Pestle **Estab. Retail $12 95**

(H) E-330C321 JUICE EXTRACTOR **Estab. Retail $4 95**

(J) COLANDER & SIEVE SET — Sub-listed under each Mixer

(K) E-491C321 KNIFE SHARPENER — Slot for keening blades, front cone for scissors **Estab. Retail $4 95**

(L) E-333C451 SILVER BUFFER — Mane-hair jeweler type **Estab. Retail $6 95**

(M) E-489C386 CAN OPENER — Holds can firmly . . . safe. **Estab. Retail $5 95**

(N) E-492C386 OIL DROPPER — Attaches over bowl **Estab. Retail $5 95**

MIXERS • GRINDERS

A

Dormeyer's New Silver-Chef

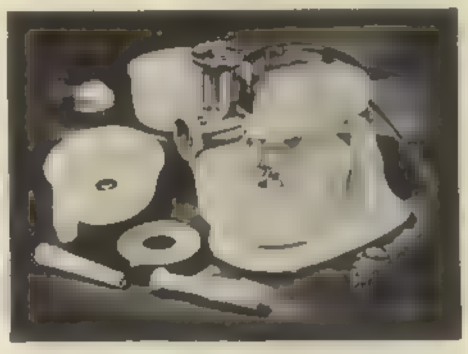
New all-chrome super-mixer, complete with detachable, direct-drive food grinder. Features include portable head, 2 stainless steel mixing bowls, turntable stand, new Magic-Mix arm for center-to-edge mixing, fingertip beater release. 10 recipe-tested speeds. Genuine nickel-chrome twin beaters. Nothing to chip, peel or crack — built for a lifetime of trouble-free use. AC/DC

(A) E-530C3563 **Estab. Retail $52.75**
(E-530C3321 in lots of 3)

B

(B) DORMEYER POWER-CHEF – Complete deluxe grinder-juicer-mixer with detachable head, 10 recipe-tested dial speeds, fingertip beater release. Grinder and juicer attach direct to built-in power drive . . . no adapters. Friction-free turntable, rubber strip footing. Includes 2 opal glass mix bowls, grinder, pestle, juicer, strainer, recipe book. AC/DC.

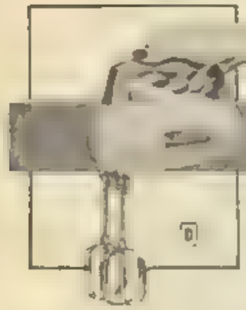
E-499C3089 **Estab. Retail $46.75**
(E-449C2881 in lots of 3)



C

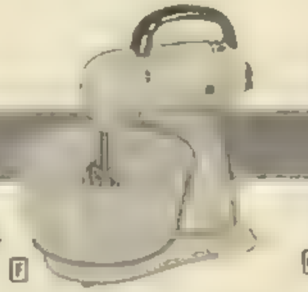
(C) DORMEYER MEAL-MAKER – Includes grinder and juicer. Built-in power drive . . . no adapters needed. Has 10 recipe-tested speeds on dial selector . . . portable mixing head . . . fingertip beater release. Includes opal glass, 2 mix bowls, juice bowl and juicer complete, grinder head, pestle. AC/DC.

E-277C2562 **Estab. Retail $37 95**
(E-277C2389 in lots of 3)



D

E



F

G

H

(D) DORMEYER "DORMEY" Space-saver . . . has full size beaters, recipe-tested 5-speed dial selector. Easy one hand operation . . . fingertip beater release. Stands on base for self-draining. AC/DC.

E-276C1284 **Estab. Retail $19.50**
(E-276C1189 in lots of 3)

(E) DORMEYER MIX MAID—Operates on turntables or as portable . . . handled mixing head detaches, stands alone. 9-speed dial selector. Nickel chrome beaters with fingertip release. Includes 2 mix bowls, complete juicer, recipe book, cord. AC/DC

E-175C1992 **Estab. Retail $29.50**
(E-175C1857 in lots of 3)

(F) ESKIMO COMBINATION Made by McGraw Electric. Use on pedestal or as portable. Has high power motor, 3 mixing speeds . . . trouble free and dependable. Baked-on white enamel body, black handle and switch . . . includes large white mix bowl. AC-DC

E-410C1594 **Estab. Retail $24.95**

(G) FOSTORIA WHIZ-MIX Non-slip base . . . extra powerful 2 speed motor. Square tapered container . . . cutting blades made of acid resisting stainless steel for extra long life. Simple to use . . . easy to clean

E-146C1997 **Estab. Retail $30.00**

(H) KNAPP-MONARCH LIQUIDIZER In 3 speed and multi-speed models . . . handsome baked-on white enamel bases . . . hexagonal bowls for whirlpool action . . . extra large, powerful Swedish steel blades. Two-piece, no-splash top for feeding in ingredients while running. Will grind, slice, mince . . . chop and mix sandwich spreads . . . shave ice cubes

E-182C2624 LIQUIDIZER, with 3-speed switch **Estab. Retail $39 95**

E-334C3280 MULTI-SPEED LIQUIDIZER with new SLIDE SWITCH for correct speed for function . . . liquefying, pulverizing, blending, batter mixing, etc. **Estab. Retail $49 95**

J

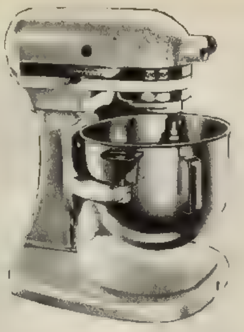
K

(J) KNAPP MONARCH REDI-MIXER Beats anything . . . portable, lightweight with big mixer power and blades. One hand operation, thumb tip control, 3 speeds . . . rests on end. Lifetime lubricated. AC/DC

E-512C1281 **Estab. Retail $19.50**

(K) BIRTMAN BLENDER Exclusive glass container handled for easy pouring . . . has special inner glass ribs to increase blending. 2-speeds with easy toggle switch . . . stainless steel cutting knives . . . 2 pc cover . . . non-skid baked-on enamel base with carry handles. Low height for storage in/under cabinets.

E-366C1941 **Estab. Retail $30.15**



"KITCHEN AID" MIXERS

By Hobart...World's Largest Manufacturer of Kitchen Machines

MODEL 3-C—STANDARD FAMILY SIZE. Popularly priced, perfect for the average family. Handles as little as one egg white or as much as a bowlful of whipped potatoes. Planetary action assures thorough mixing from center to sides and back again . . . self-scraping beater action eliminates constant watching of contents. Controlled quiet power on all 10 speeds . . . built-in power unit for easy operation of attachments. Simplified front vision speed guide. Zinc die-casting construction, with white baked-enamel finish, chrome or stainless steel fittings. Includes 3-qt. heat-resistant glass bowl.

34/217 Y3920 Retail. $59.50

MODEL K5-A—LARGE FAMILY SIZE. For large farm or metropolitan families . . . an extremely powerful and well-constructed unit that will perform scores of laborious food tasks easily and quickly. It's thorough and result-perfect every time. Ten definite speeds are controlled by electrical governor; planetary action stirs every section of bowl completely. Zinc die-cast construction, baked-on white enamel finish. Power for attachments is supplied directly. Includes 5-qt. tinned steel mixing bowl and wire loop whip in addition to regular combination flat beater. This is Hobart's finest.

35/217 Y8137 Retail. $123.50

"KITCHENAID" COFFEE MILL. 16 types of grinds from very fine to extra coarse. Grinds the amount you want for any type brewer. Glass container holds 1¼ pounds coffee beans. Grind them as you need them. Coffee can't get stale this way because beans retain original plantation freshness. Graduated receiving glass indicates exact amount you grind. 13 inches high with white enamel finish. Operates on both AC and DC. Wt. 8½ lbs.

36/217 Y1593 Retail. $24.9

"JUICE KING" JUICERS

Ideally compact . . . and easy to clean, with smooth flowing lines enhanced by gleaming chrome and enamel to blend with the most modern kitchens. Height· 7¾"; width, 7"; length: 7"; weight: 4 lbs. Individually packed. Colors: white enamel.

37/217 Y397 Retail $5.95

Ideally compact for the kitchen where space is limited. Burnished aluminum juice cup—easily removed for pouring juice or cleaning. Rubber encased steel handle. Sparkling chrome and enamel finish. Height· 7¼". width: 6"; length. 7¾"; weight: 4.4 lbs. Individually packed. Colors. white enamel.

38/217 Y530 Retail $7.95

Cuts, squeezes, strains WHOLE Oranges—½ Grapefruit in one stroke. Burnished aluminum cutter and strainer with stainless steel blade. Gleaming chrome and enamel finish. Height: 10½"; width: 6⅞"; lenght: 8¼"; weight: 6¾ lbs. Individually packed. Colors· white only.

39/217 Y730 Retail $10.95

NATIONAL HOME FOOD SLICER

USE IT ANYWHERE — NO CLAMPING — NO BOLTING

Special suction grip legs securely hold Slicer on ANY smooth surface. Quickly removable when lifted. Thumb guard and food clamp keeps fingers away from blade. Rust proof finish. Never needs oiling. Few turns of knife wheel against carborundum stone restores "razor-sharp" edge. Blade is 6½" diameter tempered and honed for lifetime use. Ship. wt. 8 lbs. White enamel.

20/214 Y1200 Retail $17.85

Chrome Model. 21/214 Y1664 Retail . . . $24.95

RIVAL DELUXE PUSH-BUTTON

STEAM-O-MATIC

FULLY AUTOMATIC STEAM AND DRY IRON

Uses Ordinary Tap Water, no need to buy and store expensive distilled water. Stainless Steel Steam Chamber, high corrosion-resistance means long, trouble-free service. Steam-O-Magic Circle, distributes steam over 3 times greater area than ordinary steam irons to give faster easier, ironing, Fabric Selector Dial, iron All fabrics at All heat ranges. One control selects the correct amount of heat and steam automatically. New Ironing Comfort, perfectly balanced, cool, comfortable handle with right and left thumb rests. Easy to Fill, fills or refills in less than 10 seconds. Built-in funnel makes it easy 'No-Bunching' Bevel Back, glides forward or back with almost effortless ease, for better work on pockets or seams. New Streamlining, longer, pointed toe adds to beauty, makes ironing easier on dainty things and children's clothes. Light Weight, Steam-O-Matic weighs only 3 lbs.—actually less than most ordinary irons!

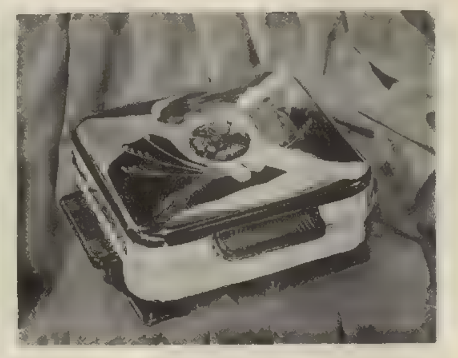
20/137 1 or 2 Y1463 3 or more Y1403
Retail $21.95

KNAPP-MONARCH ELECTRICAL APPLIANCES

K-M AUTOMATIC CORN POPPER

The modern way to make good old-fashioned pop corn. No stirring, no shaking—just put in oil and corn and out comes perfect pop corn—delicious, fluffy and hot. Plug it in anywhere—it's ideal for parties, snacks and TV Extra heavy, heat-proof glass top. Big, cool plastic handles for easy lifting Complete with measuring cup, instructions and recipe book. Mazola oil and cord Height 10", diameter 8" 115 volts, AC-DC. Weight 5½ lbs.

20/84 1 to 3 Y653 4 or more Y627 Retail..............$9.95



K-M QUAD WAFFLE BAKER

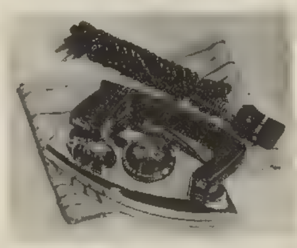
Makes 4 big waffles in 4 minutes! Perfect waffles guaranteed every time with Tel-a-matic control on top of baker. Shade control too—to just the color you like! Supersize, burn-proof lift and handles, double chrome-plated finish. Floating hinge keeps waffles light, fluffy, 5" high, 12x11" wide. 1000 watts, 115 volts, AC only Weight 9¼ lbs. Complete with Sandwich Grids.

35/84 1 to 3 Y1638 4 or more Y1572 Retail.........$24.95

K-M "POP-UP" TOASTER

All the features you want in a toaster—makes crisp, tasty toast to any shade desired—then pops it up or keeps it warm! Extra deep toasting wells fit any size bread. Select shade of toast desired with single control knob Same knob keeps toast warm, if so desired. Convenient hinged crumb tray swings out for quick, easy cleaning. U.L. approved. 7" high, 11" long, 5" wide. 1060 watts, 115 volts, AC only. Shipping weight 6 lbs.

24/84 1 to 3 Y1412 4 or more Y1355
Retail $21.50



K-M TRAVELING IRON

The easy-gliding, lightweight iron that saves time, money and space for travelers. Compact in design so that it can be conveniently carried in even a small luggage piece. Cool, full size plastic handle folds to either side with simple trigger-latch, or locks into secure-upright ironing position. Large size soleplate. Fast-action nichrome heating element Heat indicator Complete with cord and handy carrying case. 7½" long, 4½" wide. 400 watts, 115 volts. AC or DC. Highly polished chrome plate. Approved by Underwriters' Laboratories.

26/84 1 to 3 Y821 4 or more Y788
Retail $12.50

JACK FROST FAN. 12" Oscillating. Exclusively designed oscillating feature provides variable degree in sweep of oscillation. Convenient knurled knob easily adjusts the oscillating feature. Powerful motor designed for low current consumption. No radio or TV interference. Dynamically balanced and tested Designed for quiet operation and maximum air delivery. Rotary OFF ON switch located safely away from the blades. Hammerloid enamel finish. Hammerloid plastic base, steel spring arm for fan support. Rubber feet for stability and furniture protection. Long UL approved rubber cord. Heavy wire safety guard. Use as oscillating fan to cover wide area; use as a stationary fan for direct breeze.

27/84 1 to 3 Y1536 4 or more Y1464
Retail $22.95

SPARKLET SYPHON BOTTLE. Makes sparkling carbonated water, also makes whipped cream, ice cream, foamy milk drinks, etc. Smartly styled . . . beautifully chrome plated vase with red head. Syphon charges through the bottom, eliminating unsightly mechanism and insuring a high degree of carbonization. Wide mouth opening permits easy filling, cleaning and insertion of ice cubes. Packed complete with 2 Sparklet Bulbs.

29/84 Y1000 Retail $15.00

Happy Easter Toys from **KNICKERBOCKER***

To assure strong, long-lasting play-values, these plastic personalities are molded of . . .

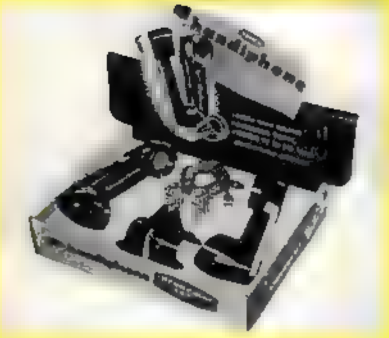
Catalin HIGH IMPACT *Styrene*

Knickerbocker Penny Banks, Pull Toys and Novelties *play right into the hands* of little people . . . And, because this means constant cuddling, handling, pulling and tugging, each is made to withstand over-ardent affection. Of the plastic materials, CATALIN *High-Impact Styrene* proved to be the one best qualified. It is toy-colorful, light in weight, structurally rugged and cost-favorable. Its smooth surface is adaptable to spray finishing. Note the effective paint-contrasts achieved in *dressing-up* Father and Mother Rabbit. We at CATALIN are inclined to crow with the Knickerbocker Rooster for having contributed *materially* to the success enjoyed by these outstanding Eastertime attractions.

**Knickerbocker Plastic Co. Inc. 11501 Hart St. No. Hollywood, Calif.*

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations

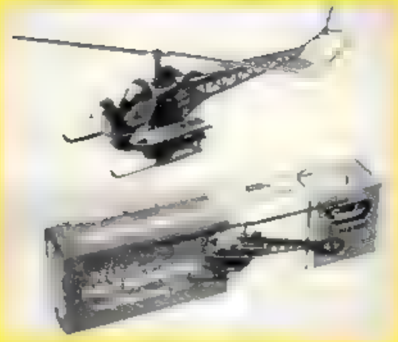


HANDIPHONE INTERCOM SET

A toy for two! A "private" talking, listening and signal wire between rooms and twixt houses! Great fun! Receiver-transmitters and wall hangers are molded of black CATALIN STYRENE. Phones are regulation size, modernly styled. This is the set that'll send sales soaring—it's got what it takes!

Retail Price . . . about $4.95

REMCO INDUSTRIES, INC.
113 North 13th St., Newark, N. J.

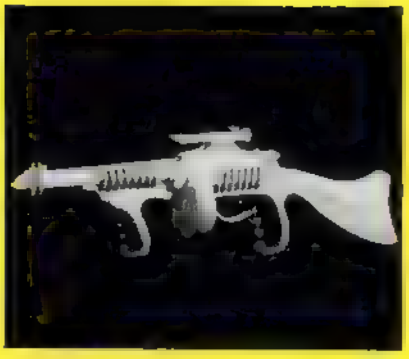


HELICOPTER CONSTRUCTION KIT

An easy-to-assemble Bell H-13-E scale model. All parts designed in minute detail. All structure-pieces molded of sturdy, grey metal-toned and clear CATALIN STYRENE. To hobbyists and toy lovers, this "copter" promises a thrilling "straight up take-off."

Retail Price . . . about 98¢

SAUNDERS TOY CO.
500 Rathbone Ave., Aurora, Ill.



RADAR RAIDER

Halt! An automatic, repeating Water Machine Gun that commands attention! Ingeniously designed. Tricked up with exSIGHTing and GRIPping features. Shape is ruggedly molded of CATALIN STYRENE in color, then metalized. I surrender!

Retail Price . . . about 98¢

ARLISS COMPANY, INC.
369-75 DeKalb Ave.
Brooklyn 5, N. Y.

Catalin STYRENE takes you to the N. Y. Toy Show!

KWEENIE THE WEENIE

Kweenie is a toy-happy puppy. The "these and those" pieces of its elongated shape are molded of bright-color CATALIN STYRENE. She's 18 inches long—every inch of which is underslung with dynamic action. Great at following its young master around!

Retail Price . . . about $1.98

[illegible] INCORPORATED
200 Fifth Ave., New York 10, N. Y.

CATALIN STYRENE scoops the "new"s! These four pages colorfully preview the year's most promising toy leaders.

This up-and-playful variety is a Show in itself. Each featured item is an outstanding color-bright, popular-priced Valueful. To further excite consumer enthusiasm, all are most impressively molded of sturdy CATALIN STYRENE, the gem of plastics.

In advancing these as our "pick of the best", we are also passing on to you the necessary follow-through information. The names and addresses of the molders or marketers are clearly indicated under each selection. We invite you to make your contacts directly with these prime sources—or their representatives. In that the get-together can lead to more sales and happier youngsters, CATALIN STYRENE is glad to render toy buyers this pre-reporting service. 'Fifty-five is the year for you to thrive!

LAUGHING HORNS . . . LAUGHING SIP CUPS

You blow the horn and the "music" comes out through the opened "laughing" mouth of a fun-sharing character face. The Sip Cup is a "two-on-a-straw" whimsy . . . self-explanatory except to add that these feature toddler toys are molded in color of High-Impact CATALIN STYRENE . . . They "laugh" at the thought of breaking.

Retail Price . . . Cup, about 25¢ ea.
Horn, about 19¢ ea.

SPEC-TOY-CULARS, INC.
35-35 35th St., Long Island City 6, N. Y.

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

CATALIN

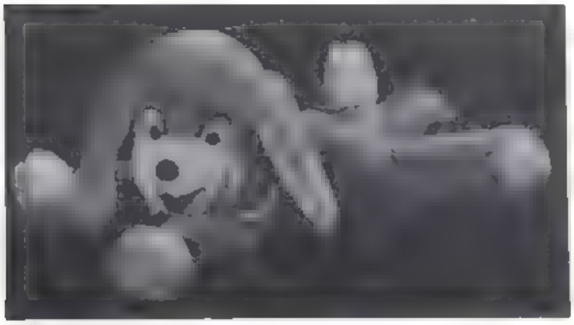
In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations.

KNICKERBOCKER — STUFFED DOLLS

No. 210-30
SLEEPY-HEAD DOLL 16" long 3.00

No. 707-3
KEWPIE DOLL
12" tall
3.00

ELKA TOY — STUFFED TOYS



No. 1027

No.	Each
1027 - WOOFY - 15", Beige color	3.00
1034 - TIGER - 18", Gold with Black	3.00
1026 - MUGGSY, 12" x 12" x 17", Honey	3.00
1012 - KANGAROO, 15", Beige & White	3.00

No. 1035 - MAMBO MONKEY
15", White or Brown. 3.00

No. 1018

No.	Each
1018 - SNOOPY, 15" x 17" Beige	3.00
1018-5 - SUPER SNOOPY 22" x 11", Yellow	5.00
1031F - JINGLE BEAR, 12", Beige	2.00
396 - VERSATILE WALKING DOG. 14" x 10"	6.00

HIRSCH — STUFFED TOYS

No. E10-1

No. 100-1
CUDDLE BEAR, 12" high 2.00

No. 100-4
PANDA BEAR, 12" high 2.00

No. E 40-1
CUDDLE BEAR, 18" high 3.00

No. E 10-1
PANDA BEAR, 18" high 3.00

No. E 40-3
CUDDLE BEAR, 27" high 5.98

No. P1
JOLIE THE FRENCH POODLE
14" high, 13" long 3.00

No. P1

KLEEN-EASE K ASSORTMENT: K1 - 9" Panda Bear, K2 - 9" Cuddle Bear, K3 - 6" Black Scotty, K4 - 6" White Scotty (12 in box) . . . . 1.00 each.

IDEAL — STUFFED TOYS

No. 7740

No. 7740

PATTI PRAYS TALKING DOLL

A cudily stuffed doll that kneels, clasps its hands and recites bed time prayers, 20" 5.00

No. 7813

J. FRED MUGGS - T. V.

15", with hat 5.00

J. FRED MUGGS - T.V.

18½", with hat. 8.00

No. 7814

ADORA

STUFFED DAVY CROCKETT DOLL

LARGE IN SIZE - 20", WASHABLE, IN PLIOFILM BAG 3.98

JURO NOVELTY

No. 101 – DAVY CROCKET DOLL	Stuffed	6.00
No. 11 – PINKY LEE DOLL	Stuffed	6.00

EXPERT

No. 70/3W – MUSICAL BEAR	Stuffed	3.98

DOUGHBOY

BOBO THE CLOWN
An Inflatable Toy

No. 534
Inflates to 54" 3.98

No. 535
Inflates to 39" 3.00

GENERAL FIBRE

LITTLE LUGGAGE

METAL DOLL TRUNKS

No. 6–12
12", 1 snap lock. 2.00

No. 6–14
14", 2 snap locks 3.00

No. 9–19
19", 2 snap locks 6.00

WHITNEY BROS.

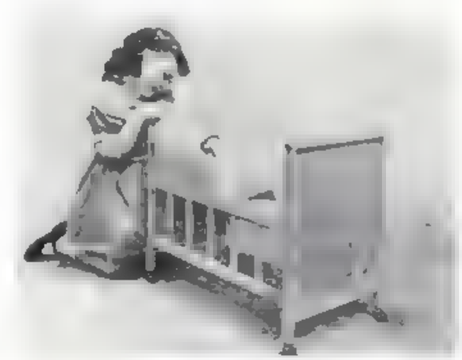
DOLL FURNITURE

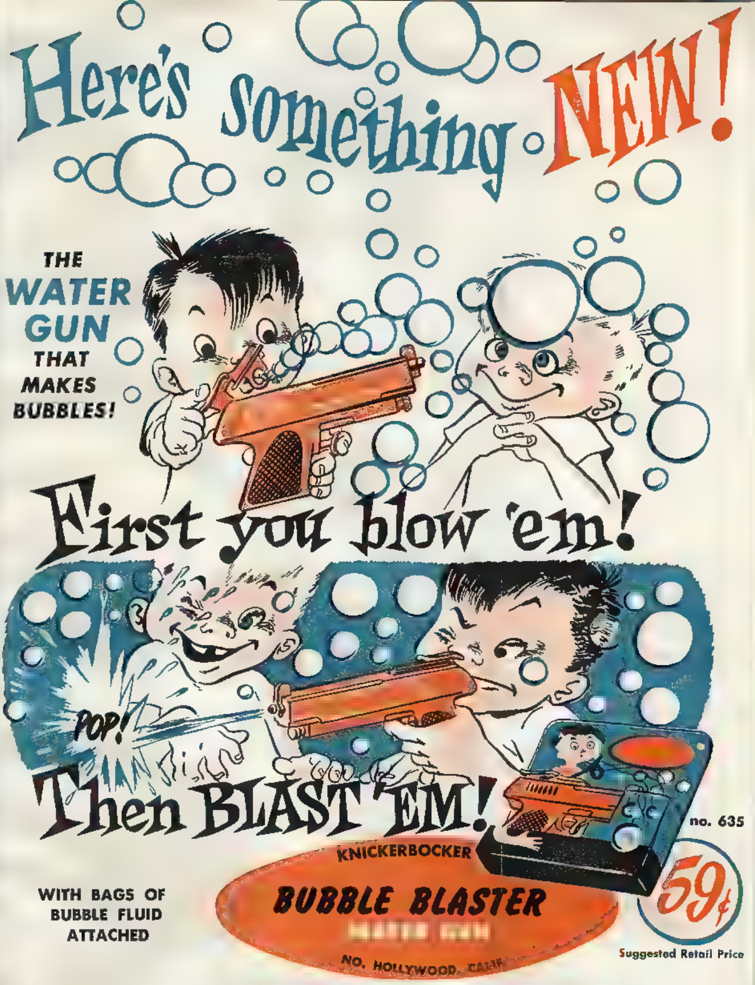
No. 450

No. 450 - Drop Side Doll Crib, 25½" x 14 5/8" x 20½". Mattress and Bumper not included. 5.00

No. 650 - Drop Side Doll Crib, 25¾" x 15" x 20¾". Mattress and Bumper not included. 6.98

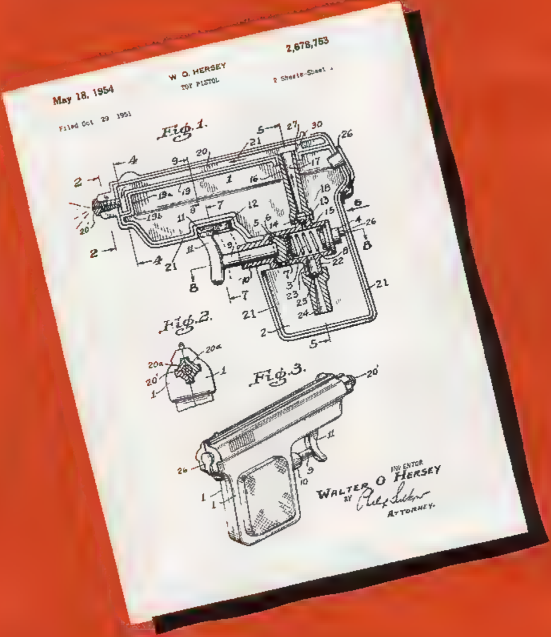
No. 3 - Doll Mattress for above. 1.50


No. 650


Here's something NEW!
THE WATER GUN THAT MAKES BUBBLES!
First you blow 'em!
POP!
Then BLAST 'EM!
no. 635
KNICKERBOCKER
BUBBLE BLASTER
WATER GUN
NO. HOLLYWOOD, CALIF.
WITH BAGS OF BUBBLE FLUID ATTACHED
59¢
Suggested Retail Price

NOTICE!

"KNICKERBOCKER ANNOUNCES THE ISSUE OF U.S. LETTERS PATENT NO. 2,678,753 ON MAY 18, 1954



May 18, 1954
W. O. HERSEY
TOY PISTOL
2,678,753
Filed Oct. 29, 1951
2 Sheets-Sheet 1

INVENTOR
WALTER O. HERSEY
BY
ATTORNEY.

Fig. 1.
Fig. 2.
Fig. 3.
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KNICKERBOCKER PLASTIC CO. INC., AS THE OWNER OF THIS PATENT, HAS THE EXCLUSIVE RIGHT TO MAKE, USE, AND SELL THE WATER GUN COVERED BY THE CLAIMS OF THE PATENT.

KNICKERBOCKER PLASTIC CO. INC. 11501 HART STREET, NORTH HOLLYWOOD, CALIF.

Fine Imported China

Composition of Sets

5-Pc. Place Settings: 1 each—Dinner Plate, Salad Plate, Bread and Butter Plate, Cup and Saucer. Ship. wt. 5 lbs.

53-Pc. Service for 8: 8 each—Dinner Plates, Bread and Butter Plates, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each—Platter 15", Baker, Sugar and Cover, Creamer. Ship. wt. 45 lbs.

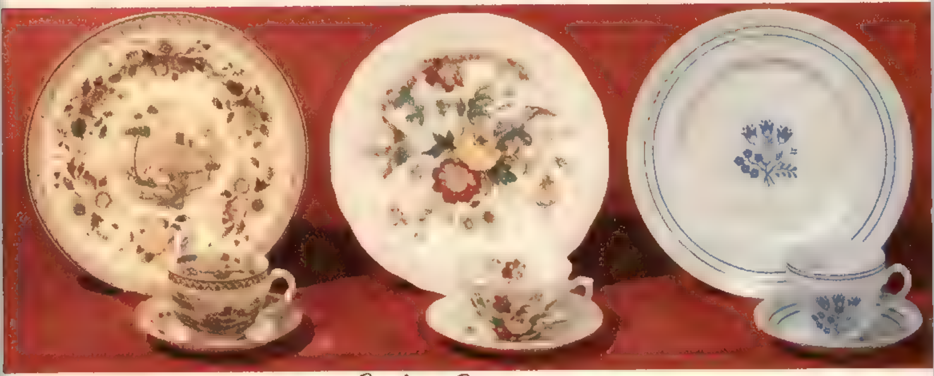
93-Pc. Service for 12: 12 each—Dinner Plates, Salad Plates, Bread and Butter Plates, Soup Plates, Fruit Dishes, Teacups and Saucers. 1 each—Creamer, Sugar and Cover, Baker, Sauceboat, Platter 13", Platter 17", Casserole and Cover. Ship. wt. 95 lbs.

A beautiful set of fine china is a treasured possession in any home.

This exquisite china is imported from Germany and England, to bring to America the Continental touch in design and craftsmanship.

Johann Haviland China is produced in the noted factory established in Waldershof, Germany in 1907. The charm and good taste of its patterns are world renowned.

The two English companies—Booths, and Ridgway and Adderley, Inc. have gained recognition through their classic china patterns in various colors and shapes. **All dinnerware patterns open stock. All Dinnerware on this page F.O.B. New York Warehouse.**



English Earthenware

"Woodland"—by Ridgway and Adderley

All the beauty of the country side is reproduced in amazing detail. Hand-painted flowers in shades of yellow, blue, brown, pink, and green. **F.O.B. N. Y. Warehouse.**

	Mfr's. Sugg. Retail
5401XF399 —5-Pc. Place Setting	$ 5.75
5402XF4337—53-Pc. Service for 8	61 95
5403XF9374—93 Pc. Service for 12	133.95

"Peacock"—by Ridgway and Adderley

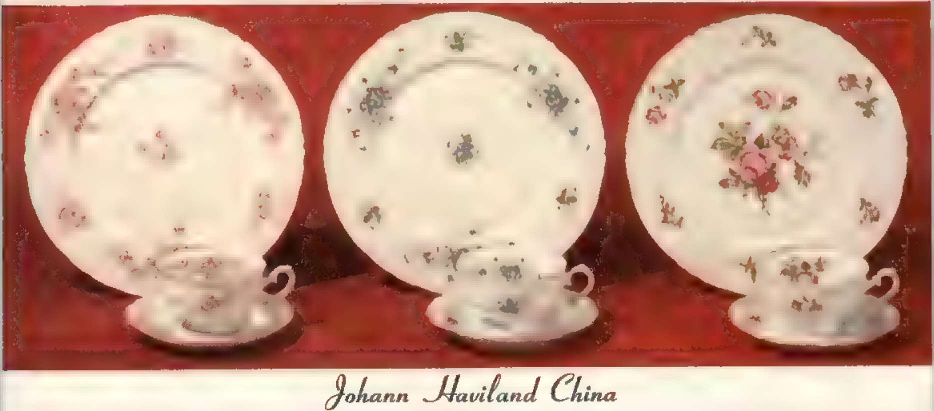
Graceful peacocks and beautiful pastel flowers mingle to create this gay pattern. Creamy-white body with 22K Gold trim. **F.O B. N.Y. Warehouse.**

	Mfr's Sugg Retail
5404XF399 —5-Pc. Place Setting	$ 5.75
5405XF4337—53-Pc Service for 8	61 95
5406XF9374—93-Pc. Service for 12	133 95

"Canterbury"—by Booths

Lovely blue mist, ribstone shape dinnerware. Blue, green, and terra-cotta decorations on blue. Dainty canterbury bell design. **F.O.B. N.Y. Warehouse.**

	Mfr's. Sugg. Retail
5407XF312 —5-Pc. Place Setting	$ 4 50
5408XF3444—53-Pc. Service for 8	49 50
5409XF6660—93-Pc. Service for 12	94.95



Johann Haviland China

"Bridal Rose"

Beautiful flower clusters in muted pinks with green foliage on fine white china. 22K Gold trim accents the floral pattern. **F.O.B. N.Y. Warehouse.**

"Violets"

This pattern is designed to steal the hearts of young and old alike. Sprays of delicate blue violets on a pure, white background with 22K gold trim. **F.O.B. N.Y. Warehouse.**

"Rose of Picardy"

The rose has long been a symbol of beauty and elegance, and this delicate design lives up to the tradition. 22K Gold trim on fine white china **F.O.B. N.Y. Warehouse.**

American Semi-Vitreous Dinnerware

Knowles is a leading manufacturer of American Semi-Vitreous dinnerware. Each pattern is an original design and painstaking care is given to detail on every piece. **F.O.B. West Virginia Factory.**

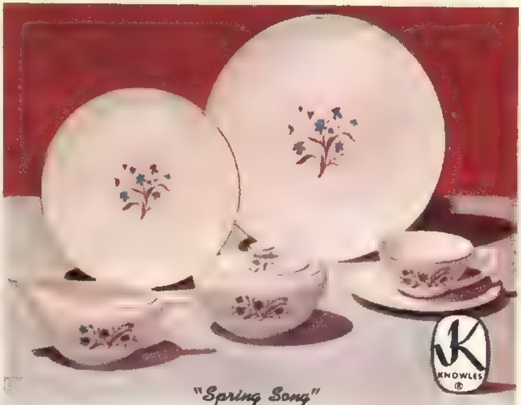
Composition of Sets

35-Pc. Set for 6: 6 each—10" Dinner Plates, 6" Bread and Butter Plates, 5" Fruit Dishes, Cups and Saucers. 1 each—9" Open Vegetable Dish, 12" Medium Platter, Covered Sugar and Creamer. **Shipping wt. 22½ lbs.**

53-Pc. Set for 8: 8 each—10" Dinner Plates, 5" Fruit Dishes, 6" Bread and Butter Plates, 8" Soup Dishes, Cups and Saucers. 1 each—12" Medium Platter, 9" Open Vegetable Dish, Covered Sugar and Creamer. **Shipping wt. 35 lbs.**

93-Pc. Set for 12: 12 each—5" Fruit Dishes, 6" Bread and Butter Plates, 8" Salad Plates, 10" Dinner Plates, 8" Soup Dishes, Cups and Saucers. 1 each—Pickle Dish, 12" Medium Platter, 14" Large Platter, Covered Sugar and Creamer, Sauceboat, 2 Open Vegetable Dishes. **Shipping wt. 85 lbs.**

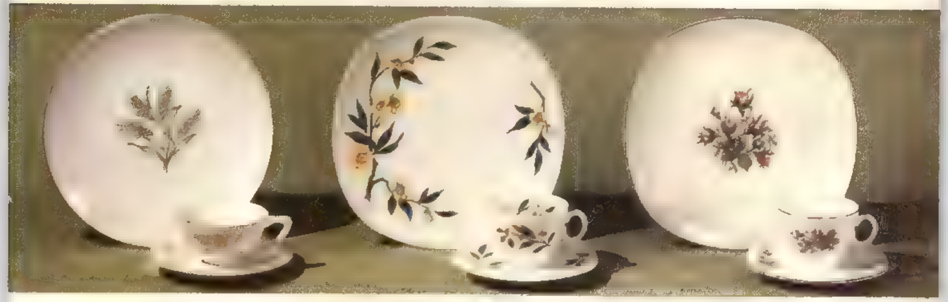
All dinnerware patterns are open stock.



"Spring Song"

The freshness and beauty of spring are found in this pattern featuring a single flamingo color rose, with a spray of green leaves. New "Accent" shape **F.O.B. West Virginia Factory**

	Sugg Retail
5428XF1244—35-Pc. Set for 6	$16.50
5429XF1832—53-Pc. Set for 8	24.50
5430XF3284—93-Pc. Set for 12	43.75



"Wheat"

Rich wheat spray arrangement is shown on a mellow beige background, with a 22K Gold rim. **F.O.B. West Virginia Factory.**

	Sugg Retail
5431XF1244—35-Pc Set for 6	$16.50
5340XF1832—53 Pc Set for 8	24.50
5341XF3284—93-Pc. Set for 12	43.75

"Meadow Gold"

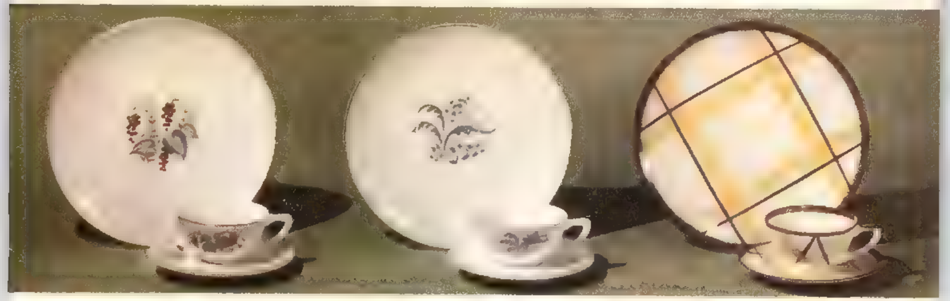
The warmth and loveliness of the summer sun is caught in the yellow-gold of these flowers, with their soft green leaves. **F.O.B. West Virginia Factory.**

	Sugg Retail
5432XF1532—35-Pc Set for 6	$20.50
5433XF2316—53 Pc Set for 8	30.95
5434XF4275—93-Pc. Set for 12	56.95

"Moss Rose"

Pure white background and green leaves accent the beauty of the delicate moss rose pattern. **F.O.B. West Virginia Factory.**

	Sugg. Retail
5435XF1425—35-Pc Set for 6	$18.95
5436XF2135—53-Pc Set for 8	28.50
5437XF3920—93-Pc. Set for 12	52.25



"Vintage"

The richness of burgundy grapes combined with soft grey leaves form this elegant pattern. 22K Gold trim. "Accent" shape. **F.O.B West Virginia Factory**

Sugg Retail

"Bluebells"

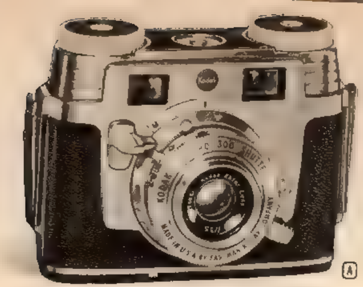
Adds a sprightly look to any table setting. Lovely pastel shades of blue, grey, green, and lavender. 22K Gold rim. **F.O.B. West Virginia Factory**

Sugg Retail

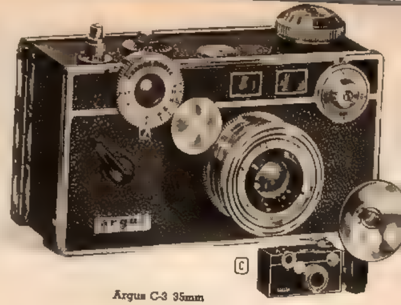
"Santa Monica"

A gay plaid, hand painted on cream in Sage Green and Brown—as warm and colorful as California itself. **F.O.B. West Virginia Factory.**

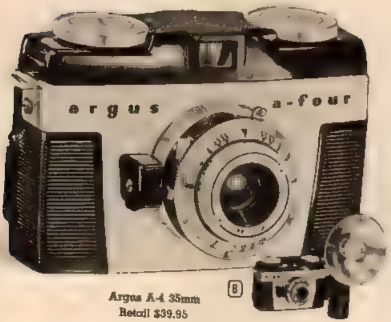
Sugg Retail



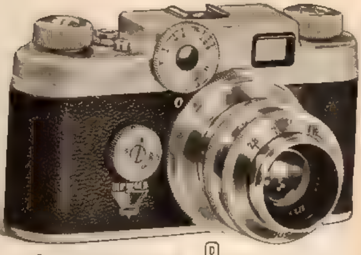
Kodak Signet 35
Retail $75.00



Argus C-3 35mm
Retail $66.50



Argus A-4 35mm
Retail $39.95



Argus C-4 35mm Colormatic
Retail $99.50

Precision-Made 35mm Cameras for Fine Photography

A KODAK SIGNET 35 MINIATURE CAMERA

A sturdy 35mm camera capable of fine results. Kodak Ektar lens—one of the world's finest. Provides fast and accurate operation—easily

Lens—Kodak Ektar 44mm f/3.5 coated four-element lens. 7 diaphragm stops, down to f/22 Red dot between f/5 6 and f/8 for average Kodachrome setting · set for box-camera simplicity Focuses from 2 ft. to infinity.

Shutter—Kodak Synchro 300 cocking type 4 speeds from 1/25 to 1/300 second, plus "B" for long exposures. Synchronized at all speeds with No 5 or 25 flash bulbs. Shutter release located on camera body.

Viewing—eye-level enclosed optical type—with lens-coupled superimposed-image rangefinder—both sighted through single window for fast, precise focusing. When you focus the viewfinder, the lens is in focus, too.

Special Operating Features—Film advances by knob with interlocks that position each film frame, prevent accidental double exposure. Exposure guide on back of camera. Handy film load indicator.

Film—35mm film, 20 or 36 exposures, color or black-and-white.

Construction—Aluminum body, black Kodadur covering. With neck strap.

14780V6338—Kodak Signet 35 camera. 1½ lbs.	Retail	**$75.00**
14782A689—Signet leather field case.	Retail	**$8.50**
14781A645—Standard flash-holder and guard	Retail	**$7.95**

B ARGUS A-FOUR 35MM CAMERA GIFT OUTFIT

Takes pictures with realistic clarity—enlargements retain sharp details. A fine quality gift outfit for that special person on your list, or yourself!

Lens—Argus Cintar f/3.5 coated anastigmat lens. Diaphragm openings from f/3.5 to f/22. Focuses from 2½ ft. to infinity

Shutter—Between-the-lenses shutter with speed of 1/25 1/50, 1/100, 1/200 second and bulb. Plug-in flash unit with built-in synchronization

Viewing- Optical eye-leve. viewfinder. Provides clear, easy-to-see image.

Special Operating Features—Film-wind coupled to shutter action to prevent double or skip exposures—allows them for trick effects. Exposure counter shows number of pictures taken. Tripod bushing—cable release socket

Film—Uses 35mm film, 20 or 36 exposures, black-and-white or color.

Construction—Metal and plastic with black leatherette covering and polished chromium trim. Gift outfit includes camera with top-grain saddle leather eveready carrying case and compact flash unit

14327A3175—Camera, case, flash. Wt. 4 lbs.	Retail	**$39.95**
14462A10S95/101—Sleeve of 12 G-E #5 flash bulbs	Retail	**$1.44**

C ARGUS C-3 35MM COLORMATIC CAMERA OUTFIT

An outstanding value for the camera enthusiast—and an ideal combination for taking snapshots on vacations, picnics, hikes, or at home. Popularly priced Provides brilliant pictures on black-and-white—enlargements retain sharp detail. Takes natural-looking color transparencies.

Lens—Interchangeable 50mm (2 in.) Argus Cintar f/3.5 lens—color-corrected, hard-coated anastigmat type. Diaphragm openings from f/3.5 to f/22. Lens can be removed for use on enlarger. Focuses clearly from 3 ft. to infinity.

Shutter—Speed of 1/10, 1/20, 1/30, 1/50, 1/100, 1/200, 1/300 sec., and bulb. Plug-in flash unit, synchronized to shutter. No. 5 or 25 flash bulbs.

Viewing—Enclosed optical type. Split-image rangefinder, lens-coupled.

Special Operating Features—Colormatic-colored points on rangefinder, shutter, diaphragm dials indicate "Universal" settings for outdoor pictures.

Film—Uses 35mm film, 20 or 36 exposures, black-and-white or color

Construction—Metal and plastic, leather-covered. Outfit includes camera, flashgun unit, and leather eveready case. 2 x 2¾ x 5 in.

14321A5295—Camera, flashgun, case. 5 lbs.	Retail	**$66.50**
14462A10S95/101—Sleeve of 12 G-E #5 flash bulbs	Retail	**$1.44**
14337V3950—C-3 telephoto lens—f/4.5, 100mm.	Retail	**$49.50**
14338V3950—C-3 wide angle lens—f/4.5, 35mm.	Retail	**$49.50**

D ARGUS C-4 35MM COLORMATIC CAMERA OUTFIT

The finest Argus 35mm camera. Provides true-color transparencies, brilliant black-and-white pictures. A camera to please every photography fan!

Lens—50mm (2 in.) Argus Cintar f/2.8 color-corrected, hard-coating anastigmat lens—diaphragm openings from f/2.8 to f/22. Focuses 3 ft. to infinity.

Shutter—Speeds of 1/10, 1/25, 1/50, 1/100, 1/300 second and bulb. Built-in flashgun synchronization for all flash lamps at all shutter speeds.

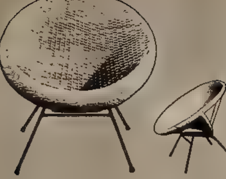
Viewing—Accurate enclosed optical-type viewfinder Lens-coupled superimposed-image rangefinder; focus and compose pictures simultaneously.

Special Operating Features—Colormatic-colored pointers on rangefinder, shutter and diaphgram dials indicate "Universal" settings for outdoors. Built-in exposure counter. Film wind coupled to shutter—no double exposures.

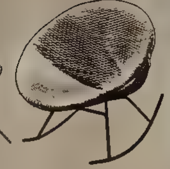
Film— Uses 35mm film, 20 or 36 exosures, black-and-white or color.

Construction· Metal with black leatherette covering. Outfit includes flashgun unit and leather eveready case. Camera is 1¼ x 2 x 5 in.

14585A7995—Camera, flashgun, case. Wt. 3½ lbs.	Retail	**$99.50**
14462A10S95/101—Sleeve of 12 G-E #5 flash bulbs	Retail	**$1.44**

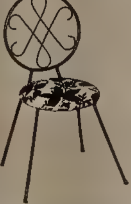


LABBA CHAIR. A smart decorators' chair that is the ultimate in comfort. Chair design is a National Design Award winner. Basket-type seat is made of durable woven peel. Will withstand constant use by heavy people. Peel is finished in natural lacquer. Sturdy rust-proof wrought iron legs add elegance. Chair measures 27" high x 30" wide. F.O.B. California.
25-2331-S-1990 Wt. 20 lbs. ....Retail **29.50**

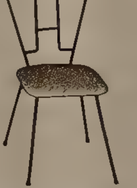


LABBA ROCKER. Design is a National Award Winner. This rocker is delightfully comfortable. Basket-type seat is of woven peel in the contemporary mood . . . by a famous designer. Matches the Labba chair shown on left. Rustproof wrought iron legs and rocker add to the design. Overall dimensions of rocker are: 28" high x 30" wide. F.O.B. California.
25-2332-S-2290 Wt. 23 lbs.... .Retail **34.50**

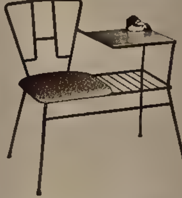
TWISTEEL "ICE CREAM" CHAIRS. Now back in vogue for modern living Ideal for porch, patio, playroom, dinette or lawn. F.O.B. Chi.
14" Masonite Seat Chairs. 35" high. 22 lbs.
25-2337-S-1020 (Pair) Unfinished. **15.25**
25-2338-S-1280 (Pair) Black or White.. **19.25**
14" Perforated Steel Seat Chairs. 35" high.
25-2339-S-1175 (Pair) Unfinished. . **17.50**
25-2340-S-1450 (Pair) Black or White. **21.50**



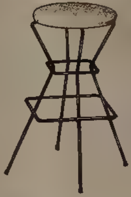
DECORATORS CHAIR. Decorative circle wrought iron back. 15½" round upholstered seat. ½" bonderized black legs spaced 18"x17". 33½" high. Upholstered in floral pattern plastic. Gold and Gray or Red and Gray. F.O.B. Chi.
25-2325-S-765 Wt. 16 lbs. .**10.75**



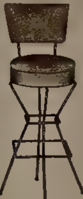
FIDDLE BACK CHAIR. ½" wrought iron frame in bonderized rust-resistant black enamel. 15½"x14½" seat is upholstered in tweed plastic. Choice of Gray, Pink, Red or Chartreuse. Packed one in a carton. Shipped F.O.B. Chi. Fact.
25-2326-S-598 Wt. 19 lbs. **8.50**



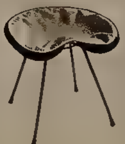
GOSSIP BENCH. Makes a lovely telephone table. ½" wrought iron frame in bonderized black finish. 18"x32" long x 32" high. 14½" seat is upholstered in tweed textured plastic. Gray, Pink, Red or Chartreuse. F.O.B. Chicago.
25-2328-S-1250 Wt. 28 lbs. **17.95**



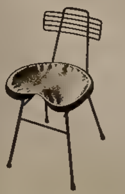
BAR STOOL. Frame is ½" wrought iron, bonderized and black enameled. 14" round seat is rubberized hair padded and upholstered in textured tweed plastic. Choice of Gray, Pink, Red or Chartreuse. Legs 21" apart. 29" high. F.O.B. Chi.
25-2327-S-1120 Wt. 18 lbs.. **15.95**



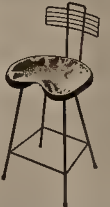
MODERN BAR STOOL. Padded seat and back in tweed textured plastic. Choice of Charcoal Gray, Chartreuse, Red, Coral, Yellow, Ivory, or Green. Stool is 42" high including back. F.O.B. Chi.
25-2329-S-1595 With Back.**23.95**
Without Back.
25-2330-S-1195 **17.95**



SADDLE STOOL. Smart, comfortable stool of many uses. Steel saddle seats are 16"x16". Washable, reversible cushions in Charcoal Gray one side, Coral on reverse side. 16" high with cushion. Stools are sold in pairs only, as priced. Wt. 16 lbs. per pair. F.O.B. Chicago.
25-2333-S-790 (Pair).......**11.95**



SADDLE SEAT CHAIR. Ideal for modern interiors. Steel seats are 16"x 16". Pads are reversible, washable. Gray one side, Coral on reverse. ½" block wrought iron constructed frame. Seat height is 17", back height 30". Sold in pairs only. Wt. 24 lbs. per pair. F.O.B. Chicago.
25-2336-S-1135 (Pair).... **17.95**



SADDLE SEAT STOOL. 16"x16" stool. Reversible, washable cushions. Charcoal Gray on one side, Coral on reverse side. Seat is 30" high with cushion. Back ht. 41". F.O.B. Chi.
25-2334-S-825 Wt. 15 lbs....**12.95**
As above except seat with cushion is 24" high. Back height 37".
25-2335-S-695 Wt. 16 lbs. **10.95**

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Again you will be breathlessly saying "What an out of this world *finish* on that beautiful Feadship Yacht".

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No matter how hard it rains or blows outside, your Fluid Heat Marine Heater keeps your boat warm and cheery . . . lets you start your cruising season earlier and continue it longer. Stops damage from dampness and mildew. The *only* marine heater that operates on either kerosene or gasoline. Ask your dealer today, or write for details.

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SAFE—Two hulls 8 foot beam prevents capsize, does not heel under sail, ideal for family and juniors sail or outboard

PORTABLE—Light in weight, folds instantly into compact nested unit for car top transportation or storage

ROOMY—Twice the capacity of most 10 foot boats, unexcelled for fishing swimming and picnics

KIT BOAT—Easily and quickly constructed surprisingly few parts, made entirely of selected marine woods and brass hardware

Basic Kit for 10 Foot Model—$189

SPECIAL FOR BOAT SHOW—Sail will be included free on all orders for 10 foot kits post-marked before March 1st, 1955 (one-third with order, balance on delivery).

Full particulars and complete price list on request

GUNDERSON CATAMARAN CO. **Box 88, Belmar, N. J.**

LADD BOATS SAVE YOU 30 TO 50%

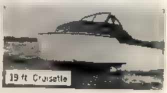
Finish your own boat from factory-assembled hull! Save on the high cost of labor. Ladd's exclusive, completely assembled hull cuts finishing time in half, assures a safe, sea-worthy boat. You save from 30 to 50% of the cost of a ready-made craft. Ladd boats, from 12 ft. sport models to inboard and outboard cruisers, are complete, with all parts pre-cut. No special tools required—you put boat together in your own home. Prompt delivery everywhere in the U. S. Factories in Stockton, Calif., and Mamaroneck, N. Y. Dealer territories available.

Send 10¢ for illustrated catalog.

34 ft. Marlin

16 ft Mermaid

17 ft Cruisette



19 ft Cruisette

Every Ladd boat is shipped complete as pictured, with hull factory assembled.

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PACKED 5 ROLLS TO BOX.
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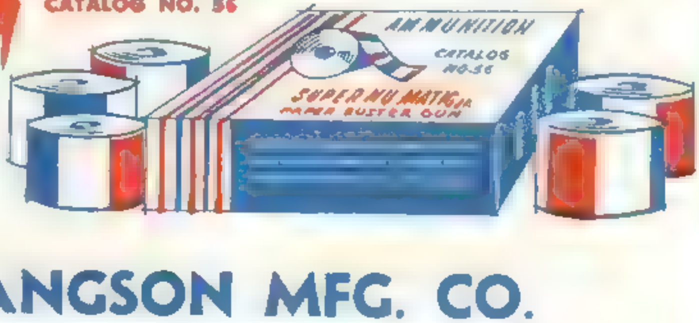

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has a COMPLETE line of READY-TO-LAUNCH BOATS

for less than the price of kits!

The new *Plycraft* GlassClad "20" is an outstanding addition to the Plycraft line! This Fiberglass-bonded marine plywood cabin cruiser has all the features and more — of boats twice its cost! Two bunks, water closet, self-bailing safety well, two-position steering . . . these are just a few of the "extras" that are built into this beautifully designed Plycraft cruiser. The "20" is an extremely safe rough water boat — and comfortable, too! Speeds over 20 m.p.h. can be expected with a 25 h.p. motor (up to 50 h.p. can be used)! Be sure to see the new GlassClad "20" . . . it's a terrific value!

Length — 19' 18" Beam — 7' 9" Draft — 10"
Weight — 900 pounds

only **$1,295.00**

and look at just a few of the features!

- ★ Fiberglass-reinforced or covered!
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- ★ Top craftsman quality!
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- ★ Philippine mahogany seats, rails and knees!
- ★ Light in weight

[illegible] of Plycraft's ability to design and produce outstanding boat values! This V bottom outboard is sturdily constructed of Fiberglass-bonded marine plywood — it never needs caulking! The "16" holds up to 6 people comfortably, and can be used with any outboard from 10 to 40 h.p. You'll have to see it to fully appreciate what a value the GlassClad "16" represents!

Length—15'7" Beam—8' Draft—6"
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only **$299.50**

Plycraft's 8' Pram is still the pride of the boating industry! It's perfect as a tender — easy to handle as a car-top boat! Sturdy Fiberglass-reinforced marine plywood. Holds 5 people. Use it with or without an outboard.

Also available as the GlassClad "8" — fully covered with Fiberglass — maintenance free!

Length - 8' Beam - 4' Draft - 3"
Weight - 85 pounds

only **$79.50**

GlassClad "8"
only $99.50!

The *Fiberglass-on-plywood* construction, introduced by Lawrence Plycraft, has the best characteristics of both the oak framed plywood boat and the all Fiberglass boat combined into one unit. It is being universally commended as one of the strongest and most durable constructions yet developed in the boating industry.

Dealer Inquiries Invited (Some territories open.)

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LAWRENCE PLYCRAFT INC.
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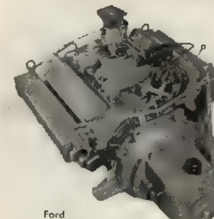

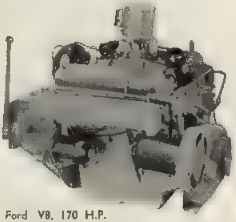

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COMPLETE MARINE ENGINES

Rugged FORD-POWERED marine engines, 40 to 225 h.p., adapted by Lehman, the oldest name in marine conversions. Modern design OVERHEAD VALVES on 4, 6 and 8 cylinder engines assure utmost economy and efficiency. Parts and service available at any Ford Dealer throughout the world. Economical to purchase and to maintain. Reduction gears available.

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If you would rather make your own conversion, ECON-O-POWER kits are the answer. Lehman will have the basic engine shipped directly from the factory in Detroit. Conversion kit complete with all parts and reverse gear will be shipped from Newark, N. J. Simply bolt parts to the basic engine to complete your own marine engine. Easy to install. A set of wrenches is the only tool you'll need.

MARINE POWER ENGINEERING SINCE 1932

Ford V8, 170 H.P.
Lincoln V8, 225 H.P

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Lehman Manufacturing Co.

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SCOTTIE-CRAFT

International Shipbuilding Corp., 471 N. E. 79th Street, Miami, Florida, pioneer builders of outboard cruisers, announce five new models for 1955. Four of them are in the 21-foot Express Cruiser class, all new from stem to stern. They include two outboard and two inboard models: the Hide-a-way, with single outboard well; the Biscayne, with conventional transom for one or two outboard motors; the Key Largo, with 60 h.p. inboard Gray engine; and the Hurricane, with 110 h.p. Chrysler Ace Vee Drive. The fifth model is a re-designed, modernized version of the Scottie-Craft President, the 18-foot outboard express cruiser.

Standard equipment on the 21-foot Scottie-Craft includes an enclosed toilet, with sliding door and Attwood marine toilet; a complete wiring system for storage battery power; chrome cabin lights installed in main cabin and toilet compartment; two extra length berths; two life ring buoys, and sound-insulated motor box.

All 21-foot models have, as standard equipment, a complete deluxe galley unit, consisting of an alcohol stove, fully insulated refrigerator, stainless steel sink and overside drain, fresh water storage tank, fresh running water, ventilated food and utensil locker, utility sliding drawer, and a formica galley top, all trimmed and fitted with chrome brass hardware.

The 18-foot Scottie-Craft President has been re-designed and improved in appearance and performance. Standard equipment on the 18-footer includes a dry cell battery self-contained electrical system, and navigation lights, polished chrome Nautalloy type fender rails; vinyl plastic coated deck coverings; two-section, full-opening type cabin windshields, large cruiser type curved transom; varnished mahogany hand rails; two-panel V type windshield; two lower berths, with molded paratex filler, covered with Vinylite plastic coated fabric; built-in storage or toilet compartment; and Plexiglas cabin windows.

LAC DU NORDS KAYAKS

Lac du Nord Kayaks, Milwaukee, Wis., have a line of kayak kit boats, specially designed for fishing enthusiasts. There are two models—a 14-foot double-ender called the Hiawatha and a 13 foot 6-inch square stern, large-cockpit version called the Winnebago. Both have minimum draft hulls for inshore, shallow water fishing.

Pre-formed aluminum ribs assure the amateur of proper hull contours and provide extremely light weight, an appealing feature to fishermen who like to portage to inaccessible streams and lakes.

Optional equipment includes a built-in live fish and bait box, squeak-proof anchor arrangement and adjustable knock-down seats. For further information write Lac du Nord Kayaks, 3147 W. Forest Home Ave., Milwaukee 15, Wisconsin.

THE ANCHORAGE

The One Design Class D Dyer Dink, largest Frostbite dinghy class a few years ago is, by popular request, now being offered by The Anchorage, Inc. of Warren, Rhode Island, of Dyeresin reinforced plastic construction. This rounds out the utility dinghy line in which this company has specialized for nearly a quarter of a century, starting with their 7-foot 9-inch Dyeresin Dhow Midget, 9-foot Dyeresin Dhow, 10-foot Dyeresin D and 16-foot Dyeresin Utility Glamour Girl. The latter may be had with either outboard or inboard power and because of its light weight, high speed and shoal draft, has been placed on many yachts during the past four years for use as a starboard launch or fishing tender. Also introduced is a 16-foot Dyeresin Utility outboard especially arranged for cruising. This model has many interesting innovations and should prove popular and practical.

Bill Dyer, president of The Anchorage, Inc., states that purchasers of their 33-foot all-plastic auxiliary Sojourner Class sloops are well pleased with their performance. Aleria was one of three out of twenty-seven boats that rode out Hurricane Carol successfully at Cuttyhunk. The prototype, Vega, fell off the ways due to high water but was undamaged and left for the Chesapeake two days after Carol only to be caught by Edna en route to Oxford. Those aboard gave glowing accounts of her ability and comfort.

ELECTRICAL APPLIANCES

WARING STEAM IRON

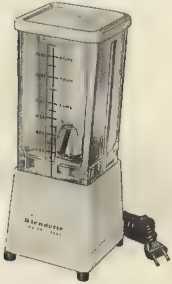
And . . . Waring is actually 3 irons in one STEAM IRON. STEAM PRESSER. REGULAR IRON. Fully automatic . . . complete heat range with or without steam! Perfectly balanced, light as a feather . . . needs no pressure! Full half hour of continuous steam . . . longer if used off and on! Automatic shutoff when iron rests on heel . . . no escaping steam! Easily, safely, quickly filled . . . hot or cold . . . no caps to unscrew . . . no need to pre-heat water Shpg. Wgt. 5 lbs.

E498H-1195 .... **RETAIL $19.95**

G.E. AUTOMATIC STEAM IRON

Two irons in one. When button on the handle is "up," it's a steam iron. Press the button "down," it's a dry iron. No sprinkling, no pressing cloths needed. Steam automatically shuts off when iron is at rest. "Dial-the-fabric" control for correct temperature for various fabrics. Weight 3¾ pounds, 6 ft. cord, AC.

E308H-1285 .... **RETAIL $17.95**



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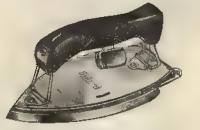
- Big 32 oz. graduated bowl
- Easy to clean, removable blades.
- No splash spinner action.
- Smartly styled, quiet operation.
- Guaranteed for one year.

You'll use this many times each day—for blending frozen juice or mixing pancake batter at breakfast . . . for making soup or soft spreads for lunch . . . for milk shakes or cocktails in the afternoon . . . for salad dressings, gravies, sauces at dinner. And you will discover many other uses for this amazing new appliance. Unbreakable plastic cover, on-off switch, 3300 r.p.m., 90 watts, 115 volts, 60 cycles, AC only, U. L. approved. Shpg. Wgt. 8 lbs

E303H-1009 .... **RETAIL $14.95**



HANDYHOT DELUXE, TRAVEL IRON

Look your best when traveling . . . carry your lightweight HANDYHOT Travel Iron for safe, jiffy pressing! A travel necessity, it is also ideal for auxiliary use at home.

- Accurate heat indicator.
- Operates on both AC and DC.
- Full size handle—for right or left hand use
- Handle folds flat for easy packing.
- Patented Safety folding latch
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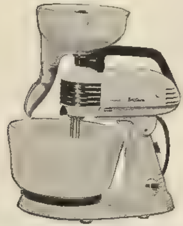
  2 lbs.—400 watts—115 v.—AC-DC.

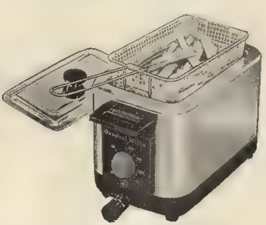
E501H-507 .... **RETAIL $7.50**



GENERAL MILLS ALL PURPOSE FOOD MIXER

Now you can time your mixing and beating right at the mixer! Created with the help of Betty Crocker and her Staff, the new General Mills Food Mixer gives you an exclusive built-in Mix Timer. But that's not all. You get thrilling new power . . . full power at every speed, to eliminate "batter drag" when working with heavy mixtures. Interchangeable beaters "pop" out at a button's touch. Mixer head lifts off easily to give you portability with power. Betty Crocker Instruction Booklet with a 100 value Betty Crocker coupon is included.

E505H-2829 .... **RETAIL $38.95**



GENERAL MILLS AUTOMATIC FRYER-COOKER

New adventures in cooking (and eating.) await you with the General Mills Fryer-Cooker. Just dial the correct temperature for deep frying . . . Tru-heat Control maintains it. Use also as a roaster, oven, deep well cooker, bun warmer . . . and as a beautiful "keep hot" buffet server. Wide stay-cool handles for easy carrying; drain spout for easy cleaning. Cover, frying basket included. New Betty Crocker deep-fry booklet gives recipes for favorite foods, plus 85 value Betty Crocker coupon.

E550H-1954 .... **RETAIL $28.95**

PERC-O-MATIC

Lehman Perc-O-Matic "Party Urn," fully automatic, electric Coffee Maker. Capacity up to 30 cups. Makes perfect coffee. automatically shuts off Expertly chrome plated on brass both inside and outside. Will not rust or tarnish. Bakelite handles, Cold water pump heating element. Operates on A. C. Current only. No fuses needed since the current automatically shuts off Includes six foot silk cord and plug. Height 14 ins. Shpg. Wgt. 10 lbs.

E304H-2000 .... **RETAIL $34.95**

JUICER

"Sunkist" Electric Juicer A porcelain reamer extracts juice quickly and efficiently, aluminum strainer retains pulp and seeds. Opal glass bowl. Chrome and white enamel. A.C. Shpg. Wgt. 10 lbs.

E306H-1000 .... **RETAIL $14.95**

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BEANERY
ALL-PURPOSE

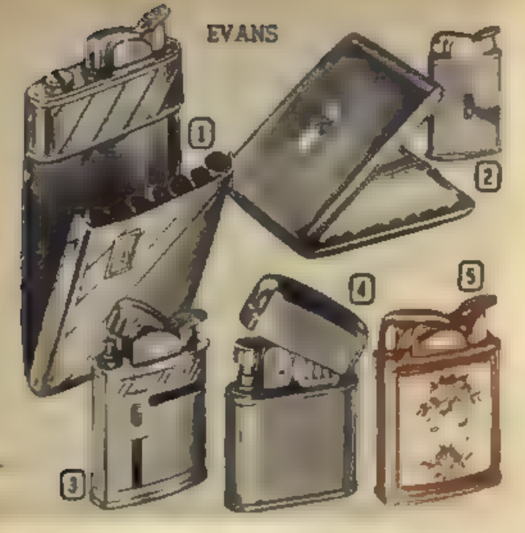
NAXON BEANERY

Large family size cooker. 3½ Quart. Crock-lined for natural flavor Perfect soups, stews, beans and 1001 other foods. Needs no water, no attention! Cool — insulated - economical. Cooks fast or slow; 2-heat switch. With World-famous recipe booklet. 50-135-W AC-DC FULLY ENDORSED AND GUARANTEED.

E691H-820 .... **RETAIL $11.95**

Same as above except 1½ Qt. Less switch and low heat only.

E693H-445 .... **RETAIL $8.50**



Smokers Will Appreciate

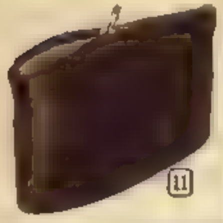
1 LIGHTER and Case Combination. Holds 14 cigarettes. Sunburst design, rhodium plate. Automatic lighter. State: Regular or King Size; 1 initial.
54 J 2543. Ppd.....3.95

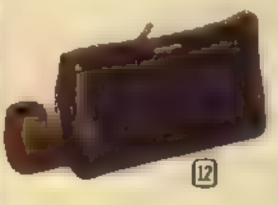
2 TAILORED Case and Lighter. Engraved in rhodium plate. Holds reg. or king size. Matching lighter. State 1 initial
V54 J 2514 Ppd Set 4.95

3 "STANDARD." Chrome plate. Engraved ribbed sides and shield. State 1 initial. Postpaid
V54 J 2547 2.95
GOLD tone. State 1 initial
V54 J 2546. Postpaid...2.95

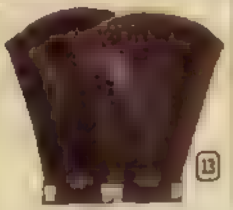
4 WINDPROOF Brush chrome. Automatic flint wheel action. Windproof shield for outdoor lighting. Shpd. Postpaid.
54 J 2542. ....3.50

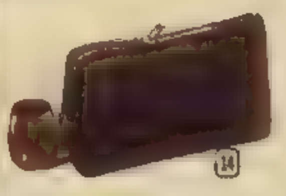
5 "CLOISONNE" for ladies. Beautiful floral design on White enamel. Gold trimmed. Postpaid.
54 J 2513. ....3.95





ROGERS POUCHES





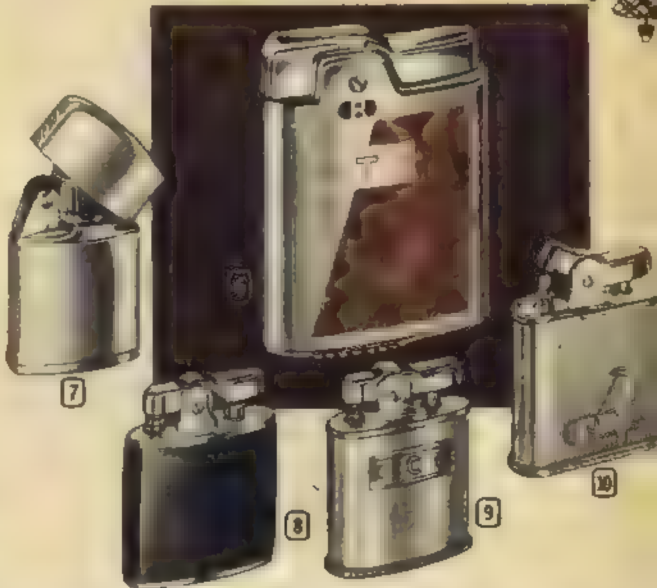
11 STANDARD POUCHES. "Seal-tite" tips to insure freshness Postpaid
DELUXE CALFSKIN.
54 J 2810. Brown .2.49
SIMULATED LEATHER.
54 J 2809. Brown.....1.49

12 OUR BEST. Alligator finish, top grain cowhide. 2-in-1, holds pipe and tobacco. Stay-fresh inner rubber molded pouch. Zipper Brown.
54 J 2813. Ppd.....3.98

13 "FILL-EASY" Leather Pouch. Bottom tobacco release Brown.
ALLIGATOR GRAIN.
54 J 2815 (6 oz) 1.95
MOROCCO GRAIN.
54 J 2816. (6 oz.).....1.25

14 2-IN-1 POUCH. Holds pipe, tobacco. Air-tite inner rubber Ppd.
DELUXE SHEEPSKIN.
54 J 28.1 Brown 2.98
GENUINE COWHIDE.
54 J 2814. Brown ...1.98

Famous Ronsons



6 "ESSEX" Makes a delightful gift for any smoker on your list. New delicately engraved streamline design. New float action gives instant lights everytime. Swivel base for quick refueling. Postpaid. State 1 initial.
V54 J 2536 Lustrous Tortoise and Chrome finish 8.95
V54 J 2535. Genuine Oriental Lizard leather cover; chrome trim. 8.95

7 "WINDLITE." Lowest priced Ronson. Perforated windshield. Streamlined case. Fill-flip bottom filling. Brush chrome finish.
54 J 2510. Postpaid .3.95

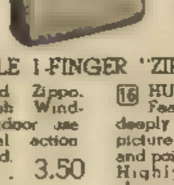
8 "WINDSOR." Chrome plated frame; plastic contour sides. Color: Black Onyx or Green. State color and 1 initial for personalizing.
V54 J 2506. Postpaid 4.95

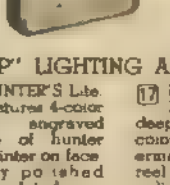
9 "TRIUMPH." For men or women. Smart chrome butler finish. Engraved sport design. Fill-flip bottom. State 1 initial
V54 J 2501 Postpaid...... 6.95

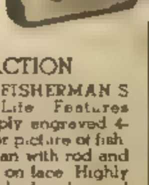
10 "WHIRLWIND." 3-in-1 design ... disappearing windshield gives you positive lighting. Large fuel capacity. State 1 initial.
V54 J 2538. Postpaid 8.95

ZIPPO LIGHTERS

"Windproof Feature" for outdoor lighting





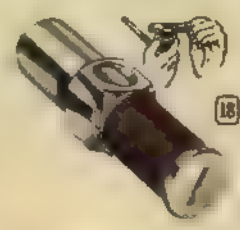


DEPENDABLE 1-FINGER "ZIP" LIGHTING ACTION

15 CHROME plated Zippo. Brush satin finish. Windproof shield for outdoor use. 1-finger flint wheel action. Tight-fitting hinged lid.
54 J 2523 Postpaid . 3.50

16 HUNTER'S Lite. Features 4-color deeply engraved picture of hunter and pointer on face. Highly polished chrome plated case. Postpaid.
V54 J 2524 4.75

17 FISHERMAN'S Lite. Features deeply engraved 4-color picture of fisherman with rod and reel on face. Highly polished chromed case Ppd.
V54 J 2525 4.75



18 NEW NIMROD PIPE LIGHTER. Special pipe lighter with exclusive down-draft action ... lights directly above the bowl. Will not burn or char pipe edges. Lights easily without tiresome hard puffing. Fiber glass wick lasts indefinitely. Tool steel sparking wheel. Polished chromed case covered with genuine leather.
54 J 2522 (6 oz) . 3.95

Finest Quality Calfskin 8-view Removable Pass Cases Matching 6-hook Key Cases

1 Wallet Only 5.45 Set 6.95

Wallet only 3.45 2 Set 4.95

3 Wallet Only 6.95 2-pc. Set 8.95

Luxury in Wallet Sets

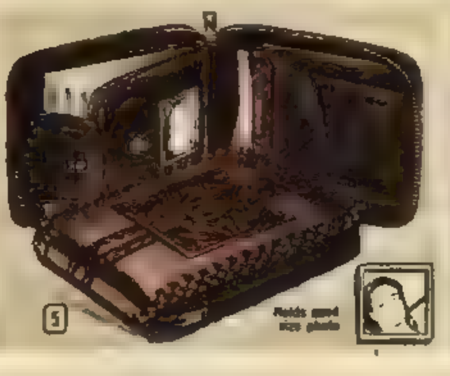
All Prices Include Federal Excise Tax

1 **TRI-TONE CALFSKIN SET.** Fine gift for the sportsman in your family Embossed Pointer dog and Mallard duck. Quality turned edge construction. 8-view removable pass case. Large bill compartment, zipper closure, card pocket Matching key case has large card pocket; 3 way zipper Brown Gift boxed.
54 J 2959. Shipping weight 8 oz. .... 2-Pc. Set 6.95
54 J 2960. Calfskin Wallet Only as above. (6 oz.) 5.45

2 **EMBOSSED CALFSKIN SET** Styled to please every masculine taste . . . built for extra wear Popular 3-way zipper closure. Large Karotal lined bill compartment. 8-view removable pass case with new Klick-Bar and 2 extra windows. Gusset change purse, snap closure. Removable card holder. Matching 6-hook key case with karotal lining. Color Brown. Attractive gift box.
54 J 2952. Shpg wt 8 oz. . . . .2-Pc. Set 4.95
54 J 2953. Calfskin Wallet Only as above. (6 oz.). 3 45

3 **GENUINE GALLUN CALFSKIN SET** Our finest wallet set! Priced at dollars less than you'd expect to pay for this high quality Smooth 1-pc. stitchless construction will not unravel. Has 8-view removable pass case with Klick bar and 2 extra windows; hidden money pocket. Large bill compartment Comes complete with matching 6-hook key case. State Brown or Black. Attractive gift box has satin lining.
54 J 2685 Shpg. wt. 8 oz. Set 8.95
54 J 2957 Calfskin Wallet only as above. (6 oz.) . . 6.95

4



5

6 Wallet and [illegible] 4.95

4 **POCKET "SECRETARY"** Handsomely tailored for the executive. Genuine calfskin with finest hand turned edge construction; lined with silk moire; modern gold filled corners add to its smart appearance. Fitted with quality gold color mechanical pencil, steel file, convenient pocket comb, pad of note paper. Color Brown.
54 J 2971 Shpg wt. 8 oz...... 4.95

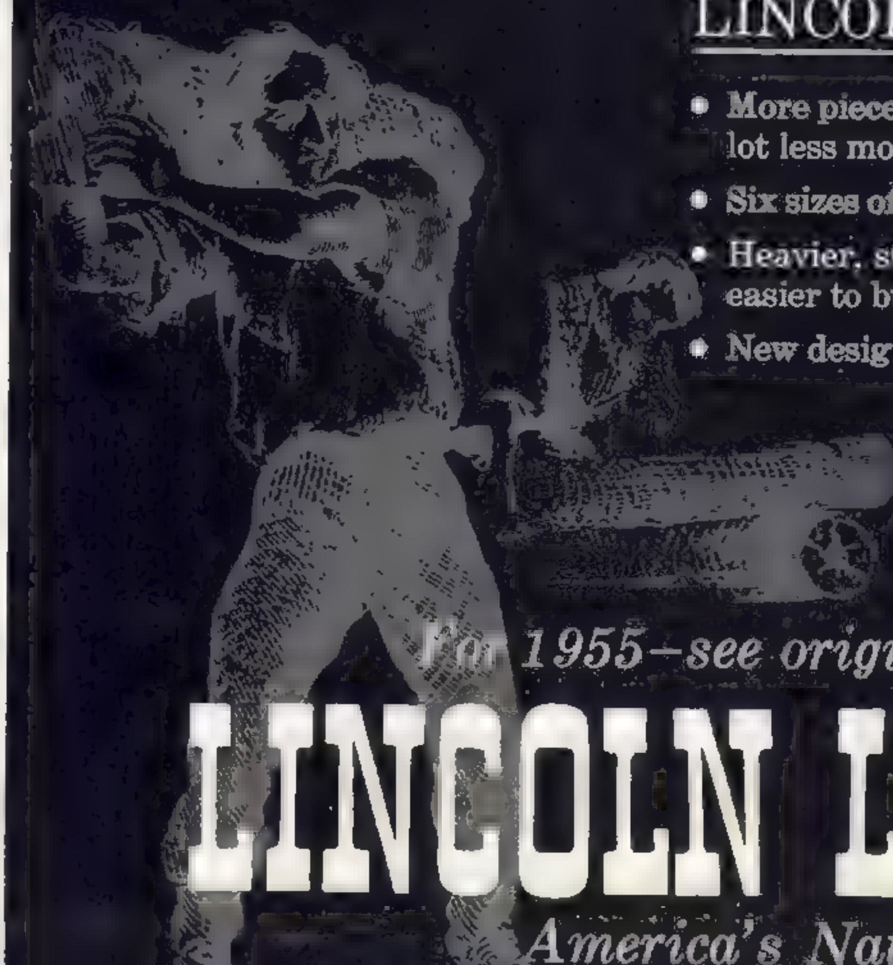
5 **"PHOTO SPECIAL."** Smart gold tone frame to hold picture of loved one . . perfect Christmas gift idea for husband or sweetheart. Genuine grained steerhide leather. Double hand laced edges take extra wear. Handsomely embossed front and back 8-view removable pass case holds cards and pictures. Large bill compartment; gusset change purse with snap closure; card pocket Color Brown. Shipping weight 6 oz.
54 J 2974 . . . .4.95

6 **WALLET AND BELT SET** Save $2 55. costs $7 50 elsewhere! Stylish matching set of embossed cowhide that everyone will admire. Wallet has 8-view removable pass case. Large Karotal lined bill compartment; card pocket; gusset change purse. Handsome matching belt. Brown. State belt size 28-30-32-34-36-38-40-42.
54 J 2972. (1 lb.)......2-pc. Set 4.95

better than ever before!

LINCOLN LOGS

- More pieces for a lot less money
- Six sizes of sets in cans
- Heavier, sturdier, easier to build
- New design sheets in color



For 1955—see original round

LINCOLN LOGS

America's National Toy

New York: Rooms 426-428, 200 Fifth Avenue
Chicago: Room 1435, Merchandise Mart
or write for catalog
Lincoln Logs
1760 N. Lawndale Ave., Chicago 47, Illinois

HO-GAUGE RAILROADS

LINDSAY

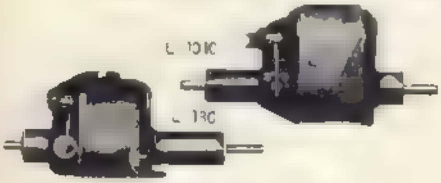
LOCOMOTIVES

L-800	ALCO DIESEL ROAD LOCOMOTIVE, "A" Unit with Dual (8-wheel) drive. Complete kit	26.50
L-801	ALCO DIESEL ROAD LOCOMOTIVE, "A" Unit with Single power(Dummy trailing track)	19.75
L-802	ALCO DIESEL ROAD LOCOMOTIVE, "A" Unit No power, but complete with trucks.	7.75
L-810	ALCO DIESEL ROAD LOCOMOTIVE "B" UNIT WITH DUAL (8-wheel) DRIVE, COMPLETE KIT	26.50
L-811	ALCO DIESEL ROAD LOCOMOTIVE "B" UNIT WITH SINGLE POWER (DUMMY TRAILING TRUCK) COMPLETE KIT	19.75
L-812	ALCO DIESEL ROAD LOCOMOTIVE "B" UNIT, NO POWER, BUT COMPLETE WITH TRUCKS	7.75
L-1050	ALCO 2000 H.P. 6-WHEEL PASSENGER DIESEL "A" Unit with power and 8-wheel drive. Complete kit.	34.50
L-1052	ALCO 2000 H.P. 6-wheel PASSENGER DIESEL, "A" Unit. Without power, but with assembled dummy trucks.	12.75

("B" Units of the Passenger Diesel not yet ready. We suggest you try a Road Diesel "B" Unit L-812 with your Passenger Diesel--looks good.)

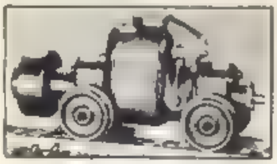
MOTORS

L-170	MOTOR, Short Bearing, Double End Shaft	$8.50



L-180	MOTOR, Long Bearing with Pad	8.50
L-190	MOTOR, Long Bearing no pad	8.50
L-570	MOTOR, 3/8" Magnet, Short Bearing	9.95
L-580	MOTOR, Complete with 80 D.P. Worm	10.50
L-825	MOTOR UNIT FOR ATHEARN RDC RAIL CAR	8.75
L-1010	SUPER MOTOR, Long Bearing brush end	9.95
L-1020	SUPER MOTOR, Short Bearing	9.95
L-1030	SUPER MOTOR, Long Bearing opposite brush end	9.95

4-WHEEL POWER UNITS



L-140	POWER UNIT, 4-wheel with 40" wheels (8' standard)	$13.95
L-376	TRACTION POWER UNIT, with 36" wheels	16.50
L-670	FREIGHT CAR POWER TRUCK--Bettendorf	11.50
L-740	POWER UNIT, 4-wheel (9' standard)	13.95
L-766	POWER TRUCK, (Scooter)	14.00
L-840	POWER TRUCK Complete for Athearn RCD RAIL CAR	12.95

L-1180	POWER TRUCK for Globe F-7 Diesel	9.95

4-WHEEL POWER TRUCKS

(All 4-Wheel trucks are brass lost wax castings except L-607Z)

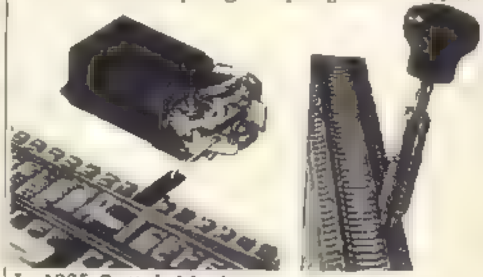
L-354	EMC Switcher Truck with 40" wheels	$2.25
L-381	Baldwin Traction Truck Kit, Straight	3.50
L-382	Baldwin Traction Truck Kit, Curved	3.50
L-383	Standard Traction Truck Kit	3.50
L-384	Brill Traction Truck Kit	3.50
L-605	ALCO Switcher Truck Kit pr	6.00
L-607	ALCO Freight Diesel Truck Kit pr	5.00
L-607Z	ALCO Road Diesel Truck Kit pr	1.50
L-608	EMC F3 Diesel Truck 9' with 40" wheels	2.75
L-609	EMC F3 Diesel Truck, 9' less wheels	2.45

6-WHEEL POWER EQUIPMENT

L-147	EMD 6-wheel Dummy Power Truck (brass lost wax)	$4.25
L-321	ALCO 6-wheel Dummy Power Truck (brass lost wax)	4.25
L-600	EMD 6-wheel Flex-drive power trucks, single motor (brass lost wax)	21.50
L-618	Diesel Frame Kit	3.50
L-770	EMD 6-wheel Flex-geared Truck	9.95
L-610	ALCO 6-wheel Flex drive power Truck	21.50
L-780	ALCO 6-wheel Flex-geared Truck	9.95
L-789	ALCO Dual Drive Kit complete with frame and coupling parts for 8-wheel drive	31.50
L-1045	ALCO 6-wheel Flex-drive power truck (1000 motor)	19.50
L-1046	ALCO 6-wheel Flex-drive Geared Truck	7.75
L-1047	ALCO 6-wheel Dummy Truck	1.75

ACCESSORIES

L-366	HO Coupler, Dummy, Brass	.15
L-373	HO Coupler, Short, for Pilots	.10
L-373A	HO Coupler, Dummy, Short	.10
L-505	HO Coupler, Long Radius Traction Type, Complete with bracket pr.	.65
L-549	TT Coupler, Short, Brass for pilots	.10
L-560	TT Coupler, Dummy, Brass	.10
L-361	HO Working Bell, Silver	$1.50
L-371	HO Working Bell, Brass	.75
L-559	TT Bell	.35
L-767	Universal Coupling Kit (Ball Pin)	$ .95
L-928	Multi-Spring Coupling Kit	1.25



L-1085	Switch Machine	2.95
L-1090	Automatic Spiker	3.35
L-1087	Spikes for L-1090 pkg.	.45
L-1300	Headlights Kit for Globe F-7	.75

Mini-switch Motor 1.95

LINDSAY PARTS
Complete stock of parts available.

MAIN LINE MODELS

Poultry Palace car	2.75

Express Reefers

G. N. Exp reefer	2.95
Renkens Milk & Cream	2.95
Pacific Fruit	2.95
Pennsylvania	2.95
Sheffield Farms Milk	2.95
Milwaukee Road	2.95
Northern Pac.	2.95
Dairymen's League	2.95
Missouri Pacific	2.95
Western Dairy	2.95
Basic 50 ft. Round roof	2.95
Basic 50 ft. Flat roof	2.95

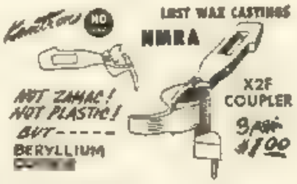
Private Owned Reefers

Crisco	2.85
N.R.C.C. Bananas	2.85
Decker Meats	2.85
Budweiser Beer	2.85
Schlitz Beer	2.85
Wilson's Meats	2.85
Canada Dry	2.85
Oppenheimer Sausage	2.85
Pabst Beer	2.85
Ralston Purina	2.85

(All Kits less trucks)

HO—GAUGE RAILROADS

8 Volt Grain of Wheat Bulbs, doz.	2.40
12 Volt Grain of Wheat Bulbs, doz.	2.40
Cab Forward for Dockside	2.50
Cab Forward for Articulated	6.50
Lead Trucks for Cab Forward On Dockside	1.50
Oil Tender Conversion for Old Time Mantua Tender	4.85
4-Wh. Trailing Truck for Mantua Booster	1.85
Valve Gear Assb. for Shifter and Booster	1.25



NMRA Coupler X2F 3 pr. for	1.00
Switch Machines	2.00

Power Trucks and Lighting Kit for Globe F-7 Diesel	15.95
3 Light Signal	1.25

HON 3 Gauge

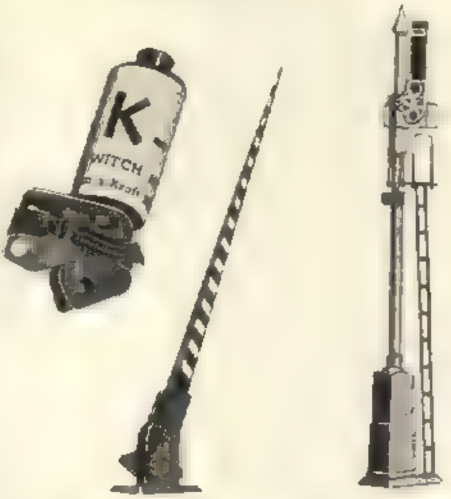
Stubby Yard Diesel	16.95
Montezuma	49.95
Teakettle 0-4-0	34.50
Dockside Tank Switcher	19.95
Brill Rail Bus	35.00
8 wh. Caboose D&RGW	4.95
4 wh. Caboose	4.95
Nevada County Box Car	2.95
Milwaukee Flat Car	2.95
Tank Car	4.95
Cattle Car	6.25
Coach Parts only with Trucks	5.75
Combine Parts only with Trucks	5.75
TK-463 4 wh. Pass Trucks pr.	1.50
TK-464 Diamond Archbar Trucks pr.	1.25
M-28 D&RGW Archbar Trucks pr.	1.25
TK-480 Bettendorf Trucks pr.	1.25
C-9 4 wh. Caboose Trucks pr.	1.75
HON3 Spikes 800	1.00
HON3 Nickel Silver rail 99 ft.	6.60

TENSHODO HO

IMPORTED LOCOMOTIVES

GP-7 Diesel in Kit form	22.50
GP-7 Diesel assembled and lettered in a variety of road names	29.95
C&NW Unpainted Atlantic--screwdriver assembly	32.50
NYC Unpainted Hudson--screwdriver assembly	34.50
FT-Diesel, Painted screwdriver assembly A Unit powered, B Unit is Dummy. Sold in pairs	29.95
F-7 Diesel Painted screwdriver assembly A Unit Powered, B Unit Dummy. Sold in pairs	29.95
200 Ton Wrecker Painted and lettered ready to roll	15.95

KURTZ KRAFT



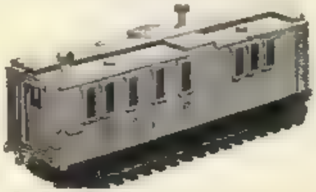
K-2 Switch Machine-Switch Stand Works	1.50
K-3 Switch Machine-economy type	.98
K-4 Switch Machine-Compact	1.50
K-5 Switch Machine-assembled	2.50
K-10 Crossing Gate-Slow action	1.50
K-10B Same as two K-10	2.50
K-10X Same as K-10 with Auto. Mechanism	2.95
K-11 Semaphore-Slow action	2.25
K-12 Same as K-11 with Auto. Mechanism	2.95
S-200 Automatic Searchlight Signals	2.95
K-30 Switch Machine Controls	1.00
A-100 Street Lamp Posts	1.00

HO BUDD PARTS

101 Standard Pilots	.85
102 Commonwealth Pilots	1.25
103 Am. Pressed Steel Pilots	1.00
104 Belle of 80 Pilots	1.00
205 Plain Smoke Stack	.75
250 Smoke Box Front	1.45
210 Headlight	.65
401 Worthington Pump Set	1.15
201 Smoke Stack	.75
301 Sand Dome 2 Hatch	1.35
302 Sand Dome 4 Hatch	1.50
460 Standard Steam Dome	.45
450 Pop Valve Cluster	.40
507 Engine Steps	.75

L. W. MODELS

(formerly A C Models)
MAINTENANCE CARS HO
DELUXE WITH TRUCKS



MWX-1 Supply Car	2.75
MWX-2 Bunk Car	2.95
MWX-3 Mess Car	2.85
MWX-4 Kitchen Car	2.90
MWX-5 Foreman & Com, sary	2.85
MWX-6 Boom Car	2.75
MWX-7 Work Train Gondola	2.85
MWX-8 Tool & Eng. Car	3.10

LACONIA

BILLBOARD REEFERS

Bull-Frog Beer	2.50
Columbia Soups	2.50
Merchants Biscuits	2.50
Kraft Cheese-Mayonnaise	2.50
Peerless Beer	2.50
Page Milk	2.50
Libby's	2.50
Bourk-Donaldson-Taylor	2.50
Goetz Beer	2.50
Monarch Brewing Co.	2.50
Tivoli Beer	2.50

REEFERS

Mathieson Dry Ice	1.75
Central Vermont	1.75
Rutland Milk	1.75

HOPPERS

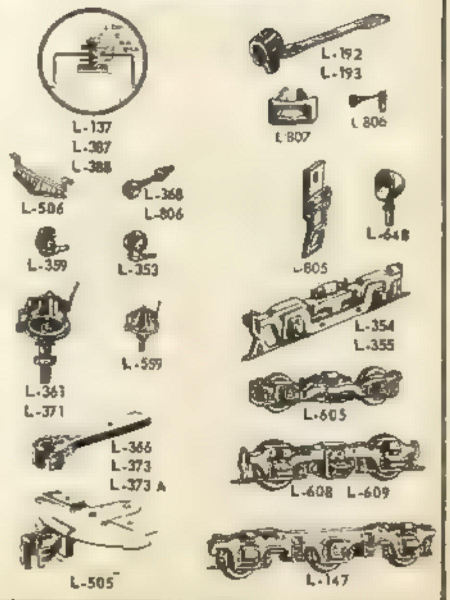
Inland Steel	50 Ton	1.50
Alcoa Quad	70 Ton	1.50
Pennsy.	70 Ton	1.50

MISCELLANEOUS HO

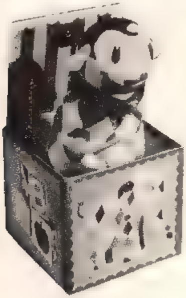
Pennsy. Gondola	1.50
Chateau Martine Wine Car	2.00
Ralston Purina Box Car	2.50
Sierra Combine	3.25
Wholesale Freight Brokers Warehouse	3.85

Laconia Kits Do not Include Truck or Couplers.

Lindsay PRODUCTS



MECHANICAL TOYS



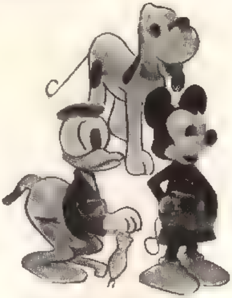
KUZIN-KLEM

An old-time favorite with kids and grown-ups. Press the button and up jumps Kuzin', as jolly a character as you will ever meet. Dressed in fine fabrics and makes a funny noise as he springs out. Box is 4½" square. 12/ctn. wt. 8 lbs. No. K-65

STOCK No. 71—85747
KUSAN, INC

C8-65 P Retail ... $ .98 ea.

Inv.__________ Pur.__________



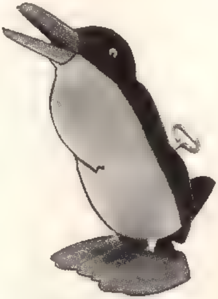
ASSORTED DISNEY TOYS

Three famous characters including Pluto, Donald Duck and Mickey Mouse made of high-impact plastic with long-running clock spring motors, with key attached. Toys measure from 5½" to 7" tall. All have comical action with tails whirling. 12/ctn., wt. 4½ ounce. No. 454.

STOCK No. 71—85748
LOUIS MARX & CO.

M3-65 K Retail...... $ .98 ea.

Inv.__________ Pur.__________



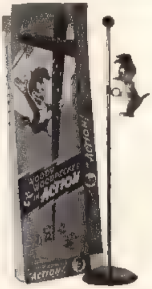
MECHANICAL PENGUIN

A mechanical replica of a walking penguin, made in plastic with long-running clock spring motor with key attached. Penguin wobbles along, moving from side to side in comical action. 6" high, 3¾" wide. No. 466.

STOCK No. 71—85749
LOUIS MARX & CO.

W9-65 A Retail $ .98 ea.

Inv__________ Pur.__________



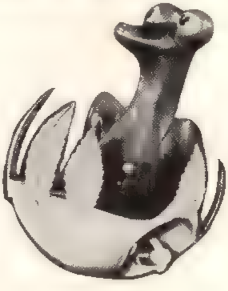
WOODY WOODPECKER

All plastic colorful woodpecker with unbreakable steel spring. When spring is moved to top of steel rod Woody comes down slowly while pecking away at rod. Steel rod is 18" high, ¼" in diameter. 12/ctn., wt 7 lbs.

STOCK No. 71—85750
KAY-BEE TOY CO

B3-65 M Retail...... $ .98 ea.

Inv.__________ Pur.__________



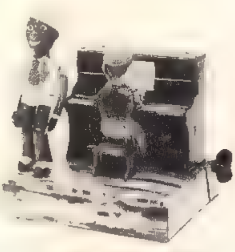
GOGO

Unique Gogo jumps up and flip-flops over himself time after time, with just a single winding. Impulse motor keeps him somersaulting continuously. Unbreakable plastic construction in many colors. 7" tall, 4½" wide. No. 100.

STOCK No. 71—85753
TIGGRETT INDUSTRIES

F8-65 V Retail $ .98 ea.

Inv.__________ Pur.__________



HAM AND SAM JIGGER

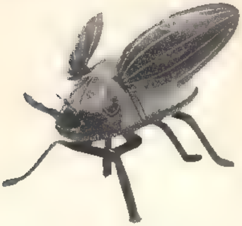
Made of brightly lithographed steel with powerful clock spring motor, equipped with rig. One character dances while the other plays the piano. Has lots of fascinating action. Measures 5" wide, 4" deep, 6" high. 48/ctn., wt. 30 lbs. No. J147.

STOCK No. 71—85754
LINEMAR CO., INC.

J1-65 X Retail..... $ .98 ea.

Inv.__________ Pur.__________

MECHANICAL TOYS



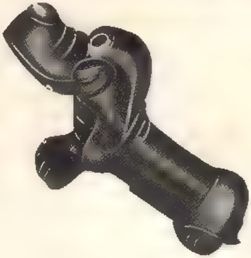
MECHANICAL LADYBUG

Made of steel and realistically lithographed. Walks along floor in realistic fashion with wings flapping rapidly. Power furnished by strong long-running clock spring motor with key attached. 3½″ long, 2¾″ wide, 2″ high. 12 doz./ctn., wt 26 lbs No. J 167

STOCK No. 71—85702
LINEMAR CO., INC.

Z4-26 B Retail $ .39 ea.

Inv.__________ Pur.__________



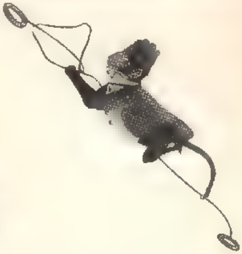
MOODY MUTT

An all plastic dog that fits into your hand. He has a loveable expression on his face. When front feet are pulled back like a trigger, he becomes a ferocious hound, showing his teeth. Packed 12 per carton. No. 2600

STOCK No. 71—85703
TOPIC TOYS

L5-32 V Retail __$ .49 ea.

Inv.__________ Pur



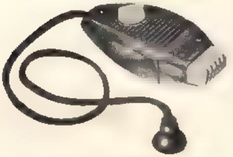
CLIMBING MONKEY

Fascinating action is obtained when string is pulled. Monkey climbs up the string with aid of hands and feet. When tension is released he climbs down. Made of lithograph steel 6¼″ long, 1¼″ wide, 3″ high. 6 doz./ctn., wt. 15 lbs. No. J-50.

STOCK No. 71—85704
LINEMAR CO.

J4-32 L Retail . $ .49 ea.

Inv. __________ Pur. __________



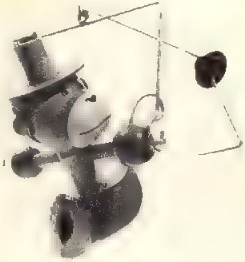
JUNIOR SHAVER

Mechanical shaver is a plastic action toy in contrasting colors. Revolving head simulates sound and action of real razor. Has strong wind up motor and cord with rubber suction cup which attaches to wall. In colorful display box. Twelve to carton. No. 3875

STOCK No. 71—85745
IDEAL TOY CORP.

S6-52 M Retail $ .79 ea.

Inv.__________ Pur.__________



MONKEY SHINE

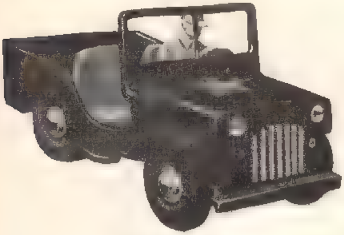
A unique performing monkey that carries his tree with him. Tree has suction cup that permits attaching to any surface or toy may be hung on string. Monkey Shine will perform gymnastics for hours with one dipping of hat in water. Made of styrene and aluminum. Size 2″ x 7″. 24/ctn., wt. 6 lbs. No. 4

STOCK No. 71—85746
TIGRETT INDUSTRIES

B8-65 T Retail __________$ .98 ea.

Inv Pur.

RACERS & CARS



DIE-CAST JEEP

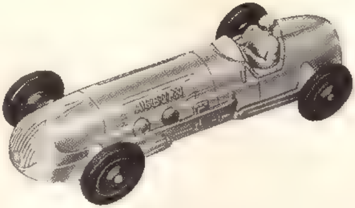
This is a solid metal die-cast jeep in exact miniature. Comes in assorted color combinations. Size 5⅝" x 2½" x 2¾" 24/ctn. No. 80/3

STOCK No. 71—84903

RENWAL MFG. CO., INC

Z2-46 K **Retail** .... **$ .69 ea.**

Inv ____________ Pur. ____________



SUPER RUBBER RACER

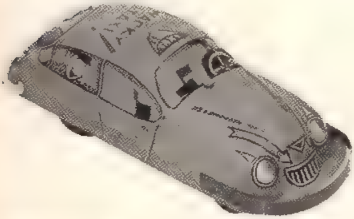
Rubber racer with red body and silver trim. Has oversize rubber wheels. Autnentincally detailed construction. 10⅝" long, 4" wide, 2¾" high. Twelve per carton. Wt. 10½ lbs. No. 556.

STOCK No. 71—84920

AUBURN RUBBER COMPANY

X7-52 H **Retail** .... **$ .79 ea.**

Inv. ____________ Pur. ____________



WACKY TAXI

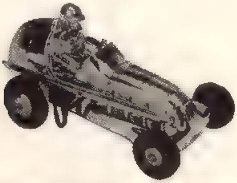
All steel lithographed modern taxi with powerful friction motor. Has spring type front bumper and as it hits an object it bounces off and goes off in another direction. Fully enclosed bottom. 7¾" long, 3" wide, 2¼" high. 24/ctn., wt 12¼ lbs. No. 153.

STOCK No. 71—84935

LOUIS MARX & CO.

T8-65 L **Retail.** **$ .98 ea.**

Inv. ____________ Pur. ____________



MECHANICAL AUTO RACER

Gleaming silver finish on scale replica of racing car. Made of sturdy plastic with long running spiral spring motor, with key attached. Has rubber tires. Measures 6¼" long, 3½" wide, 3" high. 12/ctn., wt. 5½ lbs. No. 2776.

STOCK No. 71—84938

LOUIS MARX & CO.

A1-65 L **Retail** .... **$ .98 ea.**

Inv. ____________ Pur. ____________

RACERS & CARS

PUSH DOWN DISNEY CAR

By pushing Donald's head down a mysterious motor is activated and the car scoots away at a rapid pace. Brightly lithographed with various Disney characters, equipped with rubber wheels. Measures 5⅓" long, 2¼" wide, 3½" high. 12 doz./ctn., wt. 40 lbs. No. J-119

STOCK No. 71—84894

LINEMAR CO

J8-32 A **Retail** ...... **$ .49 ea.**

Inv. ________ Pur ________

MECHANICAL CARS

An assortment of lithographed steel cars in fire chief and station wagon design. Cars are completely enclosed and equipped with long-running motor with key attached 7½" long, 3" wide, 2¼" high. 36/ctn., wt. 13⅓ lbs. No. 283.

STOCK No. 71—84895

LOUIS MARX & CO.

G5-32 X **Retail** **$ .49 ea.**

Inv. ________ Pur ________

LONG LASTING
METAL CARS
RENWAL
TURNPIKE SET

METAL CAR SET

This is a set of five all-metal long-lasting cars equipped with steel axles and rubber wheels. Cars and trucks are made of solid metal and measure about 3¼" long. Come in an attractive display package. 24/ctn No. 8801

STOCK No. 71—84897

RENWAL MFG. CO., INC

B4-39 E **Retail** .... **$ .59 ea.**

Inv. ________ Pur ________

SPORTS CAR

A sturdy all metal sports car that comes in assorted colors, red and yellow. Has transparent windshield and aluminum trimming with realistic details. Has rubber wheels. 7½" long. No. 455.

STOCK No. 71—84898

HUBLEY MFG. CO.

M5-39 X **Retail** .... **$ .59 ea.**

Inv. ________ Pur ________

FOREIGN CAR ASSORTMENT

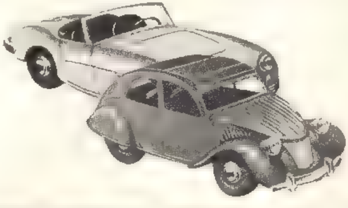
This is an assortment of solid metal foreign sports cars each with bottom plate, steel axles and rubber tires. Contains such cars as Pegaso, Rolls Royce, Jaguar, MG, Mercedes-Benz and many other famous foreign sports cars. All measure approximately 5" to 6" long. Packed 36/ctn., No. 8855.

STOCK No. 71—84902

RENWAL MFG. CO., INC.

P9-46 L **Retail** ...... **$ .69 ea.**

Inv. ________ Pur ________



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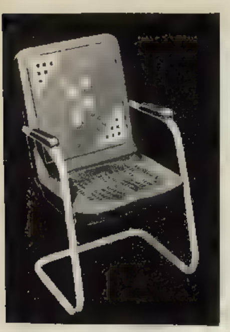
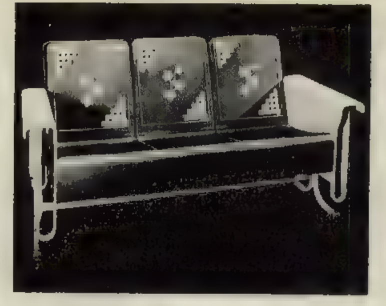


SIMULATED CUSHION ALL-METAL CHAIR —TUBULAR FRAME—Frame, white enamel. Back and seat in choice of green, red or yellow. Seat 18" wide, 18" deep. Back 18" wide, 19½" high. Ht. of seat from floor 17". Frame, 1" tubular. All edges turned on both seat and back. Ends of tubing frame are closed and shaped. Packed one to carton. Cartons have punch-in-slot for easy carrying. Ship. Wt. 20 lbs.

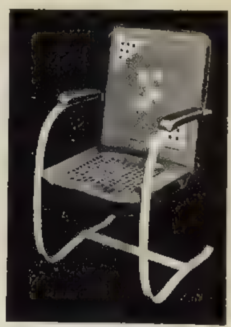
62/15 Y595 Retail........$8.95



SIMULATED CUSHION ALL-METAL GLIDER

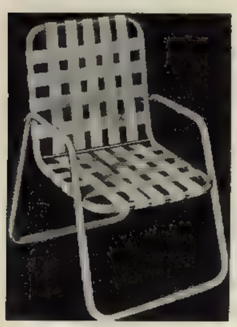
Frame, white enamel. Back and seat in choice of green, red or yellow. Seat 19" deep. Back 20" high. Width between arms 54". Ht. of seat from floor 17". Legs 1" tubing with rubber tips. All edges turned on both seat and back. Packed one to carton. Ship. wt. 75 lbs.

63/15 Y2395 Retail........................$35.95



SIMULATED CUSHION ALL-METAL CHAIR —SPRING STEEL FRAME—Frame, white enamel. Back and seat in chioce of green, red or yellow. Seat 18" wide, 18" deep. Back 18" wide, 19½" high. Ht. of seat from floor 17". Frame, 1¼"x ⅜" spring steel. All edges turned on both seat and back. Packed one to carton. Cartons have punch-in-slot for easy carrying. Ship. wt.: 31 lbs.

64/15 Y880 Retail......$13.50



STACKING CHAIR

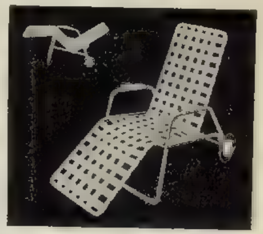
Frame 1" tubular. Frame highly polished aluminum. Seat and back yellow and white woven plastic webbing. Webbing 1⅞" wide, can't stretch or shrink, wears indefinitely, weather and rot resistant. Chairs can be stacked 12 high. Seats 19" wide, 18" deep. Back 10" wide, 18" high. Ht. of seat from floor 17". Packed 2 to carton. Ship. Wt. 17 lbs.

66/15 Y1020 Each Retail..........$15.95

SUN-TAN LOUNGE

Frame, 1" tubular. Frame and arm rests, highly polished aluminum. Seat and back yellow and white woven plastic webbing. Webbing 1⅞" wide, can't stretch or shrink, wears indefinitely, weather and rot resistant. Adjustable to sitting and sleeping positions. 8" rubber tired wheels won't scratch floors. Seat 20" wide, 42" long. Back 20" wide, 32" high. Overall length 74". One in carton. Ship. wt. 24 lbs.

65/15 Y2875 Retail.....................$43.50



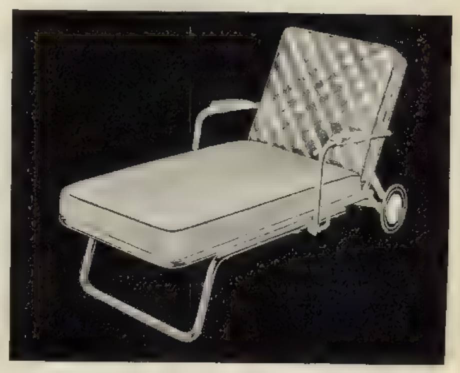
CUSHION LOUNGE

Frame, 1" Tubular, highly polished aluminum. Cushion in choice of green or yellow plastic, matching arm rests. Washable, water repellent, scuff resistant. Innerspring unit. Cushion 26"x69", 5½" thick, 8" rubber tired wheels won't scratch floors. Lounge adjustable to sitting and sleeping positions. Seat 26" wide, 50" long. Back 26" wide, 25" high. Overall length 75". Ship. wt. 50 lbs.

67/15 Y4165 Retail.....................$62.75

As above, only with layer felt boxed edge mattress.

68/15, Y3460 Retail.....................$51.95



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MISCELLANEOUS GUNS

WATER GUN AND CLUB

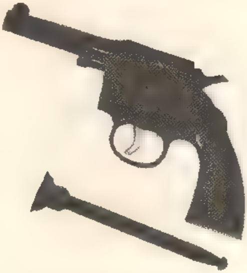
Two toys in one—the billy club is a water container of soft, polythelene and has hook for hanging on belt. Realistic plastic pistol will give hundreds of shots without refilling. A durable toy with lots of play value. No. 437

STOCK No. 71—88409

IRWIN CORP.

Z3-26 S Retail.... $ .39 ea.

Inv.__________ Pur.__________



PLASTIC DART PISTOL

Realistic plastic target gun. Well proportioned and detailed. Supplied with one plastic rubber tip suction cup dart which is inserted through muzzle of gun and propelled forward by depressing trigger. 6⅞" long. 36 to carton, wt 2 lbs. No. 053.

STOCK No. 71—88420

LOUIS MARX & CO.

A8-19 E Retail $ .29 ea.

Inv.______ Pur.__________

SIREN PISTOL

Futuristic plastic pistol with molded hand grip is equipped with screeching siren noise maker. Siren activated by pulling trigger. Measures 7" long and 5" high. Comes in assorted colors. No. 4289.

STOCK No. 71—88429

IDEAL TOY CORP.

L7-52 G Retail $ .79 ea.

Inv.__________ Pur.__________

WESTERN ZOOMERANG GUN

Shoots and reloads Zoomerang roll with just the pull of the trigger, no cocking needed. Unbreakable plastic 6" gun in a bright 2-color, self selling display carton. Made of high impact Styrene. 24/ctn., wt 11 lbs. No. 260

STOCK No. 71—88439

TIGRETT INDUSTRIES

G7-65 F Retail $ .98 ea.

Inv.__________ Pur.__________

G-MAN PISTOL

Made of black steel, gun emits harmless sparks from muzzle with a rat-tat-tat noise as trigger is pressed. Key is attached and flints are replaceable. Measures 4" long. 12/ctn., wt. 4 lbs. No. 43.

STOCK No. 71—88440

LOUIS MARX & CO.

G4-65 S Retail $ .98 ea.

Inv.__________ Pur.__________

GUN
WITH 3 FLYING TOPS

FLYING SAUCER GUN

Clever plastic made gun with strong spring that shoots propeller disks high into the air. It's safe and lots of fun. Equipped with three disks. Red and yellow finish. 36/ctn., wt. 4 lbs. No. 102 FSG.

STOCK No. 71—88442

U. S PLASTICS CO

H4-39 S Retail $ .59 ea.

Inv__________ Pur__________

CAP PISTOLS

COWBOY PISTOL

Revolving cylinders, automatic opening. Shoots roll caps. Plastic handle, 12" long with extra long barrel. Nickel finish. 12/ctn., wt. 15 lbs. No. 275.

STOCK No. 71—88370
HUBLEY MFG CO

A51-30 R Retail $1.98 ea.

Inv. Pur. ______

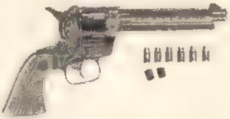
STALLION .32 CAP GUN

Durable nickle finish in Western design. Cap cartridge loading pistol that is really safe. Caps are inserted in cartridge, cartridge is inserted in gun. Length 9". 36/ctn., wt. 23 lbs. No. 32

STOCK No. 71—88375
NICHOLS INDUSTRIES, INC

M3-97 L Retail ...$1.49 ea.

Inv Pur.______



STALLION .38 CAP GUN

Brilliant chrome finish in Western design. A cap cartridge loading gun with revolving cylinder. Caps are inserted in cartridge and cartridges fit in cylinder. Very authentic and realistic. Length 10½". Comes with six cartridges. 24/ctn., wt. 20 lbs. No. 38.

STOCK No. 71—88377
NICHOLS INDUSTRIES, INC

A41-30 N Retail $1.98 ea.

Inv. Pur ______

AMERICAN ACE CAPS

American Ace caps are fine quality roll caps. In attractive red, white and blue box. Packed 10 rolls of 50 shots each per box. Four dozen boxes per carton. No. 500.

STOCK No. 71—88400
J HALPERN CO.

B31-44 M Ctn. Retail $2.40 ctn.
$ .05 ea.

Inv Pur

25 ROLLS
1250 SHOTS
PERFORATED ROLL CAPS
Kilgore
No 1505
KILGORE
PERFORATED
ROLL CAPS

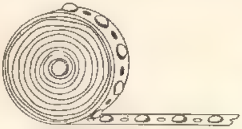
PERFORATED CAPS

A box of 25 rolls 250 shots. For use in all repeating cap pistols, rifles and firing devices. No. 1505.

STOCK No. 71—88402
KILGORE, INC.

C3-16 D Retail ...$ .25 ea.

Inv.______ Pur.______



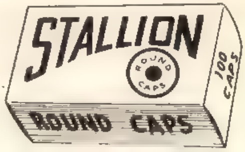
PERFORATED CAPS

Fifty loud reports per roll. Works in every make 50-shot repeater. Five rolls (250 shots per box). 60 boxes/ctn. No 150.

STOCK No. 71—88403
KILGORE, INC.

B31-80 R Retail $3.00 ctn.
$ .05 box

Inv.______ Pur.______



STALLION ROUND CAPS

Made especially for the Stallion .32 and 38 cap guns, for cartridge loading pistols. No. 45A.

STOCK No. 71—88405
NICHOLS INDUSTRIES, INC.
Minimum Order 60 Boxes

B9-03 X Retail $ .05 box

Inv.______ Pur.______

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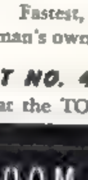

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These Hobby Kits were made to answer the questions that youngsters ask. All parts are real working models [illegible] regular laboratory experiments can be [illegible] of American Industry. Kits are for ages 8 years and up.

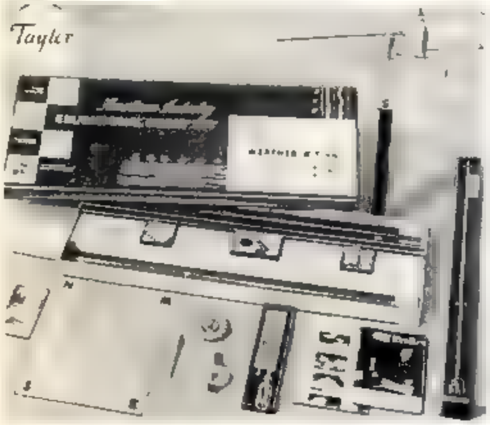
[illegible]

MEDICAL KIT

19¾x16¾ In. Kit . . .
$9.95 Retail

Made by Bauer and Black. Helps children understand the human body. They can practice first aid on X-Ray Eddie, inflatable plastic model with diagrammed circulatory, digestive, respiratory and skeletal systems. Kit contains instrument for measuring blood pressure, thermometer, gauze, ointment, bandages and plastic tubing and funnel for making stethoscope, etc. Includes booklet of experiments and instructions. Each in box 4½ lbs.

Y2204 .. **Each 12.60**



WEATHER KIT

36¾x12½ In. Kit . . .
$14.95 Retail

Made by Taylor Instrument Co. Contains materials for building a real operating weather station right in the home. Builds compass, wind speed and direction indicator, hygrometer with wet and dry bulb thermometers, maximum and minimum recording thermometers, rain gauges, etc. Includes official Weather Bureau [illegible] chart, separate recording charts and instruction booklet. Each in box 7½ lbs.

Y2202 . **Each 20.00**

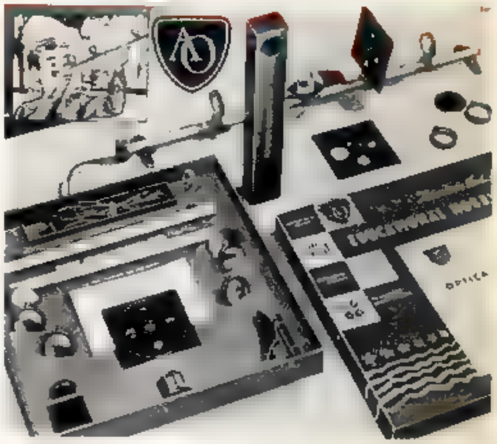
EDUCATIONAL HOBBY KIT
ROCK DETECTIVE KIT

"ROCK DETECTIVE" KIT

16½x12½ In. Kit . . .
$9.95 Retail

Made by Gemological Institute. Teaches the young Rock Detective to identify native rocks and minerals. Contains basic information required in Oil, Mining, Jewelry and other geological fields. Includes Geologist's hammer and chisel, magnifying glass, Rock Detective notebook, copper and glass for hardness tests. Also gummed labels, identification charts and instruction booklet. Each in box 4½ lbs.

Y2200 . . . .**Each 12.60**

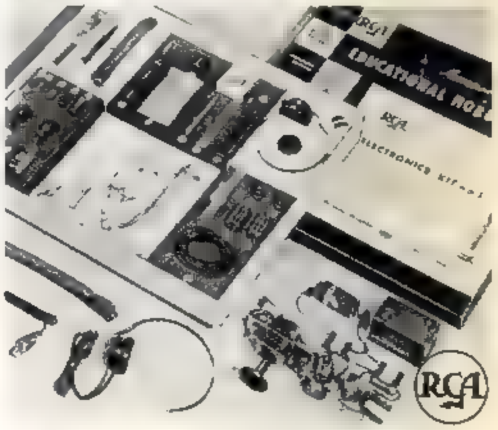


OPTICAL KIT

18x12¾ In. Kit . . . $14.95 Retail

Made by American Optical Co. A complete precision-built Optical Lab! Contains stainless steel optical bench, stainless steel frame for lenses, mirrors, prism, prism tables, color filters, periscope tube, etc. Includes booklet of exciting experiments telling how to build telescopes, microscopes, ring patterns, signaling spotlight and other fascinating optical devices from materials in kit. Each in box 3½ lbs.

Y2203. ... ..**Each 20.00**



ELECTRONICS KIT

21x17½ In. Kit . . . $19.95 Retail

Made by RCA. Young engineers will learn to build a broadcasting station with the materials in this kit. Makes possible experiments with Radio, Sound Waves and Electrons; explains the basic principles of electronics by actually showing how to put electrons to work. Kit contains resistors, capacitors, [illegible] magnet wire, steel rod, compass, tuning knob and other related materials. Illustrated booklet tells "How to Build a Radio Transmitter and Send Code Messages," "How to Build a One-Tube Radio," etc. Each in box, 4½ lbs.

Y2201......... .. ..**Each 27.00**

A. C. McCLURG & CO.

WHOLESALE

[illegible]

FISHER PRICE TOYS

PLAYTHINGS for Children 1 to 5

Sturdily Constructed . . . Harmless Enamels . . . Rounded Edges

Outstanding in Quality and Value . . . Nationally Advertised the Year 'round

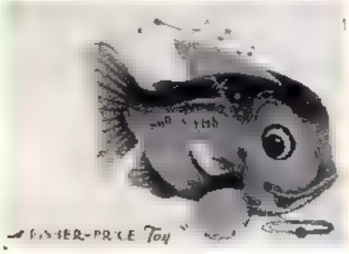
Free Newspaper Mats on Request!

FISHER-PRICE Toy

"WOOFY WAGGER"

6½ in. long, 2½ in. wide, 5½ in. high. A wood pup filled with child-appeal. His spring tail wags excitedly and his head swings from side to side as he sounds "woof-woof." Felt ears. Wood wheels, steel axles. **Brown and white.**

T15-465 1 doz. N.B. 6 lbs.
Doz. **12.00**



"SUNNY FISH"

6¾ in. long, 4 in. wide, 4 in. high. As "Sunny" rolls along his body and spring-mounted tail wiggle up and down in realistic swimming motion. Bell rings. Pliable vinyl fin. Durable wood body **in green and yellow.**

T15-420—1 doz. N.B. 6 lbs.
Doz. **12.00**

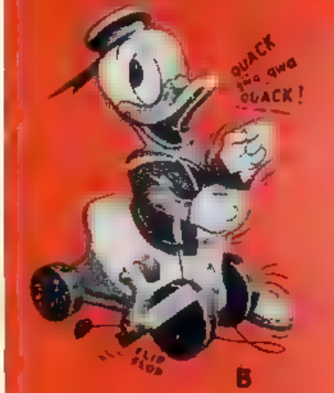
MUSICAL PUSH CHIMES

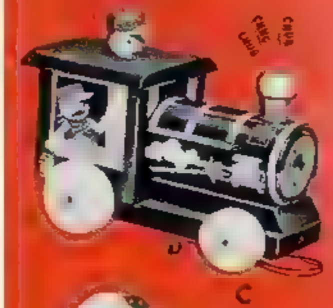
Cylinder 7½ in. wide, 5 in. diam. **18½ in. detachable wood push stick.** Solid wood wheels. Cylinder decorated with nursery rhyme figures in **bright colors.**

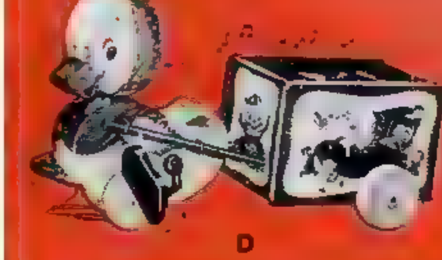
Y2-722—⅙ doz. N.B. 3 lbs.
Doz. **20.00**

NEW! AMUSING TOYS

A
HEE HAW
HEE HAW
BUCKY BURRO







(A) BUCKY BURRO

13½ in. long, 7½ in. high, 4¾ in. wide. Colorful lithographed wood toy makes life-like "hee-haw" sound as it goes into action. Burro bucks up and down, his acetate ears flop back and forth and his spring tail swishes as he rolls along. Mechanism concealed in cart.

Y2-166—1 doz. O.S. 20 lbs.
Doz. **40.00**

(B) TALKING DONALD DUCK

6½ in. long, 5¾ in. wide, 8 in. high. Realistic talking duck with ingenious voice mechanism that sounds "just like Donald." He struts and swings his arms up and down. Solid wood body lithographed in bright color with jaunty wood turned sailor hat and black vinyl ribbon.

Y2-765—1 doz. O.S. 12 lbs.
Doz. **20.00**

(C) CHUGGY POP-UP

7 in. long, 3⅝ in. wide, 5¾ in. high. Realistic engine with durable wood body, fibre boiler and metal front. Lithographed in red, yellow, blue and black. Wood turned engineer pops up and down as engine makes "chugging" sound.

Y2-616—½ doz. N.B. 5½ lbs.
Doz. **16.06**

(D) MOTHER GOOSE MUSIC CART

12 in. long, 6½ in. high, 4¾ in. wide. Colorful wood cart lithographed with Mother Goose pictures and verses pulled by yellow wood duckling. Acetate feet of duckling go "flip-flop" as 3 concealed xylo keys provide musical sound.

Y2-784—1 doz. O.S. 20 lbs.
Doz. **32.00**

(E) CHOO-CHOO TRAIN

17 in. long, 2½ in. wide, 3 in. high. Wood train with imaginative animal trainmen and a cow waving from a "cow" car. Lithographed in bright red, yellow, blue and black. **Cars wobble and train makes a "choo-choo" sound. Durable construction, unbreakable steel connectors and axles.**

Y2-215—1 doz. O.S. 13 lbs. . . . . Doz. 26.60

Order Now for Christmas Selling!

FISHER-PRICE Toy

"KATY KACKLER" . . . the Red Hen

7¾ in. long, 5 in. wide, 9½ in. high. Here's Katy Kackler with repeating mechanism sounds "Cluck, cluck, cluck, SQUAAWK." Sturdy wood construction with **bright colors.**

Y2-140—1 doz. O.S. Doz. **40.00**

FISHER-PRICE

"BUZZY BEE" . . . Has Buzzing Sound

6 in. long, 6 in. wide, 3½ in. high. Solid wood. Spring suspended antennae. Whirling plastic wings. **Lithographed life-like colors.**

T15-325—1 doz. N.B. Doz. **9.60**

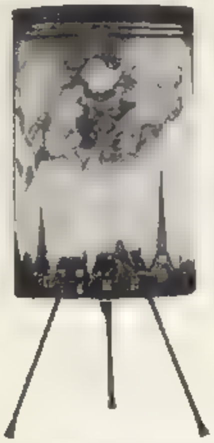
MUSICAL SWEEPER
FISHER-PRICE Toy

MUSICAL SWEEPERS

8½ in. wide, 3 in. high, 18½ in. detachable wood handle. Steel cover decorated with two honey bears, thick wood sides and hardwood wheels. Wire bound brush and dual compartment. Actually sweeps as it plays gay musical notes. **Yellow, red and green.**

Y2-225—⅙ doz. N.B. Dz. **32.00**

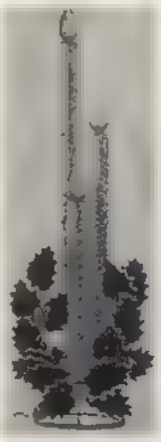
Electrical CHRISTMAS DECORATIONS



Roto-Action Santa Lamps

14 in. high, 6 in. diam. plastic cylinder shade. **Black** wrought iron tripod base with rubber-tipped legs. Santa and reindeers skimming over rooftops in bright permanent colors. Inner cylinder revolves against outer cylinder producing realistic action. With UL approved switch, cord and plug. (Uses 60 watt bulb, not included.) Each in ctn.

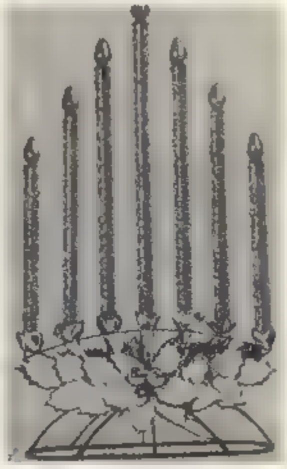
5-4012..................**Each 6.60**



3-Light Candelabra

18 in. high. White cardboard simulated candles covered with **gold** colored mesh. **Black** metal frame; **gold** holly decoration. Complete with cord and plug and 3 **amber** C7½ lamps. Each in box.

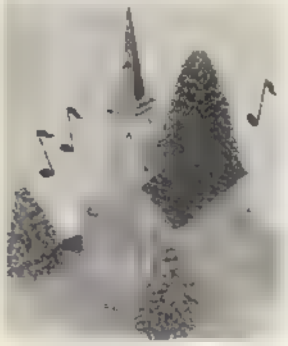
5-4085——O.S...**Doz. 57.60**



7-Light Gold Candelabra

23½ in. high, spread 13 in. White cardboard simulated candles covered with **gold** colored mesh. **Black** sculptured wire frame and **gold** holly decorations. Complete with cord and plug and 7 **amber** C7½ lamps. Each in box.

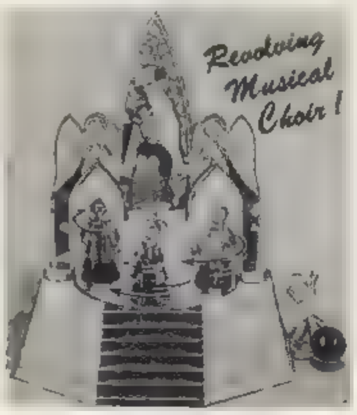
5-4086...........**Each 12.00**



Illuminated Musical Church

10x12x11 in. Plastic white church decorated with red roof and gold colored doors. Gold colored bell in steeple. 2 small green trees in front and 1 large tree in back, with mica snow trim. Bulb inside illuminates stain glass windows. Swiss music box plays "Silent Night." Complete with bulb and cord with add-on plug. Each in ctn.

N9-1514. **Each 11.86**

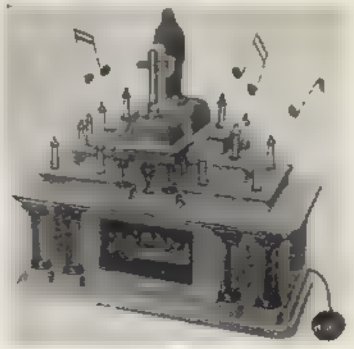


4 Revolving Choir Boys

Chimes Play "Ave Maria"

13x10 in. Plastic steps and choir boys, ply-wood turntable and two-sided drape. All stunningly decorated in many colors. Choir boys are real cherubs! Can be used with either wind up or electrical operation. Complete with cord and add-on plug. Each in ctn.

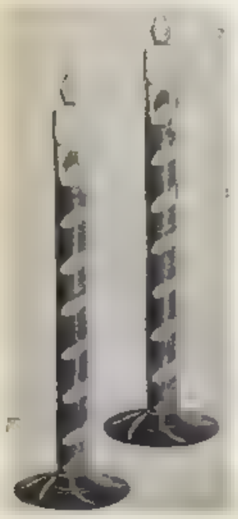
N9-304 . **Each 14.70**



Illuminated Musical Altar

Gilt trimmed altar **11x4½x11¼ in. high**, made of unbreakable plastic. 4 color "Last Supper" scene on front panel. Chimes play Ave Maria. Complete with 12 plastic candles, 3 statues, 15 watt bulb, white cord and line switch.

N9-306. **.Each 14.70**



ELECTRIC

OUTDOOR CANDLES

44 Inches High!

Weatherproof Construction

44 in. high, 3 in. diam. 12 in. diam. footed metal base, green finish. Weatherized fibreboard body. **Red** with spiral wound yellow tape. Topped by white plastic cap. Complete with 25 watt flame tip lamp cord with add-on plug. Used outdoors tall candles flank doorways festively; for use indoors to beautify fireplace or hallway. Pair in ctn. 10 lbs.

N9-802............**Pair 14.48**

OUTDOOR ELECTRIC

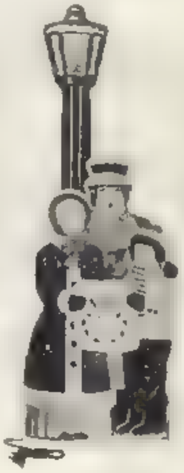
CAROLERS and LAMP POST

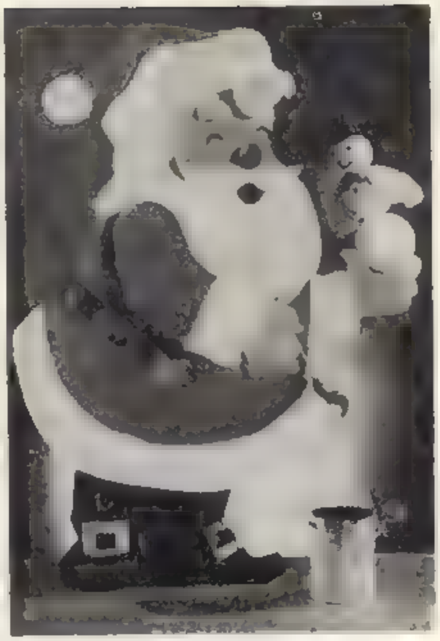
50 Inches High!

Carolers and Lamp Post
May Be Used Separately
or As One Unit

Three brightly colored Dickens characters against a backdrop of an old fashioned English lantern molded in vinylite. Caroler group and lamp post may be used separately or as a unit. Fully weatherproofed. Complete with 2 add-on cords, C7½ lamp and 40 watt lamp. Each unit in ctn. 7½ lbs.

T1523..........**Each 16.00**





For Your STORE DISPLAY . . .

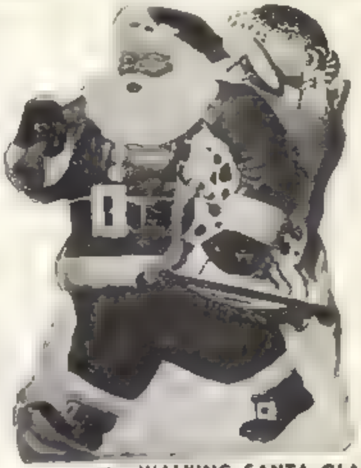
ANIMATED SANTA CLAUS

- **Battery Operated**
- **23 Inches High**
- **Colorful Snowfoam**

It's an Attention-Getter . . . Runs for 504 Hours on One Battery!

Beautiful styrofoam Santa in pink, red and black. Green holly, gold and white chenille decorations. **Santa's arm dips brush into paint bucket and swings up to snowman in other hand. Motor and battery included.** Each in ctn. 3 lbs.

5-4202.......................**Each 15.00**



WALKING SANTA CLAUS

For Indoors or Outdoors

Molded in vinylite, jolly Santa with toys is beautifully colored. **When illuminated, Santa appears to be walking.** Complete with add-on cord and lamp.

26 in. Santa with 15 Watt Lamp

Each in ctn. 4 lbs.

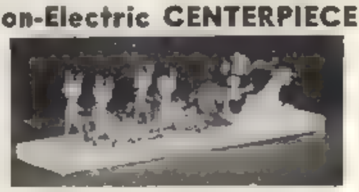
N9-72. ... ... **Each 6.26**

40 in. Santa with 60 Watt Lamp

Each in ctn. 11 lbs.

T1524........................**Each 17.46**

Non-Electric CENTERPIECES



18 in. Deer, Santa and Sleigh

18 in. long. Snowy white Styrofoam base and sleigh with gold highlights. Red and white chenille Santa Claus holds gold cord reins. 4 adorable plastic reindeer with red noses are realistically colored. Red and green ribbon decorations.

5-4201—1 doz. O.S..........**Doz. 30.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

"EMENEE" MUSICAL TOYS . . .

They Play Like Real Instruments

"PINKY LEE" XYLOPHONE

$3.00 Retail

14x8x2 in. Beautifully molded console type chrome metal stand. Each scale precision tuned metal bar is each a different tone and color. 2 balanced wood hammers. Music book with colored notes. Colorful display box.

Y2736—1 doz. O.S. 22 lbs.
Doz. **45.60**

DELUXE PIANO-ACCORDION

$8.00 Retail

12 in. high, extends to almost 2 feet. Easy action bellows. Sturdy high impact plastic body is brightly colored with gold finish trim and fittings. Full scale right hand piano keyboard plays sharps and flats. Base notes and base chords for left hand play harmony and rhythms. 52 hand-tuned brass reeds. Adjustable shoulder harness. Music book included. Each in luggage type carrying case, 2½ lbs.

Y2737 Each **10.66**

"GENE AUTRY" GUITAR

With Automatic Chord Selector
$10.00 Retail

32x11x3 in. guitar in 2-tone tan plastic with black trim. Sculptured Western motif decoration on front includes Gene on horseback, long horn steer, mounted steer horns, spurs and six-gun. Automatic chord selector attachment permits playing without lessons. Gear action metal tuning pegs, steel strings. Rich professional tone. Red and yellow neck cord, felt pick and music book. Each in luggage type carrying case.

Y2738 Each **13.20**

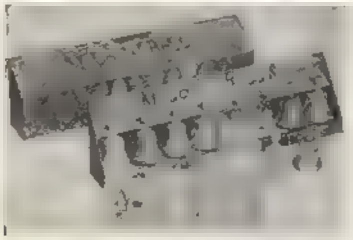
DURANTE "HOT-CHA-CHA" UKE

$2.00 Retail

Full professional 21 in. length. Made of high impact 2 tone black plastic with white front and tuning board. Decorated with picture of Jimmy Durante jauntily tipping his hat. Nylon strings. Friction tuning pegs. Complete with **felt pick** and music book. Each in box.

Y2739—1 doz. O.S. 13 lbs.
Doz. **30.00**

SWISS MELODÉ BELLS

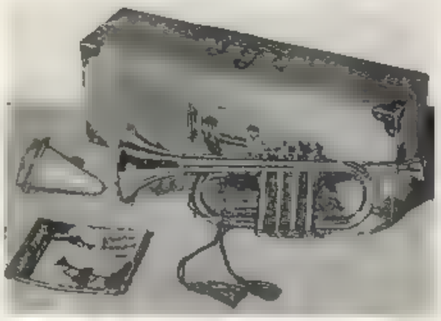


Set of 8 Bells . . . $4.98 Retail
Teaches Music, Colors, Pitch and Numbers

Set includes the full diatonic scale of precision tuned bells each 3¾ in. high. Made of brilliantly colored high impact styrene plastic over metal. Each bell a different tone and color. It's easy to follow the colored notes in the music book to play the old favorites. Each set in eye-appealing display box which serves as a music stand.

Y2317. Each **6.50**

POPULAR GOLDEN TRUMPET!

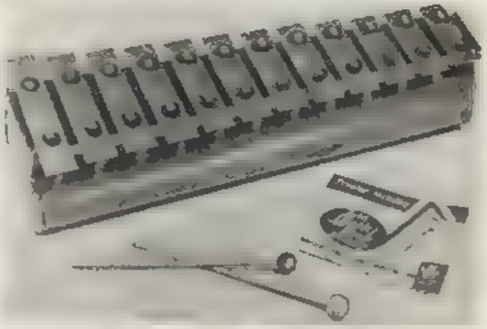


GOLDEN TRUMPET with MUTE
Play Bugle Calls, Marches and Songs
Gold Plated Finish . . . $4.00 Retail

Over 18 in. long. Authentic details copied from professional trumpet. Heavy gold plating on break resistant plastic. Sterilized mouthpiece. **4 brass hand-tuned reeds.** Complete with detachable music stand, music book and mute. Packed in 'luggage' carrying case.

Y2706 — O.S. Doz. **60.00**

12-NOTE METAL XYLOPHONES



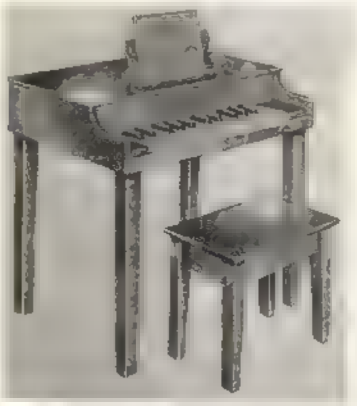
With Two Mallets and Music Book

Overall size 18x6¼x5½ in. Blue and gold **finished** metal housing with 12 true tone gold finished tone bars. Felt base. [illegible] excellent tone. One rubber mallet and one wood mallet. Complete with 16 page music book and instruction sheet. Each in corrugated box. **$4.00 Sug. Retail.**

Y2734—½ doz. O.S. 23 lbs. ....Doz. **60.00**

• TOY PIANOS •

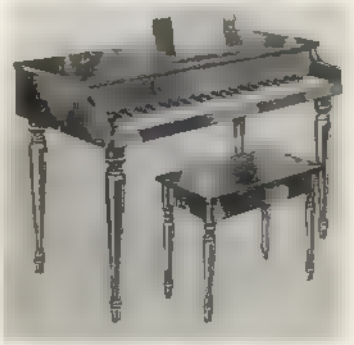
Floor Models with Benches



25-KEY PIANO . . . 2 Full Octaves

Piano: 18¾x13x17 in. high. Bench: 10½x6½x8⅝ in. high. Made of fine quality plywood finished in light walnut lacquer. 15 white plastic keys and 10 black raised half notes. ⅞ in. width standard keys the same as on a large piano. Tone rods are all high carbon precision ground to produce the proper tone. **Includes color chart for keys and one music book with notes in color.** Enable child to play a tune immediately. Each in ctn. 13 lbs.

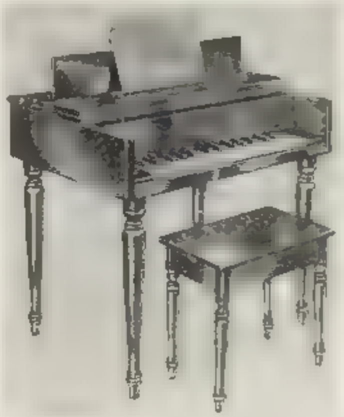
T726 ..Each **19.20**



49-KEY PIANO . . . 4 Full Octaves..

Piano: 29¾x14¾x20⅝ in. high. Bench: 14x7x10⅝ in. high. Made of fine quality plywood with beautifully turned legs. Piano and bench finished on walnut lacquer. 29 white plastic keys and 20 black keys. ⅞ in. width standard keys the same as on a large piano. Tone rods are all high carbon precision ground to produce the proper tone. **Includes color chart for keys and 2 music books; one book has notes in color to be used with color chart.** Enable child to play a tune immediately. Each in ctn., 25 lbs.

T728..............................Each **54.00**



30-KEY PIANO . . . 2½ Full Octaves

Piano: 22x16¼x19⅝ in. high. Bench: 12x7x10⅝ in. high. Made of fine quality plywood with beautiful turned legs. Finished in Walnut lacquer. 18 white plastic keys and 12 black half notes. ⅞ in. width standard keys the same as on a large piano. Tone rods are all high-carbon precision ground to produce the proper tone. **Includes color chart for keys and 2 music books, one book with notes in color. Enable** child to play a tune immediately. Each in ctn., 21 lbs.

T727..............................Each **40.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

"UNGAR" WOODBURNING SETS

WOODBUR
With the 6-in-1
ELECTRIC PENCIL

JUNIOR WOODBURNING SETS

With 6-in-1 Electric Pencil . . . $2 25 Retail

Set consists of 6½ in. electric pencil with new type heating unit, cord and plug. U.L. approved for 110-120 volt AC only. 1 all-purpose brass thread-on tip for wood, leather, foil, plastic cork and wax, 3 plaques with practice design on reverse side; abrasive cloth 4 asstd. water color cakes; mixing pan; paint brush and fully illustrated project catalog with complete instructions. Each set in 8x14x1½ in. box.

N5822—2 doz. O.S. 25 lbs. . . . . Doz. **36.00**

WOODBURNING

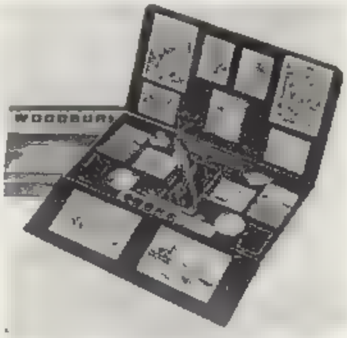
Standard WOODBURNING SETS

With 10,000 Hour Pencil . . . $3 00 Retail

Set consists of 6½ in. electric pencil with new type heating unit complete with cord. U.L. approved for 110-120 volt AC only. 2 brass tips for leather wood, cork or plastic; 1 foil embossing tip; 6 sheets asstd color metallic embossing foil; abrasive cloth; 8 wood plaques with reversible practice plaque; 8 asstd. water color cakes mixing pan; paint brush. Fully illustrated project catalog with complete instruction Set in 10x15x1½ in box

N5823—1 doz. O.S. 19 lbs.

Doz. **48.00**



Deluxe WOODBURNING SETS

Complete Craft Kit . . . $5.00 Retail

Contains 6½ in. electric pencil with new heating unit designed for cooler operations; cord included. Entire unit U.L. approved for 110-120 AC only 5 brass thread-on tips for wood leather, cork, plastic; 1 foil embossing tip 12 sheets colored metallic embossing foil; 2 abrasive cloths; 8 asstd water color cakes; 2 mixing pans; paint brush, 4 large plaques 5 medium plaques with reversible practice plaque, 2 small plaques; 2 costume pin projects Also illustrated catalog of projects and complete instructions Each set in 10¾x19½x1¾ in box.

N5824 ½ doz. O.S. 15 lbs.

Doz. **76.00**

NEW CUB PRINT SHOP

With Post Card Size Roller Press

Set consists of 4x8x3½ in. all-metal hand roller press for printing illustrated 2-color work. 18x12x3½ in. plastic tray with 48 alphabetized compartments for type and bins for all other materials. Type case, metal type holders, rubber type, pictures, 2 colors of printers' ink and extra ink roller Rigid acetate cover protects outfit when not in box. Includes complete instructions and a copy of the Printers' Journal. Set in box, 3½ lbs.

Y2923 . . . . Each **9.30**

UNGAR "SNIPPY" ELECTRIC SCISSORS

$4.00 Suggested Retail

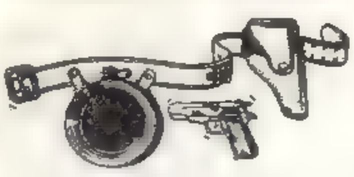
- **Cuts Paper and Light Cardboard**
- **Contains 7 Ready-Made Papercraft Cut-outs**
- **Practice Sheets and Complete Directions**

Safe electric scissors, 6¼ in. long with attached electric cord. Entire unit U.L. approved for 110-120 volt AC only. Cuts through tough paper and light cardboard. Snips right up to the edge of cut-out patterns. Projects include the following cut-outs Bobo the Clown, Tubby the Elephant, Pin-Wheel, Dixie Doll and Doxie Dog Roary the Lion, Flying cutting table decorations, Greeting Jet Fighter Plane, etc. Also ideal for Cards. Masquerade Masks, etc. Each set in window display box.

Y2932 –1 doz. O.S. 19 lbs.

Doz. **61.20**

Famous "DAISY" HOLSTER SETS

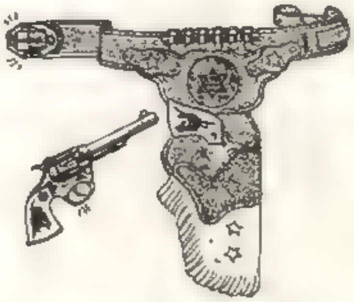


HOLSTER-CANTEEN SETS

- **New Hubley Automatic Pistol**
- **Single Holster, 7¼x4½ in.**
- **1 Pint Canteen, 6x1¼ in.**
- **Six Plated "Bullets"**

Automatic cap pistol, belt, holster, canteen straps and pistol holster straps in smooth luggage tan leather. 1¾ in hand-tooled belt with 2-prong metal buckle. Six plated "bullets." Each set in box

Y22-2735 . . . . Each **6.60**

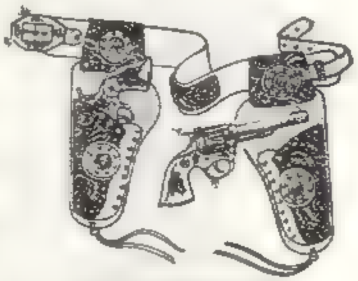


SINGLE HOLSTER SET

$4.98 Retail

"Western" break-action repeating cap gun. 14x5½ in. holster of top grain leather with hand-tooled decoration, gold color stars and silver color studs 2-piece front of soft suede with long fringe pattern. 2¼ in. adjustable belt Sheriff's star adorns belt panel. Six plated "bullets" in copper colored keeper Large fancy buckle. Each set in box.

Y22-1551 . . . . Each **6.60**

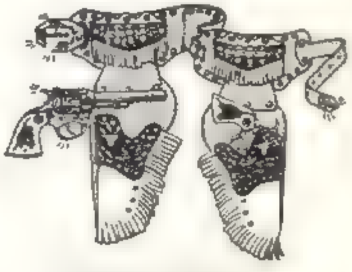


DOUBLE HOLSTER SETS

$4.98 Retail

Two "Western" break-action repeating cap guns Holsters, 12x5⅜ in. each. Distinctively styled in genuine leather 3-color combination of cream, brown and floral embossing Large red "Headlight" jewel decoration silver color studs 2¼ in adjustable belt. Holsters slide off . . remove one for single holster set or reverse to make cross-draw outfit. Each set in box

Y22-2534 . . . . . Each **6.60**

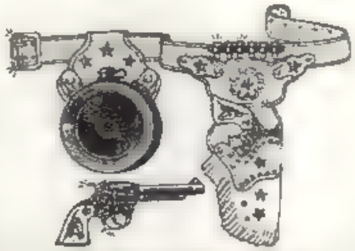


DOUBLE HOLSTER SETS

$5.95 Retail

Two "Western" break-action repeating cap guns. Holsters, 11¾x5¾ in. each. Chocolate brown backs and combination dark brown and suede leather fringed fronts. Belt and holster decorated with bright silver color studs and steer heads 2 suede leather 3-bullet holders with plated "bullets" included. Each set in box.

Y22-2541 . . . . Each **8.00**

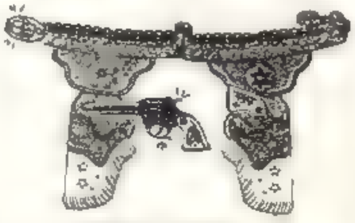


HOLSTER-CANTEEN SETS

$6.95 Retail

"Texan Jr.." repeating cap gun. Single holster, 14x5½ in. and 1 pint Canteen, 6x1½ in. Natural light finish holsters and 1¾ in. belt of genuine top grain leather. Hand-tooled decoration, gold color stars and silver studs. Polyethylene plastic canteen fastens to 5 in. grain leather "holster" by leather straps. Six plated "bullets" in bronze color keeper. Each set in box.

Y22-2558 . . . . Each **8.68**



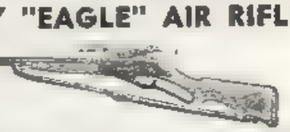
DOUBLE HOLSTER SETS

$9.95 Retail

Two "Texan Jr." break-action repeating cap guns. 14x5½ in. holsters and belt of top grain leather. 2-pc. fronts with combination mahogany colored leather tops and suede leather fringed pattern. Hand-tooled decoration, gold-color stars and large silver-color studs. Belt holds row of plated "bullets" and a row of large plated "snap-fasteners." Adjustable snap-on holsters are removable and reversible for "cross-draw." Each in box

Y22-2560 . . . . Each **13.20**

DAISY "EAGLE" AIR RIFLE



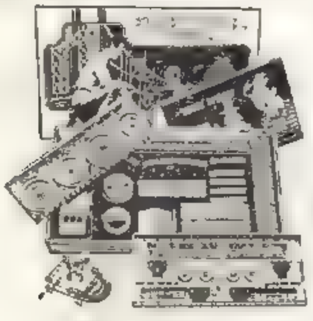
With Bull's Eye Scope . . . $12.95 Retail

35 in. long. Smart sporting rifle styling Full fashioned stock with "Eagle" design and extra long "big game rifle" forepiece. Lever action. Beautiful gold design on receiver and barrel. Equipped with new 4-lens, 2-power magnifying scope. Metal parts are gun-blue; scope is 2 tone black Genuine leather adjustable sling Lightning BB loader and 2 BB packs. Each in gun-case type carton.

Y22-98 . . . . Each **17.32**

N.B.: Indicates Standard Packing Units, "Not Broken."

FAMOUS "GILBERT" ERECTOR SETS



No. 4½ . . . Motorized Sets

With Wind-up Motor

Two big tiers of all-metal parts, including precision made mechanical wind-up motor which enables action models to operate without wires or batteries. Set builds windmill, jig saw, small airplane ride, autogiro, trip hammer, walking beam engine, stamp mill, railroad bridge. etc. Chest measures 18¼x10¼x2⅞ in. Complete with instruction book.

N50-4½ ....**Each 13.28**

T29-4½—6 in ctn. N.B. 40 lbs.
Each 12.00

No. 7½ . . . The Engineer's Set

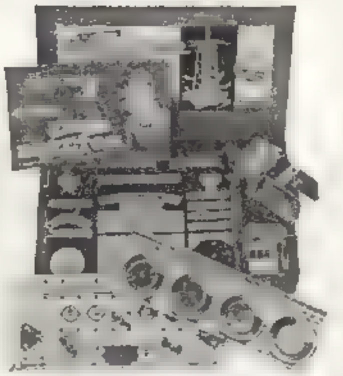
Over 380 all-metal parts, including a powerful Electric Engine whose gearing will produce a variety of speeds. reverse or forward operations and will turn vertical as well as horizontal shafts. Set builds the Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, Steam Plant, Twin Cylinder Engine, etc. Polished steel boiler and Engineer's shack. Sturdy, heavy gauge steel chest, with hinged metal clasp cover, 18¼x10⅛x3⅞ in. Complete with instruction book.

N50-7½ ....**Each 24.00**
T29-7½—3 in ctn. N.B. 34 lbs.
Each 21.60

No. 10½ . . . The Amusement Park Set

Mass of parts arrayed in a double tier! Nearly 25 lbs. of parts and equipment. Set builds a colorful carnival setting. Parachute Jump, Merry-Go-Round, Sideshow Booths, etc.; plus action models as the Giant Power Plant, Dutch Windmill, Traveling Crane, Universal Crane, Double Cylinder Horizontal Engine, Hammerhead Crane with Magnet, etc. Action starts when connected with the 110-volt Electric Engine with forward-and-reverse operation and variety of geared speeds. Parts include Boiler and Fly Wheel equipment, electro-magnet, horses, Bridge Tender's shack and string of lights. Big all-steel hinged cabinet, 22x13⅓x2¾ in. Complete with instruction book. Wt., 28 lbs.

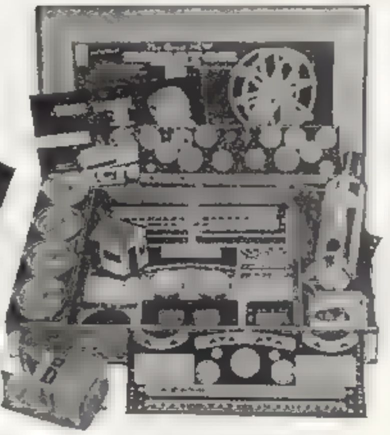
T29-10½............**Each 53.20**



No. 6½ . . Electric Engine Set

More than 325 parts in two tiers. Includes 20 Watt electric engine with multiple speed combinations, which operates on 110-120 Volt A.C. current and is Underwriters Laboratory approved. All-steel bridge tender's shack, girders. pinions, etc. Builds such models as the lift bridge, windmill, pump, the *Thrilling Airplane Ride*, etc. Big illustrated book describes in step-by-step fashion how to put models together. Set in steel chest, 18x10x3 in.

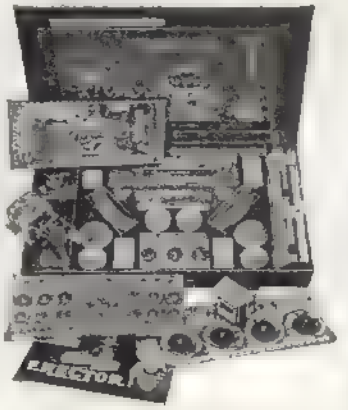
N50-6½ ....**Each 20.00**
T29-6½—3 in ctn. N.B. 29 lbs.
Each 18.00



No. 8½ . . . The All-Electric Set

Nearly 15 lbs. of girders, gears, pinions, plates, wheels and other Erector parts Also Underwriters' approved 4-speed forward-and-reverse gearing in 20 watt, 110-120 V AC Electric Engine, string of electric lights, plus powerful electro-magnet that grabs up steel girders. Set builds Magnet Crane, Oil Drilling Rig, Ferris Wheel, Portable Derrick, Operating Elevator, Airplane Beacon, Cantilever Bridge, etc. Complete with Flex-O-Matic magic coupling to transmit motor power in twists and loops. Heavy gauge steel chest, bright red 20¼x13¼x2⅞ in Complete with instruction book.

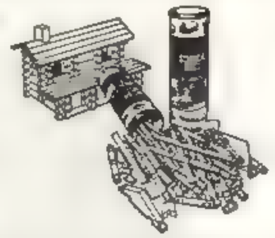
N50-8½ ....**Each 32.68**
T29-8½—3 in ctn. N.B. 53 lbs.
Each 29.40



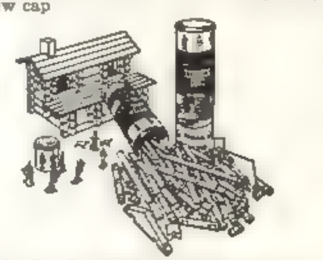
FAMOUS LINCOLN LOG SETS

Safe . . . Educational . . . Entertaining . . . Nationally Advertised

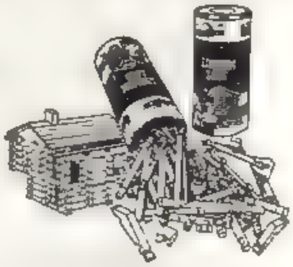
Lincoln logs, ¾ in. diam., are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. All sets contain design suggestions. Colorful can container with metal screw cap



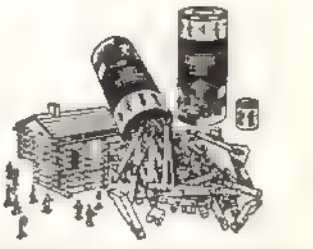
129-Piece Sets
Can Container . 18 In. High, 5¼ In. Diam.
N13-3C ——O.S. Doz. sets **48.00**
T31-3C—½ doz. sets N.B. 21 lbs.
Doz. sets **43.20**



129-Pc. Set with 7 Metal Figures
Can Container . . . 18 In. High, 5¼ In. Diam.
N13-4CF——O.S. Doz. sets **64.00**
T31-4CF—½ doz. sets N.B. 27 lbs.
Doz. sets **57.60**



178-Piece Sets
Can Container . . . 18 In. High, 7½ In. Diam.
N13-5C——O.S. ......Each **6.68**
T31-5C —4 each N.B. 24 lbs.
Each **6.00**



178-Pc. Set with 10 Metal Figures
Can Container . . . 18 In. High, 7½ In. Diam.
N13-6CF——O.S. ...Each **8.00**
T31-6CF—4 each N.B. 29 lbs.
Each **7.20**

MASTER TINKERTOYS

ELECTRIC MOTOR

With 2-Speed Electric Motor

All the parts such as rods, spools, windblades, windblade holders, etc necessary to build mechanical models with many moving parts. Smooth New England white birch wooden parts . . . rods painted in **non-toxic red**, 110-120 volt **AC** electric motor (Underwriters' approved) with 6 foot rubber cord needs no transformer. 16 page instruction. In 16x9x2¾ in. hinged cover cardboard box. Wt. 4¾ lbs

Y2922. . .. . **Each 13.20**

***Note:** Our Catalog No. 554 Lists The Complete Tinkertoy Line.*

"Sifo" Magnetic ALPHABET BOARDS

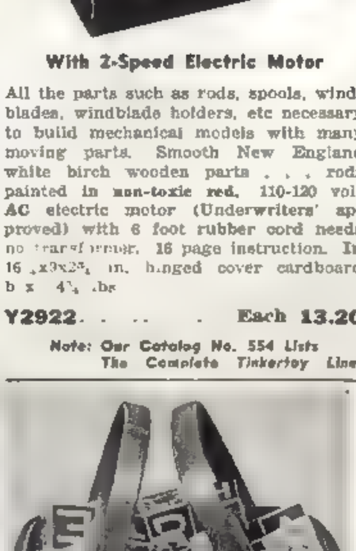
Sifo MAGNETIC ALPHABET BOARD

A "Sifo" Educator . . . 4 to 10 Years

Includes colorful magnetized alphabet blocks 1⅝ in. sq. x ⅝ in. thick, 3 magnetized cut-out animal figures, chalk, eraser, 6 sheets of paper with sample words to learn and copy and 20x22½ in. board. Board with quality surface of eye-resting **green** color set in bright yellow frame. Blocks and animal cut-outs will stay in place in any position on board. Wt. each 7¼ lbs

T599................**Each 13.00**

***Note:** See Our Catalog No. 554 for Large Line of "Sifo" Educational Toys & Puzzles*



BLOCKS in WOOD BASKET

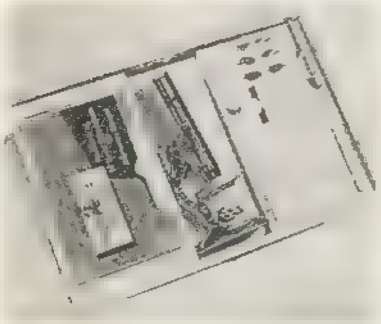
- **24 Embossed ABC Story Blocks**
- **Hand Made Split-Hickory Basket**

Embossed solid-wood blocks, 1¾ in. Each cube tells a simple story to illustrate a letter of the alphabet. Asstd harmless colors. Smooth sanded sides, and rounded corners for greater safety. 24 blocks in 11x7x5½ in. hand made split-hickory basket.

N35-45—½ doz. O.S...Doz. **45.60**

N.B.: Indicates Standard Packing Units, "Not Broken."

"*Handy Andy*" MICROSCOPE and CHEMISTRY SETS

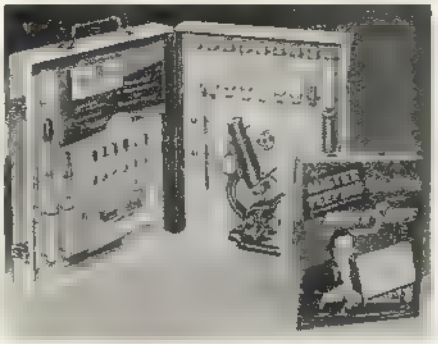


SPECIAL MICROSCOPE SETS

Magnifies 50 Times Actual Size

All plastic microscope gives a clear, defined image. 3 lenses. 2 adjusting knobs provide hairline focusing. Genuine spring steel clips for holding slides. Full swivel mirror for concentrated light. Kit includes prepared specimen slide and plain slides, chemical crystals, dissecting equipment and instruction booklet. Each set in 14x20x3 in. gift-display box, 2 lbs.

N31-50 .... Set **6.60**

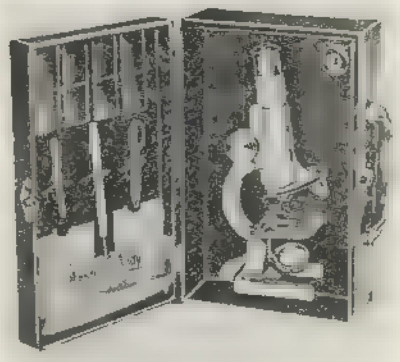


NEW "MR. PEEPERS" MICROSCOPE SETS

Magnifies 30 to 165 Times Actual Size

It contains the famous Model 4 Skil-Craft metal microscope equipped with fine precision lenses . . . the ideal instrument for home study. It provides 4 clear magnified images from 30 to 165 times actual size. Set is complete with 2 interchangeable eye-pieces, slides, chemical crystals, tweezers, dissecting equipment, experimental manual and other valuable supplies. 22x13½ in. (open size) folding steel cabinet

N31-MP10 .... Set **13.20**

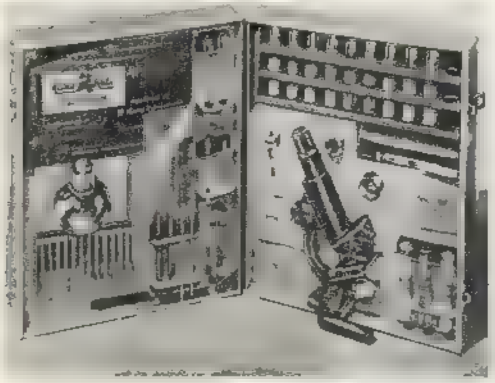


DELUXE MICROSCOPE SETS

Magnifies 50 to 400 Times Actual Size

New triple objective metal microscope finished in new process gray hammertone. Revolving 3-nose turret, 2 new style eye-pieces give 6 clear magnified images from 50 to 400 times actual size. Chemicals and all necessary accessories included. Simulated leather carrying case.

N31-95 .... Set **13.20**

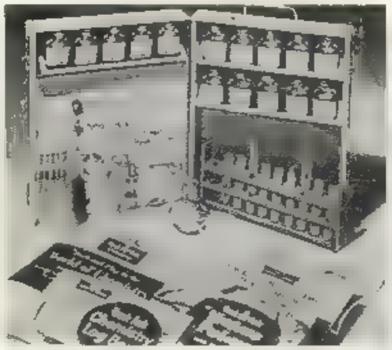


DELUXE MICROSCOPE SETS

Magnifies 50 to 400 Times Actual Size

For the young biologist at home. Model A metal microscope with 7 prescription lenses, 2 new designed eye pieces and revolving triple-nose objective turret. Magnifies 50, 75, 125, 175, 250 and 400 times actual size. Includes accessories and supply materials such as spirit lamp. sub-stage and top stage illuminators. and Nu-Pak battery holder. 23x13½ in. (open size) folding steel cabinet. Each in corrugated sleeve, 6 lbs

N31-150 ....Set **20.00**

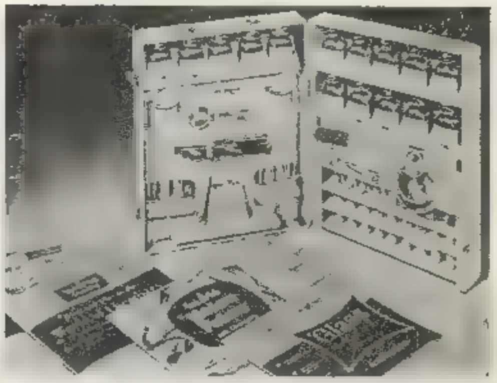


MASTER CHEMISTRY LAB SET

Folding Steel Cabinet, Open Size 22x13½ in.

Real Pyrex glass equipment includes test tubes, watch glass, spirit lamp and steel test tube rack that lifts out or swings forward. A generous supply of chemicals and 4 big instruction manuals included . . . plus log book for recording experiments. Set in lithographed steel cabinet, sturdily built for home chemistry work, 6 lbs.

N31-CA8 .... Set **10.60**

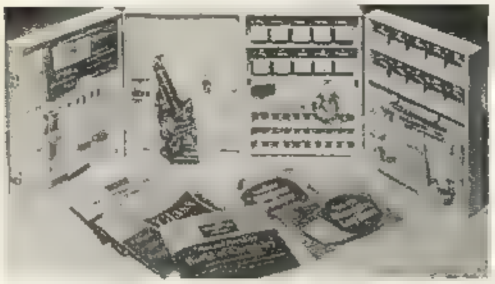


RESEARCH CHEMISTRY LAB SET

Folding Steel Cabinet, Open Size 33x13½ in.

Set includes a practical variety of experimental equipment; detachable steel test tube rack, genuine Pyrex glass test tubes in 2 sizes, laboratory spirit lamp, blow torch for glass bending and an ample supply of chemical crystals and accessories. 4 instruction books. Each set in lithographed steel cabinet.

N31-CA10 .... Set **13.20**

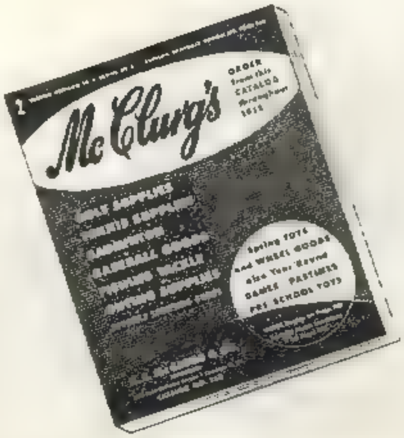


COMBINATION MICRO-CHEMISTRY SETS

Magnifies 50 to 400 Times Actual Size

Contains new deluxe Skil-Craft metal microscope with revolving triple nose turret and 2 eye pieces giving 6 separate magnified pictures. Authentic laboratory equipment for wide range work in chemistry, biology, microscopy, etc. Includes Pyrex glass accessories, 4 tiers of bottles filled with safe chemicals, steel test tube rack that lifts out and tilts forward. Spirit lamp, slides, paraloid film, etc. 7 books of information, instructions and experiments. Lithographed 4-section steel cabinet, 46x13½ in. open. Each in ctn. 12 lbs

N31-200 .... Set **26.60**



McClurg's
ORDER from this CATALOG throughout
Spring TOYS and WHEEL GOODS also Year Round GAMES PASTIMES PRE SCHOOL TOYS

Refer to

Our No. 552 Catalog

for

Many Other Toys,

Wheel Goods,

Games, Pastimes,

Pre-School Toys

and

Sporting Goods

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

Lovely and Popular Gifts

9 PC. "SAUCY SUSAN" CONDIMENT SET

Black and White Pottery . . . Brass Frame . . . $9.95 Retail

10½ in. long, 8½ in. wide, 7 in. high overall. Revolving brass frame holds 4 condiment cups of ivory ovenproof pottery with black pottery covers and 4 white plastic spoons. Black pottery cruets marked for vinegar and oil with white pottery stoppers. Modern design pottery salt and pepper shakers. Set in ctn 14 [illegible]

[illegible] . . . . Each **11.94**

1 QT. "SUNDIAL" CASSEROLE

Pottery Casserole with Brass Frame $5 95 Retail

7½ in. diam., 5 in. high. Glossy black ceramic with pink or turquoise lid and warmer. Tray plated brass frame. Warmer may be used with candle, sterno or alcohol. Each in ctn. [illegible]

W356—Black and Pink........ } Each **7.14**
W357—Black and Turquoise.... }

"Hall China"

ELECTRIC PERCOLATORS

8-Cup Size . . . $17.95 Retail

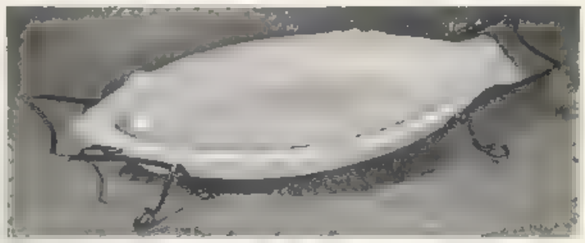
11½ in. high. White semi-porcelain with high fired glaze. Hand painted apple blossom decoration in true-to-nature colors. Platinum trim. Aluminum basket and stem. Black plastic ball feet. Fully automatic cold water unit. 450 Watt, 110-120 V. A.C. Complete with cord. Each in ctn., 8 lbs

W143 Each **23.94**

"GLASBAKE" with Wrought Iron Frames

Milk Glass Ovenware in Black Wrought Iron Servers

See Our No. 551 Catalog for Complete Listing!



2 QT. FISH DISH & SALAD SERVER

With Wrought Iron Frame . . . $3 95 Retail

17½x8½x2¾ in. fish dish and salad server molded in shape of a fish. Excellent for baking and serving fish or for holding seafood salads. Overall height in frame, 4 in. Each in corrugated gift box

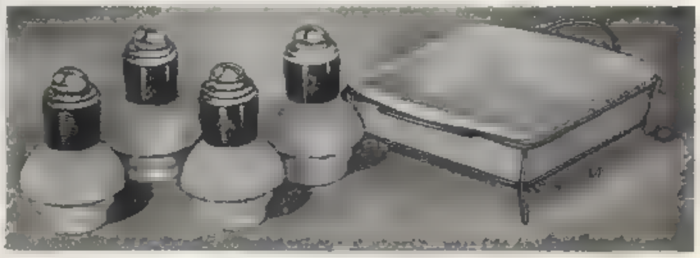
W8050——O S... ... .Doz. **56.88**

3 PC. BUFFET SERVER SETS

3 Casseroles in Wrought Iron Frame . . . $5.95 Retail

Set includes three 7⅝x5½x3½ in. loaf pan casseroles with handled covers of clear "see-thru" glass, in handsome black wrought iron frame. 19½x8½x6¾ in. overall. Each set in corrugated gift box

W8049 ——O S .. .. Doz. sets **100.08**



5 PC. CAKE'N'COFFEE SETS

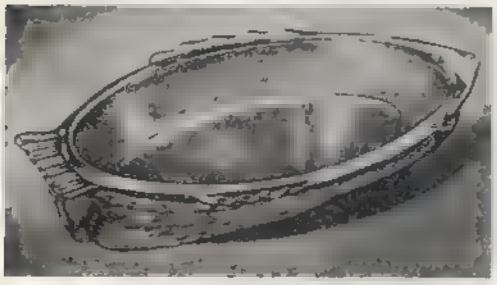
4 Hotties and Square Cake Dish . . . $7.95 Retail

Set includes four 2 cup capacity coffee hotties and one square cake dish, 9x9x2 in. in wrought iron frame. Hotties have wide neck for easy filling and bottom shaped to fit into coffee cup. Black plastic trim. Set in corrugated gift box.

W8048———O S . Doz. sets **114.88**

"GLASBAKE" BASKETWARE . . . Crystal and Milk White Glass

Free Newspaper Mats Available



2 QT. FISH DISH & SALAD SERVER

With Woven Basket . . . $3.95 Retail

17½x8½x2¾ in. crystal glass fish dish, molded in shape of a fish. Excellent for baking and serving fish or for serving seafood salads. Overall height in basket, 3½ in. Recipes included. Each in corrugated gift box

W8040———O.S.................Doz. **56.88**

1 QT. PARTITIONED DISH

In Woven Basket . . . $2.50 Retail

10½x8½x2¼ in. crystal oval dish with two compartments. Each side holds 1 pint. Overall height in basket, 2½ in. Each in corrugated gift box

W8033———O.S.....Doz. **36.00**

3 PC. BUFFET SERVER SET

Set of 3 Casseroles in Woven Basket . . . $7.95 Retail

Set includes three 7⅝x5x3½ in. milk white glass loaf pan casseroles with handled crystal covers, in woven basket server 19½x8 x6¼ in. over-all. Each set in corrugated gift box. Casseroles are milk white glass.

W8042———O.S........................ Doz. sets **114.48**

Complete Line of "Glasbake" Ovenware Listed in Our No. 551 Catalog, Pages 114 and 115

"RIDE 'EM" TOYS

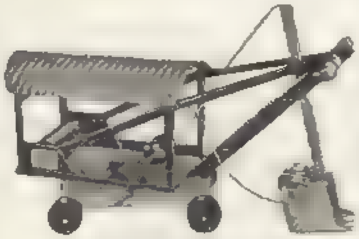
For Christmas Profits!

BUDDY "L" SIT-N-RIDE DUMP TRUCK

Removable Seat for Added Play Use

20½ in. long, 11¾ in. high. All heavy gauge steel. Baked-on enamel finish red seat, yellow dump body, blue cab and chassis. Plated grill and hub caps. Automobile type steering linkage. Lock lever on dump box. Heavy duty rubber tires. Each in box, 8 lbs

T30-5732......... Each **6.50**

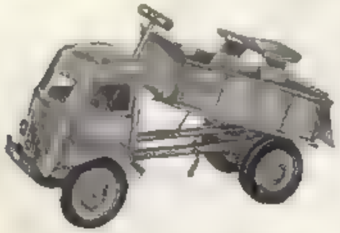


"RIDE 'EM" STEAM SHOVEL

It Scoops and Loads!

31 in. long when scoop is up, 21 in. high. Made of sturdy metal with red and black hard baked enamel finish. Handle bar steering control. House rotates on turn-table. Scoop bottom releases to dump and automatically locks when scoop is dropped. Black enameled easy-rolling metal wheels. Each in ctn. 7½ lbs.

T607................Each **8.00**



6-WHEEL DUMP TRUUCKS

Dual Wheels . . . Large Rubber Tires . Oversized Body!

24½ in. long, 12 in. high. Sturdy metal chassis finished in lustrous green and orange baked enamel. Dumps easily. Tailgate opens automatically when body is raised to dumping position. Handlebars for steering. Each in ctn. 16 lbs

T608 .. Each **16.00**

"RIDE 'EM" LOCOMOTIVE

With Loud Whistle and Ringing Bell

23 in. long, 12½ in. high. Made of sturdy metal enameled in red and black. Handle bar steering control and comfortable seat. Luggage space in tender. Large rubber tires. Hand operated whistle and bell. Each in ctn. 14 lbs

T606 .... .Each **16.50**

Rugged . . . Durable

ALL METAL TOYS

"STRUCTO" HYDRAULIC DUMP TRUCK

20⅞ in. long, 7⅝ in. wide, 6⅞ in. high. Orange body, green cab and chassis with aluminum trim. Heavy-gauge steel construction. Cantilever action. The hydraulic lift action is smooth and powerful. 10 rubber tires. Dual tires in rear. Each in ctn. 7 lbs.

T24-250. Each **8.00**

"NY-LINT" MICHIGAN SHOVEL

31½ in. long, 7½ in. wide, 20½ in. high. 20-gauge and heavier welded steel. Yellow baked-enamel finish. The bucket opens automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots. Front wheels are steerable. 10 rubber tires. Floating tandem duals. Each in ctn., 12 lbs.

T20-2200 .... Each **13.00**

"STRUCTO" CATTLE TRANSPORT

Complete with 9 Plastic Cattle Figures

23⅝ in. long, 5⅝ in. wide, 8½ in. high. Green detachable trailer with orange rear doors that open and close. Chrome-plated aluminum alloy cab with aluminum trim and chassis. Heavy-gauge steel construction. Removable loading ramp. Retractable dolly wheels. 14 rubber tires. Floating tandem duals. Each in ctn. 7½ lbs.

T24-712...........Each **10.20**

"STRUCTO" AUTO TRANSPORTS

With 4 Scale-Model 1955 Automobiles

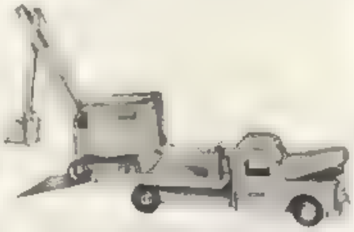
27 in. long, 6 in. wide, 6¾ in. high. Authentic scale model. Chrome-plated aluminum alloy cab, detachable yellow trailer aluminum chassis. Heavy-gauge steel body. 10 rubber tires. Includes 4 die-cast scale-model 1955 automobiles in asstd. colors. Ramp extends at rear for loading and unloading. Each in ctn. 6 lbs

T24-706 ....Each **8.00**

"STRUCTO" MOVING VANS

23⅝ in. long, 5⅝ in. wide, 8½ in. high. Yellow detachable van with red side and rear doors that open and close. Chrome-plated aluminum alloy cab with aluminum trim and chassis. Heavy-gauge steel construction. Removable loading ramp. Retractable dolly wheels. 14 rubber tires. Floating tandem duals. Each in ctn. 7½ lbs.

T24-710 ....Each **9.00**



"STRUCTO" STEAM SHOVEL and MACHINERY TRUCK

Truck: 21½x6¾x6¾ in. high. Green cab and body. Removable loading skid. Crank operated winch. Hood raises. 6 rubber tires. Steam Shovel: 26½x6¾x8 in. high. Orange finish. Crank operated hoist and scoop. Swivel cab. Rubber tractor treads. Each in ctn. 7 lbs

T24-403.............Each **9.00**

IDEAL'S "FIRE CHIEF"

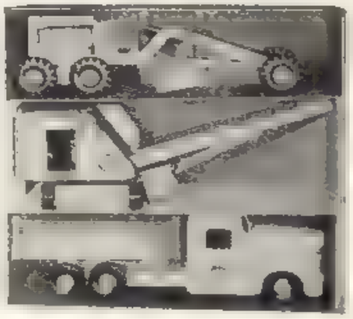
Fix-It Aerial Ladder Truck

36½ in. long, 6½ in. wide. Made of SUPER high impact red plastic for durability. Metal base. Rotating aerial extension aluminum ladder reaches 44 in. into air by hand-wind crank. Removable searchlight. Removable vinyl tires. Miniature wrench and ratchet jack. Tool compartment. Metal rack in rear. Each in ctn., 7½ lbs.

Y2511. Each **18.00**

"STRUCTO" Boxed Assts.

Loaded with Play Value!



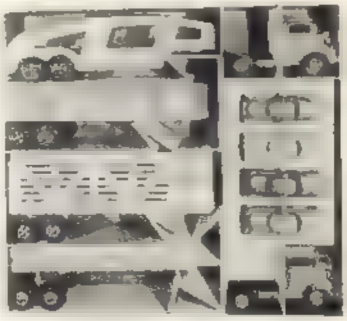
ROAD BUILDING EQUIPMENT

$9.98 Retail

- **Road Grader**
- **Steam Shovel**
- **Dump Truck**

Road Grader—18x7x7½ in. high. Orange enamel finish. Scraper blade rotates, raises, lowers and tilts. Visible "diesel" motor. With steerable front wheels and floating tandem rear wheels. Heavy-duty rubber tires. **Steam Shovel**—26½x6¾x8 in. high. Orange enamel finish. Crank operated hoist and scoop. Swivel cab. Rubber tractor treads. **Dump Truck**—20x6¾x6¼ in. high. Red body, yellow cab and chassis. 6 rubber tires. All machines are of heavy-gauge steel construction. Each asst. in box, 13 lbs

Y26-325.. .Asst. **12.50**



"STRUCTO" TRANSPORT ASST.

$17.98 Retail

- **2 Cabs**
- **Steel Cargo Trailer**
- **Timber Toter**
- **Cattle Trailer**
- **Auto Transport**
- **4 Metal Sedans**

Asst. consists of the following: **2 Cabs**—each 8½x5¾ in. high. Made of chrome-plated die-cast aluminum alloy with 6 heavy duty tires. **Cattle Trailer**—15½x5⅝x7⅝ in. high. Orange enamel finish. Rear doors open and close. Retractable dolly wheels. 10 rubber tires. Floating tandem duals. **Steel Cargo Trailer**—15¾x5⅝x5⅝ in. high. Red enamel finish. Retractable dolly wheels. 10 rubber tires. Floating tandem duals. Skid plate. **Auto Transport**—16½x4½x5 in. high. Yellow enamel finish. 4 rubber tires. Ramp for loading and unloading. Complete with 4 die-cast 5½ in. metal sedans in asstd. colors. **Timber Toter**—14½x5x4½ in. Green enamel finish. 5 wood logs included. 8 rubber tires. Floating tandem duals. Each asst. in box, 20 lbs.

Y26-725 . ..Asst. **24.00**

HAND-PAINTED "HARTLAND" HORSE and RIDER TOYS

Nationally Advertised Toys . . . Come Apart for Play Value . . . Made of Unbreakable Acetate

LONE RANGER on SILVER

9½ in. high, 8½ in. long, 4 in. wide. High grade, unbreakable acetate. Saddle, rider, guns, hat and reins are removable . . . for fun in assembling. **Hand painted** in white, blue, black, flesh, silver, gold and brown. Each in ctn. 1½ lbs.

Y3020 . . . . Each **5.20**

ROY ROGERS on TRIGGER

9½ in. high, 8½ in. long, 4 in. wide. High grade unbreakable acetate. Saddle, Roy, guns and hat are removable. **Hand-painted** in flesh, red, silver, white, palomino, brown, gold and black. Children naturally re-enact scenes experienced by popular characters in TV, radio and comic strips. Each in ctn. 1¼ lbs.

Y3022.............................Each **5.20**

CANADIAN MOUNTIE on BLACK HORSE

9½ in. high, 8½ in. long, 4 in. wide. High grade, unbreakable acetate. **Hat, lanyard and gun, rider, saddle and cinch are removable.** Red-coated mountie and jet black horse hand-decorated in brown, flesh, tan, yellow, gold, silver and blue. Each in ctn. 1¼ lbs.

Y3024.............................Each **5.20**

TONTO on SCOUT

9½ in. high, 8½ in. long, 4 in. wide. High grade unbreakable acetate. Saddle, rider, knife, gun, feather and reins are removable . . . give added play. **Realistically hand painted** in red, **white, blue, brown, silver,** buckskin and gold. Each in ctn. 1¼ lbs.

Y3021.............................Each **5.20**

DALE EVANS on BUTTERMILK

9½ in. high, 8½ in. long, 4 in. wide. High grade unbreakable acetate. Saddle, Dale, gun and hat are removable. **Handsomely** hand-painted in green, silver, brown, flesh, black, gold and red. Each in ctn. 1¼ lbs.

Y3023.............................Each **5.20**

CHIEF THUNDER BIRD on PINTO PONY

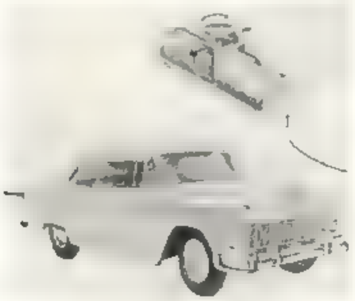
13½ in. high, 8½ in. long, 4 in. wide. Realistically detailed in durable cellulose acetate. War bonnet, tomahawk, Indian blanket, bow, spear and knife are removable. **Hand decorated** in brown, black, white, flesh, red, silver and gold. Each in ctn. 1¼ lbs.

Y3025 . . . . Each **5.20**

"TRU-MINIATURE" REMOTE CONTROL CARS

2 POPULAR 1955 MODELS FEATURE POWER STEERING

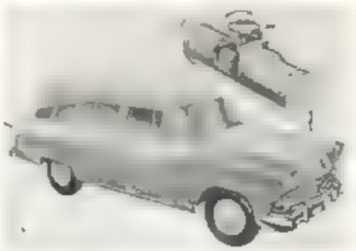
Cars go forward or backward at the press of a switch! Control box holds 2 regular flashlight batteries *(not included)* that power the motor in the car. Power steering motor turns car left or right to any degree, gradually or quickly as the steering wheel on remote control box is turned. Teaches coordination. Sturdy plastic bodies with metal-like grille, headlights and bumper.



CHEVROLET COUPE

Sleek-lined scale model of Chevrolet handsomely styled. Factory approved **two-tone colors.** White-wall wheels with tubeless rubber tires. Tinted windows. Each in attractive display box.

Y23-623 . . . . Each **6.30**

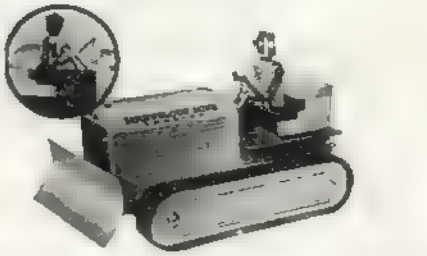


FORD COUNTRY SEDAN

Brilliant **two-toned Ford station wagon** in exact scale. Wrap-around windshield and tinted windows. Tubeless rubber tires. Each in attractive display box.

Y23-626.... . . . . Each **6.30**

ROBOT TRACTOR



"MARVELOUS MIKE" ELECTROMATIC TRACTOR

Amazing Realistic Action

● Shifts ● Turns ● Goes Forward ● Backs Up

No Buttons, Wires or Springs

14 in. long. Sturdy **yellow metal tractor** with independently working rubber treads. Plastic **silver robot.** Battery driven, **Marvelous Mike works all by himself.** When he encounters an obstacle, he stops the tractor, shifts the levers and pedals, backs up, turns into the clear, shifts again and goes forward. **Complete with 3 standard flashlight batteries.** Each in ctn. 9½ lbs.

Y2697 . . . . Each **13.20**

N.B.: Indicates Standard Packing Units, "Not Broken."

Dancing Doll—

Popular and

Fast Selling!

- **42 In. Tall!**
- **Nationally Advertised "Hol-le" Toy**
- **A Life-Size Dancing Partner**

More than just a doll [illegible] A real playmate! This dancer is equipped with red elastic straps that slip over child's shoes allowing the doll to follow every dancing step. [illegible] mask face is washable. [illegible] hairdo with red ribbon. [illegible] and white striped everglaze dress with red [illegible] is completely removable. White [illegible] puff sleeves and apron with red ric-rac trim. Red corduroy feet. Each in ctn 5 lbs.

T636................Each **13.20**

Horsman "Baby Precious" Doll

- ***23 In. Tall***
- ***Georgeously Dressed***

This doll is a real charmer! Entire body from head to toe of life-like vinyl plastic with "Fairy Skin" texture. Doll may be washed in soap and water and will never crack, chip or peel. Rooted miracle hair is embedded in doll's head, can be combed, washed, curled, waved. Clothing [illegible]. Deluxe lace trimmed [illegible] nylon and [illegible] with matching bonnet [illegible]. All completely washable. [illegible] doll [illegible]. Big blue [illegible].

Y2003 . . Each **13.20**

STUFFED CHARACTER TOYS

TELEVISION'S FAMOUS CHIMP DOLLS

Phoebe B. Beebe and Her Brother J. Fred Muggs

These aren't dolls to be put-on-the-shelf! Youngsters will snuggle up close to these adorable pets. Molded vinyl faces are easily washed. Molded vinyl hands can clutch objects . . . can hang from the table edge, etc. Vinyl shoes. Plush arms, legs and body. Glassine eyes, painted features.

Phoebe B. Beebe . . . Girl Chimp

15 in. high. Dressed in colorful little girl's outfit [illegible] Dress, panties and collar.

Y2085 Each **6.60**

J. Fred Muggs . . . Boy Chimp

15 in. high. Dressed in gay little boy's outfit in bold colors. Red plastic sombrero held in place by rubber chin band.

Y2084............Each **6.60**

MUSICAL STUFFED TOYS

MUSICAL FRENCH POODLE

16 in. high. Soft, cuddly chenille dog in [illegible] and white with gay red satin bow tie and blue flannel French sailor hat with red pom-pom. Button [illegible] chest winds up Swiss music box [illegible] lullaby tune. Safe to [illegible] there are no sharp edges or pins.

Y2088 . ...Each **9.30**

DANCING MUSICAL ANIMALS

Pirouette Around on One Leg

15½ in. high plush animals revolve about wooden turntable on one leg. Genuine Swiss music box plays gay tune. Washable vinyl face with painted features. Body decorated in multi-color plush and pom-poms. Felt hat.

Dancing Musical Bear

Y2089..................Each **10.60**

Dancing Musical Elephant

(Not Illustrated)

Y2090 ....Each **10.60**

DOLL FURNITURE and BATH

DOLL BUNK BEDS

May Be Separated as Twin Beds

[illegible] in. high. Inside 24x13 [illegible]. Each twin bed [illegible]. Natural finish, all hardwood construction. Bottom made of U. S. Gypsum Hardboard has diamond stencil design simulating mattress. Fluted corner posts with bright red trimming. [illegible]

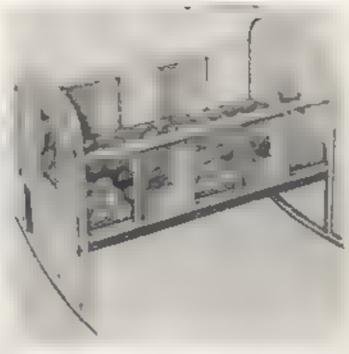
T747 ..Each **8.00**

PEASANT DESIGN DOLL CRADLE

All Wood . . . Gaily Decorated

26¾x16¼x11 in. high. Inside 23 in. long, 10¼ in. wide. Sturdy wooden cradle made to last. Brilliant multi-color peasant [illegible] silk-screened on white enamel finish. All holes pre-bored. Packed KD [illegible].

T718 . .... Each **6.60**



MUSICAL DOLL CRADLE

With Inflatable Tufted Mattress

26x20x19 in. high. All metal doll cradle with durable Bermuda pink baked enamel [illegible]. All rounded edges. Rockers [illegible] wooden safety tips. Charming nursery [illegible] panels. Tufted vinyl mattress inflates in a jiffy. Easily wound music box plays lullaby tune. Each in new "Handy Carry" ctn. 14 lbs.

T632....................Each **17.30**

27-Inch DELUXE DOLL-E-BATH

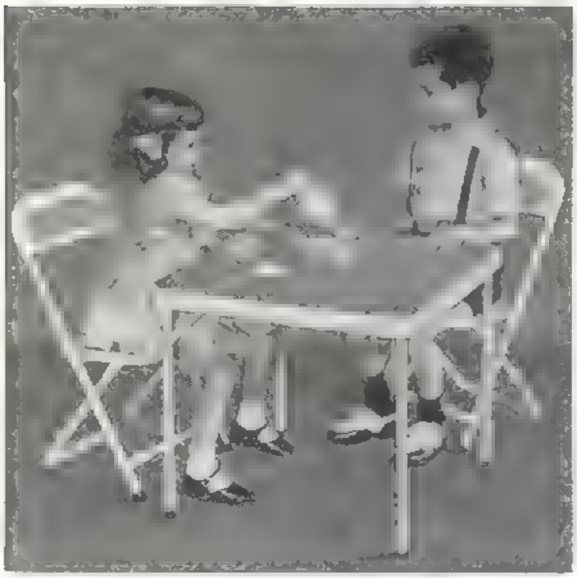
Lots of Extra Bathing Accessories

27 in. high, 14 in. deep, 21½ in. wide. Collapsible steel tubular frame enameled in pastel green. Rubber feet. Baby pink electronically sealed plastic tub with apron pockets. Sturdy steel tray, safety strap that moves up and down. Soap, Doll E Apron, Doll E Bottle and nipple, washcloth, bathrobe and baby oil bottle. Each in ctn. [illegible] lbs.

Y3129 Each **6.60**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

TABLE and CHAIR SETS



Folds Compactly . . . Made of Steel

RED PLASTIC Fabric Table Top and Chair Seats
White Enameled Legs and Frame

Table 20½ in. high, top 24⅛ in. square. Chairs 24 in. high, [illegible] seat 12½ in. from floor. Heavy gauge tubular steel legs and frame finished in baked enamel. [illegible] table top and chair seats upholstered in plastic fabric. Rigid [illegible] locks on folding legs. Rubber tipped legs. Each set in corrugated ctn. 23 lbs

SET of TABLE and 2 CHAIRS
T710 . Set **16.80**

EXTRA CHAIRS ONLY
T711 -2 each N.B. Ship. wt. 12 lbs... ...Each **4.30**

"Lido Jr." Set in Latest Colors!

SMOKE (Gray) PLASTIC Fabric Table Top and Chair Seats
Black Enameled Legs and Frame

Backs of chairs and table apron are perforated to give a modern appearance. Same size and construction as T710 shown above

SET of TABLE and 2 CHAIRS
T712 Ship. wt. 24 lbs.........................Set **18.40**

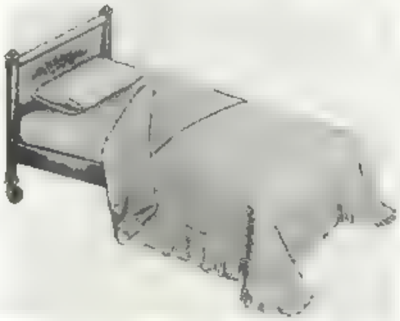
EXTRA CHAIRS ONLY
T713 2 each N.B. 12 lbs..... Each **4.70**

3 PC. MAPLE FINISH TABLE & CHAIR SETS

Table top 20x16 in., overall ht. 19½ in. Chair seat size 10x10 in. seat ht. 11½ in., back ht. 10 in., overall ht. 21 in. Sturdily built set with handsome maple finish. Set in ctn. 25 lbs

T736 . . . .Set **16.00**

HOLLYWOOD DOLL BED SETS



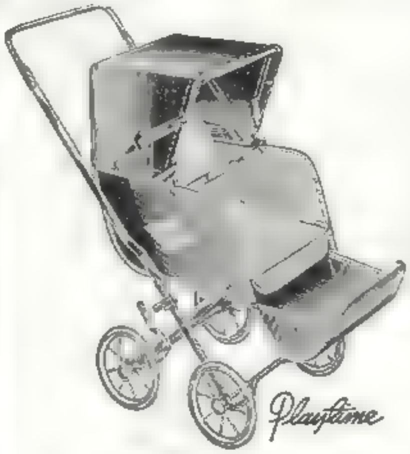
- Hollywood Styled
- All-Steel Construction
- Swivel Casters on Legs
- Baked Enamel Finish
- Washable Mattress and Pillow

25½ in. long, 13¾ in. wide, 12½ in. high. A real glamour set includes All-steel bed, link-lock bedspring, Duran plastic pillow and mattress, 2 pastel sheets, pastel pillow case and Bates bedspread

T620—Set in ctn. 6 lbs.....................Set **10.80**

DOLL STROLLERS and CARRIAGES

Nationally Advertised "PLAYTIME PRODUCTS" . . . Low Priced



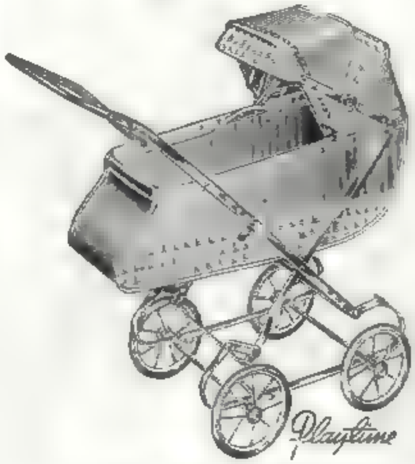
Splendid Value!

FOLDING STYLE DOLL STROLLERS

New 3-Bow Square Hood

Seat 8½ in. long, 10 in. wide, 6½ in. deep, 16½ in. high. Tubular cross handle 25 in. from floor. 5½ in. diam. white wire wheels with ⅛ in. rubber tires, plated hub caps. Collapsible steel frame with baked aluminum finish. Axles welded to frame. Attached foot rest. Adjustable back rest, foot brakes, safety strap. Finished in electric blue and pale blue vinyl plastic film. Side decoration. Each in ctn. 10 lbs

T17-509. .. Each **12.00**



FOLDING DOLL COACH

4-Bow Folding Piped Hood with Visor

Body 22 in. long, 10¾ in. wide, 8½ in. deep, 20¾ in. high. Tubular plated cross handle 29 in. from floor. 6½ in. white wire wheels, ½ in. rubber tires, plated hub caps. Axles riveted to frame. Foot brake. Baked aluminum enamel frame. **Royal blue** leatherette and **candy pink** quilted plastic film. Each in ctn. 9 lbs.

T17-510 . ..Each **13.20**

JUNIOR FOLDING DOLL COACH

4-Bow Folding Piped Hood with Visor

Body 23½ in. long, 12 in. wide, 9½ in. deep, 21½ in. high. Half draft rail foot extension. Tubular plated handle 30 in. from floor. [illegible] white wire wheels, ⅝ in. rubber tires, large plated hub caps. Axles riveted to frame. Shackle-type dustless undergear. Double-action 3-piece foot brake. Baked aluminum enamel frame. Finished in **forest green** leatherette and **yellow** quilted plastic film. Each in ctn. 11 lbs.

T17-513........................Each **17.34**

LARGE FOLDING DOLL STROLLER

4-Bow Folding Piped Hood with Visor and Knobs

Seat 11 in. wide, 10 in. long, 8 in. deep at back, 20½ in. high. Tubular plated cross handle 31½ in. from the ground. 7½ in. white wire wheels, ⅝ in. shaped white rubber tires. Axles welded to frame. Attached footwell. Double-action two wheel foot brake. Adjustable back rest, safety strap. Baked aluminum enamel frame. **Ivory** leatherette and **light blue** quilted plastic film. Each in ctn. 13 lbs

T17-515........................Each **20.00**

LARGE FOLDING DOLL COACH

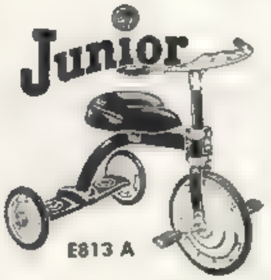
4-Bow Folding Piped Hood with Visor and Knobs

Body 27¼ in. long, 13 in. wide, 11 in. deep, 22½ in. high. Upholstered full-padded draft rail. Adjustable, tubular plated cross handle 28 to 34 in. from ground. 8½ in. white wire wheels, ¾ in. shaped white rubber tires. Extra-large plated hub caps. Axles riveted to collapsible steel frame. Spring-type leg locks. Two-wheel double-action foot brake. Baked aluminum enamel frame. Finished in **metallic blue** leatherette and **off-white** quilted plastic film. Each in ctn. 18 lbs

T17-520 ....Each **26.80**

N.B.: Indicates Standard Packing Units, "Not Broken."

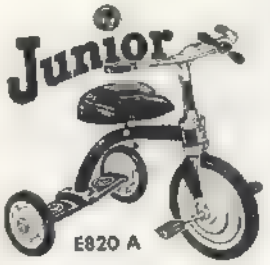
PEDAL BIKES & VELOCIPEDES



E813 A

JUNIOR PEDAL BIKES
with 8 and 10 In. Front Wheels

Frame: 2 in. steel tubing head, 1¼ in. steel tubing backbone. Jet design step plate Saddle seat stamped and formed from heavy gauge steel with adjustable oversize top. Double-disc stamped steel wheels with bright plated hub caps. Streamlined rubber pedals. Shipped KD. in ctn



E820 A

With 8 In. Front Wheel

Front wheel revolves on newly designed bearing clip. Plain bearing rear wheels. ⅝ in. extruded rubber tires with fine corrugated tread. Stamped steel handlebars with rubber grips. **Indian red with ivory color wheels and handlebar**

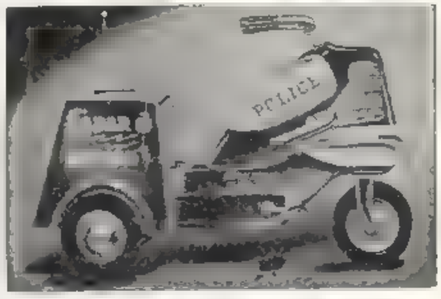
	Size of Front Wheel	Wt.	Each
T22-813	8 In.	8 lbs.	**7.20**

With 10 In. Front Wheel

Self-lubricating Chrysler Oilite bearings in front, plain bearings in rear wheels. 1½" molded rubber semi-pneumatic tires. Jet design handlebar with propeller; red grips. **Indian red with silver gray wheels and handlebar**

	Size of Front Wheel	Wt.	Each
T22-820	10 In.	17 lbs.	**13.50**

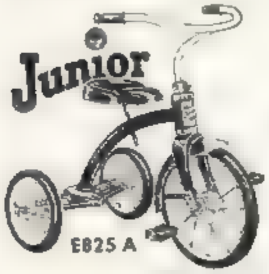
NEW RADAR POLICE PATROL



With Chain Drive . . . Siren

36 in. long, 20 in. high, 22 in. wide. Heavy gauge auto body steel with realistic embossed grille and gas tank. Trunk with rear door. Full ball-bearing 8 in. double-disc wheels. 1¾ in. semi-pneumatic front tires; 1⅛ in. solid rubber rear tires. Ball bearing chain drive mechanism. ⅝ in. enameled handlebar with red plastic grips. Finished in **Fathom Blue** baked enamel with red and white trim. Each in ctn. 36 lbs

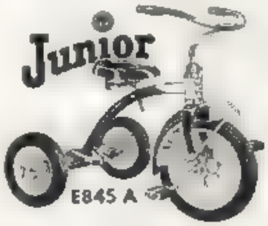
T23-951....................Each **41.20**



E825 A

JUNIOR VELOCIPEDES . . . 2 STYLES

Frame: 2 in. steel tubing head, 1¼ in. tubing backbone. Jet design step plate. Saddle seat stamped and formed of heavy gauge steel with large, adjustable top. Gothic bicycle type fender. Wheels have heavy gauge riveted steel spokes. Ball bearing front wheels and plain bearing rear wheels with bright plated steel hub caps. Molded rubber semi-pneumatic puncture-proof tires. Each in ctn. K.D



E845 A

Without Fender Shields
With 1½" Semi-Pneumatic Tires

Handlebar of ⅝ in. steel tubing with rubber hand grips. New style block rubber pedals. Finished in **Indian red baked enamel with white wheels and** handlebar.

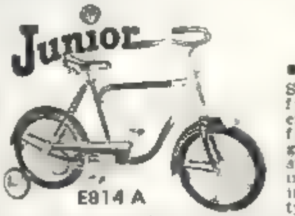
	Size of Front Wheels	Wt.	Each
T22-825	10 In.	15 lbs.	**15.00**
T22-826	12 In	18 lbs.	**16.80**
T22-827	16 In.	21 lbs.	**19.40**

With Fender Shields & Truss Rods
and 1¾" Semi-Pneumatic Tires

Handlebar of ⅝ in. chrome plated steel tubing, rubber grips. White fender shields 2-pc. rubber pedals with chrome plated end plates and caps. Dubonnet with **white wheels and trim**

	Size of Front Wheels	Wt.	Each
T22-845	10 In.	19 lbs.	**18.50**
T22-846	12 In.	23 lbs.	**20.20**
T22-847	16 In.	26 lbs.	**22.80**

SIDEWALK BIKES



E814 A

- **Stabilizer Wheels**

Sturdy tubular steel frame. Removable crossbar . . . converts from a boy's to a girl's model. Machine spoke wheels finished in silver. Self-lubricating bearings. Channel type oversize rims. 1¾ in. semi-pneumatic puncture-proof rubber tires. Gothic type fenders. Adjustable saddle of molded rubber with double coil springs, chrome plated scuff rail. Adjustable handlebars. Shipped K.D. in ctn.

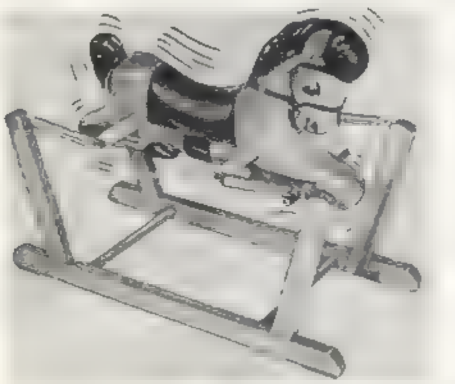
Deluxe 14 In. Model
Dubonnet Baked Enamel with White Trim

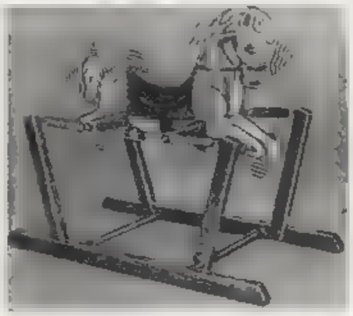
T22-814—Wt. 35 lbs.............Each **33.60**

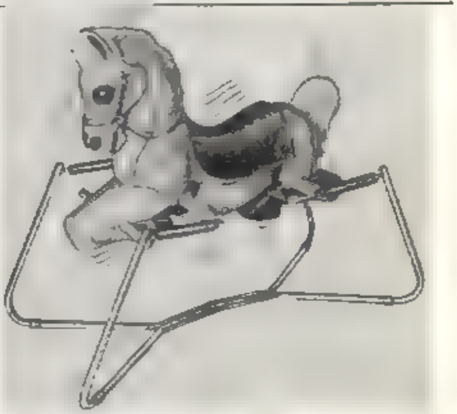
Deluxe 16 In. Model
Indian Red Baked Enamel with White Trim

T22-816—Wt 40 lbs .. . Each **43.40**

SPRING ACTION HORSES . . . ROCKING & RIDING HORSES







"Wonder Horse" Bodies Molded of Extra Tough Tenite Plastic with Lustrous Washable Finish . . . Stands Up Under Rough Riding Without Cracking or Peeling. Non-tip Bases and Sturdy High-Test Replaceable Springs

WONDER PONY . . . $10.95 Retail
For Children One to Three Years

Overall size, **30x14x22 in. high.** White body with red mane tail, saddle, bridle and hooves. Wood handles and foot rests. Sturdy red wood base. Each in ctn. 14 lbs

T703............................ Each **14.50**

NEW WONDER MARE . . . $19.95 Retail
For Children One to Seven Years

Overall size 35½x19x28¾ in. high. Rich natural color of the golden palomino with brown saddle and trim Sturdy wood base with natural color finish. Each in ctn 18 lbs.

T705..............................Each **26.00**

DELUXE WONDER HORSE . . . $29.95 Retail
For Children One to Seven Years

Overall size, **39x19x32 in. high.** Beautiful Palomino coloring with brown saddle and trim. Tubular chrome steel base with rubber bumpers. Each in ctn. 20 lbs

T706 Each **38.40**

PLASTIC ROCKING HORSES

31 in. long, 22 in. high, 9½ in. wide. Center of saddle is 13½ in. high. Plastic body and head are tan with brown and **yellow stenciling, red rockers and yellow** braces. Hardwood uprights, pine legs, braces and rockers. Each in ctn. 6 lbs.

T745...................Each **9.60**

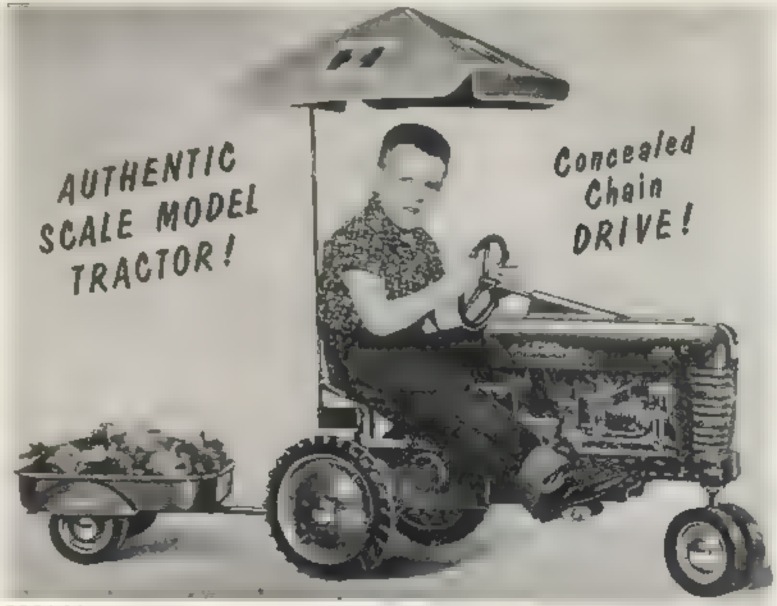
Roy Rogers'
"TRIGGER" PLAY HORSE

$10.00 Sug. Retail

22 in. high, 19 in. long Made of tawny palomino colored plush, white sisal mane and tail. Western saddle of tan leather-like vinyl trimmed in red white and blue with Double-R brand and eagle embossed on side. Red white and blue plastic bridle with star ornaments. Sturdy metal platform with 4-rubber-tired wheels and steering device. Each in ctn. 8 lbs.

T651...... ....Each **13.20**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.



Authentic Chain-Drive International Harvester
"FARMALL" TRACTOR . . . HITCH . . . UMBRELLA

- **Authentic Scale Model Tractor of Cast Aluminum**
- **Trailers Easily Attached with Quick-Hitch Hook**
- **Bright Sun Umbrella to Shield Youngsters**

Authentic scale model tractor for children 2-8 years. Real shift lever turns exhaust sound on and off. Concealed chain drive. Adjustable seat. Attachable trailers are popular everywhere, safe, easily attached with quick-hitch hook. Bright sun umbrella shields youngsters just like the farmers.

"FARMALL" TRACTOR

36 in. long, 18 in. wide, 22½ in. high. Ruggedly molded unbreakable aluminum H-alloy casting. Red baked **enamel finish.** 12 in. rear wheels, 7 in. front wheels. Long-wearing plastic tractor tread tires. Equipped with bronze oilite bearings. Each in ctn. 40 lbs.

T609 . . . . . Each **47.00**

TRAILER and HITCH

29 in. long, 18 in. wide, 8½ in. high. Made of heavy gauge sheet steel. Two 7 in. wheels with long-lasting rubber tires. Sturdy fenders. Red baked **enamel finish.** Each in ctn. 11 lbs.

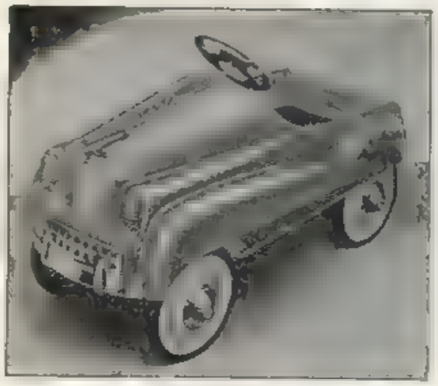
T610 Each **10.80**

UMBRELLA to Shield Youngsters from Sun

21 in. sq. heavy red cloth, decorated with International Harvester trade mark. Height is 30 in. from seat to top of umbrella. Iron handle fastened behind seat, easily removed. Each in ctn. K.D. 4 lbs.

T611.......................................Each **4.80**

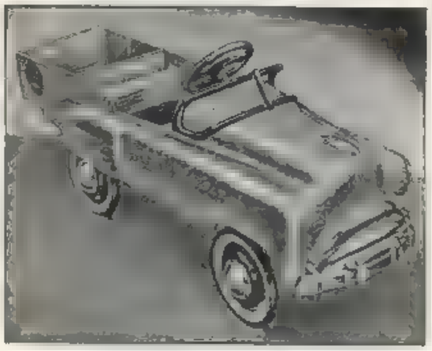
POPULAR WHEEL GOODS . . . Quality Lines



"CHAMPION" PEDAL AUTOMOBILE

36 in. long. 17 in. wide. Body and undergear of heavy gauge steel. 8 in. double disc wheels with ⅝ in. solid rubber tires. Ball bearing [illegible] strips and ball bearing rear axle hangers. New, improved design for easier pedaling, more leg room and turning in smaller circles. Body in light **blue** baked enamel with dark blue trim, silver enameled grille and blue fabric seat. Each in ctn. 29 lbs.

T23-610 Each **19.60**



DYNA-CHAIN DRIVE DUMP TRUCK

47 in. long. 17 in. wide. Heavy gauge steel used in body and undergear. 8 in. double disc ball bearing wheels with 1 in. solid rubber tires. Ball bearing driving mechanism. Rear axle attaches to frame by ball bearing units. Large dump box easily operated from driver's seat. Tail gate can be raised or lowered. Body **two-tone orange and black** baked enamel with black steering wheel and windshield side panels black enamel. Wheels, orange with white trim. Fabric seat pad. Each in ctn. 38 lbs.

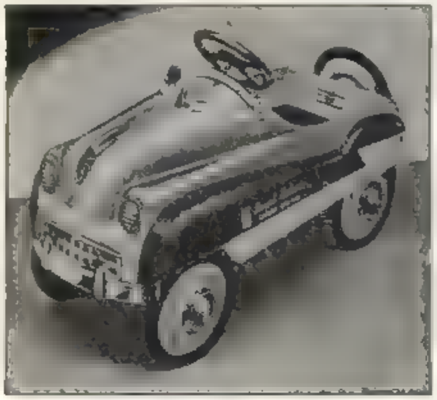
T23-752 . . . Each **37.20**

"RADIO IMPERIAL" SCOOTER

38 in. Long x 34 in. High . . . 10 in. Wheels

Frame is one-piece heavy gauge steel with embossed footrest. **Maroon baked enamel finish.** 10 in. double disc wheels with 10x1.75 in. semi-pneumatic **blue side wall tires,** and Conge Lifetime bearings. **White fenders and undergear.** 13 in. tubular steel handles, **blue rubber grips,** colorful plastic streamers and metal bell. Each in ctn. 16 lbs.

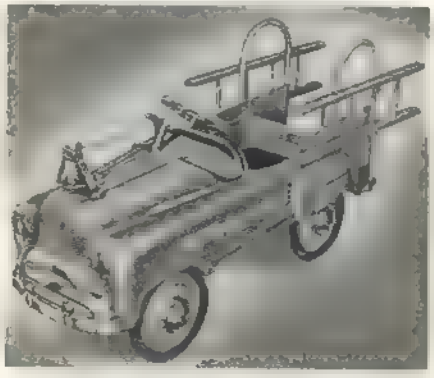
T12-5 .... . . Each **12.00**



ROYAL DELUXE SPORT CAR

36 in. long, 17 in. wide. Heavy gauge steel body and undergear. New improved design for easier pedaling and more leg room. Ball bearing Dyna-chain drive mechanism. Improved steering permits turning in smaller circles. Realistic plastic Motor-Tone gear shift. 8 in. double-disc wheels with ⅝ in. solid rubber tires. Rubber black pedals; fabric set pads. Finished in **2-tone bittersweet orange and cattle tan with black stripe.** Bright chrome plated trim. Each in ctn. 32 lbs.

T23-612............................Each **30.50**



PEDAL FIRE TRUCKS

47 in. long, 17 in. wide. Heavy gauge steel body and undergear with **two tone vermilion and white** baked enamel finish. Side panels white with red trim, red and white wheels. Two removable varnished wood ladders. Rear deck, rear step, tubular hand rails. Bright plated bell, dummy headlights. White enameled windshield. Silver enameled front bumper. Fabric seat pads. 8 in. double-disc, ball bearing wheels with 1 in. solid rubber tires. Each in ctn. 37 lbs.

T23-740............................Each **33.20**

"RADIO IMPERIAL" COASTER WAGON

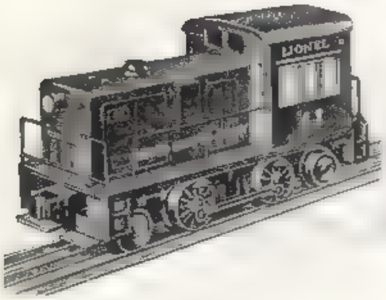
Overall Body Size 41½x17½x10 in.

Heavy gauge steel construction. Removable interlocking steel stake panels. 10 in. double disc wheels with 10x1.75 in. semi-pneumatic **blue side wall tires,** and Conge Lifetime bearings. ½ in. round axles. Baked **enamel finish, maroon body, blue and white wheels match blue and white stake panels, and white undergear.** Each in ctn. 46½ lbs.

T12-22............................Each **29.00**

N.B.: Indicates Standard Packing Units, "Not Broken."

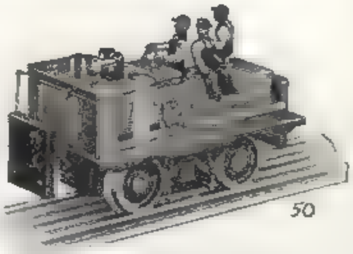
Make Extra Profits with "LIONEL" ACCESSORIES



NEW DIESEL SWITCHER

Coupler at Each End . . . $10.95 Sug. Retail
7½ in. long. The latest in switch engines . . an ideal addition to any model train set. Operating knuckle couplers on both ends. Each in box

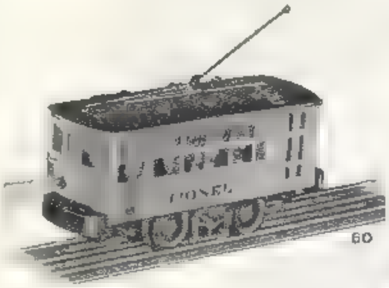
Y6-41.............. Each **14.60**



SECTION GANG CARS

With 3 Trainmen . . . $7.95 Sug. Retail
4¾ in. long. Motor operates from track power just as any Lionel locomotive does. Reverses direction when buffer plates strike a bumper. Men face the other way when car changes direction. Each in box.

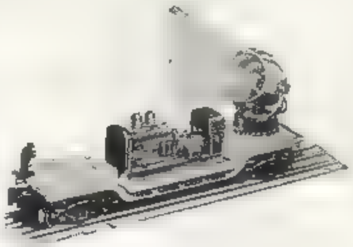
Y6-50................Each **10.60**



NEW TROLLEY CAR

$8.95 Sug. Retail
6¾ in. long. Fascinating to watch in action. Has its own motor and operates on track. When plates on either end strike a bumper, car reverses itself. Little passengers can be seen in the windows. Illuminated. Each in box

Y6-60...............Each **12.00**



OPERATING SEARCHLIGHT CAR

$7.95 Sug. Retail
10 in. long. Finely detailed well-car carries generator and a big light which rotates continuously. Operates from track . . . does not require a remote control track section. Each in box.

Y6-3620. ....Each **10.60**

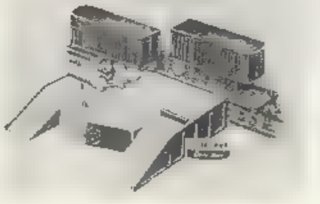
OPERATING TWIN DUMP CAR . . . $8.95 Sug. Retail

11½ in. long. Improved sturdy construction. New operating double dump action. Two sections of car can be dumped in sequence by shifting car position on remote control track. Coal bin and coal included. Each in box.

Y6-3359 .... Each **12.00**

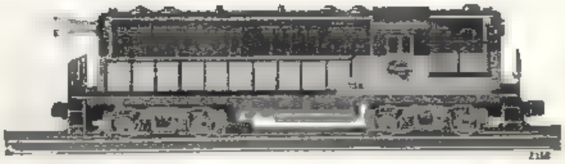
"PIGGY BACK" TRANSPORTATION SET

$14.95 Sug. Retail



14 in. long overall. Platform is 5 in. wide, 2 in. high. Hand cranks on platform move miniature trucks out onto special platform and leave them there. Then car can be pulled away. When car returns to position cranks will bring trucks back onto platform. Flat car and vans included. Each in box

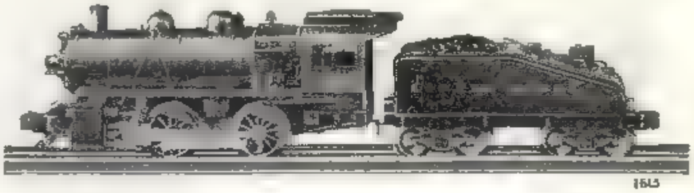
Y6-460........ .. Each **17.30**



New! GP7 DIESEL SWITCHER . . . $24.95 Sug. Retail

With Built-In Horn, Headlight and Magne-Traction
14¼ in. long. Operating knuckle couplers on both ends . . . ideal for switching operations. Each in box.

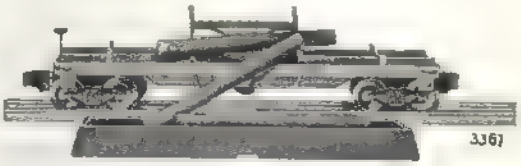
Y6-2338...Each **33.30**



STEAM SWITCHER AND TENDER

15¼ in. long. With famous ladder-back tender. (This switcher does not have Magne-Traction). Each in box.

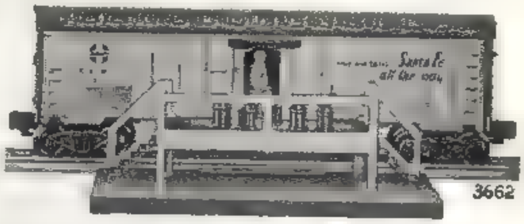
Y6-1615LT...Each **26.60**



NEW OPERATING LUMBER CAR

10⅝ in. long. Newly designed. Remote control car unloads logs into bin. Logs and bin included. Each in box

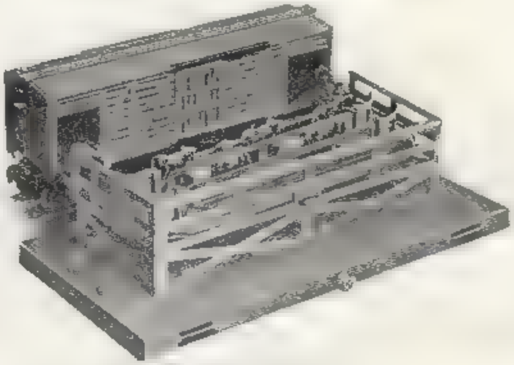
Y6-3361...Each **10.60**



NEW OPERATING MILK CAR

10¼ in. long. Famous remote control operating milk car, now newly designed and extra long! White car, green platform, milk cans and miniature operator included. Carries Santa Fe herald. Each in box.

Y6-3662............ .. ..Each **14.60**



OPERATING CATTLE CAR

9¾ in. long. Fascinating action model cattle car and platform, complete with miniature cattle. Remote control button makes cattle "walk" in and out of car. Remote control track section not required. Each in box.

Y6-3656.... ....Each **21.30**

"LIONEL" TRANSFORMERS, TRACK and ACCESSORIES

LIONEL "TRAINMASTER" TRANSFORMERS

Illustration of Y6-ZW

TYPE ZW

275 Watt, 115 V.
AC., 60 Cycles
$32.50 Sug. Retail

Handles four trains on different layouts at the same time. Engineer type throttle push forward to increase the speed, pull back to slow or stop train. Heavy duty circuit breaker protects against "shorts"; red danger light. Green light shows "power on."

Y6-ZW.....**Each 43.30**

TYPE LW

125 Watt, 115 Volt
AC., 60 Cycles
$14.95 Sug. Retail

Offers a full range of speed for any locomotive. Has 2 fixed voltages, 14V and 18V, having a common ground with the track. Simultaneously operates equipment requiring different voltages. Each in box.

Y6-LW..**Each 20.00**

TYPE TW

175 Watt, 115 Volt
AC., 60 Cycles
$19.95 Sug. Retail

Power for train completely separate from accessory voltage. Left throttle operates whistle and reverse. Two built-in circuit breakers and "Power on" pilot light.

Y6-TW .**Each 26.60**

TYPE KW

190 Watt, 115 Volt
AC., 60 Cycles
$24.95 Sug. Retail

Operates two trains plus accessories. Train control throttle designed after the type used in Diesel locomotives. Forward and reverse buttons. Circuit breaker and red danger light.

Y6-KW **Each 33.30**

LIONEL "O" GAUGE TRACK

Straight Track Is 10 In. Long . . . Curved Track Is 10⅞ In. Long

Y6-0S—Straight Track Sections..	**Each**	**.40**
Y6-0C—Curved Track Sections.	**Each**	**.40**
Y6-½0S—Half Section, Straight Track	**Each**	**.40**
Y6-½0C—Half Section, Curved Track	**Each**	**.40**
Y6-042-Manual Switches	**Pair**	**15.40**
Y6-020—90-Degree Crossover	**Each**	**4.00**
Y6-022—Remote Control Switches.	**Pair**	**30.60**
Y6-020X 45-Degree Crossover	**Each**	**4.70**
Y6-022RH Right Remote Control Switch	**.Each**	**15.40**
Y6-022LH—Left Remote Control Switch .	**Each**	**15.40**

LIONEL "O27" GAUGE TRACK

Straight Track Is 8⅞ In. Long . . . Curved Track Is 9½ In. Long

Y6-1018—Straight Track Sections...	**Each**	**.34**
Y6-1013—Curved Track Sections ...	**.Each**	**.34**
Y6-½1018—Half section, Straight Track	**Each**	**.34**
Y6-½1013—Half section, Curved Track. .	**Each**	**.34**
Y6-1023X 45-Degree Crossover	**Each**	**3.30**
Y6-1020—90-Degree Crossover	**.Each**	**2.60**
Y6-1122RH—Right Remote Control Switch	**Each**	**12.00**
Y6-1122LH Left Remote Control Switch .	**Each**	**12.00**
Y6-1122—Remote Control Switches	**Each**	**18.60**
Y6-1022 Manual Switches	**Each**	**8.00**

ILLUMINATED BUMPER . . . For "O27" & "O" Gauge Track

With Red Light . . . $1.95 Sug. Retail

Die-cast metal bumper can be used at dead-end terminal or spur track. Each in box

Y6-260....... ....**Each 2.60**

AUTOMATIC OPERATING ACCESSORIES

Operating

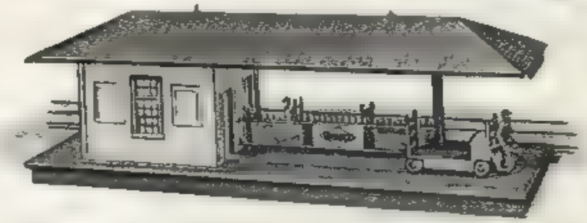
DIESEL FUELING STATION

$7.95 Sug. Retail

415

8¾ in. high, 7½ in. wide, 9 in. long at base. Pressure of remote control button brings man out of station and swings fuel pipe into position. When button is released, pipe returns to original position and man turns around and goes back into building. Each in box

Y6-415..........**Each 10.60**

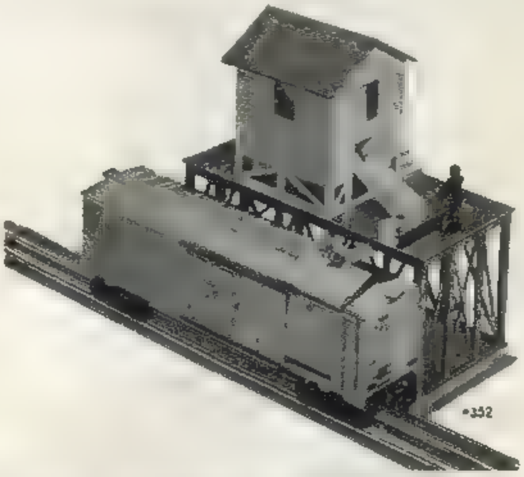


356

OPERATING FREIGHT STATION . . . 58.95 Sug. Retail

5½ in. high, 5 in. wide, 15 in. long at base. This realistic little station is ideal for handling express packages, passengers' baggage or freight. At pressure of the remote control button, the baggage men run their baggage cars busily in and out of station. **Illuminated.** Each in box.

Y6-356..**Each 12.00**



•352

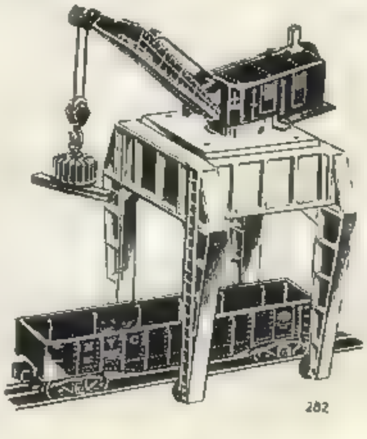
OPERATING ICE DEPOT SET . . . $15.95 Sug. Retail

8½ in. high, 4 in. wide, 11¾ in. long at base. Operating ice station. At pressure of remote control button a man on platform pushes simulated ice cakes and opens up hatch on "reefer" to receive the cubes. When button is released, car hatch closes. "Ice" can be removed manually through side door under hatch. Includes car, man and "ice cakes." Each set in box.

Y6-352................ . ... **Each 21.30**

PORTAL OPERATING CRANE

$17.95 Sug. Retail



282

10½ in. high. Portal structure is **5x7½ in. high.** Crane has free-swing boom with **electro-magnet** for lifting metal cargo. 3-lever controller one lever turns cab clockwise; second lever raises or lowers magnet; third lever activates magnet. Boom is manually operated. Magnet may be removed and "big-hook" used if preferred. Entire unit mounted on wheels and may be moved parallel to track. Each in box. (Car and track not included.)

Y6-282.............**Each 24.00**

N.B.: Indicates Standard Packing Units, "Not Broken."

LIONEL "O" TRAIN SETS for 1955 • THESE SETS HAVE MAGNE-TRACTION

• *Transformers Not Included with These Train Sets* •

4-CAR DIESEL FREIGHT

"Milwaukee" Diesel locomotive in black and orange, red Lehigh Valley hopper car, maroon and black truck carrying car, crane car gray work caboose, 8 sections OC curved track, 5 sections OS straight track Lock-on, lubricant and instruction booklet.

Y6-2235W..............**Each 53.20**

4-CAR STEAM FREIGHT

Steam locomotive and whistle tender, yellow operating barrel car with bin "State of Maine" box car in red white and blue silvertone dome oil car, reddish brown illuminated caboose, 8 sections OC curved track, 5 sections OS straight track. Lock-on, smoke pellets. lubricant and instruction booklet

Y6-2237WS.............**Each 66.60**

4-CAR DIESEL FREIGHT

"Illinois Central" Power Unit Diesel with 2 motors motorless "B" Unit, white and brown "reefer" car, "Pacemaker" box car in red and gray, colorful auto transport car with 4 miniature autos, new bright red bay-window illuminated caboose. 8 sections OC curved track, 6 sections OS straight track, 1 UCS remote control track set. Lock-on, lubricant and instruction booklet

Y6-2239W...............**Each 73.30**

5-CAR DIESEL FREIGHT

"Wabash" Power Unit Diesel with 2 motors, motorless "B" Unit, red gondola with barrels, new operating white milk car with green platform, blue and gray "Eagle" box car new operating lumber car with bin, new red bay window illuminated caboose, 8 sections OC curved track, 7 sections OS straight track. 1 UCS remote control track set. Lock-on, lubricant and instruction booklet.

Y6-2247W...............**Each 86.70**

3-CAR DIESEL PASSENGER

"Wabash" Power Unit Diesel with 2 motors motorless "B" Unit, baggage car, Pullman car, illuminated observation car finished in silvertone, 8 sections OC curved track 7 sections OS straight track, 1 UCS remote control track set, Lock-on, lubricant and instruction booklet

Y6-2244W...... ..**Each 86.70**

5-CAR STEAM FREIGHT

Steam locomotive and whistle tender, black and vermilion operating dump car with coal and bin, new colorful auto transport car with 4 miniature autos, "State of Maine" box car in red, white and blue, new bright red bay-window illuminated caboose, 8 sections OC curved track, 7 sections OS straight track, 1 UCS remote control track set Lock-on, smoke pellets lubricant and instruction booklet

Y6-2249WS............ **Each 92.70**

5-CAR DIESEL FREIGHT

"Virginian" Power Unit Diesel with 2 motors black and vermilion double dump car with coal and bin yellow operating barrel car with bin colorful auto transport car with 4 miniature autos "State of Maine" box car in red white and blue new bright red bay window illuminated caboose 8 sections OC curved track [illegible] sections OS straight track, 1 UCS remote control track set. Lock-on, lubricant and instructions

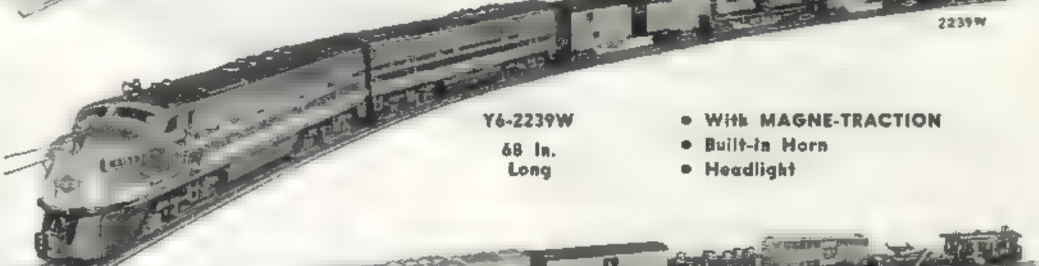
Y6-2251W...............**Each 92.70**

Y6-2235W
54 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

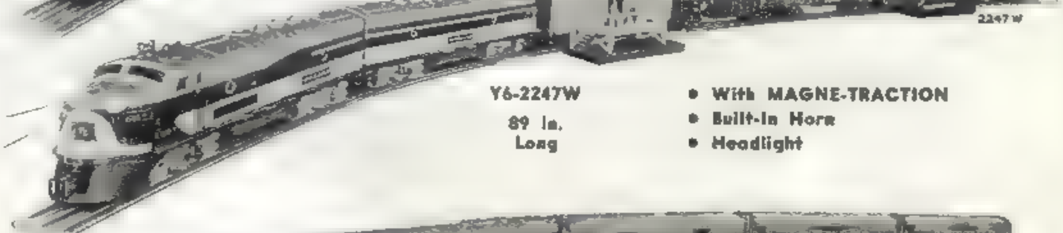
Y6-2237WS
60 In. Long

- **With MAGNE-TRACTION**
- **Smoke & Headlight**
- **Built-In Whistle**



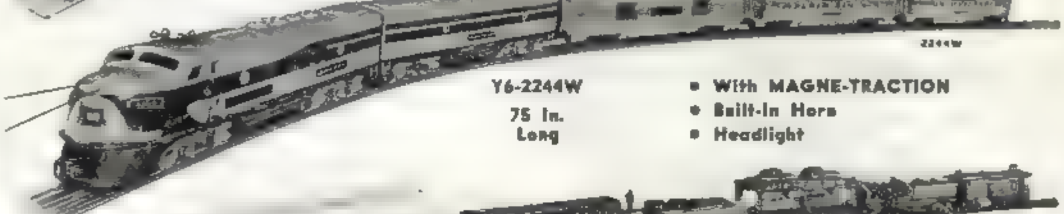
Y6-2239W
68 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**



Y6-2247W
89 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

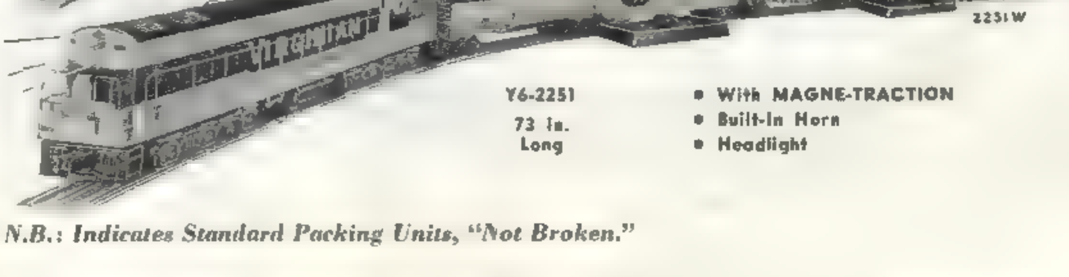


Y6-2244W
75 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

Y6-2249WS
77 In. Long

- **With MAGNE-TRACTION**
- **Built-In Whistle**
- **Smoke & Headlight**



Y6-2251
73 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

N.B.: Indicates Standard Packing Units, "Not Broken."

LIONEL TRAINS

FOR 1955

Featuring Exclusive Lionel MAGNE-TRACTION
. . . and REMOTE CONTROL KNUCKLE COUPLERS!

"O27" TRAIN SETS

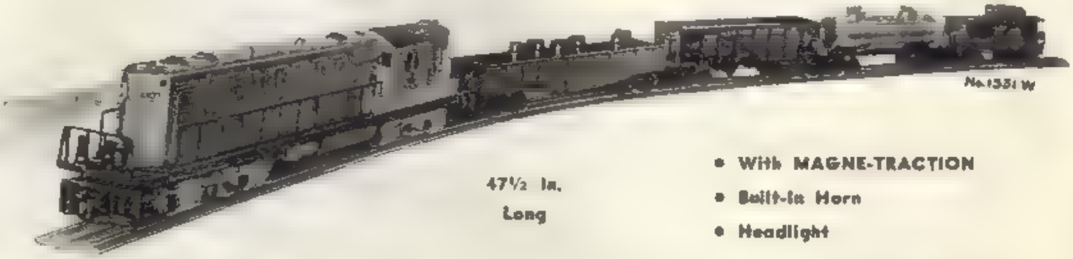
Each Set Complete with Transformer!

Lionel trains have all the vibrant color and flashing action of real railroading. New, long, scale-modeled Lionel box cars in brilliant colors. Great locos, streamliners and new diesels. Lionel's exclusive Magne-Traction is a permanent track-gripping power for more speed . . . more pull . . . more climb.

4-CAR DIESEL FREIGHT

New diesel with horn and colorful heralds and markings, red gondola with barrels, hopper car, 3-dome silver color oil car, red caboose, 8 sections curved track, 3 sections straight track, 1 remote control track set and one 90-watt transformer. Lock-on, lubricant and instruction booklet. Each in ctn. 12 lbs.

Y6-1531W ....Each **53.20**



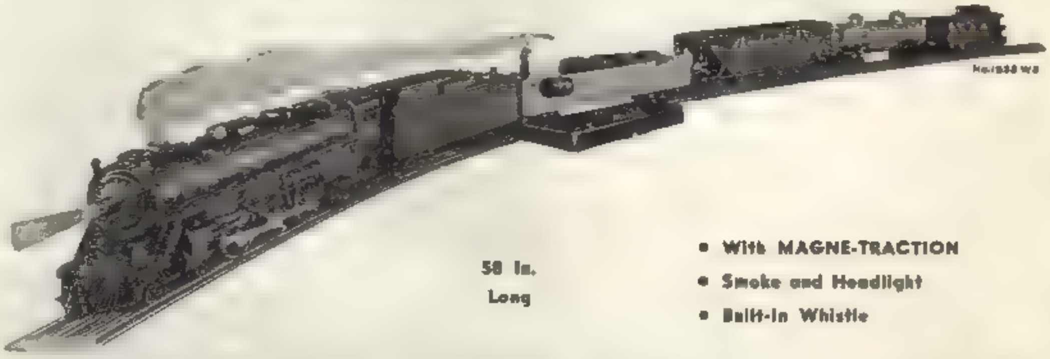
47½ In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

4-CAR FREIGHT

Steam locomotive with smoke and whistle tender, yellow operating barrel car with bin and barrels, grey hopper car, silver tone [illegible]-dome oil car, red illuminated caboose, 8 sections curved track, 3 sections straight track, 1 remote control track set and one 90-watt transformer. Lock-on, lubricant, smoke pellets and instruction booklet. Each in ctn. 18 lbs.

Y6-1533WS . . . .Each **66.60**



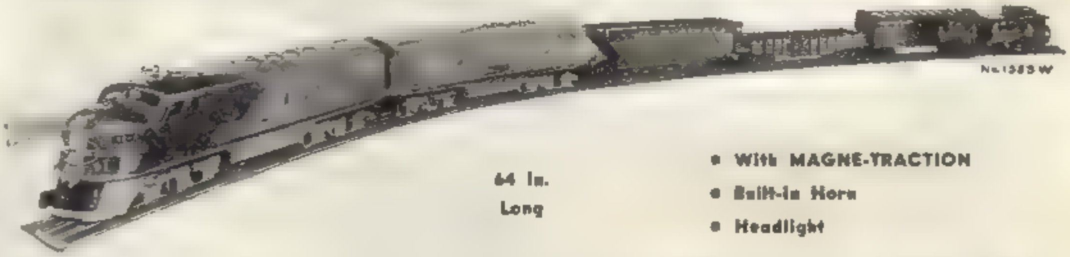
58 In. Long

- **With MAGNE-TRACTION**
- **Smoke and Headlight**
- **Built-In Whistle**

4-CAR DIESEL FREIGHT

Santa Fe Power car, Santa Fe "B" Unit, grey hopper, red gondola with barrels, brownish red box car, red caboose, 8 sections curved track, 5 sections straight track, 1 remote control track set, and one 90-watt transformer. Lock-on, lubricant and instruction booklet. Each in ctn. 20 lbs.

Y6-1535W.............. **Each 66.60**



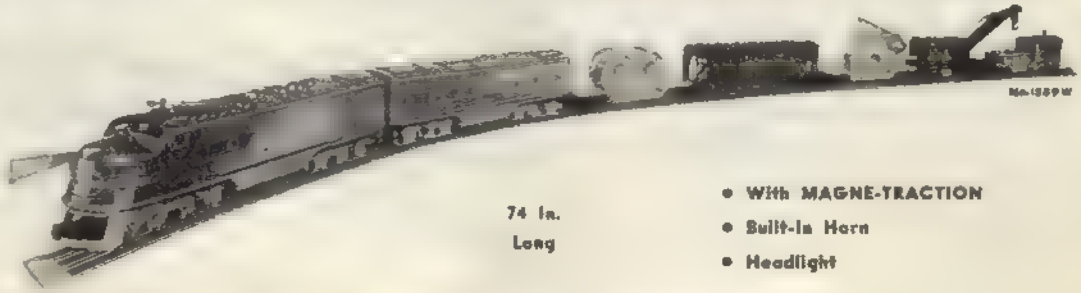
64 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

5-CAR DIESEL FREIGHT

Santa Fe Power car, Santa Fe "B" Unit, grey operating searchlight car, black scale proportioned cement car, orange and grey cable car, crane car, grey wrecker caboose, 8 sections curved track, 5 sections straight track, 1 remote control track set and one 90-watt transformer. Lock-on, lubricant and instruction booklet. Each in ctn. 24 lbs.

Y6-1539W...............**Each 86.70**



74 In. Long

- **With MAGNE-TRACTION**
- **Built-In Horn**
- **Headlight**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

PLASTICVILLE, U.S.A. . . . PLASTIC ASSEMBLY SETS

Designed to ¼ In. Scale for Use with "O" and "O27" Gauge Model Railroads

Accurate Detail . . . Permanent and Realistic Colors . . . Easily Assembled Without Tools

COMMUNITY SETS . . . $2.49 Retail

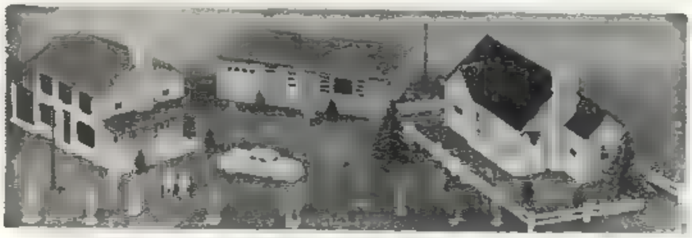
Set in lithographed box consists of
— 1 Church, 8" long, 9" high
— 1 Ranch House, 9" long, 4" high
—12 Pcs. House Fence
— 2 Spruce Trees
—2 Street Lights
—6 Small Bushes
—1 Automobile

Y2939. . . . . Set **3.30**

RAILROAD ACCESSORY SETS . . . $4.98 Retail

Set in lithographed box consists of:
—1 Railroad Station, 11" long, 4½" high
—1 Freight Platform, 7¼" long, 3¼" high
—1 Signal Bridge, 9½" wide, 9" high
—1 Switch Tower, 4" wide, 7" high
—1 Trestle Bridge, 17½" long, 6¾" high
—2 Railroad Crossing Gates
—3 Billboards
—4 Telephone Poles
—2 Automobiles
—1 Bench

Y2940. . . . . Set **6.60**



TOWN AND COUNTRY HOMES SETS . . . $4.98 Retail

Set in lithographed box consists of:
— 1 Ranch House, 9" long, 4" high
—1 Colonial House, 9½" long, 6" high
— 1 New England Rancher, 9" long, 5¾" high
—16 Human Figures
—12 Pcs. House Fence
—2 Street Lights
—6 Small Bushes
—2 Spruce Trees
—1 Automobile

Y2941. . . . . Set **6.60**

DAIRY FARM SETS . . . $4.98 Retail

Set in lithographed box consists of
1 Barn, 8½" long, 6½" high
— 1 Farm House, 9" long, 5¾" high
— 1 Bridge & Pond, 9" long, 2" high
—18 Farm Animals
—24 Pcs. Fence
6 Small Bushes
—1 Outhouse
—1 Yard Pump
—1 Barbecue
—4 Spruce Trees
—1 Automobile

Y2942. . . . . Set **6.60**

INTERNATIONAL AIRPORT SETS . . . $4.98 Retail

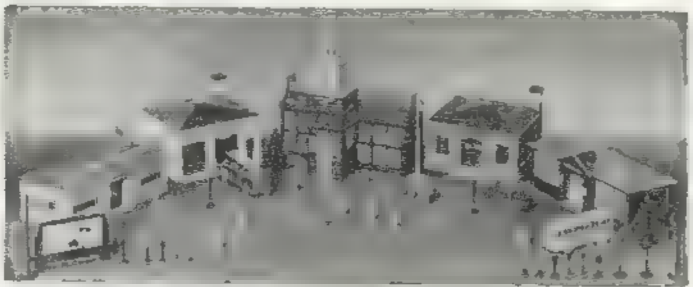
Set in lithographed box consists of:
—1 Airport Admin. Bldg., 10¼" long, 8¼" high
—1 Airport Hangar
—1 Model Board Runway
5 Jet Planes
—1 Flagpole
—1 Fire Engine
1 Ambulance
—1 Airport Bus
2 Automobiles
—2 Billboards

Y2943. . . . . Set **6.60**

SHOPPING CENTER SETS . . . $7.98 Retail

Set in lithographed box consists of
1 Drug & Hardware Store, 4½" long, 1¾" high
—1 Super Market, 4½" long, 2½" high
1 Frosty Bar 5" long, 3½" high
—1 5 & 10¢ Store, 4½" long, 1¾" high
1 Gas Station, 8⅞" long, 5⅞" high
—16 Human Figures
—29 Street & Sign Accessories
— 2 Billboards
12 Pcs. Fence
7 Automobiles

Y2944 . . . . Set **10.60**



PUBLIC BUILDING SETS . . . $7.98 Retail

Set in lithographed box consists of
—1 School House 9½" long 6" high
—1 Post Office 9½" long, 3¾" high
—1 Town Hall, 10" long, 12" high
—1 Firehouse 6½" long, 5" high
—1 Police Station
—1 Police Patrol Car
1 Billboard
— 1 School Bus
— 1 Fire Ladder Truck
— 2 Street Lights
29 Street & Sign Accessories
—16 Human Figures
— 2 Spruce Trees
- 1 Flagpole

Y2945. . . . . Set **10.60**

MASTER VILLAGE SETS . . . $9.98 Retail

Set in lithographed box consists of
1 New England Rancher, 9" long, 5¾" high
—1 Passenger Station 11" long, 4½" high
-1 Frosty Bar 5" long, 3½" high
—1 Super Market, 4½" long, 2½" high
—1 Barn 8½" long, 5½" high
—1 Church, 8" long, 9" high
—1 Firehouse, 6½" long, 5" high
—1 Fire Ladder Truck
—16 Human Figures
—29 Street & Sign Accessories
12 Pcs. House Fence
— 2 Spruce Trees
— 2 Billboards
— 3 Telephone Poles
— 8 Farm Animals
— 1 Automobile
— 2 Benches

Y2946 . . . . Set **13.20**

N.B.: Indicates Standard Packing Units, "Not Broken."

LIONEL ACCESSORIES

For Use with "O" or "O27" Gauge Track

HIGHWAY SIGNAL

$3.95 Sug. Retail

9 in. high. Automatic . . . red warning lights flash when train nears, stop when last car passes. Contactor included.

Y6-154....Each **5.30**

BLOCK SIGNAL

$4.95 Sug. Retail

9 in. high. Automatic . . . passing train turns block from green to red. Contactor included.

Y6-153 Each **6.60**

OPERATING BANJO SIGNAL

$4.95 Sug. Retail

8 in. high. Fascinating action! As train nears, red light appears and "stop" Banjo sign swings back and forth. Action stops when train has passed.

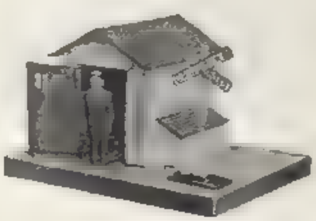
Y6-140.......Each **6.60**

AUTOMATIC SEMAPHORE

$4.95 Sug. Retail

9¼ in. high. When train nears, blade is upright and bull's eye glows green. After last car passes blade drops and red danger light shines. Contactor included.

Y6-151......Each **6.60**



AUTOMATIC GATEMAN

$5.95 Sug. Retail

6⅝ in. high. Approaching train opens door automatically and gateman rushes out swinging red lantern. When last car has passed he returns into shack and door closes.

Y6-145......Each **8.00**

ROTARY BEACON

$4.50 Sug. Retail

11 in. high. 5x5 in. base. Sturdy light housing rotated by positive drive motor.

Y6-494...Each **6.00**

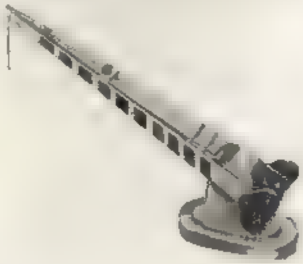
HIGHWAY SIGNAL WITH BELL

$5.95 Sug. Retail

8½ in. high. New crossing signal has ringing bell and flashing red lights. Passing train starts bell ringing and lights flash on and off alternately. When train has passed action stops.

Y6-155

Each **8.00**

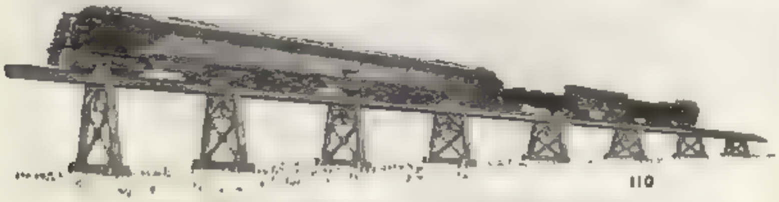


AUTOMATIC CROSSING GATES

$3.95 Sug. Retail

[illegible] in. long. 3½x1¾ in. base. Gate lowers and lights go on when train approaches. When train has passed gate automatically rises. Contactor included.

Y6-252.................Each **5.30**



NEW 20-PC. TRESTLE SET . . . $5.95 Suggested Retail

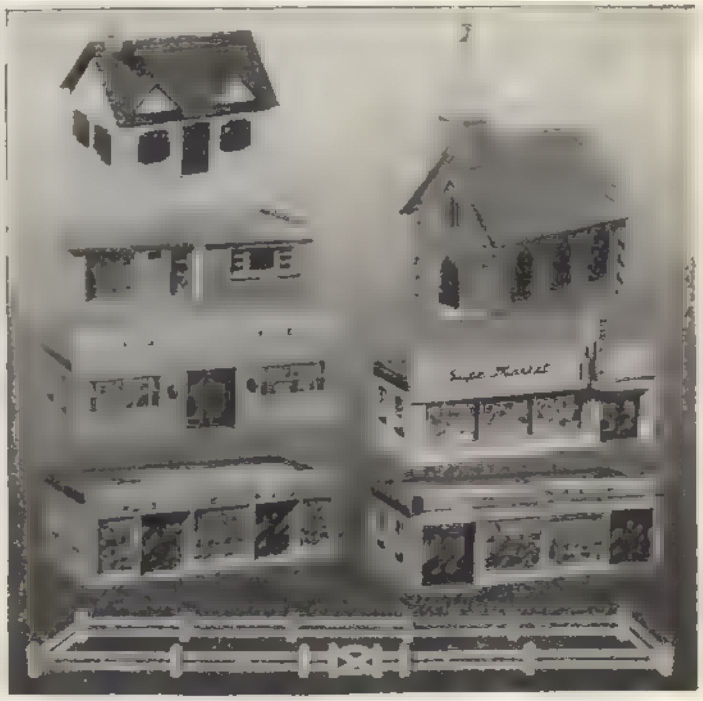
Set of 20 piers graduated from 3/16 to 4¾ in. high. These sets may be used to make an overpass and a number of other overhead arrangements. Clearance under the highest piers will permit a train to pass underneath. Other optional layout uses are described in instruction sheet. (Train not included.)

Y6-110 . . . . Set **8.00**

"PLASTICVILLE, U.S.A." SETS

Use with "HO", "O" and "O27" Gauge Trains

Made of Interlocking Plastic Pieces . . . Designed to Scale for Model Railroads. Accurate Detail . . . Permanent and Realistic Color . . . Easily Assembled Without Tools.



"HO" CHURCH & SHOPPING UNIT SETS . . . $4.98 Retail

⅛ In. Scale Models . . . For "HO" Gauge Railroads

Set in lithographed box consists of
—1 Cape Cod House, 3" long, 3" high
—1 Ranch House, 4⅝" long, 1½" high
—1 Super Market, 4½" long, 2½" high
—1 5 & 10¢ Store 4½" long, 1⅞" high
1 Drug & Hardware Store, 4⅛" long, 1¾" wide
1 Post Office, 4½" long, 1⅞" wide
1 Church, 5" long, 8¼" high
12 Pcs. Fence

Y2948 ....Set **6.60**

"HO" RAILROAD, FIRE & POLICE STATION SETS . . . $3.59 Retail

⅛ In. Scale Models . . . For "HO" Gauge Railroads

Set in lithographed box consists of
—1 Railroad Station, 5½" long, 2" high
—1 Firehouse, 4⅝" long, 2⅝" high
—1 Police Station, 4⅝" long, 2⅝" high
—1 Ranch House 4⅝" long, 1½" high
—23 Pcs. White Fence
— 6 Evergreen Trees
— 3 Telephone Poles

Y2947. Set **4.80**

"O" and "O27" GAUGE TRAIN ACCESSORY SETS . . . $2.49 Retail

¼ In. Scale Models . . . For All "O" and "O27" Gauge Railroads

Set in lithographed box consists of
—1 Passenger Station, 11" long, 4½" high
—1 Freight Station, 7½" long, 3½" high
—1 Signal Bridge, 8½" wide, 9" high
—1 Crossing Gate
—2 Telephone Poles
—2 Billboards
—1 Bench

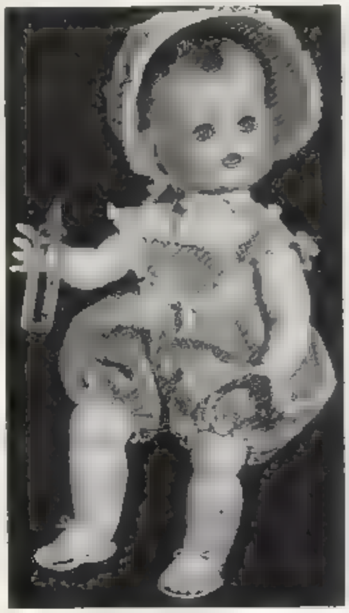
Y2938...... . . . . Set **3.30**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

Beautiful . . . Original . . . MADAME ALEXANDER DOLLS

BABY DOLLS

With Soft Life-Like Vinyl Bodies, Arms and Legs



KATHY ROMPER BABY DOLLS

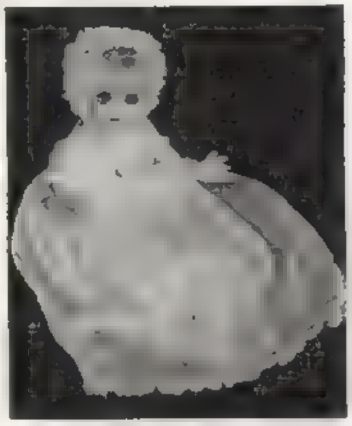
She Drinks! . . . She Wets! . . .

She Cries!

Choice of 3 Sizes

Soft vinyl body chubby arms and legs with life-like dimples. Moving eyes. Her mouth is open to receive nipple of bottle she holds in her hand. Sunsuit and matching bonnet are charmingly styled of checked cotton in pastel colors trimmed with lace edging. Square yoke of sunsuit is of white pique edged in lace, bloomer style legs. Felt sandal shoes. Each in gift box

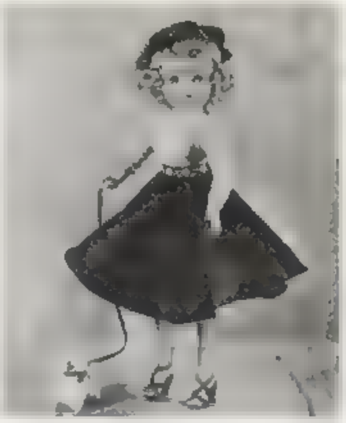
Y18-4960—15 In. . .Each **10.80**
Y18-5960—18 In. . .Each **13.80**
Y18-6960—21 In. . .Each **20.40**



14 IN. CHRISTENING DOLLS

Soft vinyl plastic body and fully jointed arms and legs. Her white christening robe of sheer organdy is long and full over long white taffeta slip. Dress and slip trimmed with fine imported val lace and dainty ribbon rosebuds. Matching bonnet with double frills of lace and satin ribbon ties

Y18-3515. . . . . Each **10.80**



CISSY GROWN-UP DOLLS

With White, Fluffy Spitz Dog on Leash

Black velvet skirt with jeweled belt, white wool jersey blouse, necklace, frilly taffeta petticoat and panties. High-heeled slippers, nylon hose and black hat

Y18-2093 . . . . . .Each **27.60**

New . . .

"CISSY" DOLLS

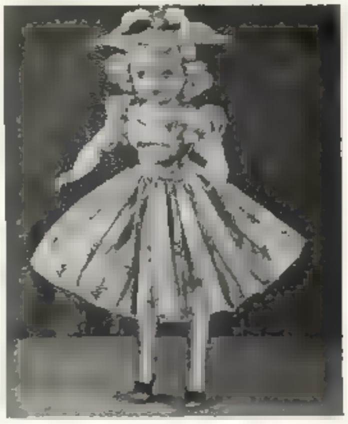
With the Life-Like Figure

5 Styles . . . All 20 In. High

Each in Gift Box

- ***Long, Trim Body of Hard Plastic***
- ***Beautifully Shaped Legs***
- ***Delicately Molded Bosom***

Gorgeous debutante features and body contours! Moving eyes! Caressingly soft vinyl jointed arms; fine detailed feet with new high-heeled shoes. Her head can be posed at many coquettish angles. Washable hair. Cissy's wardrobe is very chic. Give her a hand and she'll walk along like the lady she is!

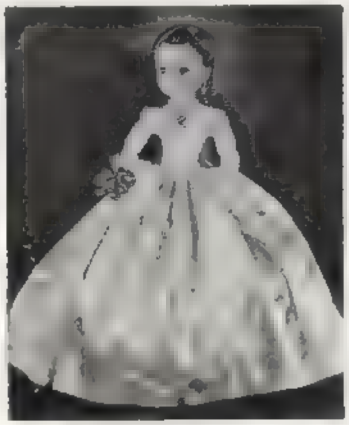


CISSY GROWN-UP DOLLS

She Wears a Pink Flowered Cotton Dress

Dainty pink-flowered cotton dress and straw hat with flowers! Frilly taffeta petticoat and panties. High-heeled sandals and nylon hose

Y18-2082. . . . . .Each **21.60**

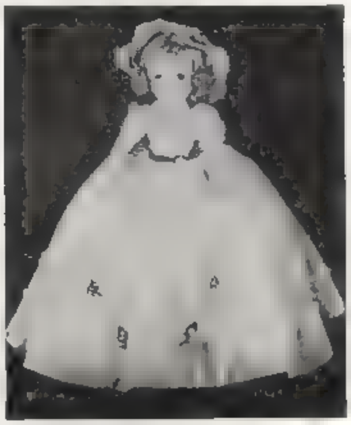


CISSY GROWN-UP DOLLS

She Wears Champagne Satin Gown

Lovely gown of champagne colored slipper satin. Nylon tulle muff trimmed with red roses. Necklace and earrings of imitation rhinestones and topaz

Y18-2094. . . . . . . Each **27.60**

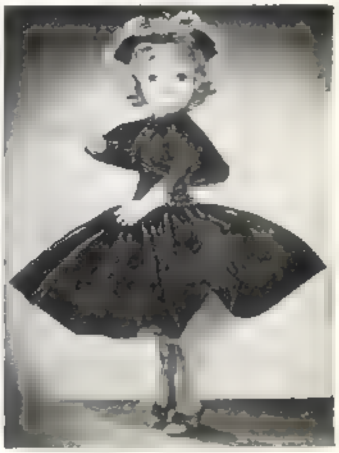


CISSY GLAMOUR GIRL DOLLS

She Wears Sheer White Organdy Gown

Sheerest white organdy trimmed with shirred oval lace and rosebuds! Large picture hat of white straw lace. Red satin bag and sash for accent. Imitation ruby ring.

Y18-2095. . . . . .Each **27.60**



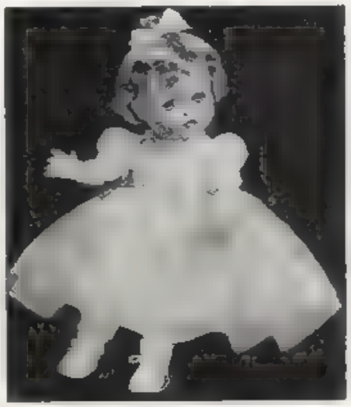
CISSY GROWN-UP DOLLS

She Wears Navy Blue Taffeta Gown

Rustling semi-formal in navy blue taffeta with removable short jacket. Frilly taffeta petticoat and panties. High-heeled sandals, nylon hose and a chic straw hat with flowers and veil

Y18-2084. . . . . . .Each **24.00**

Popular "BONNIE" and "KATHY" DOLLS

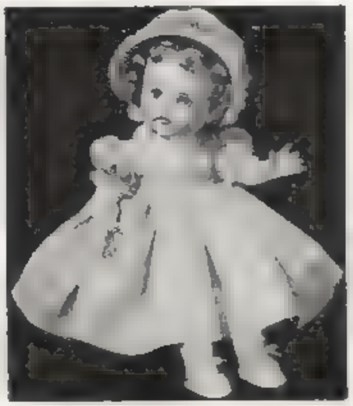


BONNIE . . . 2 SIZES

With Washable Rooted Hair

Head and body of soft, flesh-like vinyl, jointed arms. Moving eyes. Dress of imported Swiss organdy trimmed in val lace and tiny silk flowers. Satin hair ribbon, pink taffeta slip and panties. Each in gift box

Y18-5720—16 In. . .Each **14.20**
Y18-6720—19 In. . .Each **17.40**

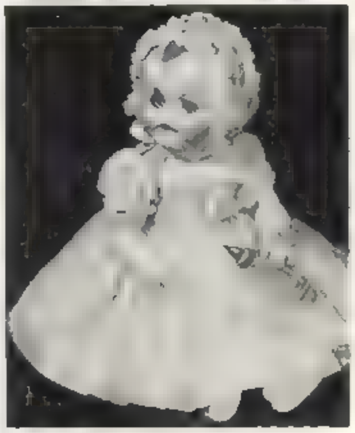


16 IN. BONNIE

With Washable Rooted Hair

Body and head of soft flesh-like vinyl jointed arms. Moving eyes. She wears a redingote in latest fashion made of tissue type fabric in baby pastels. Matching bonnet. Dress is of sheer organdy, trimmed with lace. Each in gift box

Y18-5735. . . . . .Each **17.40**



KATHY BABY DOLL . . . 2 Sizes

Cuddly drinking and wetting doll. Life-like body of soft molded plastic with special skin finish that won't smudge from tiny hands. Fully jointed, sits like a baby, cries realistically and goes to sleep. Imported Swiss organdy dress trimmed in Swiss embroidery and dainty val lace. Matching organdy bonnet. White kid baby shoes. Each in box

Y18-5970—18 In. . .Each **18.00**
Y18-6970—21 In. . Each **26.40**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

Popular . . . . . .
Attractively Priced

"IDEAL" DOLLS

MAGIC LIPS DOLL

"Ideal's" Feature Doll for 1955!

Real-Life Lip Action!

23 In. Tall . . . Cries "Ma-Ma"

Vinyl plastic head and body, soft baby like skin can be washed and powdered. Pert face and appealing smile. When she is gently hugged she brings her appealing lips together and cries "Mama." Her rooted saran hair can be combed brushed and shampooed. She has her own hair net and clips. She wears organdy dress taffeta slip and panties, socks and vinyl shoes. Little tooth brush for cleaning doll's teeth. Each in gift box.

Y19-2350 . . ..**Each 20.00**

11½ IN. BETSY WETSY

She Drinks, Wets and Cries Real Tears

Drinking and wetting doll now cries real tears, blows her nose and goes to sleep. Her soft vinyl plastic body can be bathed and powdered. Chubby arms and legs with dimples and soft baby-like skin. Complete layette includes kimono, booties, diaper, 2 safety pins, bottle, washcloth and 8 cotton puffs. Each in box with layette.

Y19-1001 . . .**Each 8.00**

BETSY-WETSY . . . 2 SIZES

In 3-Pc. Display Box with Removable Bassinette

She drinks, she wets, she cries real tears. She blows her nose, she goes to sleep. Soft vinyl plastic body can be bathed and powdered. Complete layette includes dress, bonnet, bottle and nipple, clothespins, shirt, slip, diaper, bar of baby soap and 3 cotton puffs. Each in 3-pc. display box with removable bassinette.

Y19-1006—13½ In. ....**Each 10.66**
Y19-1011 16 In. **Each 13.34**

"POSIE" DOLL . . . *Made by Ideal*

The Walking Doll with a Hundred Poses
. . . With Exclusive Magic Knee Action!

She walks when led by the hand and turns her head from side to side, she kneels to pray, sits in a chair or bends her knees in many other life-like poses. Walking mechanism is concealed in unbreakable plastic body. Soft vinyl Magic Flesh head and rooted saran hair which can be shampooed and waved. Plastic curlers included. Dressed in fashionable frock, cotton slip and panties, socks and vinyl shoes. Each in box.

Y19-2650—17 In. .... **Each 13.34**
Y19-2701—24 In. ....**Each 20.00**

BETSY-WETSY . . . 2 SIZES

In Display Box . . . With Wool Wig

Soft vinyl plastic body can be bathed and powdered. Deluxe layette includes organdy dress, slip, booties, bonnet, extra diapers, bar of soap, powder puff, can of powder, clothespins, drinking bottle and nipple. She wears a baby shirt and diaper.

Y19-1008—13½ In. . .. **Each 13.34**
Y19-1013—16 In. . . **Each 17.32**

BETSY-WETSY . . . 2 SIZES

In Suitcase . . . With Wool Wig

Soft vinyl plastic body can be bathed and powdered. Deluxe layette includes organdy dress, slip, kimono, booties, bonnet, extra diapers, bar of soap, powder puff, can of powder, clothespins, drinking bottle and nipple. She wears a baby shirt and diaper.

13½ IN. DOLL . . 15¼x10¼x4½ In. Suitcase
Y19-1007 ... .**Each 16.00**

16 IN. DOLL . . . 17½x11½x5¼ In. Suitcase
Y19-1012 . . ..**Each 20.00**

SAUCY WALKER

Made by Ideal

She cries, she walks, turns her head from side to side and rolls her eyes. Soft vinyl plastic head with rooted saran hair that can be combed brushed and waved. Fully jointed hard plastic body contains patented walking mechanism. She wears printed organdy dress, slip, panties, socks and vinyl shoes and carries her own plastic curlers. Each in box.

17 IN. DOLL
Y19-2009
Each 10.66

23 IN. DOLL
Y19-2019
Each 17.32

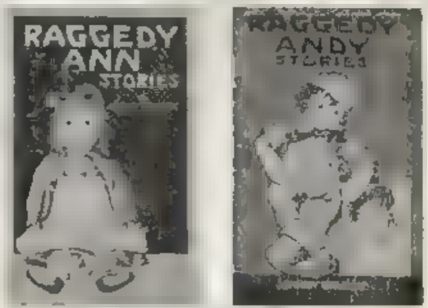
"RAGGEDY ANN" and "RAGGEDY ANDY" DOLLS & BOOKS

RAGGEDY ANN & RAGGEDY ANDY DOLLS

America's best loved, fastest selling soft dolls. Dressed in brightly colored fine quality percales. Yarn hair, shoe button eyes. Stuffed with fine garnetted cotton. Each in box.

(A) RAGGEDY ANN
Y2020—15 In. . .**Doz. 48.00**
Y2022—20 In. . . . .**Doz. 64.00**

(B) RAGGEDY ANDY
Y2021—15 In. ....**Doz. 48.00**
Y2023—20 In. .... **Doz. 64.00**



RAGGEDY ANN BOOKS

6½x9 In. Bound in heavy board with full color cover design. Pleasing format. Many colored illustrations. Printed on fine coated paper.

Raggedy Ann in the Magic Book
—Raggedy Ann and the Golden Butterfly
—Raggedy Ann and Andy and the Policeman
Raggedy Ann and the Betsy Bonnet String
Raggedy Ann in the Snow White Castle
Friendly Fairies
—Raggedy Ann and Andy and the Camel
—Beloved Belindy

GRU—Please Specify Title ...**Retail 1.50-C**
McClurg's List Price, **Each 2.10**

N.B.: Indicates Standard Packing Units, "Not Broken."

Madame Alexander DOLLS

• Beautiful
• Original
• Lifelike !

BINNIE WALKER . . . 3 SIZES

She walks, moves her head and assumes many graceful poses. Hard plastic head and body, jointed arms and legs. Her eyes move and her beautiful hair can be washed, combed and curled. High styled dress is white with red dots and a bright red taffeta redingote. White straw lace hat, red bow. Each in box.

Y18-1518—15 In. Each **13.80**
Y18-1818—18 In. Each **19.20**
Y18-2518—25 In. Each **24.00**

15 IN. SKATER DOLLS

She walks, moves her head and assumes graceful skating poses. Hard plastic head and body, jointed arms and legs. Charming skaters outfit in bright color with matching wool felt skirt and skaters hat in bright pink. Black jersey leopard trimmed with bright felt flowers and gold braid. White shoe skates. Each in box.

Y18-1517.......Each **13.80**

BRIDE DOLLS . . . 3 SIZES

She walks, moves her head and assumes many graceful poses. Head, body and legs of hard plastic. Jointed arms and legs (soft vinyl arms on 25 in. size). Moving eyes and washable hair. Oyster white taffeta gown with tightly fitted bodice, puff sleeves and a beautiful overskirt caught up at sides with tiny flowers. Nylon tulle veil, satin slippers, nylon stockings and bridal bouquet. Each in box.

Y18-1551—15 In. Each **15.60**
Y18-1851—18 In. .... Each **20.40**
Y18-2551—25 In. ....Each **28.20**

15 IN. BRIDESMAID DOLLS

She walks, moves her head, sits and assumes many graceful poses. Head and body of fine hard plastic. Her eyes open-and-close and her beautiful hair can be washed, combed and curled. Dainty pastel dress of nylon net over taffeta with matching sash, lace-edged taffeta hoop skirt, white mesh hose and silver slippers. A halo of flowers adorns her hair. Each in box.

Y18-1546................. Each **15.60**

18 IN. BINNIE WALKER

With Washable Rooted Hair

She walks, moves her head and assumes many graceful poses. Hard plastic head and body. Jointed legs and soft vinyl jointed arms. Her rooted hair can be washed, combed and curled. Checked coat, white trim. Red taffeta dress with white braid and lace edged hoop petticoat. Dark blue felt hat and suede slippers complete her outfit. Each in gift box.

Y18-1858. . Each **21.60**

20 IN. QUEEN DOLLS

Gorgeously Attired . . . With Imitation Jewelry and Sparkling Tiara

Fine hard plastic jointed legs and soft vinyl jointed arms. Moving eyes. Washable hair can be combed and curled. Elegant court gown of white brocade with garter sash and star. Tiara, earrings and bracelets are jeweled with sparkling imitation rhinestones and rubies. Long, white gloves. Each in gift box.

[redacted] . .Each **34.20**

MARGOT BALLERINA . . . 2 SIZES

She walks and moves her head from side to side! Hard plastic with moving eyes, washable hair. Dancing costume of satin and nylon net, twinkling with rhinestones. Long nylon stockings, satin slippers. Each in attractive gift box.

Y18-1541—15 In. .Each **15.60**
Y18-1841—18 In. ...Each **19.20**

BINNIE WALKER . . . 2 SIZES

With Washable Rooted Hair

She walks, moves her head and assumes many graceful poses. Her eyes move and her rooted hair can be washed, combed and curled. Prim pinafore is striped colorful pique trimmed in white braid, and tiny pearl buttons. Hoop petticoat with can-can ruffle of nylon net. Straw hat with perky bow. Each in box.

Y18-1828—18 In. ...Each **19.80**
Y18-2528—25 In. ...Each **26.40**

15 IN. "LITTLE WOMEN" WALKING DOLLS

These Beautiful Dolls Walk and Move Their Heads!

Lovely character dolls inspired by Louisa May Alcott's book Little Women. Characters include Beth, Meg, Amy, Jo and Marmee their mother. Expertly made of unbreakable plastic with movable head, moving eyes, eyelashes and washable hair. Each doll is dressed in an authentic period costume even to the minute details of undergarments. Each has a different hair style. Each in attractive box.

Y18-1500A—Amy
Y18-1500B—Beth
Y18-1500J—Jo
Y18-1500M—Meg
Y18-1500N—Marmee
Each **13.80**

DOLL WARDROBE TRUNKS

16x9½x9 in. Lithographed steel covered plywood frame, solid color waterproof lining, 2 hangers, tie ribbon for doll. Dowel lock with 2 catches. Bumper corners. Red with white trim and kiddies' pictures lithographed on 2 sides. Plastic handle. Perfect for dolls up to 15" tall. 1 drawer in trunk. Each in ctn. 11 lbs.

T573...Each **9.20**

"PARKER BROS." GAMES

NEW This Season . . .

"GOING TO JERUSALEM"

Sure to be Important
This Christmas Season!

A Bible Game Based on the New Testament

For 2, 3, 4 or more players. Theme of game is a journey through the Holy Land by the Twelve Apostles. Their progress is controlled by gospel cards, new testament cards and reference to a book containing in full the 4 gospels of the new testament. For home or church instructional play . . . for teaching bible quotations. The most ideal gift keeping the Christmas spirit. Game contains board, gospel cards and book and playing pieces in inspiring box.

N1-110—1 doz. O.S
Doz. **64.00**

"Flinch" . . . a Card Game

Game is played with 150 cards 2½x3½ inches, made of fine enamel stock. Cards are numbered in special series. Several games can be played with the same pack as shown in the book of rules included.

N1-695—½ doz. N.B..Doz. **24.00**

"Clue" . . . The Detective Game

For 3, 4, 5 or 6 players. Contains 6 colored wooden playing pieces representing each player, 1 die, 21 illustrated cards, card envelope, pad of printed detective notes, 6 miniature weapons and instructions. Object of game is to discover the answer to 3 questions. 10x9x1 in. display box.

N1-45—½ doz. N.B..Doz. **48.00**

Steps to Toyland

For 2, 3, 4 or 6 players. Excellent training in color recognition and sure to provide hours of pleasure. Players move up steps to toyland winning toy cards on the way. Consists of colorful spinner, toy chest cards, attractive board and 6 miniature children in pastel colors. In box 13¼x19¼x1¼ in.

N1-140—¼ doz. N.B..Doz. **24.00**

"Rook" Card Game

Played with deck of 56 2¼x3½ inch cards with attractive back designs and colorful faces. About 20 different games or variations on the basic game of Rook can be played. Complete direction book enclosed

N1-691—½ doz. N.B..Doz. **16.00**

Sorry

An unusual and highly popular board game. Play is controlled by cards and is so arranged that the "tail ender" always has a good chance of coming out ahead Much more interesting than the ordinary track game. Board 17¾ inches square.

N1-390—½ doz. N.B..Doz. **40.00**

Monopoly . . . 2 Editions
A Game of Commerce That Combines Skill and Chance

Popular Edition . . . 3 to 8 Players

Set has additional supply of script money, metal playing pieces and wood properties. Hotels stamped in gold.

N1-8—½ doz. N.B....Doz. **48.00**

DeLuxe Edition . . . 2 to 10 Players

Same as Junior Edition, except deluxe set has double supply of slip-finish money and compartment tray for bank

N1-9———O.S.........Doz. **64.00**

"Milton Bradley" Games and Pastimes

Check List of McClurg's Stock!

See McClurg's Catalogs Nos. 552 and No. 554
for Complete Description of Milton Bradley Games and Pastimes

GAMES FOR TWO OR MORE PLAYERS

	Packing	Doz.
N2-4002—50-CARD BINGO	O.S	15.60
N2-4027—JUMBO TIDDLEDY WINKS	O.S	16.00
N2-4035—LITTLE MILKMAN	O.S	39.20
N2-4039—EASY MONEY ...	O.S.	31.20
N2-4111—100-CARD BINGO . ..	O.S	32.00
N2-4120—CHUTES & LADDER	O.S.	31.20
N2-4148—25-CARD BINGO	O.S.	9.60
N2-4175—GO-TO-THE-HEAD-OF-THE-CLASS	O.S.	46.80
N2-4201—SR. COMBINATION GAME BOARD	O.S	39.20
N2-4220—TIDDLEDY WINKS	O.S	8.00
N2-4226—INDIA	O.S.	15.60
N2-4234—BACKGAMMON GAME SET	O.S	15.60
N2-4240—HOWDY DOODY	O.S.	31.20
N2-4300—PARK & SHOP .	O.S	46.80
N2-4403—CANDYLAND ...	O.S.	31.20
N2-4415—POP-UP STORE	O.S.	46.80
N2-4422—SWAYZE GAME	O.S.	46.80
N2-4457—EASY MONEY	O.S.	39.20
N2-4473—RING TOSS	O.S.	31.20
N2-4513—GOAT GAME	O.S..	15.60
N2-4517—JOLLYTIME DOMINOES	O.S	15.60
N2-4563—PIRATE & TRAVELER	O.S	31.20
N2-4681—OLD MAID	O.S	8.00
N2-4719—ANAGRAMS .... (O.S Each .48) 3 doz. in ctn.	N.B.	4.80
N2-4720—DELUXE ANAGRAMS	O.S	23.40
N2-4751—CHINESE CHECKERS	O.S	31.20
N2-4817—UNCLE WIGGELY .	O.S.	15.60
N2-4920—GAME OF STATES.........	O.S	31.20
N2-4921—DELUXE CANDYLAND	O.S	15.60
N2-4927—JR. COMBINATION GAME BOARD.	O.S	15.60

HOBBY AND PUZZLE PASTIMES

	Packing	Doz.
N2-25 —TOY TOWN PEG BOARD	O.S.	31.20
N2-42 —FARM ANIMALS ..	O.S.	24.00
N2-4004—SECTIONAL ANIMALS ..	O.S.	8.00
N2-4005—SECTIONAL BIRDS .	O.S.	8.00
N2-4010—MAGIC MARY DOLLS................	O.S.	15.60
N2-4124—HOWDY DOODY SEWING KIT.......	O.S.	8.00
N2-4264—U. S. WORLD MAP PUZZLE	O.S.	23.52
N2-4307—FARM SCENE PUZZLE ASST...........	O.S.	9.60
N2-4324—REDSKIN FINGERPAINTS DELUXE.	O.S	31.20
N2-4325—REDSKIN FINGERPAINTS	O.S.	15.60
N2-4476—HAMMER & PEG BOARD	O.S.	31.20
N2-4504—FINGER BEADS ....(O.S. Each 1.60) 3 doz. in ctn.	N.B.	19.20
N2-4507—LITTLE TOTS ASST........................	O.S..	4.80
N2-4509—FLUFFY YARN SEWING CARDS.........	O.S	8.00
N2-4516—ANIMAL FUN	O.S.	15.60
N2-4518—FLUFFY YARN SEWING CARDS DELUXE	O.S..	15.60
N2-4611—CROXLEY PUZZLE	O.S.	8.00
N2-4806—U. S. WORLD PUZZLE........	O.S.	15.60

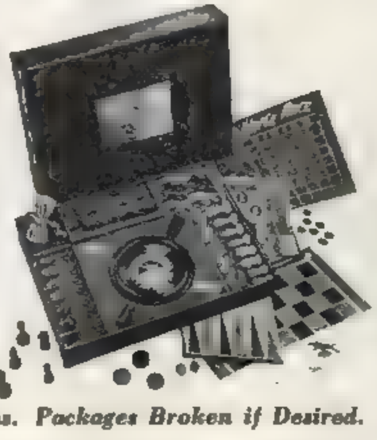
A Selection of . . .

FAST SELLING TV GAMES

Nationally Advertised on Popular TV Shows!

Take advantage of national advertising through the most compelling medium Popular programs lend their names and characters to high quality games!

N5958—"DOWN YOU GO." ½ doz. O.S......................Doz. **48.00**
N5203—"BREAK THE BANK." 1 doz. O.S......................Doz. **45.60**
N5201—"2 FOR THE MONEY." 1 doz. O.S.................. Doz. **61.20**
N5202—"MASQUERADE PARTY." 1 doz. O.S..................Doz. **45.60**
N5916—"DOLLAR A SECOND." 1 doz. O.S.....................Doz. **45.60**
N5915—"BEAT THE CLOCK." 1 doz. O.S......................Doz. **61.20**
N5798—"WINKY DINK" Magic Set. 2 doz. O.S...............Doz. **40.00**



PLAYERS CHOICE

8 Games In 1 . . . $5.98 Retail

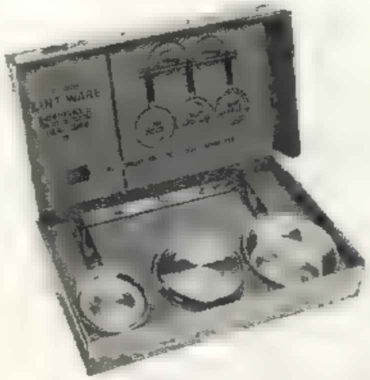
- Chess
- Checkers
- Backgammon
- Horse Race
- Chuck-A-Luck
- Chips
- Roulette
- Dice

Set contains plastic chessmen, plastic checkers, chess-checkerboard, backgammon board and pieces, horserace layout and plastic horses, 100 assorted color unbreakable chips, dice, black plastic roulette bowl with silver-plated spinner and silver-plated plastic chuck-a-luck on black base with dice. In sturdy storage box 17½x13x3 in. with game book.

N5483. . . .. .Each **8.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

COOKING UTENSILS *of Quality*



Ekco

Revere

"Flint-Ware" 6-Pc. Starter Sets

Guaranteed by Mfr. for 15 Years . . . $20 95 F T.R.

Set consists of 7 in. skillet, 2 qt. saucepan with cover which also fits 7 in. skillet, 1 qt. saucepan with cover and hanging rack. Black plastic handles and knobs. Made of triple layer Vanadium stainless steel, easily cleaned without abrasives. Perfect-fitting Vapor-Seal covers and radiant heat core allow waterless cooking. Each set in gift box.

HE7656 . . . .1 to 11 sets Set **27.94**
12 to 23 sets Set **26.54**
24 or more sets Set **25.14**

Revere's NEW "Good Cook" Set

Beautiful Display Carton . . . $26.50 F.T.R.

Set includes. 1 qt. covered sauce pan, 1½ qt. double boiler, 8 in. covered French chef skillet, 4-cup egg poacher inset, 6-pc. set solid copper hangers. Revere's copper-clad stainless steel ware Heatproof contoured handles with rings for decorative hanging. Each set in beautiful blue and maroon gift box 9 lbs 2 oz

H4-1800 ....Set **35.34**
2 to 4 sets Set **33.98**
5 or more sets Set **31.80**

Revere's NEW "All-Purpose" Set

Fills Every Kitchen Need . . . $42 50 F.T.R

Set includes 1 qt. covered sauce pan, 3 qt. covered sauce pan, 1½ qt. double boiler, 8 in. covered skillet with egg poacher inset, 10 in. covered skillet and 6 pc set solid copper hangers. Revere's copper-clad stainless steel ware. Heatproof contoured handles with rings for decorative hanging Each set in red and [illegible] gift box 16 lbs 4 oz

H4-2200 . . ..Set **56.66**
2 to 4 sets Set **52.42**
5 or more sets Set **51.00**

NATIONAL SILVER CO.'S

Stainless Steel Tableware

24 Piece Set . . . Service for 6

$22.95 Retail

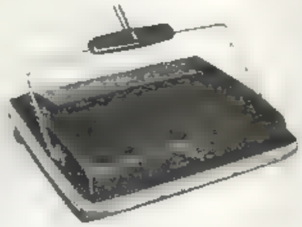
Set consists of 6 Teaspoons, 6 Oval Soup Spoons, 6 Serrated Knives, and 6 Forks

H3500 Set of 24 pcs. N. B.
Set **30.60**
Quan. of 12 sets Set **27.54**

INDIVIDUAL PIECES

	1 doz. N B Doz.	Quan. 4 doz Doz
H3501—Teaspoons	13.60	12.20
H3502—Oval Soup Spoon	16.00	14.40
H3503—Fork	16.00	14.40
H3504—Salad Fork	16.00	14.40
H3505—Iced Tea Spoon	16.00	14.40
H3506—Table Spoon	16.00	14.40
H3507—Serrated Knife	16.00	14.40

BISSELL "SWEEPMASTER"



$14.95 Retail

One easy-empty dust pan at back . . . control dial in front adjusts to thick or thin rugs Inca Green, Navajo Blue, Smoke Gray or Aztec Copper Each in ctn. 5½ lbs

H4084... .... Each **19.10**

IMPORTED TEAPOTS

Chrome Plated Aluminum

4-CUP TEAPOT imported from England

Retail $2.98

Capacity, 4 five-ounce cups. Hammered chrome plated aluminum Black plastic handle and cover knob. Each in ctn.

H425 ....Each **4.00**

"TEAKOE" . . . 2 to 8 Cup Pyrex Tea Pots

May Be Asstd. for Quantity Prices

Made of heat-resistant Pyrex Glass with protective shell of heavy stainless steel Hinged cover and heat resistant Bakelite handle. Stainless steel infusion basket. Beautifully styled for table use

H455 —4-Cup...$5 49 Retail. Each **7.32**
Lots of 6 Each **6.60**

H453 -8-Cup...$7 95 Retail. Each **10.60**
Lots of 6 Each **9.54**

TALLSCOOP MEASURING SPOONS

Asstd. Colors

4 Spoons & Rack . . . $1.00 Retail

Made of bright anodized aluminum, asstd. red, blue, green and gold and all copper sets. **Tablespoon,** 7 in. long **Teaspoon,** 6½ in. long. ½ **teaspoon,** 8 in. long ⅓ **teaspoon,** 5¾ in long 4¾ in copper rack. Each set on card

H3348——O.S. Doz. sets **16.00**
1 doz. sets asstd. colors N.B.
Doz. sets **14.40**

BATHROOM SCALES

"Hanson" Scale . . . 250 Lb. Capacity

Linoleum Top . . Enamel Trim . . . $7.95 Retail

11¾x9¾x3 in. high. Platform covered with marbleized linoleum in white, black, blue, maize, green, or pink. Enamel trim. Easy-to-read magnified dial. Each in ctn 8 lbs. Please specify color.

H21-622 .. ..Each **10.60**
Lots of 12 Each **9.54**

Same as Above, ALL CHROME . . . $10.95 Retail

H21-633 ... .Each **14.60**
Lots of 12 Each **13.14**

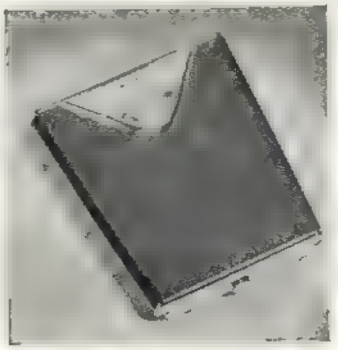
May Be Asstd. for Quantity Prices

New "Health-O-Meter" Scale . . . 260 Lb. Capacity

With Carrying Handle . . . $8.95 Retail

11¾x9¾x3¾ overall height. Platform covered in two-tone live rubber. Chrome plated handle in center of platform allows for easy lifting without affecting weight mechanism. Baked enamel frame in white, black, rose or yellow. Easy-to-read magnified dial. Each in ctn 8¼ lbs Please specify color.

H3692. . ...Each **11.50**



The Borg "Flight" . . . 250 Lb. Capacity

"Binocular" Dial for Easy Reading . . . $15.00 Retail

10 in. wide at top, 8¾ in. at bottom x 11¾ in. long x 2 in. high. Chrome plated base and frame with **jet black, cloud white, sky blue, sun yellow, dawn pink** or **sea green** vinylite platform. Each in gift box 8 lbs.

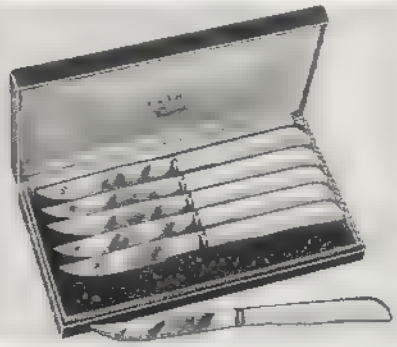
H3699—Please Specify Color.....Each **20.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

Friar IMPORTED STEAK SETS

Stainless Steel Cutlery with the Amazing Self-Sharpening Edge!

Exclusive cutlery with multiple edges which provide 82 'teeth' to grip meat securely. Self-sharpening so designed that cutting action itself is sharpening action as well. Highest grade stainless steel, polished and finished the Sheffield way

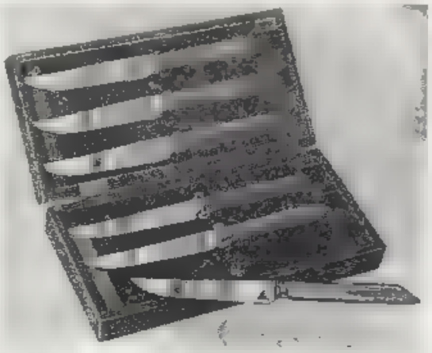


6 PC STEAK SETS . . . WHITE HANDLES

$12.95 Sug. Ret.

Knives have pointed 4½ in. blades White molded handle with comfortable grip. Attractive velvet and satin lined hinged gift box 1¼ lbs

KJ3180.............................Set **16.00**



6 PC. STEAK SETS—BRITISH CAPEHORN HANDLES

17.00 Sug. Ret.

Knives have pointed 4½ in blades British Capehorn handles (simulated wood) in contemporary design. Hinged walnut gift box with sections for individual knives. 2¼ lbs

KG3046.............................Set **21.60**

6 PC. STEAK SETS . . . PEARLEX HANDLES

$17.00 Sug. Retail

Knives have pointed 4½ in blades. "Pearlex" molded grip handle Deluxe velvet lined gift box. 1½ lbs

KL3780 . . . . Set **21.60**

HAMBURGER PRESSES

"Chef" Hamburger Presses

Retail $2.95

5½x9 in. Made of cast aluminum with buff finish Forms thin patties or thick ones Each in box with instructions, 1½ lbs

H3740———O.S. . . . . . .Doz. **47.20**

Quan of 1 doz Doz. **42.88**

"MELMAC" PLASTIC DINNERWARE

NOW WITH COLORFUL MODERN DESIGN!

"BROOKPARK" FANTASY PATTERN

Brown & Gold on White or Green & Blue on White

GIFT BOXED!

Each set is Attractively Packaged in Colorful Gift-Display Box

Made of break-resistant Melmac wonder-plastic

16-PC. STARTER SETS . . . $17.95 Retail
Set consists of 4 dinner plates 10 in., 4 cups, 4 saucers and 4 dessert bowls. Plates and saucers are decorated, cups and dessert bowls are plain. Set in ctn., 6 lbs

H32-HS16—Specify Color

Set **23.94**

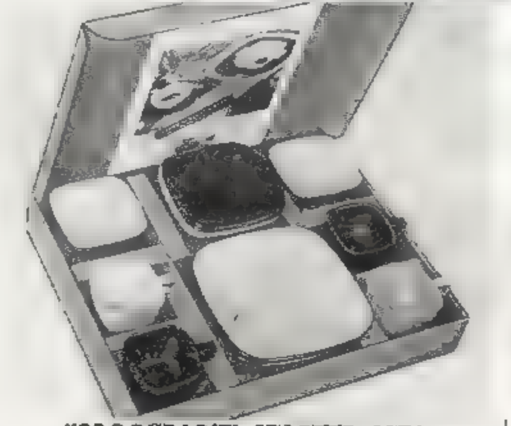
Lots of 4 sets Set **21.54**

20-PIECE SETS . . . $29.95 Retail
Set consists of 4 dinner plates, 10 in.; 4 salad plates 8 in 4 bread & butter plates 5 in., 4 cups and 4 saucers All pieces are decorated except cups. Cups are plain white Set in ctn 8 lbs.

H32-HS20—Specify Color

Set **39.94**

Lots of 4 sets Set **35.94**



"BROOKPARK" STARTER SETS

16 Pc. Set . . . Service for 4 . . . $15.95 Retail

Modern square design in beautiful colors burgundy, chartreuse, emerald, pearl gray, pink and black. Made of break resistant Melmac wonder plastic, actually hard to chip or break. Light and easy to handle Set consists of the following in solid color or asstd.. 4 dinner plates, 10 in. diam, 4 fruit dishes, 4 cups and 4 saucers. Set in gift box. 7 lbs

- **H32-BS-16-1**—Chartreuse
- **H32-BS-16-2**—Emerald
- **H32-BS-16-3**—Burgundy
- **H32-BS-16-4** Pearl Gray
- **H32-BS-16-5**—Asstd. Colors
- **H32-BS-16-6**—Pink & Black
- **H32-BS-16-6**—Pink
- **H32-BS-16-7**—Black

Set **21.26**

Lots of 6 sets Set **19.14**

Color FLYTE
AS SEEN ON
TELEVISION

"COLOR FLYTE" STARTER SETS

16 Pc. Set . . . Service for 4 . . . $14.95 Retail

Made of miracle Melmac . . . chip proof and almost indestructible. Not affected by boiling water. Bright fade proof colors, mist gray, spray lime, glow copper and glade green. Set consists of the following in solid color or asstd.: four 10 in. plates, four 8 oz. cups, four saucers and four bread and butter plates. Set in attractive gift box, 7 lbs.

- **H28-520-1**—Spray Lime
- **H28-520-2**—Glade Green
- **H28-520-3**—Glow Copper
- **H28-520-4**—Mist Gray
- **H28-520-5**—Rainbow

Set **19.94**

Lots of 6 sets Set **17.94**

Thousands of HOUSEWARES GIFTS

in this Catalog, No. 551

McClurg's

FEATURING

Housewares

ORDER NOW

from this Big Catalog!

See Our No. 551 Catalog for Open Stock of Brookpark" and "Color-Flyte" Dinnerware

"NOMA" TREE LIGHT SETS

MULTIPLE TREE LIGHTS . . . INDOOR and OUTDOOR

With or Without Safety Fuse Plug

The Safety Fuse Plug protects the entire tree from possible short circuits or overloading. Fuses are replaceable. Extra fuse included in each set.

SAFETY PLUG

NOMA
SAFETY PLUG

**LAMPS
BURN
INDEPENDENTLY**

INDOOR SETS—3 SIZES

C7½ lamps with candelabra bases. Equipped with washers to keep lamps tight in sockets: prevents trouble from metallic decorations. Wires sealed in sockets, berry beads, add-on connector for attaching additional sets. 3-ft. lead cord. Lamps spaced 18 in. apart. Each set in box

25-LIGHT SETS
With Safety Fuse Plug

N9-3425SF ....Set	**14.28**
Lots of 24 sets Set	**13.60**

15-LIGHT SETS
With Safety Fuse Plug

N9-3415SF . . .Set	**8.40**
Lots of 24 sets Set	**8.00**

Without Safety Fuse Plug

N9-3415 ....Set	**7.98**
Lots of 24 sets Set	**7.60**

7-LIGHT SETS
With Safety Fuse Plug

N9-3010SF ....Set	**3.92**
Lots of 24 sets Set	**3.74**

Without Safety Fuse Plug

N9-3010 ....Set	**3.64**
Lots of 24 sets Set	**3.46**

OUTDOOR SETS—3 SIZES

C9¼ intermediate base weatherproof lamps. Plastic coated wire. Straight line construction. Spring contact keep lamps snug and rubber washers seal out moisture. 18 in. spacing. 3-ft. lead cord and add-on connectors for attaching additional sets. Each in box.

25-LIGHT SETS
With Safety Fuse Plug

N9-3025SF ....Set	**18.06**
Lots of 24 sets Set	**17.20**

15-LIGHT SETS
With Safety Fuse Plug

N9-3215SF ....Set	**10.92**
Lots of 24 sets Set	**10.40**

Without Safety Fuse Plug

N9-3215 ....Set	**10.50**
Lots of 24 sets Set	**10.00**

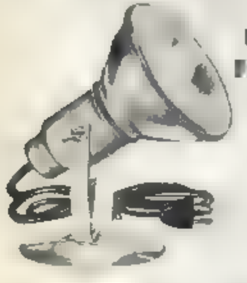
7-LIGHT SETS
With Safety Fuse Plug

N9-3005SF .... Set	**5.18**
Lots of 24 sets Set	**4.94**

Without Safety Fuse Plug

N9-3005 ....Set	**4.90**
Lots of 24 sets Set	**4.66**

SETS MAY BE ASSORTED FOR QUANTITY PRICES



HOLIDAY FLOODLITE UNITS

For Indoor or Outdoor Use

**Heat-Resisting Lenses
In 4 Colors
For Ground or Surface Mounting**

**For Lighting
Barbecue Pit Garden...Walks
Driveway Holiday Display**

Floodlite unit consists of heavy gauge steel "Utilite" with weatherproof finish, sturdy base plate for surface or outlet box mounting, spike for ground mounting, 6 ft. cord and plug, heat-resisting colored lens, lens holder, lamp gasket and 150 watt PAR-38 floodlamp. Each unit in box

5-4177—RED LENS **5-4178**—GREEN LENS **5-4179**—BLUE LENS **5-4180**—AMBER LENS	**Each 8.40** Lots of 6 **Each 7.56**

May Be Asstd. for Quantity Prices

OUTDOOR STARS

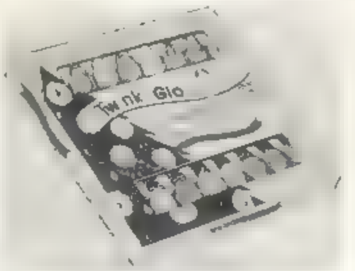
With 10 Colored Lights

Fully Weatherproofed

16 in. diam. Sturdily constructed metal star with ivory color finish. Comes with 10 colored lights with C9½ intermediate base. Rubber washers keep moisture out and lamps tight. Complete with cord, plug and add-on connector for attaching additional decorations. Each in ctn. 3 lbs.

N9-36...................Each	**14.00**

CHRISTMAS LIGHTS



"TWINKL-GLO" TREE LIGHTS

Flash On-and-Off *INDIVIDUALLY*

Not the whole strand at a time but the individual lamps flash on-and-off! Fully weatherproofed for outdoor or indoor home or commercial use. Complete with add-on connector and C9½ lamps in asstd. colors. Each set in colorful display box

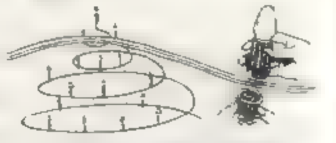
7-Lite Twinkl-Glo Sets

N9-950C...............Set	**6.00**

15-Lite Twinkl-Glo Sets

N9-960C .... Set	**12.50**

MAGIC!
AMERICA'S NEWEST and SAFEST LIGHT SET



"ON-A-LITE" TREE LIGHTS

***Just String the Cord As Desired
Then Place Lights ANYWHERE on the Cord***
**FIREPROOF—FOOLPROOF—SHOCKPROOF
FOR OUTDOOR or INDOOR USE**

Lights work independently wherever they are placed along cord. Set consists of green weatherproof, movable sockets with C7½ lamps in assorted colors, rubber covered parallel wire and add-on connector. As many as 115 lights may be used to one wall outlet. UL approved. In colorful display boxes

7-LIGHT "ON-A-LITE" SETS

7 sockets 7 bulbs in asstd. colors, 12 ft. cord

5-4100 ....Set	**4.40**
50 sets in ctn. N.B. 40 lbs. Set	**4.30**

14-LIGHT "ON-A-LITE" SETS

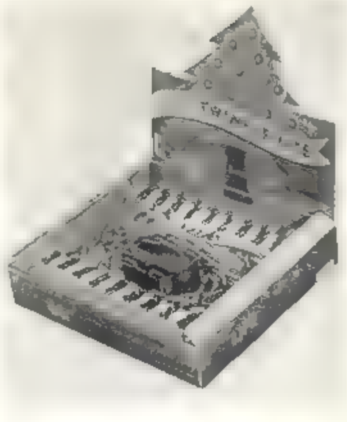
14 sockets 14 bulbs in asstd. colors, 25 ft. cord.

5-4101 ....Set	**8.70**
12 sets in ctn. N.B. 19 lbs. Set	**8.50**

"ON-A-LITE" SOCKETS ONLY

3 weatherproof sockets in Pliofilm bag. For use with On-A-Lite sets or with any parallel extension cord.

5-4102—25 pkgs. in display box N.B. ....Pkg.	**.90**



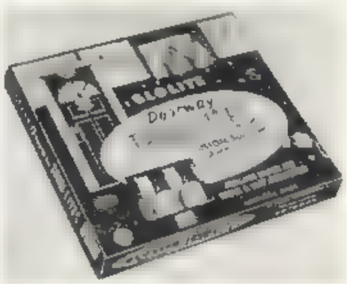
"TWINKLE LITE" TREE LIGHTS

20 Clear Blinker Type Lamps

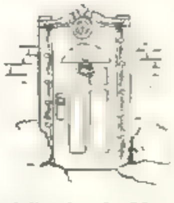
With 6 Volt Transformer

20 clear, 6v blinker type lamps. Miniature screw base, candelabra wiring, with a series base screw shell and bakelite husks with clips. Outfit complete with 6v transformer providing necessary voltage so that sets are 'multiple' and if one bulb burns out, the rest remain burning. Each set in colorful display box

5-4140...................Set	**12.60**



Doorway TRIM LITES



***Custom-Tailored
12 Lights***

Constructed with especially placed add-on plug at center, 1 at one end and tri-plug at other end for easy attachment of auxiliary decoration. Fully weatherproof. Complete with 12 weatherproof C9½ lamps in asstd. colors and special insulated staples for easy application. In attractive display ctn

N9-912...................Set	**8.40**

EXTENSION CORD SETS

"No-Shok" Safety Extension Cord
With Safety Duplex Receptacle

Receptacle of durable brown plastic with patented "No-Shok" self-closing rotary cap that snaps shut when plug is pulled out. Keeps out dust and dirt . . . protects children from shocks and burns and eliminates short circuits. U.L. Approved. Each on display card

12 Foot Cord Set

N2405 . .. .Each	**1.40**
5 in ctn. Each	**1.20**

9 Foot Cord Set

N2404 ....Each	**1.30**
5 in ctn. Each	**1.10**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

ARTIFICIAL CHRISTMAS TREES

Tall White Visca Trees
Two Large Sizes . . . Flame Resistant

Attractive white visca trees with sturdy heavy wire construction. Branches may be shaped as desired. Weighted white wooden bucket base with metal hoops. A really gorgeous appearance for use by itself or when decorated to individual taste.

5 Ft. White Visca Trees
T1502—Ship. wt. 7 lbs.
Each **16.00**

6 Ft. White Visca Trees
T1503– Ship. wt. 10 lbs.
Each **20.00**

Tall Silver and White Trees
Two Large Sizes . . . Flame-Resistant

Fade and flame-resistant plastic tree with silver and white needles. In weighted wooden frosty-white base. Sturdy heavy wire construction throughout for easy shaping. For use by itself or with decorations.

4 Ft. Silver and White Trees
T1504—Ship. wt. 7 lbs
Each **10.00**

5 Ft. Silver and White Trees
T1505 Ship. wt. 9 lbs.
Each **20.00**

HOLIDAY CORSAGES

For that Holiday

Asstd. Pin-on Corsages
4 Styles . . . 12 on Display Card

Approximately 4¾ in. long, 8 in. wide Christmas corsages. Green stem with different colored pine cones, bells, berries and ornaments. All with red bow. Colorful display card 12½x18 in.
5-4009—1 doz. asstd. N.B.
Doz. **4.80**

TREE BLANKETS & ARTIFICIAL SNOW

54x14 In. Snow Quilts
¾ in. thick sheet of soft white cotton batting. Flame resistant. In handy paper-wrapped roll.
T1514 6 doz. rolls N.B.
Doz. rolls **3.60**

"Magic" Snow Flakes
Dispenser Type Can
Sprays Snow!
Decorate Trees,
Windows, Center Pieces,
Packages

Handy 10 oz. bomb type can. Just press button and out comes sparkling white flakes. Adheres readily to windows, trees, center pieces, packages, etc. Use indoors and outdoors.

T1522—1 doz. N.B. Doz. **14.40**

White "Stardust" Tree Blankets
Flame Resistant . . 2 Sizes

Soft glazed surface white cotton blankets trimmed with glittering foil star dust. Each in cellophane bag.

16 In. Wide x 64 In. Long
5-4130—1 doz. banded N.B.
Doz. **8.00**

32 In. Wide x 64 In. Long
5-4131—1 doz. banded N.B.
Doz. **16.00**

Plastic SNOW

Plastic Snow
¼ Oz. Cellophane Bag

Sparkling white plastic snow in cellophane bag. For sprinkling around Christmas trees, on decorations, etc.

T1521 3 doz. N.B.....Doz. **3.60**

CHRISTMAS TREE DECORATIONS

FIREPROOF TINSEL ROPE GARLANDS

Assorted Sizes and Colors

Sparkling tinsel rope garlands, brilliant and fireproof. Tinsel catches and reflects colored light. Packaged for display merchandising.

¾ In. Wide, 12 Ft. Long . . . Cellophane Pkg.

5-4120—Silver	2 doz. N.B.	Doz.	**3.60**

1 In. Wide, 18 Ft. Long . . . Cellophane Pkg.

5-4121—Silver	1 doz. N.B.	Doz.	**7.20**

2 In. Wide, 15 Ft. Long . . . Display Box

5-4122—Silver	1 doz. N.B.	Doz.	**14.40**
5-4123—Turquoise	1 doz. N.B.	Doz.	[redacted]
5-4124—Chartreuse	1 doz. N.B.	Doz.	**15.60**
5-4125—Pink	1 doz. N.B.	Doz.	[redacted]
5-4126—Light Blue	1 doz. N.B.	Doz.	**15.60**
5-4127—Gold	1 doz. N.B.	Doz.	**15.60**

SILVER LEAD FOIL ICICLES

Shimmering silver icicles made of lead foil. Absolutely fireproof. In lithographed window box.

	Lgth.	Wt. per box	Packed		
5-4157	18 in.	¾ oz.	O.S.	Doz. bxs.	**1.44**
T1517	18 in.	¾ oz.	1 gro. bxs. N.B.	Gro. bxs.	**17.28**
5-4158	24 in.	2¾ oz.	O.S.	Doz. bxs.	[redacted]
T1518	24 in.	2¾ oz.	6 doz. bxs. O.S.	Doz. bxs.	[redacted]
5-4159	36 in.	7 oz.	O.S.	Doz. bxs.	**8.00**
T1519	36 in.	7 oz.	2 doz. bxs. N.B.	Doz. bxs.	**7.60**
5-4160	48 in.	1 lb.	O.S.	Doz. bxs.	[redacted]
T1520	48 in.	1 lb.	1 doz. bxs. N.B.	Doz. bxs.	[redacted]

TREE STANDS

Rotating Musical Tree Stands

- **First Switch Lights Tree!**
- **Second Switch Rotates Tree!**
- **Third Switch Starts Music Box!**

19 in. diam. tip-proof base of solid heavy gauge steel. Baked gold enamel finish. Firmly grips trees from 1 to 5 in. in diam. . . . no need to use tools. Water reservoir keeps tree fresh. Noiseless sealed gear motor rotates at 1½ revolution per minute. Fine Swiss music box run by synchronous motor plays both *"Silent Night"* and *"Jingle Bells."* Bakelite switch box has toggle switches allowing features to work singly or in combination. Operates on AC only. Each in ctn. 15 lbs. $34.95 Retail.

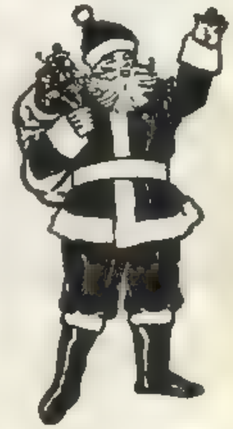
T1516 .Each **46.60**

Tree Stand with Winter Scene

19½ in. diam., 5⅝ in. high. Heavy steel construction throughout. "U" shaped channel and 3 adjustable thumb screws firmly hold tree. Large capacity water reservoir with convenient side opening for filling. Winter scene beautifully lithographed on stand in white, red, green, gray and black. Each in ctn. 6 [illegible]

T1533 ....Doz. **60.00**

SANTA CLAUS SUITS



Made of Red Duvetyn
Medium (38-40) and Large (42-44) Sizes

WHITE DUVETYN TRIM OUTFIT

Soft red duvetyn suit and hat with white duvetyn trim. Black imitation oilcloth boots and belt. Santa's mask with white wool hair and beard. Please specify size.

N6123................Each **12.00**

WHITE PLUSH TRIM OUTFIT

Soft red duvetyn suit and hat with white plush trim. Black plastic boots and belt with large silver buckle. Lifelike white woolen wig, beard, moustache and eyebrows. Please specify size.

N6124 Each **17.20**

N.B.: Indicates Standard Packing Units, "Not Broken."

"REMINGTON" ELECTRIC SHAVERS . . . *For Men and Women*

May Be Assorted to Obtain Quantity Prices

"THE 60 DELUXE" . . . Now with MORE Power

More Cutting Blades . . . Fair Trade Retail $29.50

6 Cutters Each 2 In. Long . . . 50% More Cutting Operations

New, extra long twin shaving heads have more whisker slots more diamond-honed cutting blades than any other shaver Mounted on contour plate New slip-on hair pockets. Light in weight, easy to handle. **AC or DC.** Each in gift box

K60-6 ....Each **38.34**
Lots of 3 or more **Each 35.40**

The NEW "AUTO-HOME" Remington 60 Deluxe

New Deal Voltage Model 60

For 6 and 12-volt Battery or 110-Volt Current

$31.50 Fair Trade Retail

Works equally well on automobile battery circuit and 110 volt AC DC household current. Merely switch lever to use in auto or home 3 extra long blue streak heads. Equipped with adaptor plug for socket of auto lighter Each in black and gold jeweler's gift case

KS653-6V -For 6-Volt Battery
KS653-12V For 12-Volt Battery
Each **40.94**
Lots of 3 or More **Each 37.80**

The NEW "DUCHESS" LADIES' SHAVER

In Jeweler's Gift Case

$21.50 Fair Trade Retail

Removes long or short hair, safely and easily Plastic housing in choice of Peppermint pink or Wedgewood blue. 3 pink streak heads. Contour mounted. AC-DC motor for 110-volt current. 6 ft cord. Each in smart black and gold polka dot jeweler's case lined with pink plush

KS-604 Peppermint Pink
KS-614—Wedgewood Blue
Each 27.94
Lots of 3 or more **Each 25.80**

"NORELCO" ELECTRIC SHAVER

Norelco
$24.95

Twin Head Electric Shavers

Made in Holland

$24.95 Suggested Retail

- **Lightweight . . . Rotary Action**
- **One Year Warranty Certificate**

Head design speeds up shaving by exposing 20% more beard area to the 6 high speed self-sharpening cutters Cutter head lies flat on the face. Gives close, smooth shaves. Gets every short, long curly or straight whisker Quiet fast cool-running RPM brush type motor needs no lubrication. Head slips off for easy cleaning. Detachable cord **AC or DC**

KS759 ....Each **32.44**
Quan. of 6 **Each 29.94**

"TOP" ELECTRIC SHAVER

In Handsome Plastic Case

Made in Switzerland

$9.95 Suggested Retail

The "Top" shaver is an electric shaver that is manufactured in Switzerland along precision lines by skilled Swiss craftsmen "Top" uses same type of vibrator motor that is used in popular brand shavers. "Top" is equipped with self-sharpening watch-spring steel blades, and is fully guaranteed by mfr for 1 year 110 volt **AC** only. **Newspaper Mats on Request.**

KS659..1 to 5 **Each 13.30**
6 to 23 **Each 12.44**
24 and up **Each 11.94**

with handsomely designed case

can easily be put up on any wall

WAHL "HAND-E" VIBRATOR

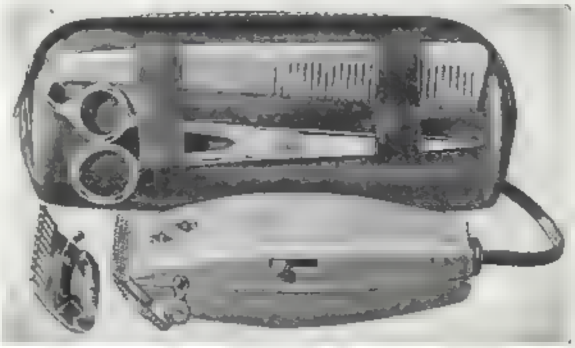
$7.95 Suggested Retail

- **Lightweight**
- **4 Attachments**
- **U. L. Approved**
- **White Nylon Case**

Home vibrator , the lightest, most compact massage outfit of its type' 6 in long and 3 in wide, overall White nylon case and 90 in long heavy duty electric cord Has all the power and durability of larger models. **Four easily changeable attachments** Each attachment has a different service **the face, the scalp, the body and legs.** Handy 'off' 'on' switch Requires no oiling or adjusting 110V A C **only** In attractive 7½ in sq box

KM3851 (Mfr. Model E).....**Each 10.60**
6 or more **Each 10.10**

DELUXE HOME BARBER KITS



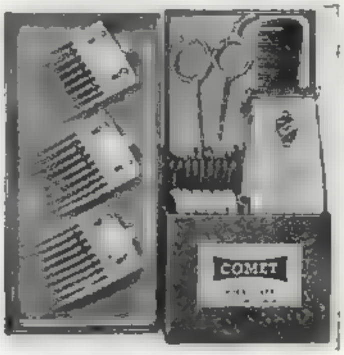
$14.95 Suggested Retail

- **Electric Hair Clipper**
- **7½ In. Barber Shears**
- **7½ In. Barber Comb**
- **Metal Tapering Comb**
- **In Plastic Zipper Case with Haircutting Instructions**

Plastic case with zipper compartments contains popular Model 52 "Home Clip" electric hair clippers (operates on **AC or DC**) with new adjustable feature 7½ in barber shears 7½ in barber comb and metal tapering comb. Each in box.

KS3846......................................Set **19.94**

7 PC. HOME BARBER SET



$15.95 Suggested Retail

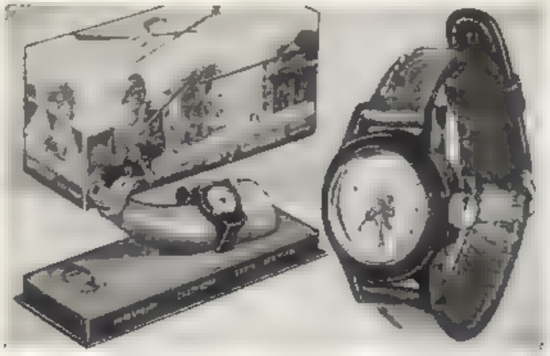
- **Electric Hair Clipper**
- **7½ In. Barber Shears**
- **7½ In. Barber Comb**
- **Tapering Comb**
- **3 Different Sizes of Hair Cutting Combs**

Set contains Comet electric clipper, 7½ in. chrome plated barber shear, 7½ in. tapered barber comb, plastic tapering comb and 3 sizes of hair cutting combs H-1 ⅛ in. H-2 ½ in and H13 in. For 110-volt AC DC U L approved Complete with instructions in display and storage case.

KS3847...................... .Set **21.26**

See Catalog No. 551 for Large Selection of Knives, Shears and Barber Sets

"Davy Crockett" WRIST WATCHES



"Ingersoll" Watch in Striking Frontier Display

Davy's Picture on Dial . . . Powder Horn Mounting . . . $6.95 Retail

WATERPROOF! DUSTPROOF! SHOCK RESISTANT!

Never before seen an [illegible] "Ingersoll" watch with picture of Davy Crockett on dial. Forest green plastic case, adjustable genuine leather strap decorated with silver pioneer symbols. Each mounted on plastic powder horn in colorful frontier design box. Powder horn can be used to simulate animal call.

K1198 .... Each **9.74**

Note: See Catalog No. 551 for Other Juvenile Character Watches

"Pluto" ACTION CLOCKS

Moving Eyes and Tongue

$10.95 Retail

[illegible] high, 5 in. wide. Plastic case. Quality, wearing Nylon gears. [illegible] Luminous bone hands and eyes. Eyes roll and tongue moves. Yellow body, red tongue and face with white [illegible] black nose and ears [illegible] attached. Each in gift ctn.

C9629 .... Each **13.20**

Quan of 6 Each **11.94**

"Wafer" Electric Wall CLOCKS

Currently the LOWEST Priced Copper and Chrome Wall Clocks

Ideal for Home or Office

■

Smartly Designed by Dreyfuss

•

$4.95 Retail

Operates on 60 Cycle . . . 110-120 Volt AC

8½ in. diam., 5 in. dial. Dreyfuss designed, wafer-thin, one piece metal case in choice of chrome or copper finish. Black hands and numerals on white face. Red sweep second hand. Mfr. one-year guarantee.

C17-174—Please specify finish.......... Each **6.44**

Quan of 6 Each **6.18**

"SETH THOMAS" CLOCKS

"Homestead" Banjo Clocks

24¾ In. High, 6½ In. Wide . . . 4½ In. Dial

Electric or 8-Day Movement

The fine characteristics of Simon Willard's Early American clocks are retained in this charming reproduction. Wood case with brass trim. Each in ctn. 5 lbs.

Electric Retail $32.50	8 Day, 4 Jewel Keywound Retail $37.50
C12-307—Mahogany	**C12-806**—Mahogany
C12-308—Maple	**C12-807**—Maple
Each **40.62**	Each **46.88**
Lots of 6 Each **39.00**	Lots of 6 Each **45.00**

"Silhoutte" Electric Wall Clock

Retail $14.95

10½ in. diam., 2⅛ in. deep. Plastic case of blacksmith black with futuramic hands of sprayed golden bronze. Polished brass spheres and jet black sticks mark the hours. An ultra modern wall clock that complements the home and office as well. Each in ctn. 2¼ lbs.

C12-304 .... Each **19.74**

Lots of 6 Each **18.24**

"Baxter" Electric

$19.95 Retail

8½x4¼x2¼ inches. Solid mahogany case with polished brass side pieces, sash and base. 2-tone rectangular dial in ivory and silver finish. Black numerals and hands. Ship. wt. each 3¾ lbs

C12-106 .... Each **24.94**

Lots of 6 Each **23.94**

"Sharon Echo" Striking Clock

Mahogany Finish . . . $29.95 Retail

11 in. high, 6½ in. wide, 3⅞ in. deep. A graceful "little" Colonial electric clock with floral design in delicate pastel shades on dial background. Matching garland in lower panel. Black hands and numerals. Hour and half-hour bell strike. Each in ctn. 5 lbs.

C12-205 .... Each **37.44**

Lots of 6 Each **35.94**

CUCKOO WALL CLOCK

"Black Forest"

11x8 In. Overall Size

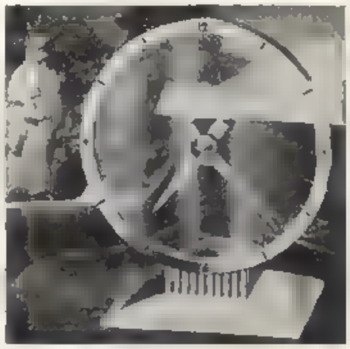
30 Hour Movement

Beautifully handcarved in natural wood case. Door opens and lifelike bird comes out, flaps wings, cuckoos the hours, single chirp on half hour. Also single chime on half hour and full chime on hour while bird cuckoos. Runs on pendulum and weight movement. Movement fully automatic. Cuckoo device adjusts itself when reset or hands are turned backwards. Each in ctn.

C9610—(S.R. $16.95). Each **21.00**

"GOLDEN HOUR"

The Mystery Clock with *Invisible Works Mechanism!*



Electric . . . Retail $23.95

8¾ in. overall height. 7⅛ in. diam. Base 6⅛ in. wide. 4½ in. long with non-scratch plastic base plate. Polished case, base and dial 24-karat gold plated, rich satin finish. Trim modern hands, numerals [illegible] can be read in the dark. Pre-tested for split second accuracy. Operates on 60-cycle 110-125 volt A.C. Complete with cord and plug. Each in box.

C9681 .... Each **29.46**

Quan. of 3 Each **28.74**

For Complete Line of

Clocks and Wrist Watches

See Our

Catalogs No. 551 and No. 553

TRAVEL ALARM CLOCK ASSORTMENT

Outstanding Value in a Travel or Boudoir Alarm

Arlen
TRAVEL ALARM CLOCKS

Genuine Leather Covered Cases

$5.95 Sug. Retail . . . Assorted Colors

Closed, clock measures 3 in. long, 3½ in wide; open, it stands 3⅝ in. high. Genuine Morocco grain leather covered cases asstd 3 brown, 2 red, 1 green. 90 day guarantee by mfr. Clear bell tone German alarm movement. Etched silver finish dial, gold numerals and gold finish bezel. Hands and markers for hours are luminous

K6-1400—Display of 6 N.B.

Display **46.56**

Federal Excise Tax Must Be Applied to the Sale of Clocks & Watches at Retail . . . to Be Collected and Reported by the Seller

"UNEEDA DOLLS"

"Dew Drop" Doll with Voice

Full Layette . . . She Cries . . . She Wets

16 in. all vinyl doll with rooted poodle style hair. **She cries tears . . . not from ducts, but directly from her eyes'** Layette includes lace trimmed organdie dress and bonnet in **pink** or **blue** rayon slip, clothespins, bottle & nipple Ivory soap, Kleenex tissues. Doll dressed in cotton jersey pants shirt and socks and vinyl shoes. Each in box 4½ lbs.

Y20-200..........**Each 13.20**

Snow Suit Doll with Voice

26 In. Tall . . . Open-and-Close Eyes

Latex body with jointed arms. Vinyl head with rooted poodle style hair. Eyes open and close. Dressed in **pink, blue** or **maize** snowsuit (or bunting) with matching hat . . . both trimmed with white rouching and pom-poms. Snap fastener closings. Each in box [illegible] lbs.

Y20-113...........**Each 13.20**

New Baby Trix Action Doll

She Cries . . . She Wets . . . She Sobs

16 in. all-vinyl doll with rooted poodle style hair. Press her stomach and arms and legs are activated. **Tears flow vertically . . . not from ducts, but directly from the eyes!** Doll dressed in cotton jersey shirt, pants, socks and vinyl shoes. Layette box includes lace trimmed organdie dress and bonnet in **pink** or **blue** [illegible] slip, clothespins, bottle & nipple Ivory soap Kleenex tissues. Each in box 4½ lbs

Y20-134.. . **Each 16.00**

TOY STOVES

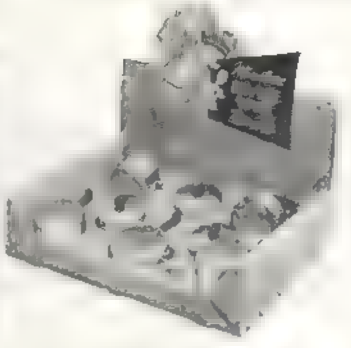
Deluxe Electric Range

Thermostat Controlled . . . Insulated Oven

12½x7x11 in. high range of metal with white enamel finish. Separate elements for [illegible]. **Thermostat controls baking temperature automatically . . . turns off oven element after baking heat is reached and holds baking temperature** Oven fully insulated. Includes cookie cutters [illegible] pan, cookie sheet, salt shaker pie pan and baking [illegible] Operates on 110 120 volt **AC** complete with rubber cord and recipe book Each in ctn. 13 lbs

T591...............**Each 13.00**

MINIATURE "REVERE WARE" SETS

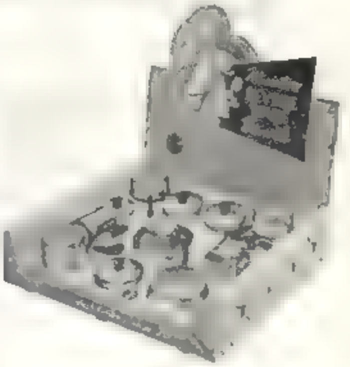


5-Pc. Sets

Beautiful **copper-clad stainless steel** miniatures. Can really be used for cooking' Set includes covered sauce pans **1 and 2 in. deep,** open skillet covered sauce pot with metal side handles and whistling tea kettle with trigger control. Cool bakelite handles and knobs; hanging rings. Each set in colorful play stove carton

Y2803—4 sets O.S. 8½ lbs.

Set **13.00**



7-Pc. Sets

Perfectly scaled to larger sets Beautiful **copper-clad stainless steel** Set includes 3 covered sauce **pans 1, 1½ and 2 in. deep,** open skillet, covered sauce pot with metal handles, whistling tea kettle with trigger control and coffee pot with cover. Cool bakelite handles and knobs; hanging rings. Each set in colorful play stove carton

Y2804 -3 sets O.S. 9 lbs.

Set **19.00**

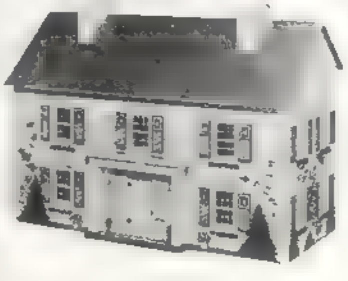
VACUUM CLEANERS

"Zimvac" Electronic Portable

Only **10x6x5** in. but it really cleans' High impact plastic case in **black** and **red**, metal mounted and encased 1/30 HP motor, 9 ft. extension cord, hose swivel and two attachments. Dust bag easily emptied and replaced. Not just a toy; fine for cleaning autos or stairs. 115V, AC DC. Each in ctn. 3½ lbs

Y2935 -$14.95 Ret., Each **20.00**

DOLL HOUSES



Early American Doll Houses

29¾ in. long, 21¼ in. high, 14 in. deep Two story 6 room doll house made of Gypsum hardboard Finished in white with red shutters and chimneys. Exterior stencilled in red, green and black designs. Painted floors stenciled to represent rugs and linoleums. Each in ctn 18 lbs.

T746.............. **Each 13.20**

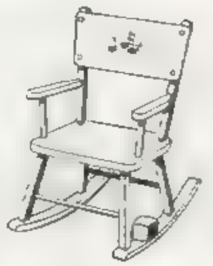
TOY CHESTS

Brass Nail Trim

30x15x15 in. roomy toy chest. All wood sturdy construction covered in padded Panama design Duran plastic . . . **red** or **green.** Handsome brass nail trim Lid has 2 chain supports. Handy tab opener Chest doubles as linen storage cabinet Each in ctn 25 lbs Please specify color

T645...............**Each 19.20**

MUSICAL ROCKERS



Swiss Musical Instrument

23 in. high. Seat 11x12½ in. Made entirely of hardwood. Rich looking wax birch finish. As child rocks. Swiss music box plays "Rock-A-Bye Baby Gay blue musical notes painted on back rest

T719—2 in ctn. N.B. 16 lbs.

Each **10.80**

PLATFORM ROCKERS

No-Sag Spring Seat

27 in. high. Seat 14x15½ in. Hardwood frame with buff finish. 3 no-sag 6 in. spring seat all cotton filled. Upholstered seat and back covered in **red** or **green** Panama design Duran plastic Cambric covered bottom. Shaped front wood panels. Each in ctn. 30 lbs **Please specify color.**

T643...............**Each 16.80**

Upholstered ROCKERS

With Upholstered Arms

25 in. high. 15x15 in. seat. 3 heavy 6 in. no-sag springs in seat. All cotton filled. Heavy thick back and arms upholstered in **red** or **green** Panama design Duran plastic. Hardwood frame buff finished Bolts countersunk in frame Easily assembled by anyone Shipped KD in ctn 20 lbs. **Please specify color**

T644 Each **19.20**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

EXCITING COOK and PLAY SETS!

Featuring Well-Known National Brands

DESSERT MIX SETS . . . $3.00 Retail

Jell-O Pudding & Gelatin . . . Pillsbury Pie Mix

Designed for making delicious miniature pies and puddings. Set contains: 1 pkg. pie crust mix, 1 pkg. chocolate and 1 pkg. coconut pie filling or pudding, 1 pkg. gelatin, CUT-RITE waxed paper, 2 pkgs. sugar sparkles, 2 pkgs. graham cracker crunch, 2 pkgs. vanilla cookie crunch, 2 pkgs. chocolate wafer crunch, 1 pkg. non-pareils, 2 pkgs. chocolate sprinkles, 1 pkg. toasted coconut, Jell-O mold, pie tin, rolling pin, spatula, mixing spoon, 6 dessert Crinkle cups, mixing bowl, 2 measuring spoons, sauce pan cook book. Each set in display box container 20x13x2 in.

N33-81—1 doz. O.S. 36 lbs . . . .Doz. **45.60**

CANDYMAKER SETS . . . $3.00 Retail

Junket Quick Fudge & Frosting . . . Kellogg's Rice Krispies

All the utensils and ingredients for junior candy making. Junket's national advertising campaign will feature this adorable set. Set contains: 3 boxes quick fudge (2 pkgs. in each) asbestos heating pad, cook book, roll CUT-RITE waxed paper, fudge form, Rice Krispies, 2 mixing spoons, spatula, Crinkle Cups, sponge, cake plate, candy box, ribbon, double boiler, aluminum foil, measuring spoon, measuring cups, decorations. Each set in display box container 20x14x2½ in.

N33-91—1 doz. O. S. 36 lbs. . . . . .Doz. **45.60**

CAKE MIX SETS . . . $3.00 Retail

Features Assorted Pillsbury Cake Mixes

A[illegible] set for any child who has outgrown the mud-pie age. Set contains 3 packets each chocolate, golden yellow and white cake mix, mixing bowl, mixing spoon, 2 measuring spoons, 2 layer cake tins, cup cake tin, 6 Crinkle cups, rotary beater, spatula, cake knife, 9 packets frosting, pan liners, 4 packets cake decorations and cook book. Each set in display box container 19½x12½x1¾ in.

N33-71—1 doz. O.S. 40 lbs . . .Doz. **45.60**

CAMPBELL KIDS CHUCK WAGON . . . $5.00 Retail

Campbell's "Chow" In Wild West Presentation

Junior cowpokes will shout "Yippee" when they see this colorful chow kit. Set includes spaghetti, pork & beans, 2 soups, chow kettle, 2 chow plates, 2 range mugs, 2 forks, 2 spoons, soup ladle, stirring spoon, wild west phonograph record, 2 western design neckerchiefs and cook book. Sturdy chuck wagon display box 19x16x4 in., 6 lbs.

Y2827 . . . . .Each **6.60**

HEINZ "57" KITCHEN . . . $5.00 Retail

Young Cooks' Supplies In Kitchen Cabinet Display

So many hours of play in this set! Kids will enjoy serving the food they prepared all by themselves. The kitchen walls of this set may be repainted and redecorated, too! Set includes: 6 cans Heinz foods, 2 bowls, 2 glasses, salt & pepper shakers, 2 plates, 2 knives, 2 forks, 2 spoons, casserole dish and cover, sauce pan, hot pad, ladle apron, chef's hat, cook book and cabinet display container 22x18x6 in.

N33-57 . . . . .Each **6.50**

SUPER CAKE MIX SETS . . . $5.00 Retail

Everything Needed to Bake Pillsbury's Cakes & Cookies

A real complete baking set that starts the Junior Miss on her kitchen career. Set includes 5 cake mixes, cookie mix, 12 packets frosting, 8 packets cake decorations, 2 cake pans and 10 liners, muffin pan with 20 Crinkle cups, mixing bowl, 2 measuring spoons, mixing spoon, spatula, cake knife, gingerbread pan and 6 liners, 6 cookie cutters, rolling pin, cake tester, cookie sheet, sponge, CUT-RITE wax paper, apron and cook book. Each set in attractive display box 24x15x[illegible]

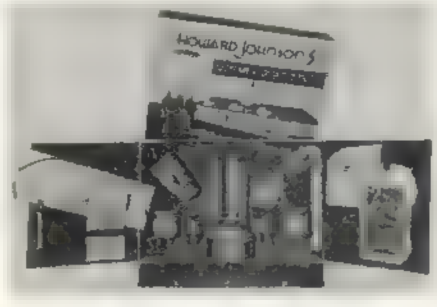
N33-70 . . . . .Each **6.50**

ELECTRIC CANDY-MAKETTE . . . $5.95 Retail

Electric Burner Plate and Aluminum Sauce Pan

Set consists of Underwriters approved **electric burner plate** with cord, 110-120 volt AC-DC and **sauce pan** 5¾ in. diam. x 5½ in. high, **mixing spoon, 2 measuring spoons, cook book** and 8 oz. can of **Baker's Chocolate Mix.** A tidy little kit that lets the budding cook work safely without disturbing mother. Can be used for making candy, warming soup or milk, etc. In display ctn. 16x13x3¾ in. 4 lbs.

Y2809 . . . . .Each **7.60**



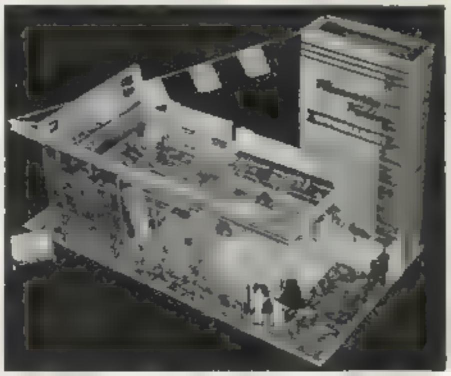
HOWARD JOHNSON'S

DAIRY BAR and SODA FOUNTAIN . . . $5.98 Retail

Features "MIXI" the Mighty Battery-Powered Mixer

A standout kit combining play and instructional value. And what youngster wouldn't like to be a fountain clerk? Set features "Mixi" [illegible] 9½ in. high mixer that makes delicious milk, fruit and ice cream drinks. Made of durable plastic, machine operates on 2 std. flashlight batteries (supplied). Set also includes: 2 jars chocolate syrup, 6 cups, 3 spoons, 4 serving picks, 6 doilies, 6 napkins, 6 straws, 2 soda clerk hats, order pad & pencil, menu and recipes. In decorative carton 15x12¼x4½ in. 3 lbs.

Y2832 . . . . .Each **8.00**



"Friendly Folks" SUPERMART . . . $12.95 Retail

Exact Model of Big Supermart Fixtures and Groceries

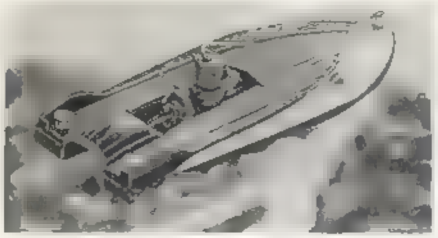
Overall size of this fabulous store set up is 36x18x20 in. Store itself made of beautifully decorated metal in 5 [illegible], clear plastic windows, doors open and close. Set includes 9 store fixtures, cash registers with drawers that open, shopping carts and baskets, parking meters, price tags, window streamers, conveyor belt and scale models of national brand packages such as Kellogg's cereals, Ivory Flakes, Jell-O etc. Huge assortment of vegetables, fruits, breads, meats etc. are separately and distinctively [illegible] items. Each in ctn.

T490 . . . . .Each **16.80**

N.B.: Indicates Standard Packing Units, "Not Broken."

"WEN-MAC'S" POWERED PLASTIC BOATS, PLANES and RACING CARS

Nationally Advertised . . . America's Most Famous Line of Engine Powered Models

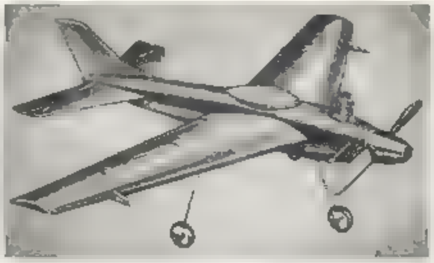


"AQUAMITE" RACING BOATS

12 In. Long . . . 5 In. Wide

Built of hi-impact **red plastic** . . . unsinkable. Completely assembled and ready to go. Lightweight . . . only 7 oz. Twin rudders can be set for straight away racing or for circular course. Powered by Wen-Mac .049 miniature 1-cylinder combustible engine. No gears to cause breakdown. Each in box

Y2273 .Each **13.20**

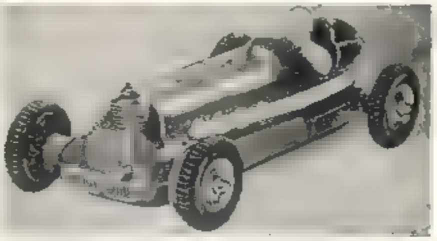


NEW AERO-SONIC TURBOJET

With the New Automatic Self-Starting Engine and Tricycle Landing Gear

17 in. wingspan, weight 6 oz. Completely assembled swept-back wing model ready for action. Constructed of a new tough high-impact red plastic. Fully automatic self-starting Wen-Mac .049 engine with automatic rewind starter cord. Tricycle landing gear provides greater ease and smoothness in takeoffs and landings. Authentically scaled and detailed with USAF wing insignia and fuselage markings. Each in 14x14x5 in. box

Y2275. . . . . .Each **16.00**



"AUTOMITE" RACING CARS

9 In. Long Overall . . . 4¼ In. Wheel Base

Made of a rugged and durable bright red plastic . . . completely assembled and ready to go. Can be raced on a straight-a-way without control. Powered by Wen-Mac .049 miniature 1-cylinder combustible engine. Complete with racing bridle, control line, center post with swivel and engine starting cord. Instruction book included.

Y2271. . . . . .Each **14.50**

See the Flying Model Airplanes Listed on Page 105, No. 552 Catalog

ACCESSORY KITS for "Wen-Mac" Power Toys

Contains 8 oz. can of fuel, pouring spout, fueling tube, connector clip and connector wire. Each kit in box

Y2272. . . . . .Each **2.00**

GAMES . . . PUZZLES . . . PASTIMES are listed in our No. 552 Catalog

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PLASTIC CONSTRUCTION KITS . . . *All Parts Are Pre-Formed!*

Authentic Reproductions . . . Built to Scale!

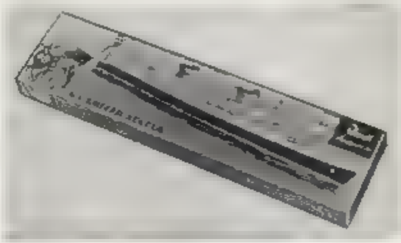
These complete construction kits contain preformed parts which fit together perfectly . . . no sanding required . . . no tools needed! The models are scaled down from blueprints of their prototypes . . . authentic in every detail.

"VICTORY AT SEA" GIFT PACK KITS

$4.95 Retail

Kit contains authentic plastic scale models of Aircraft Carrier Franklin D. Roosevelt, Fletcher Class Destroyer and Patrol Torpedo Boat. Largest vessel assembles to about 26 in. long. No carving or sanding of parts necessary for assembling. Includes instructions and tube of cement. Each set in 22x23¾x9¾ in. box

Y30-311. . . . . .Each **6.60**

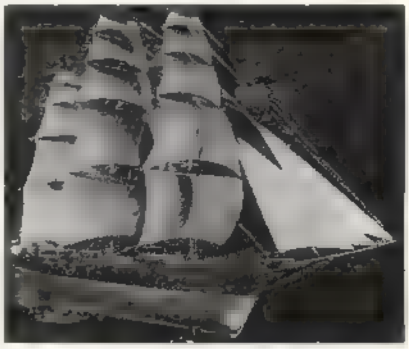


"S. S. UNITED STATES"

$1.98 Retail

20 in. scale model of America's most famous passenger liner, the S.S. United States. Accurately scaled from official blueprints to the minute detail of anchors and life-boats. Easily assembled from high impact plastic parts . . . no carving or sanding necessary. Makes a handsome mantel decoration. Each in box

Y30-312—1 doz. O.S. . . . . .Doz. **32.00**



"SEA WITCH" CLIPPER SHIP

$9.95 Retail

31 in. long, 4½ in. wide, 23 in. high. Kit contains over 500 pieces for assembling prototype of the famous "gull ship." Precisely scaled, authentic in every minute detail. Hull and all accessories of high impact plastic including masts, realistic sails, and pulleys. No carving or sanding necessary for assembling. Fully colored and detailed decks. Instruction booklet includes historical resume of the romance of the clipper ship. Each in 28x10½x7 in. corrugated box.

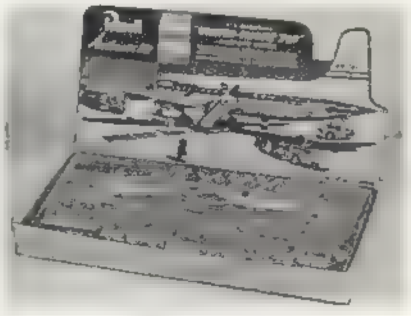
Y2276. . . . . .Each **13.20**

AIR FLEET GIFT SETS

$4.95 Retail

Set of 5 American planes authentically detailed and scaled to official blueprints. Largest model assembles to about 11½ in. long. Kit contains B-25 "Billy Mitchell" Bomber, Consolidated B-24 "Liberator," jet interceptors, Douglas "Sky Rocket" D-558-2 and Republic "Thunderstreak" F84-F and S55 Sikorsky Helicopter. Includes sculptured figures of pilots and ground crew and tube of cement. Also 5 handsome swivel bases for mounting planes in full flight motion. Each set in 20x12¼x2 in. box.

Y30-226—6 each O.S. . . . . .Each **6.60**

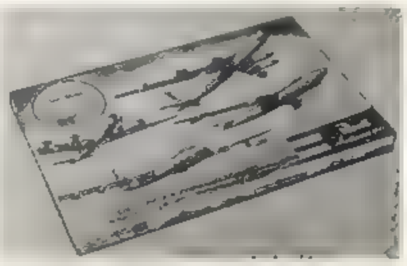


AIRPORT GIFT SETS

$1.98 Retail

Kit contains everything that puts play appeal into building a model airport. Includes authentic scale models of DC-7 Air Transport of the U.S. Airlines: Texaco Gasoline Airport Truck, Plane Towing Tractor, Baggage Tractor and 3 Baggage Cars and loading ramp with sculptured figures of passengers and pilots. Also 1 swivel base for mounting plane in full flight motion, and 4-color airline route map of United States. Each set in ctn

Y30-220—1 doz. O.S. . . . . .Doz. **32.00**



BOMBER PLANE GIFT PACK

$3.95 Retail

Giant gift pack contains authentic scale models of the complete bombing wing of the Strategic Air Command. 4 famous long distance heavy bombers, the B-27 Strato-jet, the B-36 Bomber, the B-52 Strato-fortress and the B-29 Super-fortress. Made of high impact plastic parts, precisely engineered from government blueprints. Easily assembled, largest model about 15 in. long. Includes 4 swivel bases for mounting planes in full flight motion. Tube of cement included. Each set in 18x12¼x1½ in. box.

Y30-209—1 doz. O.S. . . . . .Doz. **64.00**

O.S.: Indicates "Open Stock" Items. Packages Broken if Desired.

SCIENTIFIC TOYS . . .

More Popular Than Ever This Christmas Season!

ELECTRONIC RADIO STATIONS

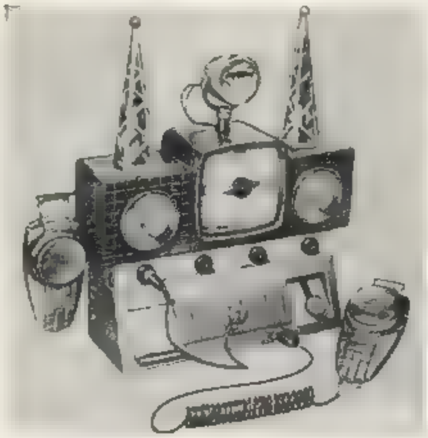
Sends & Receives Messages Up to Half a Mile

Batteries Included

$6.95 Retail

- **Two Microphones**
- **Telegraph Key**
- **Searchlight**

10x3½x12 in. high. Made of sturdy gray and black plastic . . . gold and blue trim. Each 4½ in. microphone is electro-magnet operated. Telegraph key buzzes, clicks and sends searchlight signals from switchboard type transmitter. Remote controlled searchlight has 360° radius. Panel has signal detector register automatic decoder and log book. Complete with batteries and all accessories. Each in 3-colored display box.



Y17-101.....Each **9.20**

ZIMPHONES

Intercommunication Telephone Sets

More Than a Toy!

DELUXE 2-PHONE SETS

Dial Bell Ringing Sets . . . $7.95 Retail

50 ft. cable with plug-ins allows for long-range communication! 2 modern executive type desk cradles with 2 hand phones of high impact plastic. 2 dual ringing bells. 4 standard D size batteries. Dialing at [illegible] rings bell at other. High fidelity [illegible] Regular adult size set complete and ready for use indoors or outdoors. Each set in attractive 3-color box 19x11x3 in. 2¾ lbs.

Y2927..............Each **10.00**

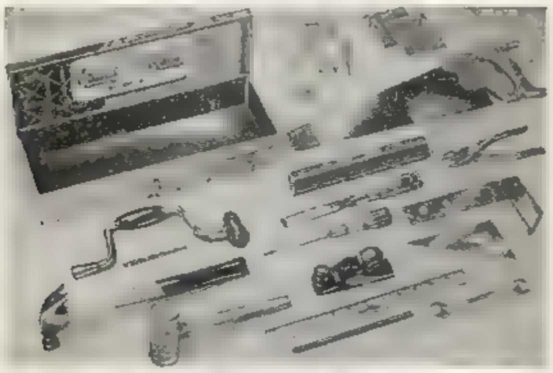
STANDARD 2-PHONE SETS

Cradle Set for Wall or Desk . . . $8.95 Retail

50 feet of plug-in wire allows long communication. Add wire, and set will work over a mile! 2 phones and 2 cradles of high impact plastic. Loud signal buzzers. 2 "C" batteries. Press feather-touch button to talk. Ready for immediate use. Each set in 3-color ctn. 12x8½x4½ in. 2[illegible] lbs.

Y2926.... ....Each **7.60**

"HANDY ANDY" TOOL SETS for the Young Carpenter



19-PC. TOOL SETS

For Junior Carpenters . . . Ages 7 to 9

Beautifully finished 16x8x3 in. sheet steel box. Set consists of heavy claw hammer, brace, bit, large saw, screwdriver, pliers, cast block plane, wood mallet, steel tri-square, metal triangle, steel chisel, spirit level, steel wrench, ruler, pencil, sandpaper and "Handy-Andy" Project Manual. Each in corrugated sleeve.

Y25-650—6 in ctn. O.S. 37 lbs. Each **6.60**

JUNIOR WORK BENCH and TOOL SET

24x15x30 In. High Bench

Modestly priced set with quality wood bench and tempered masonite top and shelf. Backboard with rack for tools. Sturdily built, finished in gay colors. Special screw clamp vise, saw, hammer, rule, screw-driver, square and other tools most needed for home projects. Each in ctn. K/D 22 lbs.

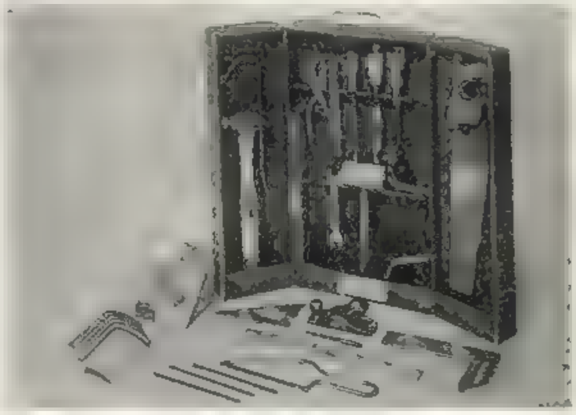
T548......................Set **10.60**

26-PC. TOOL SETS

New "Hip-Roof" Steel Tool Box . . . Just Like Dad's

18x6x6 in. steel tool box with handle and clasp locks; hammerloid finish. An ideal assortment of fine quality tools consisting of: large panel saw with new plastic handle, heavy claw hammer, pliers, tool steel chisel, 2 large screwdrivers, steel tri-square, metal triangle, 3 steel wrenches, wood mallet, ruler, carpenter pencil, coping saw, 3 coping saw blades, spirit level, full sweep brace, drill bit, wrecking bar, block plane, pkg. sandpaper and "Handy-Andy" Project Manual. Each in corrugated sleeve.

Y25-680—6 in ctn. O.S. 54 lbs. . . ..Each **10.60**



26-PC. TOOL SETS

In Wall Cabinet with Two Doors

Heavy gauge steel cabinet, 18x10x4 in. finished in beautiful hammerloid. Easily carried or mounted on wall! Steel bracket tool holders. Set consists of: 14 in. blade saw, heavy claw hammer, block plane, chisel, 2 screwdrivers, brace, bit, ruler, level, wrecking bar, tri-square, triangle, mallet, carpenter pencil, forged pliers, 3 steel wrenches, coping saw, 3 coping saw blades, sandpaper and "Handy Andy" Project Manual. Each in corrugated carton. 12 lbs.

T547 . ... Each **13.20**

Order OFFICE SUPPLIES for Year End and New Year Selling

See McClurg's Big 256 Page Catalog No. 554

N.B.: Indicates Standard Packing Units. "Not Broken."

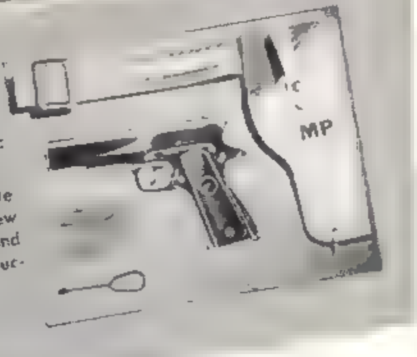
MACO LINE PACKS PROFITS!

GOING GREAT GUNS IN VOLUME SALES

FAST-MOVING HIGH QUALITY MACO TOYS!

#800 COMMANDO SET

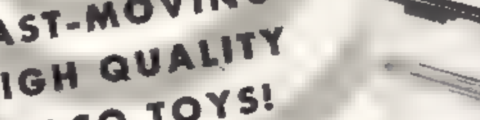
A combination of well made toys designed for maximum safety realistic action and play value Consists of Paratrooper Carbine with Strap Automatic Pistol, Holster & Belt Illustrated Instructions, Pellets, Screw Driver and Target



#500 M P SET

(45 cal Automatic Pistol & Holster)

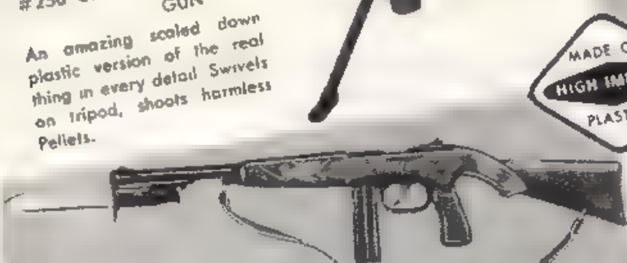
Comes complete with Pellets, Screw Driver, Target and Illustrated Instructions.



#250 U.S.A. MACHINE GUN

An amazing scaled down plastic version of the real thing in every detail Swivels on tripod, shoots harmless Pellets.

MADE OF HIGH IMPACT PLASTIC



#593 PARATROOPER CARBINE

Complete with silver flexible bayonet sheath 10 harmless Pellets, separate Target and illustrated Instructions A thrill for every playboy.

#45 45 cal AUTOMATIC PISTOL

Simple to take apart and assemble An instructive Handicraft Toy and Collectors item Complete with Pellets, Screw Driver, Target and Instructions

ROOM 1074
HOTEL NEW YORKER

see our *SECRET* Sales *WEAPON* at the toy show

A PRODUCT
MACO TOYS
TOY MAKERS OF DISTINCTION

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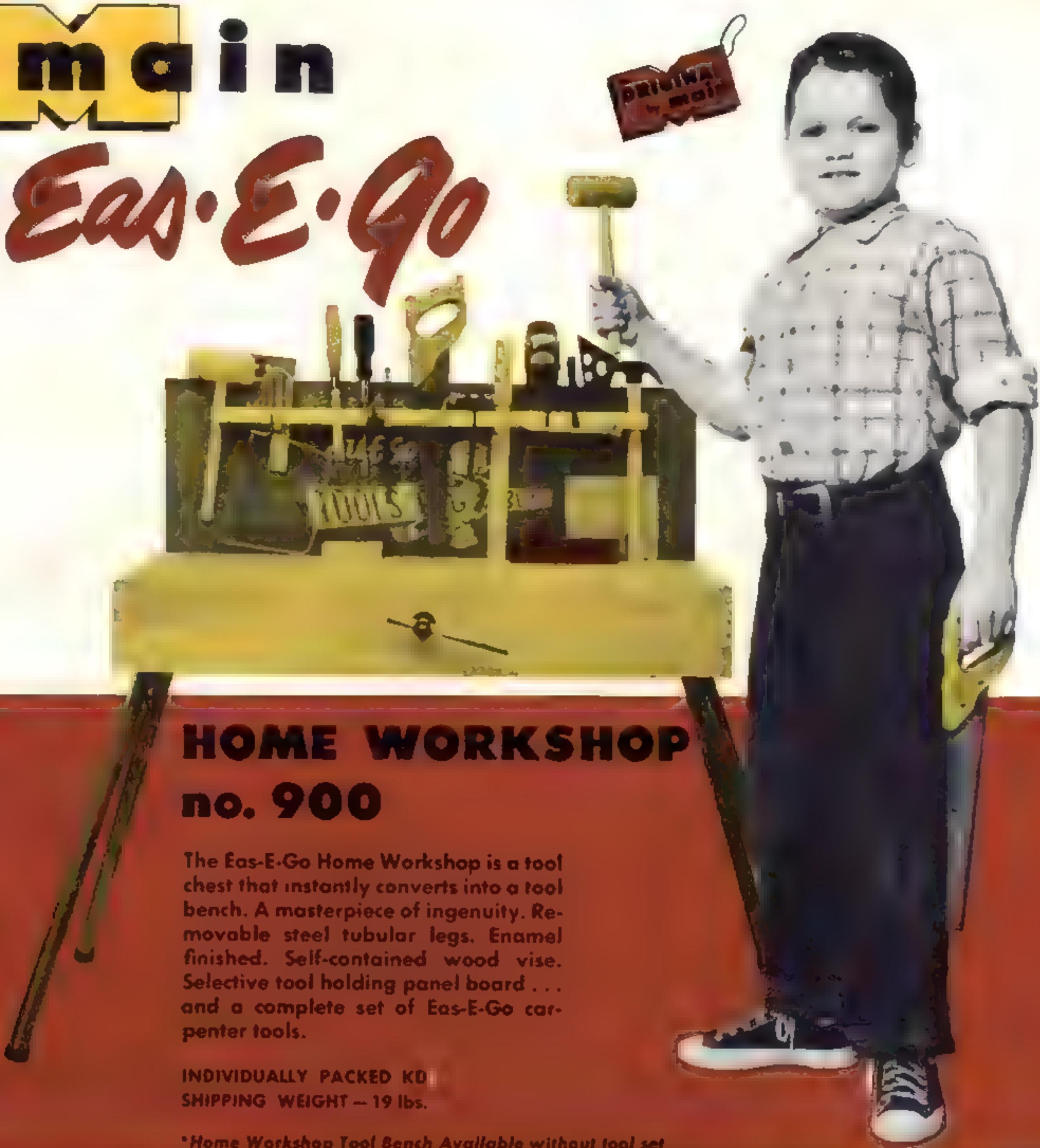
Memphis, Tenn.

main

Eas·E·Go

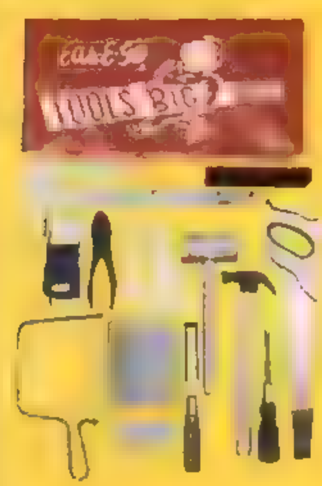


HOME WORKSHOP no. 900

The Eas-E-Go Home Workshop is a tool chest that instantly converts into a tool bench. A masterpiece of ingenuity. Removable steel tubular legs. Enamel finished. Self-contained wood vise. Selective tool holding panel board . . . and a complete set of Eas-E-Go carpenter tools.

INDIVIDUALLY PACKED KD
SHIPPING WEIGHT — 19 lbs.

**Home Workshop Tool Bench Available without tool set*



Eas-E-Go No. 405
Master Craftsman Carpenter Set

Sixteen pieces, including heavy gauge steel tool box 16 x 8 x 2½", expertly finished and decorated. This advanced tool set will enable any boy to build anything in wood. Superb tools for good craftsmanship. Packed: 1 dozen to shipping carton. Shipping Weight: 64 lbs.

This is just one of the fine carpenter sets now available. Our new carpenter box with tools and complete new catalog are now ready for YOU.

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

MAIN MACHINE COMPANY

84 WORTH STREET, STAMFORD, CONN.

complete NEW CATALOG now available

shoots any ol' paper!

IT'S THE GREAT NEW

the ORIGINAL by main

MUSTANG

authentic
sensational
harmless
loud cracking

Bright Nickel-Chrome plated steel.
Hi-Impact plastic.
Snaps open for simple loading.
The best looking toy machine gun . . . ever.

Dimensions: Length 25"; Height 6½"; Width 2¾".
Packing: Individual mailing carton
One dozen to shipping carton.
Shipping Weight: 20 lbs. (approx.)

TOY Machine Gun

TOMMY GUN • MACHINE GUN • CAP OR CLICKER FIRING • AN ALL-AROUND HIT!

ORIGINAL by main

THE SURE-FIRE

SPITFIRE

- RUGGED FEATHERWEIGHT!
- SAFETY LOADING CHAMBER!
- REAL, SAFE SMOKE!

Dimensions: Length 25"; Height 8½"; Width 2¾".
Packing: Individual mailing carton.
One dozen to shipping carton.
Shipping Weight: 28 lbs. (approx.)

WRITE FOR YOUR COMPLETE NEW CATALOG—SEE THE TERRIFIC NEW AMMO-MAKER!

main machine co.

84 WORTH STREET, STAMFORD, CONN.

[illegible] Sales Representative
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

shoots any ol' paper!

IT'S THE GREAT NEW

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One dozen to shipping carton
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main machine co.

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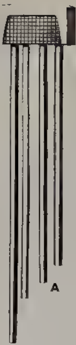
Sales Representative
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.



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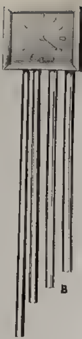
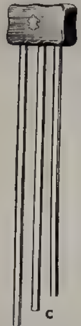


B

(A) MAJESTIC DOOR CHIME. Blonde mahogany plastic cover, gold grille. Long satin brass tubes. Handy night light inside chime case. Sounds 4 or 8 notes for front door—1 note rear door. Complete with 24-volt transformer 9⅝"x49¼".
10-1412N-3297 Weight 14 lbs.. ..Retail **54.95**

(B) CENTURY DOOR CHIME. Smart, modern wall clock in rich looking limed oak cabinet. Self-starting electric clock and NuTone chime operate on 24-v. transformer (included). 4 or 8 notes for front door—1 note for rear. 10"x52⅝".
10-1413-4797 Weight 15 lbs......Retail **79.95**



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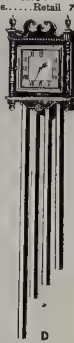
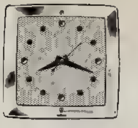


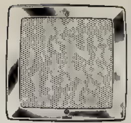
D

(C) CONTINENTAL DOOR CHIME. Cover has French Provincial design, cast in one piece. Walnut-grained finish. Brass ornament. Long satin brass tubes. Two notes front door—one note back. Uses 16 volt transformer. Size 7¼"x41¾".
10-1412M-1036 Weight 4¾ lbs. Retail **15.95**

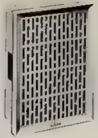
(D) JEFFERSON DOOR CHIME. Colonial hall clock with 4 or 8-note Westminster door chime. Mahogany cabinet. Chime and clock operate on 24-volt transformer (included). 1 note for rear door, 1 note for 3rd door. Volume control. 11"x57⅛".
10-1412P-5397 Weight 20 lbs.....Retail **89.95**



CLOCK CHIME. Recessed or surface mounting. Use with 16 v. transformer. Chrome trim, white grille. 2 note front, 1 rear. 6¾" sq. 4 lbs.
10-1412B-1073 Retail **16.50**



RECESSED CHIME. Also for surface mounting. 6¾" sq. 2 notes front, 1 rear. 4 lbs.
10-1412C-647 Chrome trim
10-1412D-647 Brass trim
Retail **9.95**



MODERN. Oyster white plastic with reversible red and gold metal grille. 2 notes front, 1 rear. 4⅝" W., x6½"H., 2" D. Wt. 2½ lbs.
10-1413D-387 Retail **5.95**

JEWEL. Highly polished brass tubes. 2 notes front door, 1 note rear. Use with 16-volt transformer. 7"x9"x3". Wt. 3½ lbs.
10-1412G-748 Walnut
10-1412H-748 Limed Oak
Retail **11.50**

MT. VERNON. Colonial elegance in a beautiful hammered brass shield. Two notes for front door, one note for back door. Uses sixteen volt transformer. Overall size: 7"x11¾". Weight 3 lbs.
10-1412F-712 Retail **10.95**

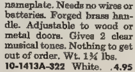
REPEAT-A-TONE. Smart, modern. Repeating chime for front door plus two notes for rear door. Fluted ivory plastic cover with brass finished tubes. 7"x 7¾"x2½". Wt. 2½ lbs.
10-1412E-536..Retail **8.25**

Melodic Nu Tone Door Chimes

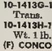
SYMPHONIC. 8 or 4-note Westminster chime for front door, 2 for rear, single for 3rd. Walnut finish cover with satin brass trim and tubes. 24-v. transformer included. 8"x14". Wt. 9¼ lbs.
10-1412L-2070.....**34.50**

DELUXE. Smartly styled short-tube chimes. Walnut cover with brass finish tubes. Sounds 2 notes for front door, 1 note for rear. Uses 16-volt transformer. 8"x11⅜". Weight 2 lbs.
10-1412J-517......**7.95**

COMMANDER. Two note chime for front door, one note for rear door . . . very pleasing to the ear. Uses a sixteen-volt transformer. Gleaming ivory plastic with polished brass tubes and trim. Overall size of chimes are 7"x6¾"x2¾". Shipping wt. 2 lbs.
10-1412A-452........Retail **6.95**



NON-ELECTRIC DOOR CHIME. 2-note chime, solid brass nameplate. Needs no wires or batteries. Forged brass handle. Adjustable to wood or metal doors. Gives 2 clear musical tones. Nothing to get out of order. Wt. 1¾ lbs.
10-1413A-322 White. .**4.95**
10-1413B-354 Walnut. .**5.45**



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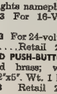
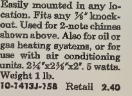
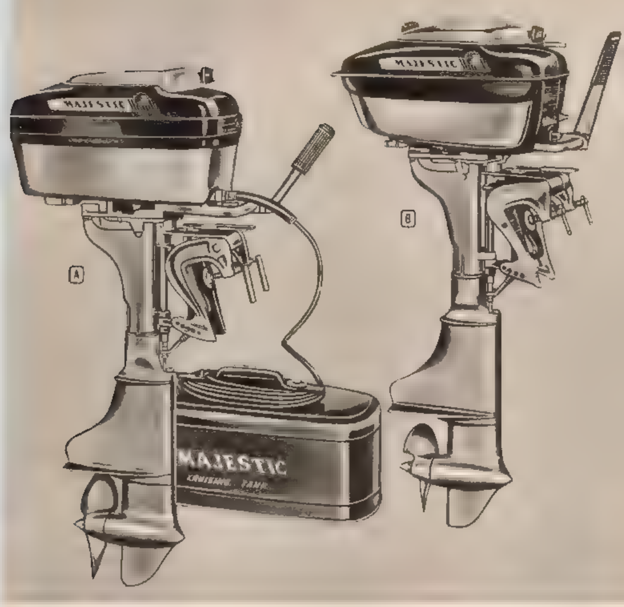


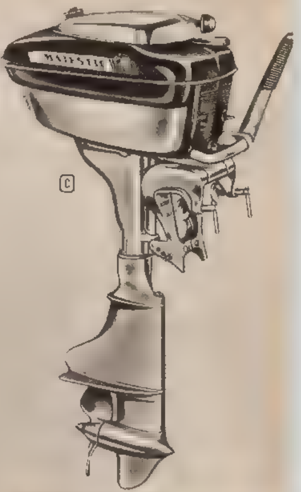
F

(E) PUSH LITES. Gold finish lucite; lamp lights nameplate.
10-1413G-163 For 16-Volt. Trans.
10-1413H-163 For 24-volt.
Wt. 1 lb......Retail **2.50**
(F) CONCORD PUSH-BUTTON. Solid forged brass; with nameplate. 2"x5". Wt. 1 lb.
10-1413F-163 Retail **2.50**



16-VOLT TRANSFORMER. Easily mounted in any location. Fits any ⅞" knockout. Used for 2-note chimes shown above. Also for oil or gas heating systems, or for use with air conditioning units. 2¼"x2⅝"x2". 5 watts. Weight 1 lb.
10-1413J-158 Retail **2.40**





Fast-Starting Outboard Motors

- **Majestic Motors—by the manufacturer of the famous Champion Motors**
- **Replacement parts may be purchased from any Champion dealer**

Gear Shift—Forward, Neutral, Reverse—smooth and quiet—patented spring clutch
New Large Bore with Short Stroke—low friction principle gives new type high power
Maximum Power and Minimum Weight—designed with positive-cooling Impeller Water Pump
Automatic Rewind Starter—no more lost starter cords. Just pull and away you go!
Co-Skipper Steering—smooth, easy handling—holds boat on set course always
Permanently Timed Rotary Valves deliver a perfect mixture of fuel and air
Tillotson Concentric Bowl Carburetor assures easy starting, maintains gas level
Sturdy Forged Steel Connecting Rods with long-lasting needle roller bearings
Automatic Motor Tilt-Up in shallow water
Underwater Exhaust—quiet and efficient
Semi-Weedless Propellers—Smooth action
Dura-Life Enameled Finish—2-tone green

A 15-HP MODEL M-6LL-GS

A power-packed motor! Separate 6 gal. cruising tank included. 0 to 30 mph. Wt. 54 lbs. See specifications below
43269W22925—With gear shift Ret. **$320.00**

B 7.5-HP MODEL M-4LL-GS

Medium size, quiet power. Easy to operate. 0 to 20 mph. See specifications below.
43268W15053—With gear shift Ret. **$209.50**

C 5.5-HP MODEL M-3LL-GS

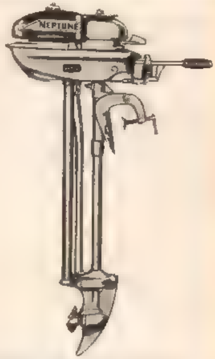
For fishing boats, utility craft, or small runabouts. 0 to 17 mph. Specifications below.
43267W14300—With gear shift Ret. **$198.50**

3.5-HP MODEL M-2LL (Not shown)

For medium-size boats. 1 to 10 mph. See complete specifications below.
43266W9923—Without gear shift.....**$137.50**

SPECIFICATIONS FOR MAJESTIC MOTORS

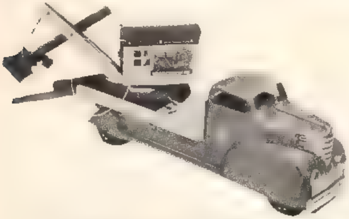
Model	Horsepower	Bore and Stroke	Piston Displacement	Ignition	Approx. Wt.	Propeller	Gas Tank	Approx Speed Range	Gear Ratio	Shpg. Wt.
Majestic Feather-lite M-6LL-GS (Gear Shift) **43269W22925**	15 O.B.C Certified Alternate Firing Twin	2⅜ x 2¼"	19.94 cu. in.	Phelon Water-proof hot spark Magneto	54 lbs.	3-blade Semi-Weedless 8x11	6 Gal Separate Day-Cruiser Tank	0 to 30 m.p.h.	14-24	57 lbs.
Majestic M-4LL-GS (Gear Shift) **43268W15053**	7½ O.B.C. Certified Alternate Firing Twin	1⅞ x 1¾"	9.66 cu. in.	Phelon Water-proof hot spark Magneto	47 lbs.	2-blade Semi-Weedless 7½x9½	5 Qts.	0 to 20 m.p.h.	14-24	49 lbs.
Majestic M-3LL-GS (Gear Shift) **43267W14300**	5½ O.B.C. Certified Alternate Firing Twin	1⅞ x 1¾"	9.66 cu. in.	Phelon Water-proof hot spark Magneto	46 lbs.	2-blade Semi-Weedless 7½x9	5 Qts.	0 to 17 m.p.h.	14-24	48 lbs.
Majestic M-2LL (Non-Shift)	3½ O.B.C. Certified Guide Model	2¹⁄₁₆ x 1¾"	5.84 cu. in	Bendix Scintilla Magneto Alnico	42 lbs.	2-blade Semi-Weedless	5 Qts.	1 to 10 m.p.h.	14-24	44 lbs.



NEPTUNE 1.7-HP MIGHTY MITE

O.B.C. Certified 4000 rpm. A wonderful choice for canoe or lightweight rowboat. Weighs only 18 lbs. Simple—without frills or gadgets—easy to operate, thoroughly dependable. Just the motor for trolling or use on lakes where large motors are forbidden.
Motor and Power—Powerful single-cylinder engine, 2 port, high speed. 1.7 HP O.B.C. rating at 4000 rpm
Dimensions—Length 33½ in., width 6½ in., stern height 15 in.
Cylinder—Aluminum alloy-cast iron sleeve, bored and honed
Bore and Stroke—1 9/16 x 1½ in.
Piston—Aluminum alloy 2 ring
Bearings—Special Amplex Oilite bearings, self-lubricating
Crankshaft — Drop-forged steel, hardened and ground
Gas Tank—1 quart capacity
Gear Ratio—13 to 20
Propeller—Aluminum semi-weedless
Muffler-Exhaust—Under water
Cooling System—Centrifugal pump
Ignition—High-tension magneto
Carburetor—Tillotson automatic type, non-flooding, dependable

ROAD EQUIPMENT



WINCH TRUCK AND STEAM SHOVEL

Two piece outfit with all steel heavy gauge construction. Steam shovel is 12⅛" long, 9" high. Platform type truck with loading ramp is 20⅜" long, 5¼" wide, 7¼" high. Equipped with operating winch, line and hook. 6/ctn., wt. 45½ lbs. No. 899

STOCK No. 71—85301

LOUIS MARX & CO

H82-60 D **Retail**__________ **$3.98 ea.**

Inv.________________ Pur. ______

SCRAPER HAULER

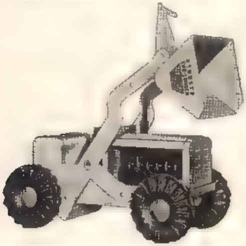
A working replica of heavy duty scraper and hauler. All steel construction with solid rubber tires and baked enamel finish. Measures 18⅞" long, 6¼" wide, 6⅜" high 6/ctn., wt. 28 lbs. No. 1749

STOCK No. 71—85302

LOUIS MARX & CO.

Z32-60 R **Retail** __________**$3.98 ea.**

Inv.________________ Pur.________________



END LOADER

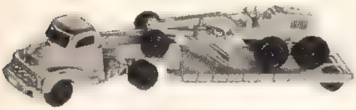
All metal miniature end loader with extra large rubber wheels, realistic diesel motor. Bucket raises over 10½" by screw type crank. Held in any position. Trip lever for unloading and latching of bucket. 15¼" long, 6¾" high, 6⅛" wide No. 340

STOCK No. 71—85303

STRUCTO MFG. CO.

F52-60 E **Retail** **$3.98 ea.**

Inv. ________________ Pur.________________



CARRY ALL

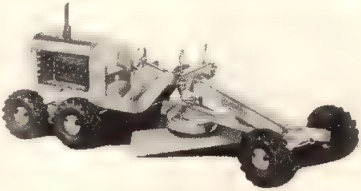
Orange flat bed machinery carrier, cab lifts off revealing realistic motor. Seven wheels realistically mounted on rear of trailer. Complete with 10¾" metal road scraper. Black rubber wheels. Six to carton Wt. 22 lbs. No. 506.

STOCK No. 71—85304

HUBLEY MANUFACTURING CO.

W62-60 R **Retail** **$3.98 ea.**

Inv.________________ Pur.________________



ROAD GRADER

Rugged metal construction with 6 rubber wheels. Floating tandem rear wheels. Scraper blade rotates, raises, lowers, tilts. 18" long, 7" wide, 7½" high Six per carton. No. 300.

STOCK No. 71—85305

STRUCTO MANUFACTURING CO.

W81-95 X **Retail** **$2.98 ea.**

Inv.________________ Pur.________________

ROAD EQUIPMENT

ROAD GRADER

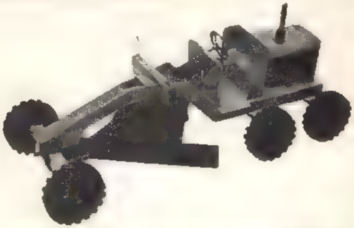
Actual working replica made of heavy gauge steel with six huge rubber wheels. Steering wheel operates from drivers seat, road scraper can be tilted, turned and lifted. Motor block is detailed, made of solid plastic and exposed on sides. All realistic action. 17" long, 5¼" wide, 5¾" high. 6/ctn., wt 26 lbs. No. 1759

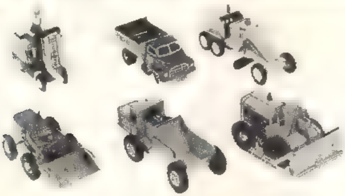
STOCK No. 71—85294

LOUIS MARX & CO.

S91-95 T **Retail** **$2.98 ea.**

Inv. Pur.______________





FRICTION CONSTRUCTION TOYS

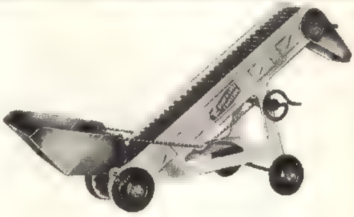
Six construction toys made of heavy lithographed steel with friction motors and rubber wheels. Set consists of power-dozer, dump truck, fork lift truck, high-lift loader, road grader and heavy-duty dump truck. All have friction motors and loud sirens or motor noise. Box is 13¾" x 10⅛" x 3". 24/ctn., wt. 25 lbs. No. J-501.

STOCK No. 71—85295

LINEMAR CO.

R31-95 A **Retail______________ $2.98 ea.**

Inv.______________ Pur.______________



SCOOP AND LOAD CONVEYOR

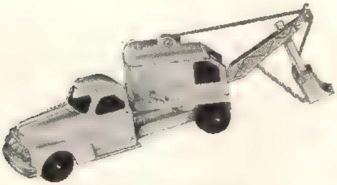
Loading scoop in rear transfers sand to conveyor belt which carries it to top and pours it through chute. All steel with rubber tires. 18" long, 3½" wide, 8" high. No. 5329.

STOCK No. 71—85296

BUDDY "L" SALES CO

P61-30 V **Retail** . **$1.98 ea.**

Inv.______________ Pur.______________



STEAM SHOVEL TRUCK

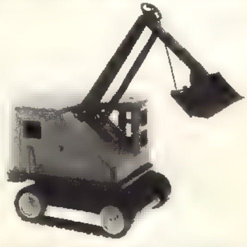
All metal steam shovel truck with green cab and red operators cab which turns on swivel. Shovel and working mechanism are aluminum. Bucket opens to release load. Equipped with rubber wheels. Length is 13¼". 12/ctn., wt. 25 lbs. No. 491.

STOCK No. 71—85297

HUBLEY MFG. CO.

H41-30 K **Retail** **$1.98 ea.**

Inv.______________ Pur.______________



HEAVY DUTY STEAM SHOVEL

Equipped with automatic scooping operation and automatic bucket release. All steel construction with single crank control that operates loading, raising and lowering of boom and unloading of shovel. Cab revolves and is equipped with rubber tractor treads. 18" long, 6¼" wide, 13¼" high. 6/ctn., wt. 12 lbs. No. 1781

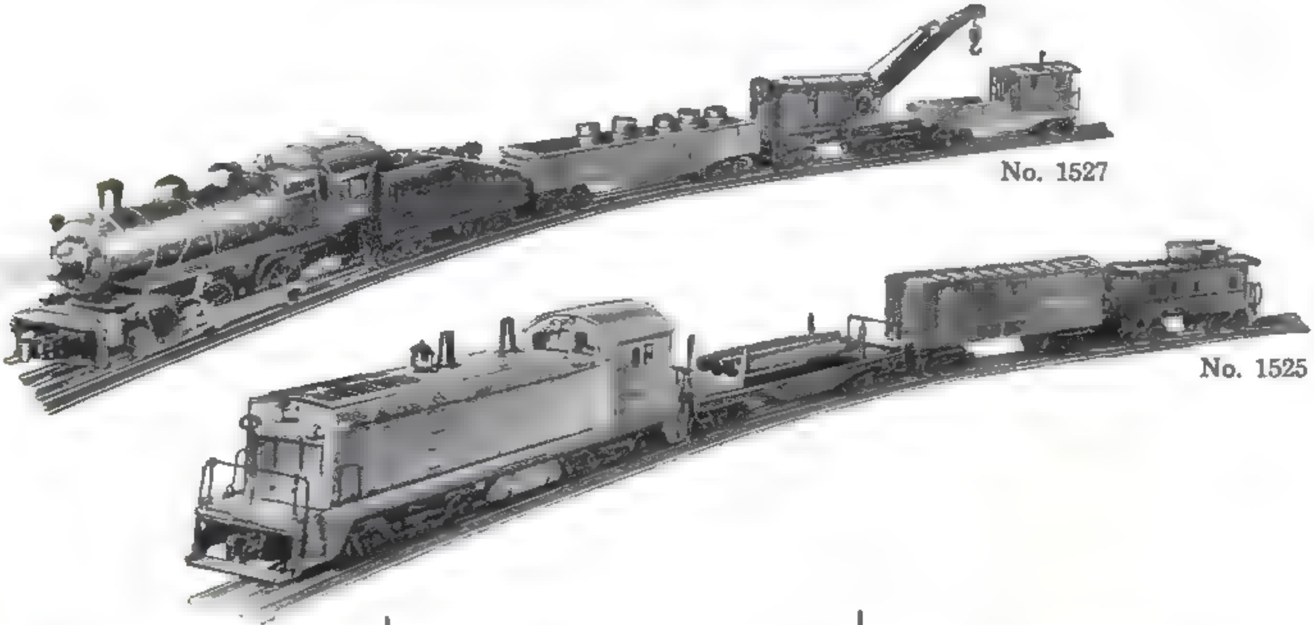
STOCK No. 71—85300★

LOUIS MARX & CO.

S32-60 H **Retail** . **$3.98 ea.**

Inv.______________ Pur ______________

LIONEL TRAINS



No. 1527

No. 1525

"027" TRAIN SETS

1525	3-Car DSL Frt.	19.98
1001	4-Car Dsl Frt.	22 50
1527	3-Car Sw. Frt.	30.00
1529	3-Car Dsl. Frt.	30.00
1513S	4-Car St Frt.	35.00
1531W	4-Car Dsl. Frt.	39.98
1000W	3-Car St. Frt.	37 50
1533WS	4-Car St. Frt.	50 00
1534W	3-Car Dsl. Pass.	50 00
1535W	4-Car S.F Frt.	50.00
1536W	3-Car MKT Pass.	60.00
1537WS	4-Car St Frt	60.00
1538WS	4-Car St Pass.	65 00
1539W	5-Car S.F. Frt.	65.00
1541WS	5-Car St. Frt.	69.95

CARS

2343C	Santa Fe "B" Unit	10 95
2344C	N Y.C "B" Unit	10.95
2356C	S thrn R'wy "B" Unit	10.95
2432	Vista-Dome	8.95
2434	Pullman "Newark"	7.95
2435	Pullman "Elizabeth"	7 95
2436	Observation 'Summit"	7.95
2530	Baggage "R'way Exp."	10.95
2531	Observation "Silver Dawn"	10.95
2532	Vista-Dome	10 95
2533	Pullman "Silver Cloud	9 95
2534	Pullman "Silver Bluff"	9.95
3359	Oper. Twin Dump Car (New)	8.95
3361	Oper. Lumber Car (New)	7.95
3456	Oper. Hopper Car	6.95
3494	Oper. Pace-Maker (New)	6.95
3562	Oper. Barrel Car	8.95
3620	Oper. Searchlight Car	7.95
3656	Oper. Cattle Car	15.95
3662	Oper. Milk Car (New)	10.95
6356	Stock Car	5.95

"O" TRAIN SETS

2235W	4-Car Dsl. Frt.	39 95
2237WS	4-Car St. Frt.	49 95
2239W	4-Car Ill. Central Frt	55 00
2241WS	4-Car St. Frt.	55 00
2243W	5-Car F M Lack. Frt.	60 00
2244W	3-Car Wabash Pass.	65 00
2245WS	5-Car St Frt.	65.00
2247W	5-Car Wabash Frt.	65.00
2249WS	5-Car St Frt.	69.95
2251W	5-Car F M. Virg. Frt.	69.95
2253W	5-Car Pennsy Frt.	75.00
2254W	4-Car Congressional	100.00

CARS

6362	Rail Truck Car (New)	5 95
6414	Evans Auto Car (New)	8.95
6415	3-Dome Oil Car	5.95
6417	Ill. Caboose	5.95
6418	Machinery Car (New) ("O" only)	7.95
6419	Work Caboose	6.95
6436	Hopper Car (New)	4.95
6446	Cement Car	5.95
6462	Gondola Car	4.95
6464-50	Minn. & St. Louis	5 95
6464-100	West. Pac. Feather	5 95
6464-125	N.Y.C. Pacemaker	5.95
6464-150	Mo Pacific	5 95
6464-175	Rock Island	5.95
6464-200	Pennsylvania	5.95
6464-225	So. Pacific	5.95
6464-275	State of Maine (New)	5.95
6464-300	Rutland (New)	5.95
6468	Automobile Car	5.95
6511	Pipe Car	5.95
6517	Bay Window Caboose (New)	6.95
6560	Oper. Crane Car (New)	7.95
6561	Cable Car	5.95
6672	Refrigerator Car	5.95

LOCOMOTIVES

41	Diesel Switcher (New)	10.95
1615LT	St.Switcher & Tend. (New)	19.95
2243	S.F.Dsl (A & B Unit) (New)	29.95
2340-1	GG-1 Pennsy Elec. (Wine) (New)	49.95
2354	N.Y. Ctrl. Dsl. (Double "A" Units)	49.95
2363	Ill. Ctrl. Dsl. (A & B Unit) (New)	39.95
2367	Wab. Dsl. (A & B Unit) (New)	39.95
6250	Seaboard Dsl. Switcher	25.00

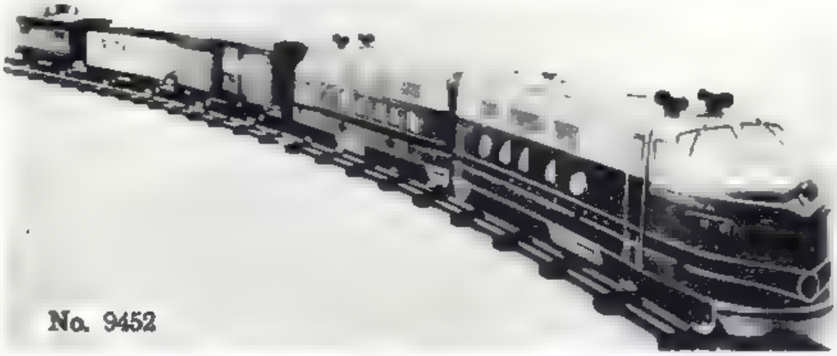
TRANSFORMERS

LW	125 Watts (New)	15.00
TW	175 Watts	20.00
KW	190 Watts	25.00
ZW	275 Watts	32 50

"027" TRACK & SWITCHES

1013	Curved Track	.25
1018	Straight Track	.25
½1013	½ Sec. Curves Tr. (New)	.25
½1018	½ Sec. Str. Tr. (New)	.25
1020	90° Crossover	1.95
1022	Man. Swchs. (pr.) (New)	5.95
1023	45° Crossover (New)	2.50
1122	RC Swchs (pr.)	13.95
1122RH	RC Swch (Right) (New)	8.95
1122LH	RC Swch (Left) (New)	8 95
313-82	Fibre Pins (ea.)	.05
1013-17	Steel Pins (doz.)	.10
6019	Mgn't Tr. Set	3.95
CTC	L'kon ("O", "027")	.25
LTC	L'kon w/Light ("O", "027")	1.25
260	Ill. Bumper ("O", "027")	1.95

MARX TRAINS



No. 9452

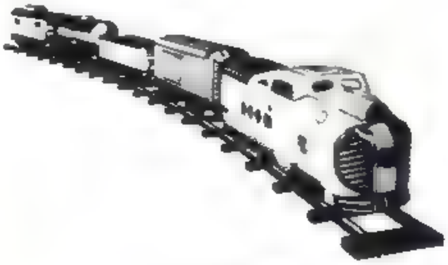
ELECTRIC TRAINS

With Transformers

No. 5840	10.59
No. 9452	13.50

MARX TRANSFORMER

No. 1249	7.50



No. 523 (752)

MECHANICAL "WIND-UP" TRAINS

No. 518 - Set	3.25
No. 523 - Set	4.00

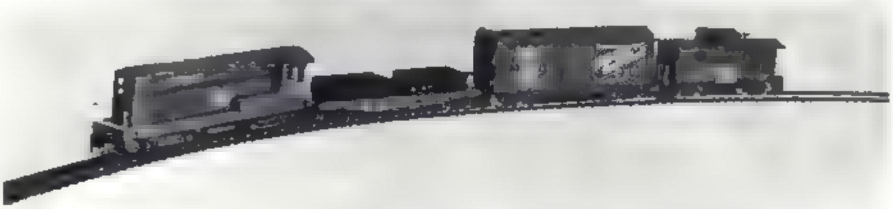
MARX TRAIN PARTS (will fit Lionel trains)

No.	Each	No.	Each
601 - Straight Track	.20	439 - Semaphore	3.00
602 - Curved Track	.20	454 - Block Signal	2.75
607 - Crossover	1.25	390 - Tunnel	1.25
610 - Manual Switch	3.75	1392 - Lifting Drawbridge	3.75
1610 - Remote Switch with Light	9.00	2959 - Whistling Station	5.00
429 - Lamp Post	2.25		
418 - Bell Signal	2.00		

ENGLISH TRAINS *Made in Morrisville, Pa.*

HO GAUGE SCALE MODEL ELECTRIC TRAINS AND ACCESSORIES

COMPLETE TRAIN SETS



No. 416 - "THE PROSPECTOR" 24.95

No. 411 - "THE WALL STREET" 29.95

No. 440 - "THE YARDMASTER" 29.95

No. 466 - "THE FRONTIERSMAN" 39.95

No. 461 - "THE CALIFORNIA" 44.95

ACCESSORIES

No. 720	
POWER PACK TRANSFORMER	
TRACK	9.95
No. 609 - Straight	
No. 618 - Curved	
Box of 12 Sections	3.00
No. 654 - CROSSINGS	
90 degrees	2.25
ELECTRIC SWITCHES,	
REMOTE CONTROLLED	
No. 660 - R.H.	4.50
No. 661 - L.H.	4.50
MANUAL SWITCHES	
No. 662 - R.H.	2.95
No. 663 - L.H.	2.95
No. 610 - TERMINAL SECTION	.75
No. 652 - BUMPER	.49
No. 655 - BRIDGE	1.75

MISCELLANEOUS GUNS

JET CATAPULT GUN

High-impact plastic gun shoots jet planes. Planes are made of unbreakable polyethylene with flight-designed, flexible wings. Planes have glide pattern of over 100'. 36/ctn., wt. 18 lbs. No. 113-JC

STOCK No. 71—88443
U. S. PLASTICS CO.

R9-65 E Retail .... $ .98 ea.

Inv. Pur.________

FLASHLIGHT GUN

Futuristic type plastic "Rex Mars" gun. Powered by two standard flashlight batteries. Trigger turns on powerful beam of light. Eight inches long. 12 per ctn., wt. 4¾ lbs. No. 2305.

STOCK No. 71—88456
LOUIS MARX & CO.

H3-72 T Retail $ .98 ea.

Inv.________ Pur.________

ELECTRONIC
space gun
space gun

ELECTRONIC SPACE GUN

Aim through dual telescopic sights, pull trigger and you hear atomic sound waves, see atom smasher rotate and electronic color beam. Includes bulb and batteries. 12/ctn., wt. 9 lbs. No. 600

STOCK No. 71—88475★
REMCO INDUSTRIES

M71-17 F Retail . $1.79 ea.

Inv.________ Pur.________

WESTERN CLICKER RIFLE

Replica of western carbine rifle made of plastic and with effective details. Equipped with trip hammer action and loud clicking noise. Measures 20" long. No. 130.

STOCK No. 71—88496
LOUIS MARX & CO.

E8-39 F Retail ....$ .59 ea.

Inv.________ Pur.________

CLICKER CARBINE RIFLE

Molded of high-impact plastic showing all detail of real rifle and colorfully decorated. Die cast hammer and trigger. Measures 24" long, 1" wide, 5¾" high. 12/ctn., wt. 7¼ lbs. No. 0228

STOCK No. 71—88499
LOUIS MARX & CO.

M1-65 C Retail $ .98 ea.

Inv.________ Pur.________

DOUBLE BARRELLED CORK RIFLE

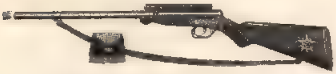
Heavy gauge steel gun, 21" long, with wood stock. Brake action cocks both triggers. Includes two corks. No. 930.

STOCK No. 71—88502
DAISY MFG. CO.

Q7-65 M Retail . . $ .98 ea.

Inv.________ Pur.________

TOY RIFLES



RAMAR OF THE JUNGLE SET

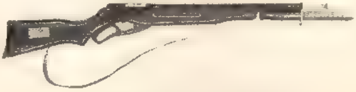
Realistic "scope" on 29½" rifle with spotted leopard fabric sling, plus leather fringed pouch for carrying cork ammunition. Looks like typical elephant gun. Comes in jungle carton. 12/ctn., wt. 18 lbs. No. 942.

STOCK No. 71—88518

DAISY MFG. CO.

R71-30 D **Retail** ...... **$1.98 ea.**

Inv. ______ Pur. ______



TRAINER RIFLE W/BAYONET

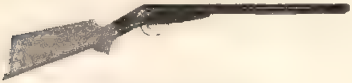
Trainer rifle shoots corks hard and straight but will not break even a light bulb. Safety plug prevents shooting dangerous objects. Cocking lever is safe. Equipped with realistic rubber bayonet that is easily attached to gun. Has metal barrel, wood stock. Measure 32¼" long. One and two doz./ctn., wt. 21 and 42 lbs. No. 2A.

STOCK No. 71—88519

PARRIS MG. CO.

G71-32 X **Retail** ...... **$1.98 ea.**

Inv. ______ Pur. ______



DOUBLE BARREL GUN

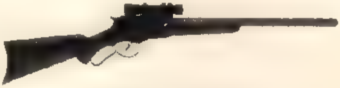
Realistic double barrel gun with heavy sure-grip plastic stock. Barrel of heavy gauge steel. Has break action, two triggers. Produces loud report. Measures 29¼" long. 6/ctn., wt. 14 lbs. No. 231.

STOCK No. 71—88520★

LOUIS MARX & CO.

C31-30 T **Retail** ...... **$1.98 ea.**

Inv. ______ Pur. ______



CAP RIFLE WITH SCOPE

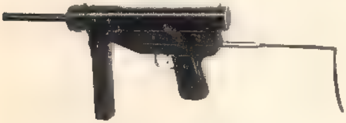
End stock and grip of high-impact plastic in walnut color. Steel barrel in blue-black finish. Has compartment in rear for caps and equipped with repeater type shooting mechanism. Has telescopic sight and emits loud report and smokes when fired. Measures 26¼" long. 12/ctn., wt. 15½ lbs. No. 213.

STOCK No. 71—88523

LOUIS MARX & CO.

T81-30 E **Retail** ...... **$1.98 ea.**

Inv. ______ Pur. ______



BURP CAP GUN

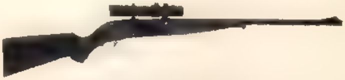
Fires 50 shots at a touch of the trigger. Has loud report and smoking barrel. Safety firing mechanism. Made of beautifully finished and detailed plastic with all metal working parts. Has caps storage magazine and movable wire stock for different positions. Size 23" x 8" x 2". 6/ctn., wt. 15½ lbs. No. 516.

STOCK No. 71—88529★

MATTEL, INC.

Z42-60 A **Retail** ...... **$3.98 ea.**

Inv. ______ Pur. ______



CAP RIFLE WITH SCOPE

Model of high-powered hunting rifle with plastic stock and grip, black steel barrel. Realistic operating telescope equipped with magnifying lens. Has concealed cap compartment in rear, has loud report and emits smoke when fired. Measures 36" long. 3/ctn., wt. 7 lbs. No. 266.

STOCK No. 71—88531

LOUIS MARX & CO.

F42-60 S **Retail** ...... **$3.98 ea.**

Inv. ______ Pur. ______

CRAFT SETS

DAVY
CROCKETT
INDIAN
LEATHERCRAFT
KIT

DAVY CROCKETT CRAFT

Create wonderful leathercraft projects. Contains sturdy pre-printed and pre-punched material for six durable frontier-type hand craft items, plus red and yellow lacing, pointed skewer and instruction book 24/ctn., wt. 20 lbs. No. 1111.

STOCK No. 71—87619
PRESSMAN TOY CORP.

Z5-65 T Retail $ .98 ea.

Inv.________ Pur.________

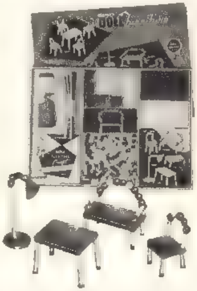
MAJI MASK SET

Start blank Maji Mask and create a thousand or more faces with supplies included. Contains vinyl mask that is washable 11 oz. of wonder clay, in five colors, four colors of paint, brush and modeling stick, cotton hair and instruction booklet. 12/ctn., wt. 22½ lbs. No. M200.

STOCK No. 71—87621
RALEIGH ENTERPRISES, INC.

M41-30 S Retail $1.98 ea.

Inv.________ Pur.________



DOLL FURNITURE CRAFT

Set contains beads, pre-drilled squares, chenille wires, ready for assembly of tables, sofas, chairs, lamps, etc. Made-up furniture display contained in each set, also carpet and dress-up material Instruction booklet included. 24/ctn., wt 27 lbs. No. 215.

STOCK No. 71—87623■★
KOHNER BROS.

Z41-30 L Retail $1.98 ea.

Inv.________ Pur.________

DOLL
FURNITURE

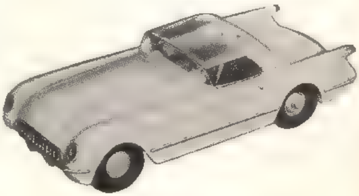
DOLL FURNITURE CRAFT

Make your own colorful doll furniture with beads, wood-squares and chenille wire. Contains easy to follow instruction booklet Comes in box, size 12¾" x 8½". Packed 3 doz./ctn., wt. 23 lbs. No. 213

STOCK No. 71—87624■★
KOHNER BROS.

A4-65 M Retail $ .98 ea.

Inv.________ Pur.________



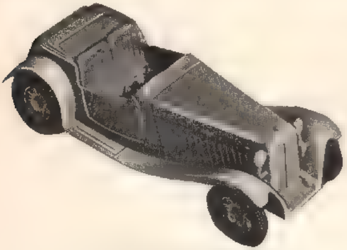
CORVETTE ASSEMBLY KIT

The modernistic GM Chevrolet Corvette is reproduced in miniature in this kit containing 35 plastic pieces. Assembled by means of screws so that it can be done over and over again. This beautiful car measures 8" long when assembled and becomes a wonderful collection piece. No. 3083.

STOCK No. 71—87628
IDEAL TOY CORP.

L82-60 Z Retail $3.98 ea.

Inv.________ Pur.________



M. G. CAR ASSEMBLY KIT

Authentic replica of the famous English sports car copy made of tough plastic. No gluing required, comes with screws so that car can be assembled and dismantled many times. Consists of 35 pieces. Measures 8" long when constructed No 3706

STOCK No. 71—87630

IDEAL TOY CORP.

B3-65 X **Retail** $ .98 ea.

Inv.________ Pur.________

ROLLS ROYCE ASSEMBLY KIT

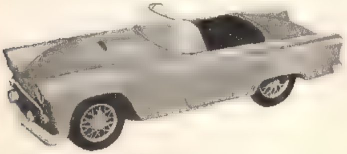
The dignified Rolls Royce is copied in exact miniature in this kit. Copy contains 35 tough plastic pieces that are assembled by means of screws so that it can be done over and over again. Car measures 8" long when assembled No. 3068.

STOCK No. 71—87631

IDEAL TOY CORP.

Z9-65 E **Retail** $ .98 ea.

Inv.________ Pur.________



FORD THUNDERBIRD ASSEMBLY KIT

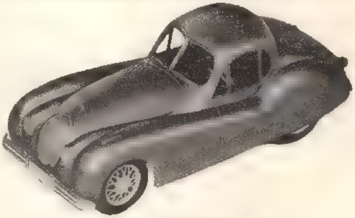
Another exact miniature this one of the famous Ford Thunderbird. Scale model kit contians 35 tough plastic pieces that can be screwed together over and over again. No glue required. Finished car measures 8" long. No. 3702

STOCK No. 71—87632

IDEAL TOY CORP

M4-65 J **Retail** $ .98 ea.

Inv.________ Pur.________



JAGUAR ASSEMBLY KIT

Britain's famous Jaguar hard top coupe is reproduced in plastic in this unique kit. A kit of 35 detailed parts assembled by screws so that the job can be repeated over and over again. All parts to make miniature car included with instructions. Finished car measures 8" long. No. 3082

STOCK No. 71—87633

IDEAL TOY CORP.

N7-65 S **Retail** $ .98 ea.

Inv.________ Pur.________

INDIANAPOLIS RACER ASSEMBLY KIT

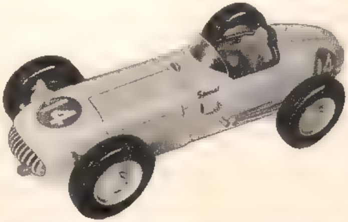
Scale model of Indianapolis Speedway racer consisting of 36 parts. Can be assembled without glue into model. Can be taken apart and assembled many times. Greatly detailed and authentic. Measures 8½" long. 12/ctn., wt. 7 lbs. No 3708

STOCK No. 71—87634

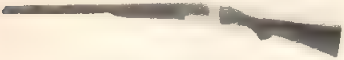
IDEAL TOY CORP

T9-65 L **Retail** $ .98 ea.

Inv.________ Pur.________



TOY RIFLES



DOUBLE BARREL CAP GUN

Made of durable, high-impact plastic with walnut handle and black barrel Has concealed opening at butt end for caps, supplied with two plastic shotgun shells which fit into double chamber Has loud report and smokes when fired. Measures 36" long. 3/ctn., wt. 7 lbs. No. 268.

STOCK No. 71—88532

LOUIS MARX & CO

R42-60 P **Retail** **$3.98 ea.**

Inv.______ Pur.______

SPACE RAY GUN

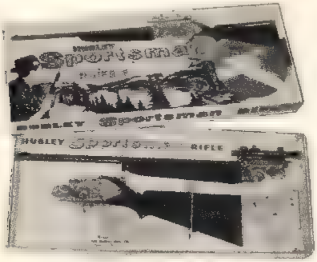
Large signal light on top flashes red, green and white when trigger is pulled. Also emits a buzzing sound. Made of plastic and equipped with various velocity meters. Uses two flashlight batteries. 25¾" long. Six per carton. No. 2331.

STOCK No. 71—88533

LOUIS MARX & CO.

F32-60 M **Retail ______** **$3.98 ea.**

Inv.______ Pur.______



SPORTSMAN CAP RIFLE

Walnut color plastic grip with decoration, all working parts bright nickel finish. Barrel breaks for easy loading and can be taken apart for cleaning. Blued metal barrel with red plastic choke. Shoots standard roll of caps. Length 35". 6/ctn., wt 18 lbs. No. 201

STOCK No. 71—88534★

HUBLEY MFG. CO.

R72-60 C **Retail** **$3.98 ea.**

Inv ______ Pur.______

AIRFIRE SMOKING GUN

The Junior 3-ball repeater shoots harmless table tennis balls and emits smoke when fired. Convenient front end loading, air pump firing action. Plastic stock and aluminum barrel. One load of smoke powder lasts for over 200 shots. Twelve per carton. No. 400.

STOCK No. 71—88535

NEWELL MFG. CO.

W92-60 F **Retail ______** **$3.95 ea.**

Inv.______ Pur.______

AUTOMATIC SMOKER RIFLE

Harmless 35" rifle shoots smoke and loud noise, it never needs ammunition Has lever action, carbine band, full length sling. Styled after air rifles, yet is super safe. 12/ctn., wt. 32 lbs. No. 1060

STOCK No. 71—88536

DAISY MFG CO

K82-60 P **Retail** **$3.98 ea.**

Inv. ______ Pur ______

ANNIE OAKLEY SMOKE RIFLE

Harmless smoke and noise rifle in white, blue and gold with Annie Oakley design Full 32" with white stock forearm, golden barrel, silvery band Full length blue sling. 12/ctn, wt. 30 lbs. No. 966

STOCK No. 71—88537

DAISY MFG. CO.

W92-60 C **Retail ______** **$3.98 ea.**

Inv.______ Pur.______

RED RYDER CORK GUN

New lever-action western carbine, 35" long, shoots cork balls accurately. Makes loud bang with or without balls. Has Red Ryder design, sling swivels and is packed with cork balls in genuine leather carrying pouch. No. 965.

STOCK No. 71—88539
DAISY MFG. CO.

S63-25 X Retail.................... $4.98 ea.

Inv.________________ Pur.________________

G - MAN MACHINE GUN

Operated by clock spring motor, with key attached. When trigger is pulled, sparks fly out of plastic muzzle, accompanied by "rat-tat-tat." 25⅝" long. Stock and muzzle made of plastic. The attractive combination of steel and colorful plastic is an entirely new feature. 6/ctn., wt. 11½ lbs. No. 2315.

STOCK No. 71—88554
LOUIS MARX & CO.

Q61-95 K Retail $2.98 ea.

Inv.________________ Pur.________________

SMOKING THUNDERGUN

Smoking airfire gun with 3-in-1 action. A single shot gun with compensator that produces loud reports without shooting ball. Gun smokes when fired. Sturdy plastic stock and aluminum barrel. 12 per carton. No. 300.

STOCK No. 71—88558
NEWELL MFG. CO.

A51-95 C Retail . $2.98 ea.

Inv.________ Pur.________________

TONTO HOLSTER SET

Genuine leather single holster with screen design and nickel conchas and jewels. Also has feathers. Head dress is of red and white feathers with screening on crown, nickel conches and jewels. No. TC525.

STOCK No. 71—88600
ESQUIRE NOVELTY CO.

G42-60 S Retail $3.98 ea.

Inv.____________ Pur.____________

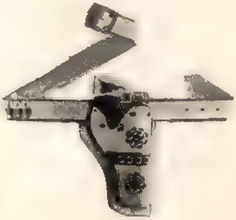
SINGLE HOLSTER SET

Genuine leather young Buffalo Bill single holster with red leather back and beige leather front with nickel conchas and nail heads. Has Western buckle on red leather adjustable belt. Includes Young Buffalo Bill pistol. 36/ctn., wt. 25 lbs. No. 201.

STOCK No. 71—88633
LESLIE HENRY CO., INC

G3-65 P Retail $ .98 ea.

Inv.____________ Pur.____________



SINGLE HOLSTER SET

Red and white clear California leather with ornaments and large nickel spots. Red plastic welting on belt, red wood bullets and Hubley Tex gun on quick draw holster. 12/ctn., wt. 11 lbs. No. 1025

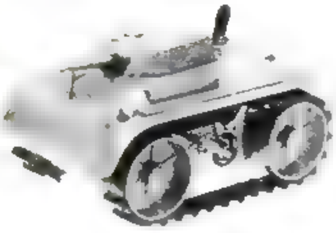
STOCK No. 71—88646★
KEYSTONE BROS.

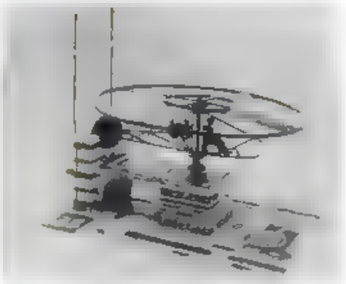
N71-30 T Retail $1.98 ea.

Inv.____________ Pur.____________

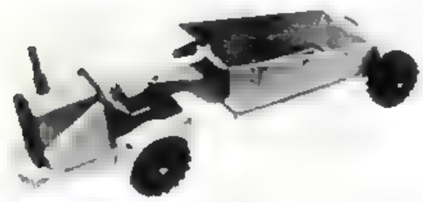
MARX TOYS

No. 253


No. 461


No. 1495

No. 952


No. 1753

No.	Each
253 - Commando Cap Gun	1.00
413 - Cap Shooting Rifle	2.00

LARGE FEATURE ITEMS

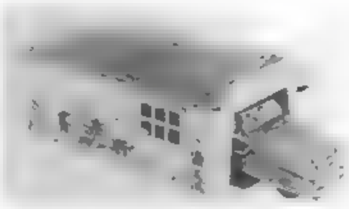
3937 - Farm Set	5.00
4705 - Castle Set	5.00
4149 - Army & Air Force Training Set	5.00
G-191 - Mechanical Arcade, Shooting Gallery	5.00
G147 - Arcade Shooting Gallery	3.00
4405 - "Sea Witch" Clipper Ship	9.98

MECHANICAL TOYS

1667 - Airplane	2.00
3201 - Car Wash	2.00
2273 - T-V Phone	1.75
2583 - Fix-It Motorcycle	3.00
1921 - Choo Choo Train Set	2.00
461(462) - Mechanical Tank	1.00
903 - Mechanical Tractor Set	2.00
3900 - Fighter Tank	2.50
1719 - Farm Tractor	3.00
953 - Diesel Tractor	3.00
4553 - Hydraulic Tractor	4.00
187 - Tricky Car	1.25
1941 - Scenic Express Train Set	3.00
1495 - Helicopter	3.00
3233 - Fire House	2.00
1325 - Railroad Stage Coach	1.50

TRUCK LINE

684 - Dump Truck	1.00
685 - Dump Truck, Medium	1.50
895 - Dump & Load Truck	3.00
952 - Auto Transport with 4 cars	2.50
3627 - 3617 - Army Truck with 10 Soldiers	4.00
1751 - Rocker Dump Truck	3.00
1753 - Earth Hauler	3.00
1759 - Road Grader	3.00
1011 - Van Truck	3.00
3099 - Locomotive	5.25
3299 - Fire Truck	8.25
G-71 - Bagattelle	1.00
G-81 - Bagattelle	2.00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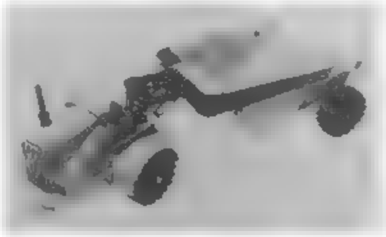
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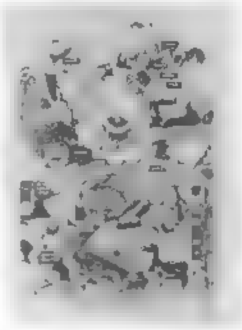

No. G-81

HI-HIT CAR WASH
No. 3201

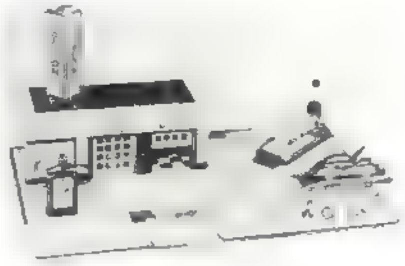
No. 3617

KEYSTONE WOOD TOYS

No. 510

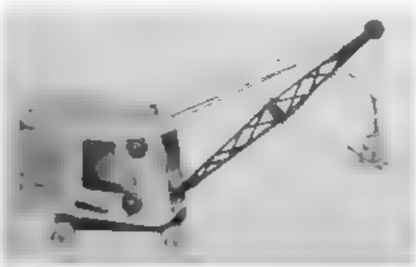
No.		Each
	TOT TRAINS	
402	- Toddler Set	2.00
406	- Beginner's Set	3.00
415	- Regular Set	5.00
257	- Bulletin Board	5.00
509M	- Doll House	10.00
510	- Doll House	17.50
219	- Gas Station	5.00

House Painting Sets 2.00 and 3.00

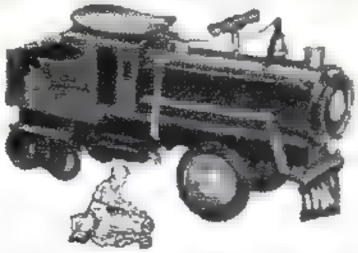


No 219

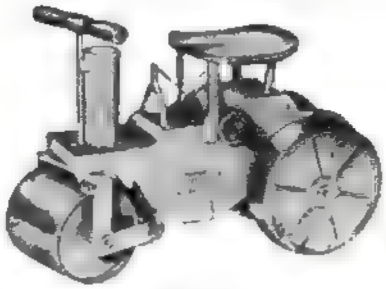
KEYSTONE TOYS
"RIDE 'EM" STEEL TOYS



No. 48 - Magnetic Crane	9.00
No. 47 - Steam Shovel	6.98



No. 6400 - Locomotive with loud whistle 12.50

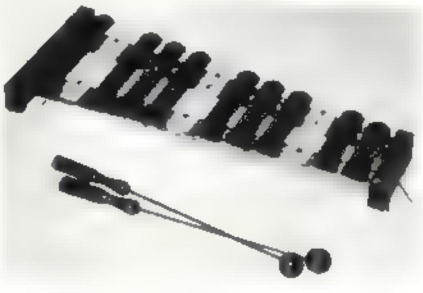


No. 61

No. 61 - Steam Roller	7.98
No. 75 - Tractor	10.98

IMPORTED TOYS

FLYING HELICOPTER



12-KEY XYLOPHONE

F. J. STRAUSS LINE

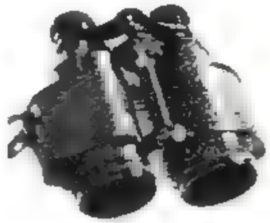
No.	Each
752 – Choral Top	2.00
213 – Flying Helicopter	4.00

A H. LINE

Circus Toy	1.00
12-Key Xylophone	1.00
Series "A" Asst. Figures "True Size"	.50
Plane, "Pan N W." (1 in box)	3.00
Plane, "Comet" (1 in box)	3.00
Douglas Plane, 1 set (2 in box)	2 00
Musical Chimp	1.00

W & R LINE

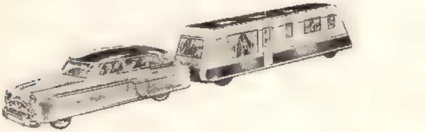
Binoculars, small	1.00
Binoculars, large	2.50
Express Train	3.00
Plane No. 3932	2.00
Jump Squirrel	2.00
Drummer Bear	2.25
Japanese Boat, small	2.98
Japanese Boat, large	3.98



BINOCULARS

CHORAL TOP

RACERS & CARS



MYSTERY CAR AND TRAILER

All metal modern car and trailer, brightly lithographed. Just press down on top of car and it moves forward. No winding or pushing. 27¼" long No. 35.

STOCK No. 71—85008

WOLVERINE SUPPLY & MFG. CO.

F61-69 H **Retail** .. **$2.59 ea.**

Inv.____________ Pur.____________

REMOTE CONTROL POLICE CAR

All steel car with baked enamel finish. Car is driven by a powerful small battery motor which is controlled from a control box. Control box makes car run forward and reverse. Box also has steering wheel to turn front wheels on car. Control box attached to car by 41" cord Has siren sounds and red light flashes. Measures 8¾" long, 4" wide, 3" high. 12/ctn., wt. 22 lbs. No. J-243

STOCK No. 71—85009

LINEMAR COMPANY

W82-00 L **Retail** ________ **$2.98 ea.**

Inv ____________ Pur ____________

MOTORCYCLE

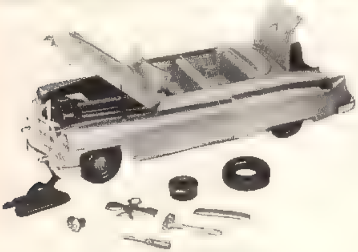
Big motorcycle measuring 13" long 6" high, is authentically reproduced with all parts including a lighting headlight which switches on and off operated by pencil-light battery. Made of high impact plastic with rubber tires. Can be completely taken apart and put together. 3/ctn., wt. 5 lbs. No 2583.

STOCK No. 71—85011

LOUIS MARX & CO.

N41-95 E **Retail** **$2.98 ea.**

Inv ____________ Pur.____________



FIX-IT CONVERTIBLE

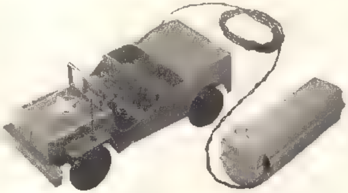
Streamlined sport convertible made of sturdy plastic. Hood opens and trunk opens. Very authentic in detail. Includes plastic jack, rim wrench, gas can, spare tire and many other tools used on automobiles. Complete with license plates of the states of the union in cut-out form. Comes in assorted colors. 13" long, 5" wide, 4" high. No. 3012

STOCK No. 71—85013

IDEAL TOY CORP.

C81-95 J **Retail** ... **$2.98 ea.**

Inv. ____________ Pur.____________



REMOTE CONTROL JEEP

Plastic G.I. jeep with rubber wheels. Control panel operates on two standard flashlight batteries. Press button on panel and jeep goes forward, even up grades. Size is 6½" x 2½" x 2½". Less batteries. No. 81.

STOCK No. 71—85016★

GENERAL MOLDS AND PLASTICS CORP

G81-30 S **Retail** ________ **$1.98 ea.**

Inv. ____________ Pur ____________

CADILLAC COUPE DE VILLE

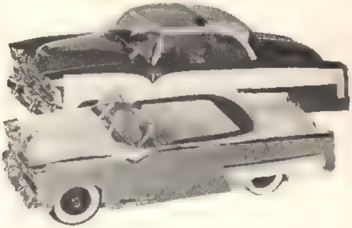
Precision scale model car with interior parts such as two-tone seats, dashboard and steering wheel. Dent-proof body made of Tenite plastic. Colors will not chip or peel Has deluxe fly wheel motor. 12/ctn., wt. 8 lbs. No. 77C.

STOCK No. 71—84996★

ALUMINUM MODEL TOYS, INC.

V41-30 T **Retail** ________ **$1.98 ea.**

Inv. ________ Pur. ________



ASSORTED FRICTION CARS

Modern cars with friction siren motors. Have automatic windshield wipers, rubber tires, die-cast simulated spoke wheels, full metal bottom. Sun Dome has transparent tinted top. Measures 9¼" long. 12/ctn., wt. 11 lbs. No. 1323

STOCK No. 71—84997

IRWIN CORP.

H51-30 J **Retail** ________ **$1.98 ea.**

Inv. ________ Pur. ________

MECHANICAL CAR WITH LIGHTS

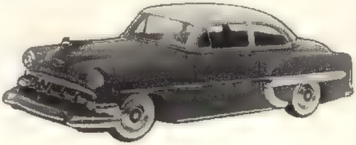
A hard top convertible in silver plastic with electric headlights. Has steel frame and friction motor that propels the car at a fast rate of speed. Light operates by standard flashlight battery. Car has rubber wheels and is 9¾" long, 4" wide, 2⅜" high. 12/ctn., wt. 10¼ lbs. No. 2769.

STOCK No. 71—85001

LOUIS MARX & CO.

R31-30 T **Retail** ________ **$1.98 ea.**

Inv. ________ Pur. ________



FRICTION SEDAN

Latest model Chevrolet, has rubber tires with white sidewalls. Pushing down and forward activates powerful friction motor. Wheels are adjustable and car can travel in circles. Measures 11" long, 5" wide, 3⅜" high 24/ctn., wt. 50 lbs. No. J307

STOCK No. 71—85006

LINEMAR COMPANY

J71-95 A **Retail** ________ **$2.98 ea.**

Inv. ________ Pur. ________

FRICTION FUTURISTIC CAR

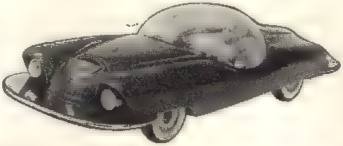
Made of heavy gauge steel, finished with baked metalic enamel. Has driver seated behind steering wheel. Has powerful friction motor that speeds car along and simulates motor noise while sparks shoot through rear jet past transparent red plastic window Car measures 12¼" long, 5¼" wide, 3¼" high. 36/ctn., wt 50 lbs. No. J-20.

STOCK No. 71—85007

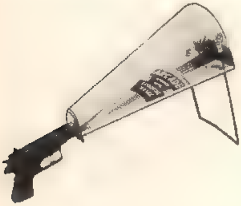
LINEMAR COMPANY

G71-62 X **Retail** ________ **$2.49 ea.**

Inv. ________ Pur. ________



BAGATELLE GAMES



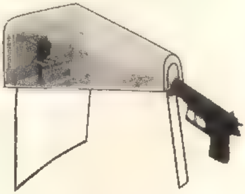
SHOOTING GALLERY

Enclosed in transparent cover of plastic, equipped with variety of movable targets. Continuous action provided by self-feeding, automatic pistol and the rate of fire of the steel pellets can be controlled by the shooter. No. G-147.

STOCK No. 71—86628
LOUIS MARX & CO.

P71-95 K Retail ......$2.98 ea.

Inv.____________ Pur.____________



SHOOTING GALLERY

Enclosed in rigid plastic, transparent case, target of lithographed steel. Long-running target at rear with scoring devices. Self-feeding, automatic pistol fires steel pellets. Size 20½" long, 12½" wide. 3/ctn., wt. 20 lbs. No. G-191

STOCK No. 71—86629
LOUIS MARX & CO.

M33-25 G Retail $4.98 ea.

Inv.____________ Pur.____________

SHOOTING GALLERY

Lithographed steel gallery with heavy wire frame; 14" x 9" x 13½". Six molded birds mounted in double row on wire frame. Frame comes down ramp providing moving target. Gun is steel double barrelled cork shooter, 21" long. Has 10 corks. No. 931.

STOCK No. 71—86632
DAISY MFG. CO.

F31-95 Z Retail ......$2.98 ea.

Inv.____________ Pur.____________

SCORE BALL GAME

Consists of the following assorted games, miniature acro ball game, miniature over and under game, miniature bagatelle game, miniature skorball game. All have lithographed bottom and transparent plastic tops equipped with steel balls and fully enclosed. 6/ctn., wt. 5 lbs. No. G-107.

STOCK No. 71—86642
LOUIS MARX & CO.

R3-19 P Retail $ .29 ea.

Inv.____________ Pur.____________

200
500
2000
1000
1000
1000
GUARDS

AKRO BALL GAME

A new game of skill made of colorfully lithographed metal with transparent plastic case. Contains five marbles and is fully enclosed. Players attempt to snap marbles into scoring pockets. 24/ctn., wt. 13 lbs. No. G-60.

STOCK No. 71—86643
LOUIS MARX & CO.

B4-39 L Retail......$ .59 ea.

Inv.____________ Pur.____________

BAT-M-UP JR.

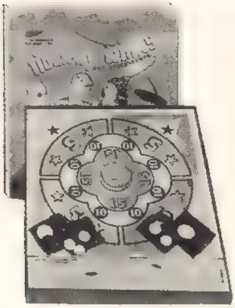
A Bat-M-Up Jr. is a self-contained all plastic pocket size baseball game. Size is 5" x 8½". Individually packaged in transparent plastic bag. 24/ctn., wt. 5 lbs. No. 415-B.

STOCK No. 71—86644
NORTHWESTERN PRODUCTS CO.

G8-32 L Retail ....$ .49 ea.

Inv.____________ Pur.____________

TARGET GAMES



TIDDLEDY WINKS

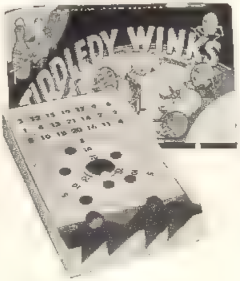
Contains well designed lithographed playing board, 10½" square. Has plastic winks, large plastic target cup, four pieces of felt and instructions. All in sturdy lithographed box. No. 1063.

STOCK No. 71—86601

TRANSOGRAM CO, INC

B9-32 T Retail ___ $ .49 ea.

Inv ______ Pur. ______



TIDDLEDY WINKS

A special tiddledy winks set with four colors of winks, bowling pins, glass and felts. Several different games can be played with this set and children of all ages will love it. No 935.

STOCK No. 71—86602

PARKER BROS., INC.

C6-67 E Retail ___ $ .98 ea.

Inv.______ Pur.______

FLIP-A-LID
A Fast, Thrilling ACTION GAME of SKILL

FLIP-A-LID

Flip-a-Lid is a fast thrilling action game of skill featuring colorful plastic lids and flippers. Two to eight players Age 4 to 10. Size 10" x 14" x 1⅛". 24/ctn, wt 28 lbs No 2750

STOCK No. 71—86603

HASSENFELD BROS., INC

F6-65 L Retail $ .98 ea.

Inv ______ Pur.______

RUBBER HORSE SHOE SET

Two pairs of red and green rubber horse shoes 6" long, two colored lithographed metal bases, each 11¼" square with 2 ¾" metal pegs. 12/ctn., wt 22½ lbs. No 700

STOCK No. 71—86607

AUBURN RUBBER CO.

M5-84 E Retail ___ $1.29 ea.

Inv. ______ Pur.

ACCURACY SHOOTING SET

COWBOY TARGET SET

Contains 10 metal targets with cowboy and Indians lithographed on them. When shot with plastic rifle and wooden bullets, the targets fall revealing score on bottom panel Safe and entertaining No. G-128

STOCK No. 71—86622

LOUIS MARX & CO.

C4-70 W Retail $ .98 ea.

Inv ______ Pur.

CROW SHOOT

Realistic plastic crows spin around when hit and fall off fence bar. Game is supplied with five crows. Steel bar and wood posts, steel barrel gun with plastic stock. 12 per carton, wt. 15 lbs No. 1075.

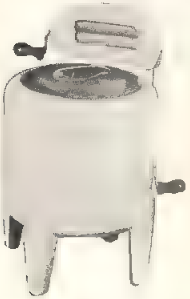
STOCK No. 71—86625

JAYMAR SPECIALTY CO.

M81-30 X Retail $1.98 ea.

Inv.______ Pur.______

TOY WASHERS & RANGES



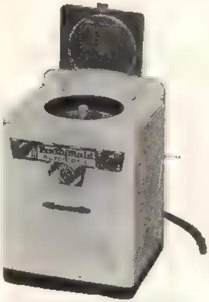
WASHING MACHINE

New authentic replica of latest agitator style washing machine. Handle starts agitator in motion. Plastic top. Steel wringer with hard rubber rollers. Adjusts to 3 positions. 12" high. 8 to ctn. No. 81.

STOCK No. 71—83846★
WOLVERINE SUPPLY & MFG. CO.

L71-62 J Retail ____ $2.49 ea.

Inv.__________ Pur. __________



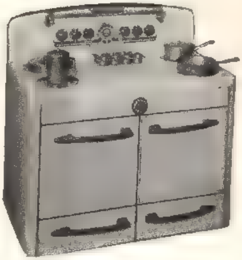
AUTOMATIC WASHER WITH SPIN DRYER

Replica of modern automatic type washing machine and spin dryer. Made of lithographed steel. Manually operated, equipped with removable spinner basket. Rubber drain hose. 9¼" high. Six to carton. Wt. 16 lbs. No. K-54.

STOCK No. 71—83848
LOUIS MARX & CO.

C41-50 K Retail $2.29 ea.

Inv.__________ Pur.__________



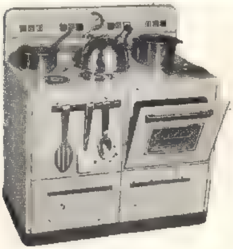
PLAY RANGE

Large model, measures 12" wide, 13" high, 6½" deep. Replica of latest type electric range in gleaming white steel, plastic deep well and plastic knobs, handles, lithographed dials, etc. Six to carton. No. K-51.

STOCK No. 71—83855★
LOUIS MARX & CO.

Z41-30 T Retail ____ $1.98 ea.

Inv. __________ Pur __________



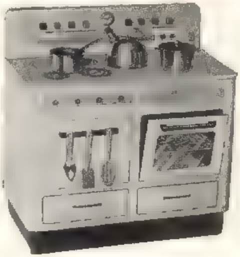
METAL PLAY STOVE

Big, heavy gauge metal stove. Modern design. Hinged door opens into heating compartment. Four operating plastic push buttons and six colorful aluminum utensils. 12 to carton. No. 189

STOCK No. 71—83856
WOLVERINE SUPPLY & MFG. CO.

H71-95 H Retail ____ $2.98 ea.

Inv.__________ Pur.__________



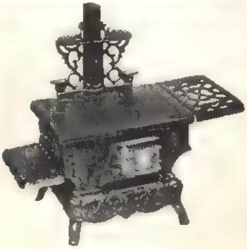
PLAY STOVE

New model push-button stove with doors that swing open. Real aluminum whistling tea kettle, pot with cover, sauce pan, egg whip, mixing spoon, cake turner, 15¼" high. One to carton. No. 196.

STOCK No. 71—83857
WOLVERINE SUPPLY & MFG. CO.

P83-25 N Retail $4.98 ea.

Inv. __________ Pur.__________



CRESCENT RANGE

Authentic reproduction of the old time toy range. Made from original patterns. Finished in black with polished decorations on oven doors. 9" high, 10¼" long 5" wide. Six per carton. Wt. 25 lbs. No. 20.

STOCK No. 71—83859
GREY IRON CASTING CO.

F72-27 R Retail ____ $3.49 ea.

Inv. __________ Pur __________

TOY RANGES

11" CRESCENT RANGE

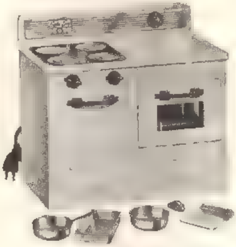
A large replica of an old-fashioned kitchen range in authentic pattern. 11" high, 11½" long, 7" wide. Finished in black with polished decorations on oven doors. Four to carton, wt. 35 lbs. No. 18.

STOCK No. 71—83860

GREY IRON CASTING CO.

F23-25 N Retail $4.98 ea.

Inv. Pur. ____



ELECTRIC RANGE

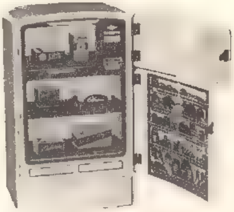
Large electric range of durable steel with white baked enamel finish. Measures 12½" x 11" x 7". Has fiber glass Insulated oven, four quick-heat burners, six utensils and cook book. Oven has seperate heating element mounted beneath oven. Safety tested. Cord set attached. 4/ctn., wt 32 lbs. No 226.

STOCK No. 71—83873■★

METAL WARE CORP

T55-20 A Retail $7.95 ea.

Inv. Pur



REFRIGERATOR

Made of heavy guage steel, streamlined and modern. 2 doors open, one into freezer compartment, one into refrigerator. Includes 2 plastic ice cube trays, miniature packages of food products. 13½" high, 8" wide, 5½" deep. 12 to carton. No. 184.

STOCK No. 71—83885

WOLVERINE SUPPLY & MFG. CO.

R41-30 C Retail $1.98 ea.

Inv.____________ Pur.____________

REFRIGERATOR

All steel, measures 17" high, 9¾" wide, 6" deep, modern two-door type Has shelves on lower door on which are miniature bottles. Both doors have snap locks. Has revolving shelf like new modern refrigerators. Complete with dummy food packages. 1/ctn., wt. 6 lbs. No. 187

STOCK No. 71—83886★

WOLVERINE SUPPLY MFG. CO.

T83-90 F Retail $5.98 ea.

Inv.____________ Pur.____________

KITCHEN CABINET

Well constructed of heavy lithographed steel in red and white. 4 doors swing open. Includes small packages of grocery products, plastic utensils, rolling pin, etc. 15¾" high, 11" wide, 6½" deep Eight per carton.. No. 178A.

STOCK No. 71—83900

WOLVERINE SUPPLY & MFG CO.

Y71-62 B Retail . $2.49 ea.

Inv.____________ Pur. ____________

DOLL HUTCH

Wooden doll hutch complete with 15-piece canister set. Hutch measures 19¾" high, 14" wide, 7¼" deep. Doors have metal reinforced hinges and open. Canister set attractively lithographed. 1/ctn., wt. 7¼ lbs No 11B

STOCK No. 71—83904

ALBION MFG. CO

R73-90 W Retail $5.98 ea.

Inv.____________ Pur.

Saucy Walker Doll

Ideal's walking flirting doll that does everything She walks, sits and cries. She turns her saran-topped head from side to side and rolls her eyes as she walks. Comes with plastic curlers. Fully jointed. Saucy Walker's walking mechanism is concealed and there's no key to wind, nothing to go out of order. Long tressed saran wig can be combed, washed and waved. Comes in beautifully styled outfits with slip, panties, socks and vinyl shoes Packed each in new display box. **Mfr's. Sugg Retail**

1624T588 17" Doll .... $ 7.98
1 84T867—23 Doll 12.98

Toni Walker Doll with Kit

Now, America's most popular doll walks and turns her head from side to side with every step She goes backwards too, and sits down like the little lady she is. Nothing to wind or break With Ideal's exclusive nylon wig that can be waved and washed Has complete Toni Playwave Kit . . . solution, tissues, instructions, comb, shampoo and curlers In an assortment of high fashion dresses. Also wears slip, undies socks and vinyl shoes. Packed in new type display box **Mfr's Sugg Retail**

1704T667—14" Doll $ 9.98
1705T800—16" Doll 11.98
1706T1280—21" Doll 17.88

Mary Hartline Walking Doll

1582T800—Ideal's all plastic Mary Hartline Walking doll is a life-like reproduction of the Pretty Princess herself. The doll's very long, exquisite blonde saran hair is generously rooted and can be washed and curled to keep it looking lovely always Sleeping eyes. Her head turns from side to side as she walks. The doll wears an authentic copy of Mary's drum majorette TV costume, including the familiar white boots and baton Packed each in box with plastic curlers. Size. 16". **Mfr's. Sugg. Retail $11.98**

Magic Flesh Doll

It's "Magic Flesh"—so soft—so warm to the touch so real-as life, you'd think it was the skin of a real baby. Doll has a vinyl head with sleeping eyes and vinyl arms and legs. Has crying voice in cotton filled body. Lustrous saran wig can be brushed, combed and shampooed. Comes with plastic curlers Dressed in organdy dress, ribbon tied bonnet, slip elastic undies, shoes and socks. **Mfr's, Sugg Retail**

1585T400—16" Doll $5.98
1586T667 20" Doll $9.98

Walking Bride Doll

1707T935—A vinyl head, fully jointed walking doll attired in a nylon tulle bridal gown, veil and holding a bouquet of imitation blossoms Lustrous saran wig can be washed, brushed and combed Comes with plastic curlers. As she walks her head turns from side to side. Packed each in box With slip, panties, shoes and socks Size 19" **Mfr's. Sugg Retail $13.98**

Harriet Hubbard Ayer Doll

WITH MAKE-UP KIT

A doll every little girl has dreamed of having. An attractively dressed doll made of real as life "Magic Flesh" which can be made up over and over again Lovely lustrous saran hair can be combed, brushed and styled Has eyes that sleep and eyelashes. Included with doll is a makeup kit consisting of lipstick, rouge, face powder, eye shadow, eyebrow pencil perfume stick, cleanse-Ayer cream and tissues An illustrated instruction booklet is also enclosed

Mfr's. Sugg. Retail

1619T800—14" Doll $11.98
1620T935—16" Doll 13.98

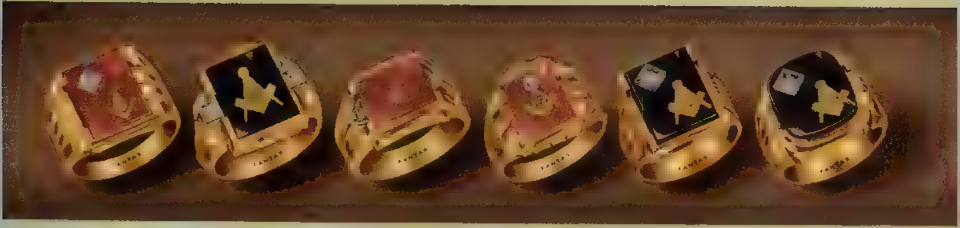
BABY BIG EYES DOLL

1708T800—A cuddly blanket full of baby doll with the biggest, most expressive eyes you've ever seen. Vinyl head with rooted saran wig that can be washed, brushed and combed Molded arms and legs with

Betsy Wetsy
Weeping and
Wetting Doll

(Right)

1709T533 America's favorite drinking and wetting doll now CRIES. All vinyl body with realistic plastic head Sleeping eyes and lashes. Comes with layette including slip, dress, bonnet, extra diaper, bar of soap, powder puff and can of powder clothespins, drinking bottle, Betsy wears attractive baby shirt and diaper Bottle has removable nipple and can be filled with water When Betsy drinks liquid she wets her diaper



Men's fraternal ring. 10K yellow gold. Fine quality diamond inlaid in synthetic Ruby.

		Sugg. Retail
1737G3000	Masonic	$65.00
1738G3000	K of C	65.00
1739G3000	Elks	65.00

Men's Masonic ring. 10K yellow gold Inlaid emblem. 2 fine quality diamonds.

Black Onyx	Sugg. Retail
1740G2925	$62.00
Synth. Ruby	
1785G3175	$65.00

Men's Masonic ring. 10K yellow gold. Inlaid emblem. 2 fine quality diamonds.

Synth. Ruby	Sugg. Retail
1741G3000	$62.00
Black Onyx	
1786G2850	$59.00

Men's Masonic ring. 10K yellow gold. Fine quality diamond and inlaid emblem.

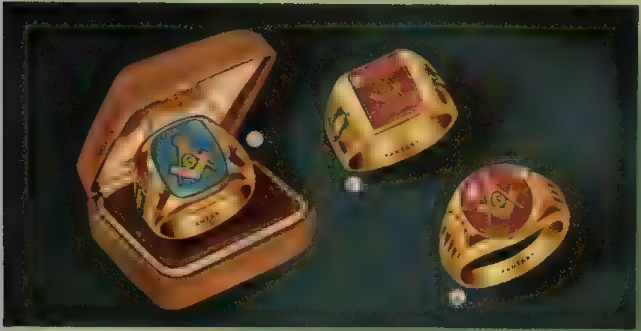
Synth. Ruby	Sugg. Retail
1742G2450	$55.00
Black Onyx	
1787G2300	$50.00

Men's Masonic ring. 10K yellow gold. Black Onyx with fine quality diamond and enamelled emblem.

	Sugg. Retail
1743G1800	$38.00

Men's Masonic ring. 10K yellow gold. Fine quality diamond and enamelled emblem

Black Onyx	Sugg. Retail
1744G1975	$40.00
Synth. Ruby	
1788G2285	$48.00



Ⓔ **Men's masonic ring.** 10K yellow gold. Synthetic stone with inlaid emblem. Enamelled side emblems.

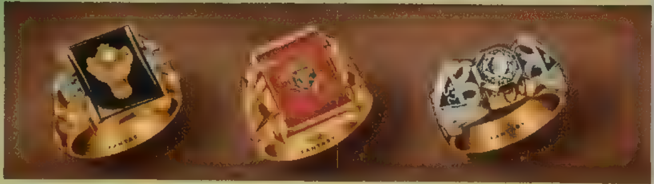
		Sugg. Retail
1735G2725	Ruby	$55.00
1736G2725	Blue sapphire	55.00

Ⓕ **Men's masonic ring.** 10K yellow gold. Inlaid emblem. Enamelled side emblems.

		Sugg. Retail
1734G2250	Synth. Ruby	$45.00
1784G2150	Black Onyx	43.00

Ⓖ **Men's masonic ring.** 10K yellow gold. Inlaid enamelled emblem.

		Sugg. Retail
1747G2175	Synth. Ruby	[redacted]
1791G2025	Black Onyx	43.00



Men's Elk ring. 10K yellow gold. 2 fine quality diamonds. Inlaid Enamelled emblem.

		Sugg. Retail
1745G2975	Black Onyx	$65.00
1790G3450	Synth. Ruby	70.00

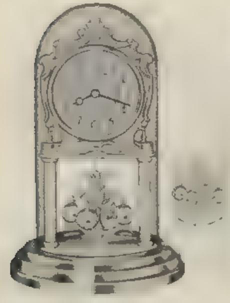
Men's K of C ring. 10K yellow gold. Enamelled inlaid emblem.

		Sugg. Retail
1746G2700	Synth. Ruby	$55.00
1789G2375	Black Onyx	50.00

Men's 32nd degree Consistory ring. 10K yellow gold. Enamelled side emblems. White gold eagles.

		Sugg. Retail
1748G4200	With 1 ct. Titania	$90.00
1749G3375	With 1 ct. zircon	70.00

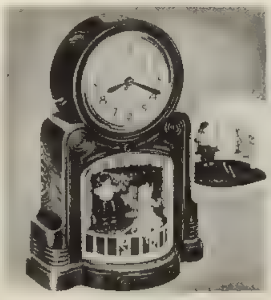
MASTERCRAFTERS – *Electric Clocks of Distinction*



[redacted]

All electric clock with Sessions self starting movement. No winding or sensitive adjustments necessary. Fascinating motion of a beautiful metal pendulum with brass balls, gold plated . . . rotates rythmically as clock tells time. All metal trimmings and base highly gold plated. Entire works enclosed under a clear glass dome. Standard one year guarantee. Ht. 12", Width 8". Ship. Wt. 8 lbs.

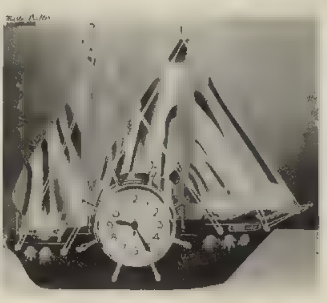
20/311 Y1197 Retail.... $19.95



SWINGING PLAYMATES

Most beautiful Action Clock ever—realistic continuous Two-fold motion . . . two happy, adorable children—both boy and girl gaily swing beneath a lovely garden bower . . . each on separate swings . . . move alternately back and forth. Exquisite illuminated garden scene in full natural colors, controlled by pin switch also serves as night light. Plastic case in Walnut or Onyx finish with hand colored, delicately detailed openwork garden bower and fence. Precision self-starting electric movement. Height 10½", depth 4¾". Ship Wt 6 lbs.

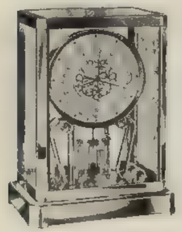
21/311 Y957 Retail.............$15.95



FLYING CLOUD WITH LIGHTS

This elegant clock illuminates in red brilliantly against the highly polished chrome sails by means of two 6-watt bulbs casting beams of light through two red plastic covers. Rays, of silvery white light glow through clear lucite inserted in the five port holes. Pin switch on back plate controls lights. Well-styled, hand-rubbed wood case, finished in walnut or Swedish Modern. Chrome plated metal trimmings SESSIONS self starting electric time movement incased in chrome plated metal housing. Height 14¼", width 17¾". Ship. Wt. 7 lbs.

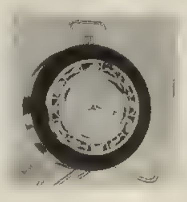
22/311 Y1213 Retail...................$19.95



[redacted]

Elegant . . . stately . . . traditional design. Metal case and trimmings, gold plated. Sparkling clear glass enclosure, sides decorated in scroll design. Self-compensating pendulum. Silent, precision, accurate, self-starting electric movement. One year guarantee. U. L. approved. Ht. 11", width 8⅛", depth 6⅛". Ship Wt. 10 lbs.

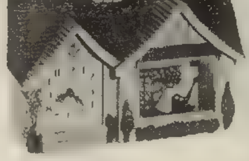
23/311 Y2097 Retail $34.95



"[redacted]"

The Clock of Distinction . . . Rich Walnut plastic case, trimmed with all the signs of the zodiac, luxuriously plated, gold finish. 4" Dial face . . . brass fittings. Height 8", width 8", depth 2". Self-starting electric clock movement. This mantel clock can be easily converted to a wall clock by removing back leg. One year guarantee. Ship. Wt. 3 lbs.

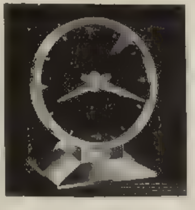
24/311. Y597 Retail $9.95



"HOME SWEET HOME" BY HADDON

This little home is complete with shrubbery, trellis, slate roof and brick chimney. Little lady at window rocks continuously while fire place in background flickers with a warm glow. 3rd dimensional scene in full color is lighted by indirect light controlled by switch in back. Fully guaranteed self-starting electric movement. Has double-purpose utility because it serves as a night light as well as an accurate time piece. In walnut or antique ivory with contrasting color decorations. 12" wide, 7½" high, 3¼" in depth. 110 volt, 60 Cycle AC only. Ship. wt. 6 lbs. Specify finish.

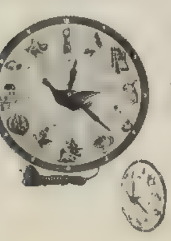
52/312 Y1077 Retail........$17.95



GOLDEN VISION" BY HADDON

Its "See-Thru" mystery feature is further enhanced by "Reflective Light" from the sleek, sturdy base. Both the base and rim are pressure cast of heavy 24 K gold plated metal. Smart 3rd dimensional time indicators are skillfully etched on the transparent crystal dial. Dimensions: 8¾" h.; 7¾" w. (diam.) and 4¾" d. Precision electric movement. 110 Volt, 60 Cycle AC. Ship. Wt. 5 lbs

50/312 Y1377 Retail $22.95



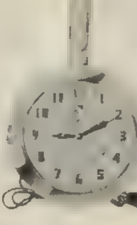
"MOTHER GOOSE" CLOCK

There's a place in every home for this new, attractive colorful Mother Goose Electric Clock. Well constructed. Plastic face is printed in 7 bright colors to give it instant eye appeal. Colors printed reverse therefore cannot be washed off or scratched. AC only. Diameter 10½". Ship. Wt. 3 lbs.

31/313 Y415 Retail.......... $6.95

As above only with Built-In Night Light

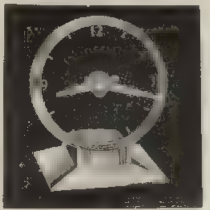
32/313 Y475 Retail..... .....$7.95



"FRYING PAN" ELECTRIC CLOCK

The Perfect Clock for Kitchen. Den, Game Room. Dependable, Noiseless Electric Motor. Gleaming Copper Plate. The precision, time-tested, noiseless electric motor is 60 cycle, 110 volts, A.C. The "frying pan" is heavy gauge all steel and will last a lifetime. Size 8"x14½" Ship Wt. 3 lbs. Written guarantee with every clock.

30/313 Y340 Retail $5.95



'GOLDEN VISIONETTE" BY HADDON

The "See-Thru" mystery dial, base and rim in 24K gold plated metal, (without light), has the same soft lines enhanced by "Angle Vision" with deep etched 3rd dimensional arabic numerals filled with gold. Its miniature size makes it appropriate for every appointment. Dimensions 7½" h; 6¼" w (diam.) 4¼" deep. Ship. Wt. 4 lbs.

51/312 Y1017 Retail...$1695

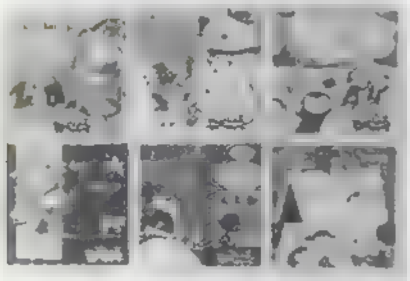
CAPITOL RECORDS

No. CAC1

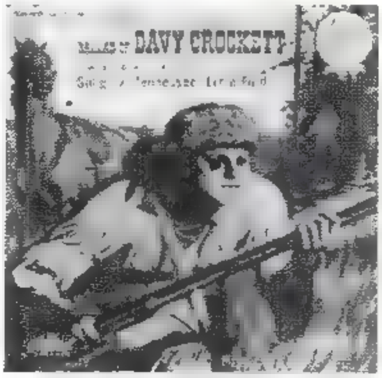
No. TAC3 - 25¢ RECORDS
TAC Series, 6", 78 RPM, non-breakable, TAC Series

No. CAC1 - 99¢ RECORDS
10", 78 RPM, non-breakable, CAC Series.

No. CAS-3229 - DAVY CROCKETT RECORD
10", 78 RPM "BALLARD OF DAVY CROCKETT"
1.00



No. TAC3



No. CAS-3229

JEFFERSON

GUITAR

No. 85 - LONE RANGER
COWBOY GUITAR
30" x 11" x 3¼" . . . 3.98

VANITY FAIR

PHONOGRAPHS

No. 500

No. 500
TABLE MODEL ACOUSTIC

In metal case, brilliantly collored.
$10.95

No. 6006
PORTABLE ACOUSTIC MODEL

In sturdy wood constructed case covered in 2-tone leatherette. Metalized Arm. $12.98

No. 101
PORTABLE 3-SPEED
AMPLIFIED
PHONOGRAPH

A sturdily constructed cabinet, volume control, crystal pickup, heavy magnet speaker.

$27.00

NISCOTT

No. 75
INDIAN CHIEF
COMBINATION SET

Complete with 100 Tom-Tom, 2 Mallets, Indian Hairdress, etc.
Per Set 2.00

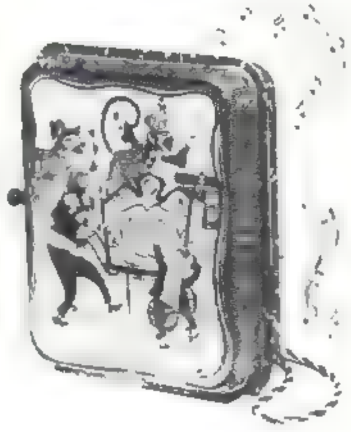
NOBLE & COOLEY

DRUMS

DRUMS TO RETAIL
AT 1.00 and 1.50

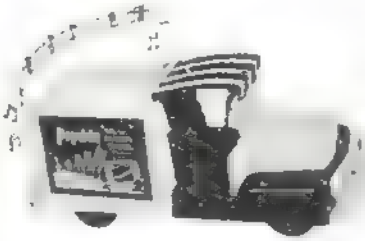
LARGE JAZZ
SET 5.00

MATTEL MUSICAL TOYS



No. 501

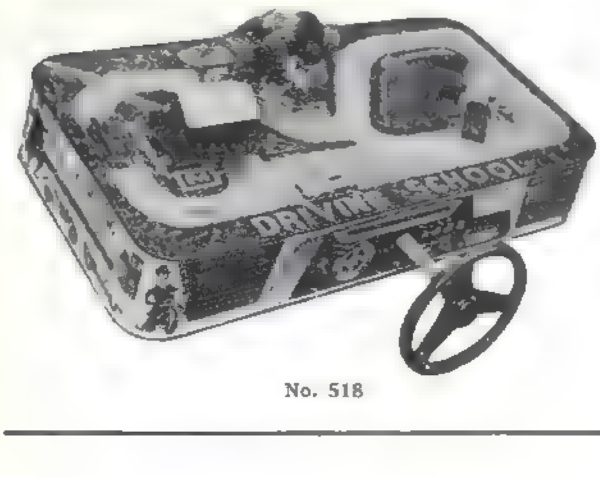
No.	Each
501 - MERRY MUSIC BOX . . .	1.00
520 - ROYAL KNIGHT JEWELED SWARD & SCABBARD . .	1.00
502 - DREAM CAR	1.00
490 - MUSICMAKERS BOOKS, Assorted	1.00



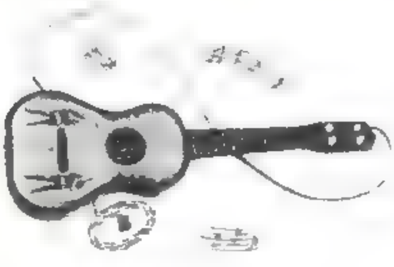
No. 504

MYSTERY MUSICAL TRUCK

3.00



No. 518

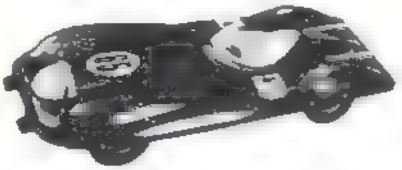


No. 421

No.	Each
421 - COWBOY GE-TAR	1.50

NOT ILLUSTRATED:

527 - DAVEE - DAVY CROCKETT GE-TAR	1.85



No. 510

No.	Each
510 - BONNEVILLE SALT FLATS SPECIAL	2.00
465 - DREAM CAR	2.00
517 - ROYAL KNIGHT JEWELED SWARD, SHIELD & SCABBARD	2.00

No. 508

CARNIVAL HURDY-GURDY

Largest and loudest music box in the world of toys. Size: 27" x 8" x 7"

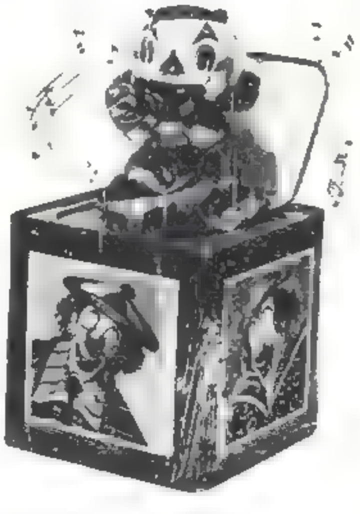
3.00

No. 518

DRIVING SCHOOL

Children drive, park, gas and garage their cars. Endorsed by safe driving authorities.

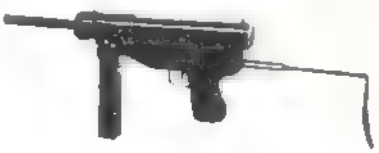
4.98



No. 507

JACK IN THE MUSIC BOX

2.00

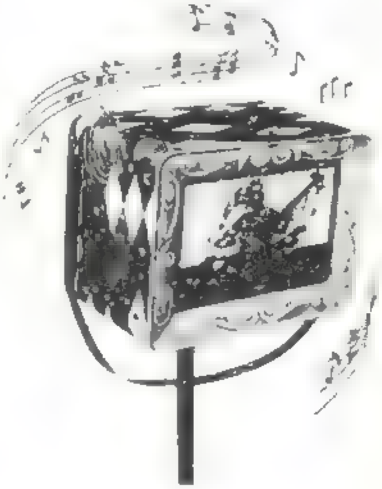


No. 516

BURP GUN

23½" x 8" x 2"

3.98



No. 508

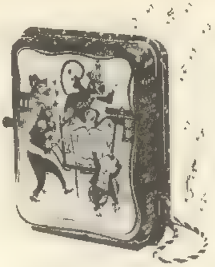
Mattel

MERRY MUSIC BOX

Plays assorted tunes as the crank is turned. Gaily litho'd in 4 colors on the metal box. Over the shoulder carrying cord. Each in a box.

No.	Retail	L.P.L.	P.L.
EG36-501	$0.98		

Pkd. 24 ea.-19 lbs.



Mattel

PRINCE VALIANT SWORD, SCABBARD & SHIELD

No dangerous metals, no sharp points. 18 inch sword with flexible, Sparkle-Shine blade, soft rubber tip, Gold-Glo handle, jewel decorated. Jeweled belt scabbard. 4-color litho'd shield.

No.	Retail	L.P.L.	P.L.
EG36-506	$1.98		

Pkd. 12 ea.-18 lbs.

Sword and scabbard only –

No.	Retail	L.P.L.	P.L.
EG36-505	$0.98		

Pkd. 24 ea.-13 lbs.

Remco Industries

CRAZY CUCKOO CLOCK

crazy cuckoo clock
cuckoo clock

Real cuckoo clock in Swiss chalet style. Turn the handle and hands go round and round, clock ticks, cuckoo bird pops out at 12 o'clock and goes "cuckoo-cuckoo." 2 clowns perform antics inside a window in the base. Sturdy plastic in bright colors.

No.	Retail	L.P.L.	P.L.
EG36-100	$1.98		

Pkd. 12 ea.-8 lbs.

Kusan

KATHEDRAL BELLS

8 all-metal bells, each beautifully tuned to play a note of the scale. Each bell is a different color and 6 color-keyed song sheets come with the set. Bells are 3¼ inches tall, handles are designed to hang on crib or play pen if desired.

No.	Retail	L.P.L.	P.L.
EG36-K-86	$2.98		

Pkd. 12 ea.-17 lbs.

Young Products

MAMBO SET

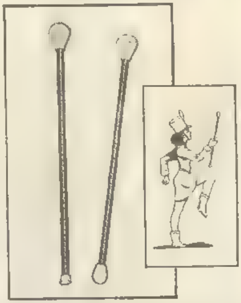
Colorful display box holds complete set of mambo rhythm instruments; pair of colored plastic maracas (gourds), pair of 5 inch sand blocks, hardwood tone block and stick. Mambo instruction record included.

No.	Retail	L.P.L.	P.L.
EG36-LPM5500	$1.98		

Pkd. 12 ea.-17 lbs.

Suburban Toy & Mfg.

TWIRLIT BATONS



Regulation style and design with chrome plated, spiral knurled steel shaft. Molded white rubber tip and pear shaped ball.

28 inch length, 3/4 inch O.D.

No.	Retail	L.P.L.	P.L.
EG36-124	$0.98		

Pkd. 12 ea.-13 lbs.

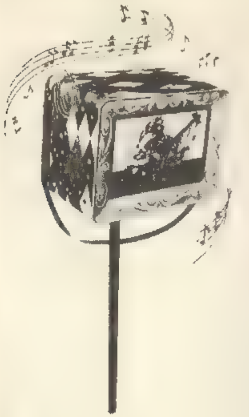
24 inch length, 5/8 inch O.D.

No.	Retail	L.P.L.	P.L.
EG36-122	$0.79		

Pkd. 24 ea.-13 lbs.

Mattel

CARNIVAL HURDY-GURDY



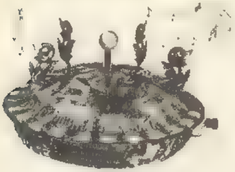
Large "Breakpruf" all metal box produces loud, clear music. Box has a 24 inch stick, vinyl shoulder strap, 8 by 7 inch box is decorated with a carnival of color. Each in a carrying case of corrugated material.

No.	Retail	L.P.L.	P.L.
EG35-508	$2.98		

Pkd. 6 ea. - 14½ lbs.

Mattel

MUSICAL BLACKBIRD PIE



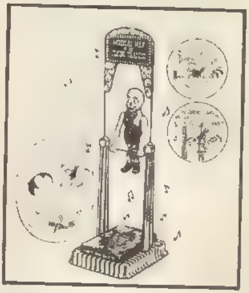
9 inches in diameter, 4½ inches high. Turn the crank and music plays "Sing a Song of Sixpence" and as the song ends 5 lifelike blackbirds fly from the pie. Red knob is pushed down to start over again. All metal toy with childhood characters and song verses litho'd in full color.

No.	Retail	L.P.L.	P.L.
EG35-467	$1.98		

Pkd. 12 ea. - 19 lbs.

Mattel

MUSICAL MAN ON THE FLYING TRAPEZE



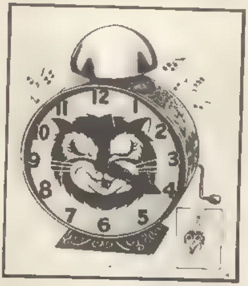
All metal construction, colorfully litho'd in four colors. 21 inches high. When crank is turned the acrobat whirls 'round and 'round on his trapeze to the tune of "The Daring Young Man on the Flying Trapeze. Words of song are on the base.

No.	Retail	L.P.L.	P.L.
EG35-468	$2.49		

Pkd. 12 ea. - 19 lbs.

Mattel

HICKORY DICKORY CLOCK



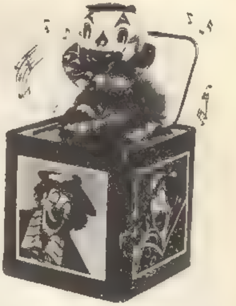
Metal case is brilliantly lithographed with 4-color illustration. Plated plastic bell. Plays "Hickory Dickory Dock" as crank is turned. "When the clock strikes one" the sleeping cat's eyes pop open - the bell rings, jumps up and it uncovers the hidden mouse. The movable hands teach the children to tell time. Size 8¼ x 7 x 3 inches.

No.	Retail	L.P.L.	P.L.
EG35-456	$1.98		

Pkd. 24 ea. - 18½ lbs.

Mattel

JACK IN THE MUSIC BOX



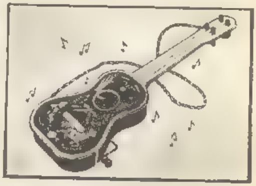
All metal with 4-color famous clown decor. Fool proof mechanism plays merry tunes. Each in a colorful box.

No.	Retail	L.P.L.	P.L.
EG35-507	$1.98		

Pkd. 12 ea. - 15 lbs.

Mattel

COWBOY GE-TAR



Strum a tune on the strings or turn the crank for a Western tune. 14 inches long, colorfully decorated in western themes. Comes in Sunburst Red, Buckskin Yellow and Desert White; assorted colors and tunes to a standard carton.

No.	Retail	L.P.L.	P.L.
EG35-421	$1.49		

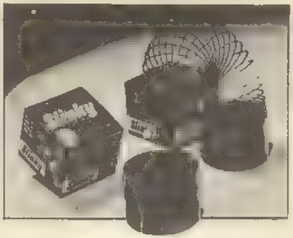
Pkd. 36 ea. - 17 lbs.

James Industries
SLINKY

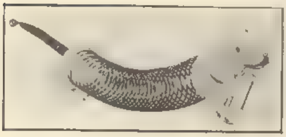
The famous walking-spring toy that walks down stairs and slopes. Nothing to wind up or wear out. Each in and eye-catching box.

No.	Retail	1/11	12/m
EG33-SL	$0.98		

Pkd. 48 ea. - 30 lbs.



James Industries
TOMMY THE SLINKY PUP

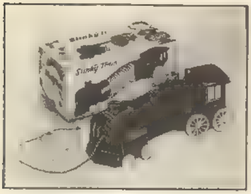


12 inches long. Plastic head, slinky spring body and tail, plastic rear section. Contrasting eyes, nose and ears. Neck ribbon. Tinkle bell on tail. Handsomely boxed.

No.	Retail	L.P.L.	P.L.
EG33-225	$1.98		

Pkd. 12 ea. - 15 lbs.

James Industries
SLINKY TRAIN

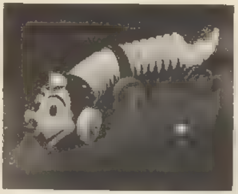


A really different pull toy. The wiggly, stretchy, slinky train that combines the action of "Slinky" with an old time train of colorful plastic. Each in a gay box.

No.	Retail	L.P.L.	P.L.
EG33-200	$1.98		

Pkd. 12 ea. - 10 lbs.

Kusan
KRAZY KRAWLER

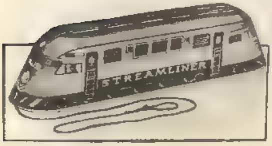


18 inches long. Molded in colors of soft, flexible vinyl. Practically indestructible. The eccentric wheels give a crazy crawling motion. When squeezed he makes a funny noise.

No.	Retail	L.P.L.	P.L.
EG33-K-33	$1.98		

Pkd. 12 ea. - 14 lbs.

Wolverine
STREAMLINER PULL TOY

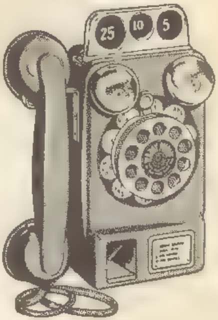


17¾ inches long. All steel, strikingly decorated in bright colors. Bell rings loudly when car is pulled. Attractively boxed.

No.	Retail	L.P.L.	P.L.
EG33-130	$1.49		

Pkd. 12 ea. - 20 lbs.

Gong Bell
PLA-PAY PHONE

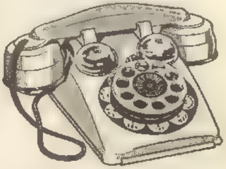


All metal, realistic in detail and in action. Children can learn how a real pay phone operates, learn how to deposit correct coins, learn how to dial numbers properly. Gong sounds when coins are deposited. 8½ inches high, 2½ inches deep. Suction cups on back for mounting. Display box.

No.	Retail	L.P.L.	P.L.
EG33-0700	$1.79		

Pkd. 12 ea. - 19 lbs.

Gong Bell
VOICE PHONE



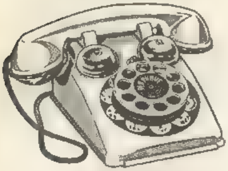
When the receiver is lifted to the ear a "voice" sounds. All steel construction with safe rounded corners. Finished in an assortment of latest decorator colors. Realistic spring return dial, twin bells. Base is 4¼ by 7 inches, receiver 8 inches long.

No.	Retail	L.P.L.	P.L.
EG33-0687	$1.49		

Pkd. 12 ea. - 18 lbs.

Gong Bell

DIAL PLA-PHONE



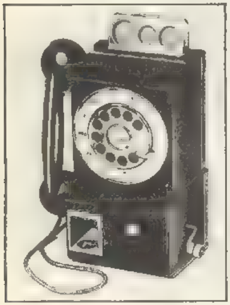
All steel, baked enamel finish. Has sound device in mouthpiece. Realistic dial with spring return action. Twin bells ring as dial is released. In assorted colors. 4¼ by 7 inch base.

No.	Retail	L.P.L.	P.L.
EG34-0686	$0.98		

Pkd. 12 ea. - 15 lbs.

Ideal Toy Corp.

TALKING TELEPHONE BANK



Made of black high impact plastic with metalized dial. Turn the crank and a record plays the operator's voice as she answers and places the call. Clicking, return spring dial. Coins inserted with receiver off the hook ring the bell and are returned when receiver is hung up. Coins inserted with receiver on hook are rejected. Play money is provided. There is a separate slot in which to bank real coins and bills which can be taken out only by removing a disc in back. 9-5/8 x 6-3/8 by 4 inches.

No.	Retail	L.P.L.	P.L.
EG34-4263	$3.98		

Pkd. 6 ea. - 12 lbs.

Ideal Toy Corp.

HICKORY DICKORY CLOCK TALKING TOY

Talking unit recites the verse as the crank is rotated. A magnetized mouse scampers around upon the face of the clock. Hands of clock can be moved to teach time. Made of rugged, high impact plastic, beautifully decorated. 8½ x 10 inches. Nicely boxed.

No.	Retail	L.P.L.	P.L.
EG34-4300	$2.98		

Pkd. 12 ea. - 10 lbs.

Hickory, Dickory Clock

Ideal Toy Corp.

THREE BLIND MICE TALKING TOY

Turn the crank and the built in recording sings "Three Blind Mice" as the farmer's wife chases 3 scampering mice round and around. Metal base. Colorful, decorated with nursery motif. 12½ by 9¼ inches.

No.	Retail	L.P.L.	P.L.
EG34-4301	$2.98		

Pkd. 12 ea. - 10 lbs.

Mattel

FARMER IN THE DELL

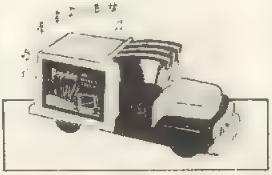
Turn the crank and, as the music plays, each character in the old song pops out as a verse starts. When the roundelay is completed they all pop back. All metal, attractively decorated.

No.	Retail	L.P.L.	P.L.
EG34-523	$2.98		

Pkd. 6 ea. - 14 lbs.

Mattel

MUSICAL MYSTERY TRUCK

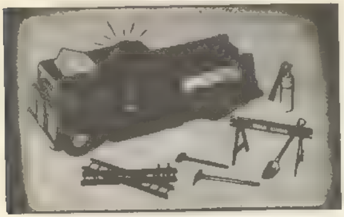


Rolls along, plays a song or doesn't (that's the mystery). Decorated red and white plastic body, reinforced steel chassis. Rubber wheels. Movable sun canopy. Rear door storage. Free display and Popsicle Pete Gift Book premium with each. 11 inches long.

No.	Retail	L.P.L.	P.L.
EG34-504	$2.98		

Pkd. 6 ea. - 7½ lbs.

Ideal Toy Corp.
EMERGENCY TRUCK

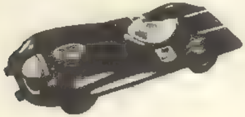


12¾ inches long. Friction motor powered. As car races along siren blares and red light on top flashes on and off. Made of high impact plastic in bright colors with authentic details; dash board, microphone in control box on side, removable stretcher, oxygen tank with movable handle, 2-piece extension ladder, truck ladder, tool chest with lid, pick, shovel, sledge hammer, 3-piece road block.

No.	Retail	Packed	L.P.L.	P.L.
EG48-3301	$2.98	6 each		

P.L. weight 10 lbs.

Mattel
BONNEVILLE SALT FLATS SPECIAL



Powerful "Thunderbird" friction motor sends this realistic replica of the world's fastest professional racing car at a fast speed for a long distance. All metal, finished in cosmic "flashcolors." Crash-proof. Safety bumpers. 12 inches long, 5½ inches wide. Custom-designed package.

No.	Retail	Packed	L.P.L.	P.L.
EG48-510	$1.98	12 each		

P.L. Weight 15½ lbs.

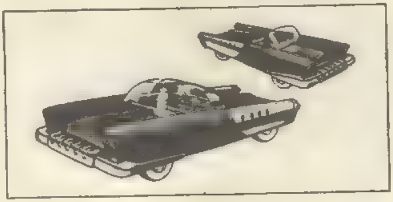
All Metal Products
SCALE MODEL SEDAN

9 inches long. Speedy friction motor. Body of heavy colored plastic, chassis of steel with baked enamel finish. Front and rear bumpers and radiator grille are silver plated. Rubber tires. A factual scale model of a late model deluxe car. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG48-3100	$0.79	12 each		

P.L. Weight 9 lbs.

Mattel
DREAM CAR

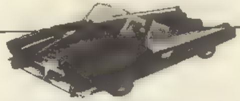


10½ inches long. Fast friction motor. Dream-lined perfection design. Low slung, impact-resistant plastic bodies. The "bomber bubble" transparent convertible top snaps on and off. Plated trim in gleaming silver and gold. Assorted body colors; Red Blaze, Blue Bullet, Chartreuse Dreamliner and Black Diamond.

No.	Retail	Packed	L.P.L.	P.L.
EG48-465	$0.98	12 each		

P.L. Weight 19½ lbs.

Mattel
XP 1960
DREAM CAR



The sport car of tomorrow, beautifully designed. 8½ inches long. High impact plastic body in yellow, burnt orange or turquoise with metallic trim. Steel housed friction motor. Green tinted windshield.

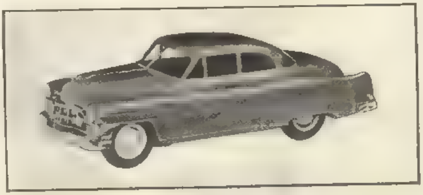
No.	Retail	Packed	L.P.L.	P.L.
EG48-502	$0.98	36 each		

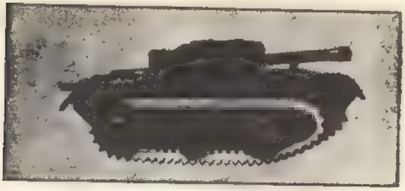
P.L. weight 20 lbs.

XP 1960 DISPLAY DEAL

2 dozen dream cars with a handsome display rack at no extra cost. Limited quantity available this season to early buyers.

No.	Per Car	Packed 1 Deal	Deal
EG48-512	$0.98	N.L.S.-14 lbs.	14.40





Frankonia

MECHANICAL SPARKLING TANK

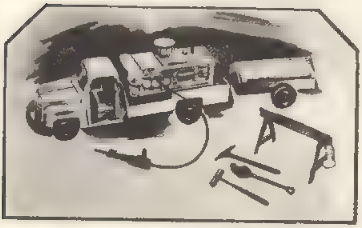
7 inches long. Lithographed in detail. Powerful wind-up motor and rugged treads enable it to climb up steep grades and over obstacles. Shoots sparks and harmless pebbles. Can be reloaded as often as necessary.

No.	Retail	Packed	L.P.L.	P.L.
EG47-400	$2.19	6 each		

P.L. weight 3 lbs.

Ideal Toy Corp.

AIR COMPRESSOR TRUCK



11 inch truck, 6 inch trailer. Simulated compressor motor on top of truck activates a "pneumatic" drill that moves up and down. All doors open and close. Work trailer holds a shovel, pick, lantern and 3-piece road block. Made of sturdy plastic. In an attractive box.

No.	Retail	Packed	L.P.L.	P.L.
EG47-3017	$2.79	12 each		

P.L. weight 21 lbs.

Ideal Toy Corp

SPARKLING MECHANICAL TORPEDO BOAT

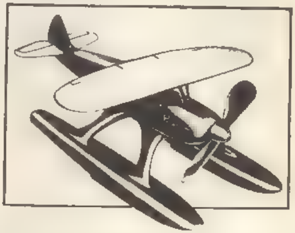
Powerful clock-wind motor. Radar antenna acts as the wind up key. As boat races through the water sparks shoot from the gun turret. Replaceable flint. Made of sturdy plastic, authentically detailed with torpedo racks, searchlight, air horns, windshield and insignia. 11¼ inches long.

No.	Retail	Packed	L.P.L.	P.L.
EG47-4024	$1.98	6 each		

P.L. Weight 9 lbs.

Ideal Toy Corp.

MECHANICAL PLASTIC SEAPLANE



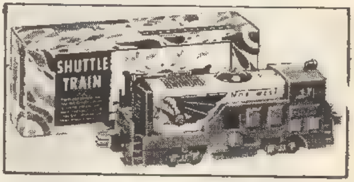
Powerful spring-type motor spins the propeller, gliding plane across the water. Two 9 inch water tight pontoons make it practically unsinkable. Sturdy plastic construction, authentically detailed. 10 inch wingspan, fuselage 9½ inches long. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG47-4847	$1.49	12 each		

P.L. Weight 10 lbs.

Northwestern Products

SHUTTLE TRAIN



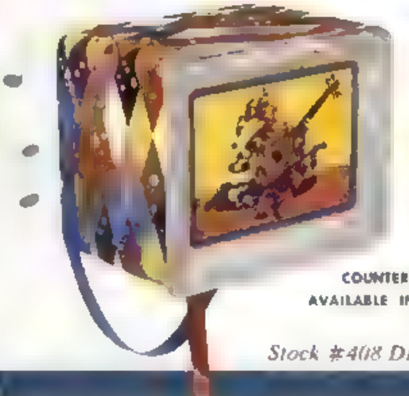
Bell rings constantly as the diesel engine shuttles back and forth, powered by a long-running spring motor. Made of unbreakable plastic with litho'd steel body. Colorfully detailed. In an attractive display box.

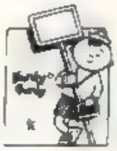
No.	Retail	Packed	L.P.L.	P.L.
EG47-505	$1.98	12 each		

P.L. Weight 14 lbs.

MATTEL CARNIVAL HURDY-GURDY *Stock #508 List $3*

FALL 1955





Largest and loudest music box in the world of toys. All metal. 'Breakpruf' Vinyl shoulder strap. 24" organ grinder's stick. Individually boxed in corrugated carrying case.
Size 27" x 8" x 7"
Std Pack 6 12 doz.
Approx. Wt. 14½ pounds

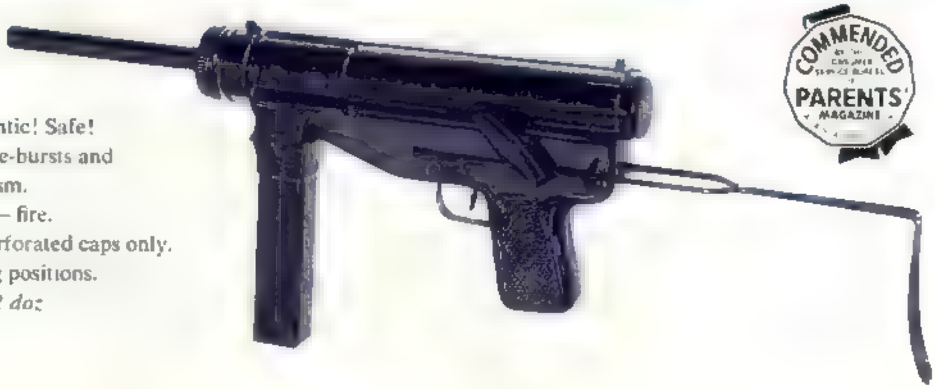
COUNTER-WINDOW DISPLAY
AVAILABLE INQUIRE SALES REPS
OR MATTEL DIRECT

Stock #408 Display Card for Hurdy-Gurdy Size: 17½" x 20½" high

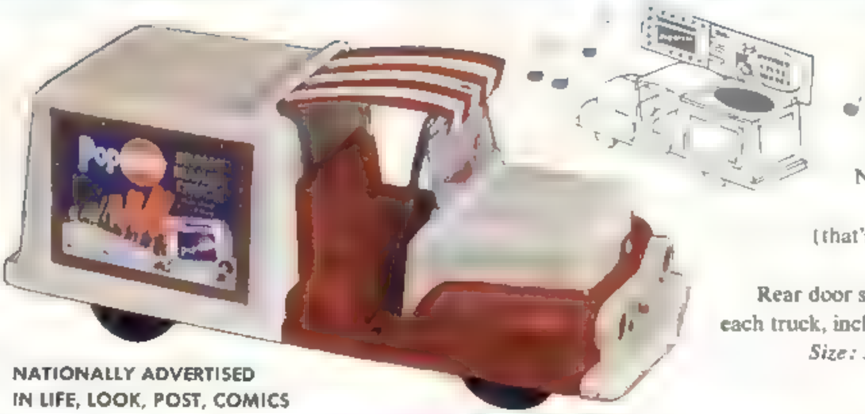
BURP GUN

Stock #516 List $4

Only automatic cap gun made. Authentic! Safe!
1 – 50 shots at trigger touch. Noisy fire-bursts and smoking barrel. Safety firing mechanism.
All metal working parts. Easy to load – fire.
Cap storage magazine, use Kilgore perforated caps only.
Movable wire stock for different firing positions.
Size: 23½" x 8" x 2". Std. Pack 6 12 doz
Approx Wt.: 15½ pounds



COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE



NATIONALLY ADVERTISED
IN LIFE, LOOK, POST, COMICS

MATTEL MUSICAL TRUCK

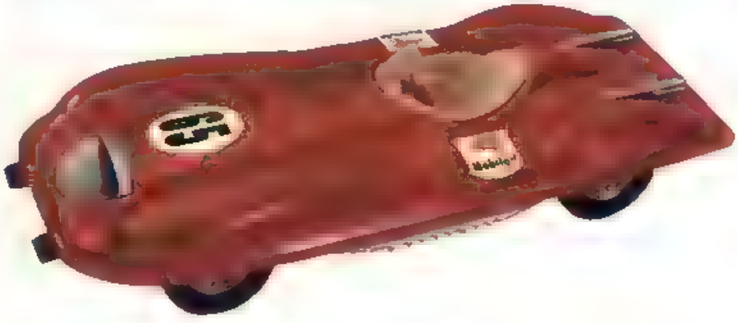
Stock #504 List $3

Never before – mystery music on wheels. Rolls along – plays a song – or not (that's the mystery). Reinforced steel chassis. Rubber wheels, movable sun canopy. Rear door storage. FREE point of sale display with each truck, includes Popsicle Pete Gift Book Premium.
Size: 11" x 4½" x 4¾". Std Pack: 6/12 doz
Approx. Wt.: 7½ pounds.

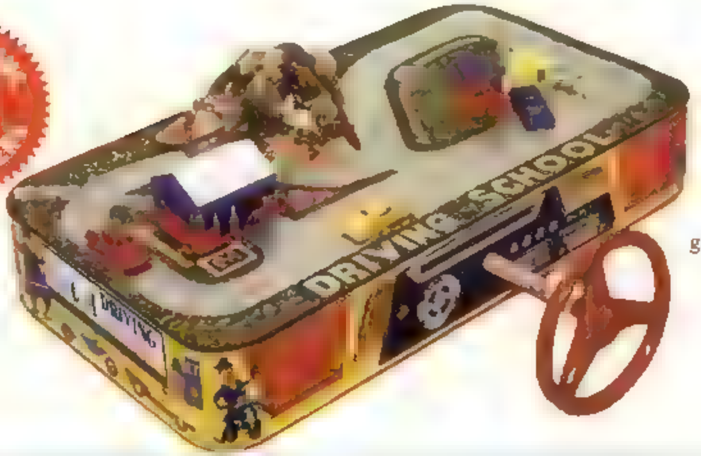
BONNEVILLE SALT FLATS SPECIAL

Stock #510 List $2

World's fastest professional racing car. Mobilgas Flying Horse insignia. All metal. Crashpruf. Safety bumpers. POWERFUL THUNDERBIRD friction motor. Cosmic "flashcolors." Custom-designed package.
Size: 12" x 5½" x 2¾". Std Pack: 1 doz
Approx Wt.: 15½ pounds



MATTEL INC. 5432 W. 102nd St., Los Angeles 45

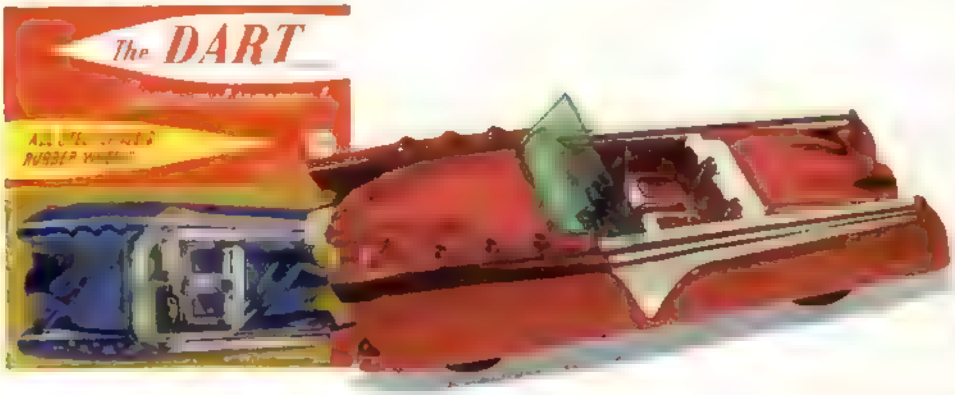


MATTEL DRIVING SCHOOL

Stock #518   List $5

Educational – Fun! Endorsed by safe driving authorities. Children drive, park, gas and garage their cars. Learn traffic rules, take driving tests, win driver's license. Metal construction plus 3 cars controlled by authentic steering wheel. School has gas station, tunnel, streets, garage.

Size: 19" x 12" x 6". Std. Pack: 4/12 doz.
Approx. Wt.: 16 pounds

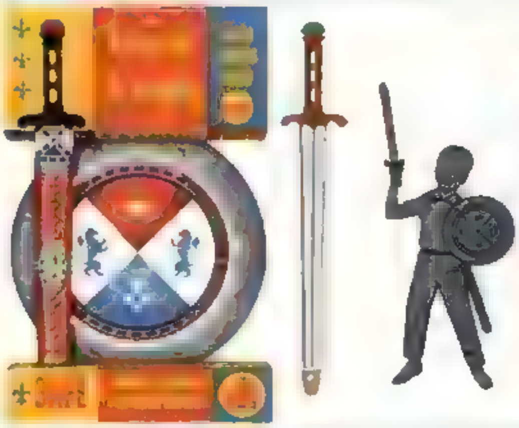


THE DART

Stock #521   List $1

The newest Mattel Dream Car
The Sportscar of Tomorrow;
3 new 'starbrite' flashcolors
never before seen on ANY car
Sleek, long, racy!
Transparent vacuum-formed
package individually carded
for impulse selling.

Size: 8" x 4". Std. Pack: 2 doz.
Approx. Wt.: 12 pounds

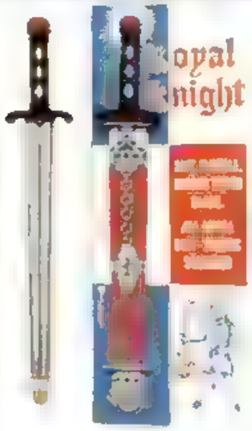


ROYAL KNIGHT JEWELED SWORD, SHIELD, SCABBARD

Stock #517   List $2

Safe! Durable! Beautiful! 18" hi-impact flexible blade with 'can't-hurt-sta-on' rubber tip. Red, white or black Medieval hilt topped by King-sized jewel. All metal shield and scabbard and vinyl belt-hanging strap.

Size: 18" long (sword), 12" dia. (shield)
Std Pack: 6/12 doz. (assorted colors)
Approx. Wt.: 8 pounds



ROYAL KNIGHT JEWELED SWORD & SCABBARD

Stock #520   List $1

Safe-Pruf – Play-Pruf – Counter carded for easy stacking and fast merchandising in minimum sales space.

Size: 18" long
Std. Pack: 1 doz.
Approx. Wt.: 5 pounds

Royal Knight

ROYAL KNIGHT DAGGER & SCABBARD

Stock #511   List .80   King-sized jeweled super-safe dagger. 11½" long 'Can't-hurt' flexible polyethelyne blade. All metal scabbard, belt hanging vinyl strap Display carded. *Size: 11½" long*
Std. Pack: 3 doz. Approx. Wt.: 10 pounds

Stock # 452 Royal Knight Dagger & Scabbard, Polyethelyne bagged. Descriptive selling tab, punched for easy rack sales.
Std. Pack. 3 doz   Approx. Wt.: 9 pounds

PATENT NOS. 2,504,666 2 630 655 AND

MERRY MUSIC BOX

Stock #501 List $1
Plays assorted tunes. All metal 'breakpruf' construction Over-shoulder carrying cord Individually boxed in two color chipboard.
Size. 8" x 6" x 2"
Std Pack: 2 doz.
Approx. Wt: 19 pounds

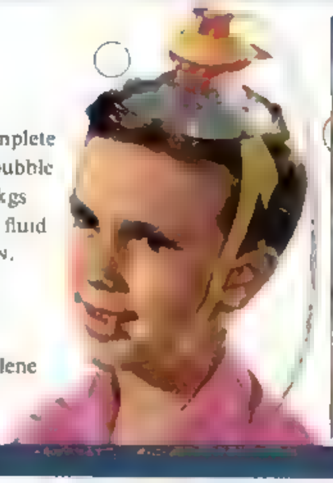
MUSIC MAKER BOOKS

BIRTHDAY PARTY
PLAYS REAL MUSIC
Read 'em Play 'em Sing 'em

Stock #490 List $1
12 assorted titles in each display pack.
Std Pack 3 display packs per shipping carton
Approx Wt.: 13½ pounds
Solid pack available of any individual title when ordered in minimum 3 doz. quantity

BUBBLE-O-BILL BUBBLE HAT

Stock #479 List .80
Bubbles off the top of your head! Complete with aluminum space hat, spill-proof bubble pipe, 22" safety vinyl mouth tube & 2 pkgs bubble fluid. Works with ANY bubble fluid
POINT OF SALE DISPLAY WITH EACH CTN.
Size. 6"x2"x2" Std. Pack: 3 doz
Approx. Wt: 16½ lbs.
#445 Bubble-O-Bill Bubble Hat
List price .80 Indiv. pkgd. in polyethylene bags. Punched, printed for rack sales.
Std. Pack: 3 doz. Approx. Wt: 14 lbs.



BUBBLE-O-BILL BUBBLE PIPE

Stock #459 List .50 One pipe and tube bubble fluid individually packaged in colorful, space-saver counter display. Works well with any bubble fluid.
Size: 6" x 6" x 1½" Std. Pack · 4 doz
Approx. Wt.: 11 pounds

MONTH AFTER MONTH THERE'LL BE SOMETHING NEW!

For Information ... Tie-ins ... Promotions ... Check 'em off!

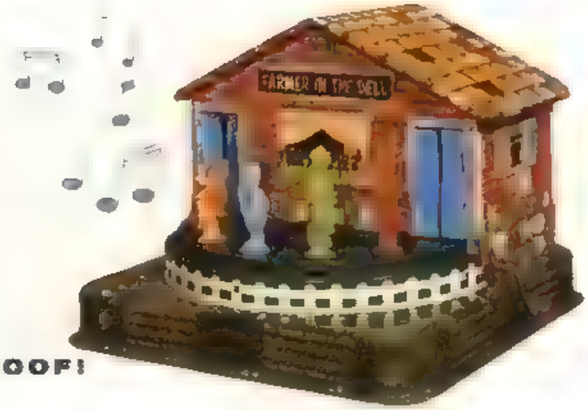
1. **BURP GUN**. TV & Radio spot schedule in major sales areas PARENTS' Magazine, summer promotion. Custom designed promotional window display for special department store merchandising.
2. **POPSICLE MUSICAL TRUCK** Summer Promotion in LIFE, LOOK, POST.
   Newspapers, comics, comic books
   Window streamers "Advertised In LIFE." Created, crated, shipped department store window displays.
3. Kids advertising art contest open to all kids 5-12 Cash prizes Month to month promotion winners advertisements in trade magazines.
4. **BIG** trade paper advertising schedule
5. Nationwide consumer and department store cooperative advertising.
6. Envelope stuffers, dealers helps, advertising layouts, display suggestions, glossies, mats, reproduction proofs for offset catalogs.

MATTEL INC.
5432 W 102nd St , Los Angeles 45

LITHO IN U S A

FARMER IN THE DELL

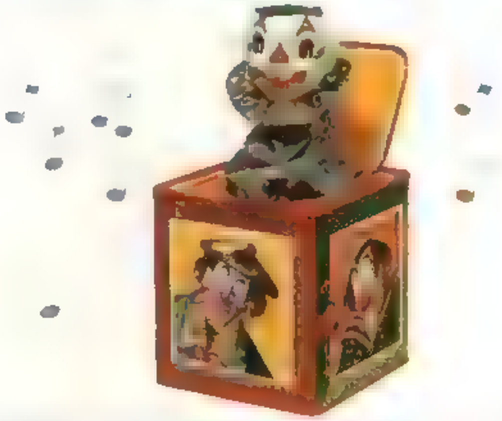
Stock #523 List $3
The all-metal Musical Toy that acts! Turn crank, listen to the music, see seven characters pop out of farmhouse one by one as you sing each verse.
Size: 10" x 9½" x 7" Std. Pack: 6/12 doz
Approx. Wt.: 14 pounds



PLAYTIME—PLAYVALUE—PLAYPROOF!

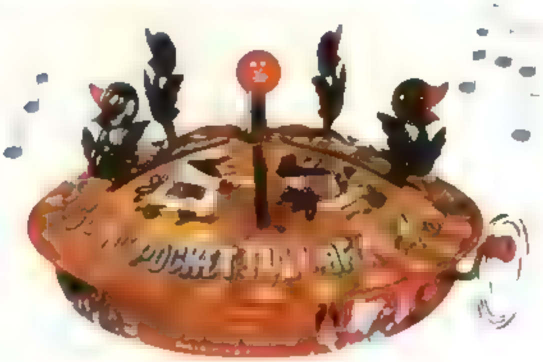
JACK IN THE MUSIC BOX

Stock #507 List $2
America's *best loved* musical surprise action toy.
All metal Litho'd decoration. Play-proof mechanism.
Size: 5¾" x 5¾" x 6¾".
Std Pack 1 doz
Approx. Wt.: 15 pounds



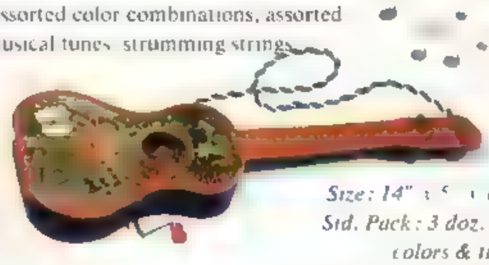
MUSICAL BLACKBIRD PIE

Stock #467 List $2
All metal 4-color litho Surprise action.
Turn music crank to hear "Sing A Song Of Sixpence." Watch blackbirds pop up.
Size: 9" diameter x 4½" high
Std. Pack: 1 doz.
Approx. Wt.: 19 pounds



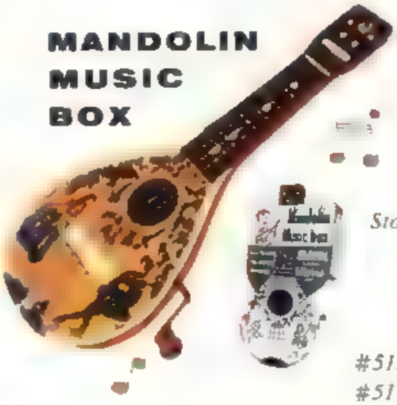
COWBOY GE-TAR

Stock #421 List $1 50
Assorted color combinations, assorted musical tunes strumming strings.



Size: 14" [illegible]
Std. Pack: 3 doz. asst colors & tunes
Approx. Wt: 17 pounds

MANDOLIN MUSIC BOX



Stock #515 List $1 20
All metal "tuff-to-break"
construction Patented music
box plays assorted songs.
Gay four color litho on metal
Strumming nylon strings
Carded for Impulse Sales.
Stock #519 Mandolin Music Box
Polyethylene bagged,
descriptive selling tab
Punched for easy rack sales
Size: 11¼" long
#515 Std. Pack. 2 doz Wt.: 10 lbs.
#519 Std. Pack 2 doz Wt.: 11 lbs.

Prolon

FOR *Casual* SERVING

1-YEAR GUARANTEE
Will not break, crack chip or craze
under normal household use.
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co

Guaranteed by Good Housekeeping

- **16-Pc. Breakfast or Luncheon Set.** Here's the ideal starter set perfect for 'foursome' serving 16-piece set includes: four 9-in plates, four 6½ in. plates, four cups and four saucers. Available in choice of two smart decorator's color combinations. Wt. 6 lbs.

		Retail
10H135X863	Cranberry Red and Stone Gray	$12.95
10H136X863	Forest Green and Chartreuse	12.95

- **20-Pc. Prolon Dinner Set.** Set consists of four place settings including four 10¼ in. large dinner plates, four 6½-in plates, four 9-oz. bowls, four cups and four saucers. Wt. 9 lbs.

		Retail
10H137X1183	Cranberry Red	$17.75
10H139X1183	Forest Green	17.75
10H138X1183	Stone Gray	17.75
10H140X1183	Chartreuse	17.75
10H141X1183	Rainbow (equal pieces above 4 colors)	17.75

- **5-Pc. Service Set.** Modern, functional design . . . match and fit any table setting. The five-piece set consists of large 15" platter, 11" vegetable serving dish, cream pitcher, sugar bowl with cover. Wt. 3 lbs. Solid colors only

		Retail
10H142X664	Cranberry Red	$9.95
10H144X664	Forest Green	9.95
10H143X664	Stone Gray	9.95
10H145X664	Chartreuse	9.95

PROLON — CONVENTIONAL STYLE . . . EVERY DAY DINNERWARE

Prolon's china-like texture . . . informal styling and velvet, soft colors blend perfectly to grace any table setting.

Prolon's conventional styling has a "sculptured" look for lasting beauty . . . shatter-free and clatter-free . . . Can be washed in boiling water or automatic dishwashers. Practical for every day use. Surely the perfect durable dinnerware for breakfast, kitchen nook, camp, cottage and for out-of-door eating. SPECIFY COLORS

- **35-Pc. Dinner Set.** Service for six includes six 10¼" large dinner plates, six 6½" plates, six 5-oz. vegetable dishes, six cups, six saucers, cream and sugar set, 15" platter, 11" vegetable serving dish Wt. 11 lbs.

		Retail
10H146X2278	Cranberry Red and Stone Gray with red serving pieces	$35.95
10H147X2278	Forest Green and Chartreuse with green serving pieces	35.95

- **53-Pc. Dinner Set.** Service for eight contains eight 10¼" large dinner plates, eight 6½ plates, eight 5-oz vegetable dishes, eight cups, eight saucers, eight 9-oz. bowls, cream and sugar set, 15" platter, 11" vegetable serving dish. Wt. 17 lbs.

		Retail
10H148X3100	Cranberry Red	$48.95
10H149X3100	Stone Gray	48.95
10H150X3100	Forest Green	48.95
10H151X3100	Chartreuse	48.95
10H162X3100	Rainbow (equal pieces above 4 colors)	48.95

- **Salad Bowl Set.** 5-Pc excitingly beautiful and richly colorful. Of long lasting Melmac Unaffected by food acids, detergents, boiling water, etc A perfect gift with a multitude of uses . . . Salads, Popcorn, Spaghetti, Stews, Fruit, etc. Set consists of a large 11" bowl and 4 individual serving bowls Gift packed. Wt. 3 lbs

		Retail
10H153X664	High Noon Yellow	$9.95
10H155X664	Midnight Black	9.95
10H154X664	Dawn Gray	9.95
10H152X664	Sunset Red	9.95

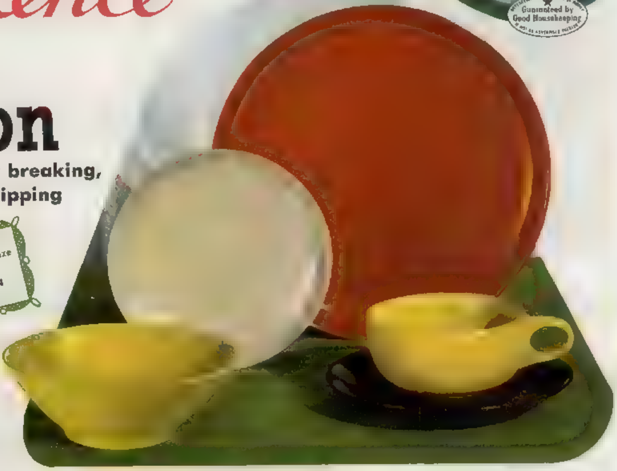
Florence
by
Prolon

Guaranteed against breaking, cracking and chipping

molded of Melmac

Guaranteed by Good Housekeeping

1-YEAR GUARANTEE
Will not break crack chip or craze
under normal household use
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co



modern serving

STYLE . . . COLOR . . . BEAUTY

"FLORENCE"—designed by George Nelson one of America's foremost designers, selected for the 1954 GOOD DESIGN exhibition by the New York Museum of Modern Art, is matchless in style, design and beauty. Twelve pieces, four matching colors . . . the perfect dinnerware for modern casual living.

Colors that never fade. Can be washed in boiling water or automatic dishwashers. Odorless . . . non-toxic . . . non-inflammable. Hot foods stay hot longer—cold foods remain cool. Light in weight, yet strong and easy to handle and clean. Longer life . . . costs less . . . Truly the finest in modern molded dinnerware. SPECIFY COLORS

20-Pc. Dinner Set. Setting for 4—consists of 4 10" plates, 4 - 6¼" plates, 4 bowls, 4 cups and 4 saucers. Wt. 9 lbs.

		Reta
10H128X1330	High Noon Yellow and Black	$19.95
10H129X1330	Sunset Red and Dawn Gray	19 95
10H130X1330	Rainbow Assortment Equal pieces above 4 colors	19.95

SPECIFY COLORS

6-Pc. Service Set. Smartly styled serving pieces. Includes 12½" platter, two vegetable dishes (1 open, 1 divided), creamer, covered sugar bowl. Wt. 4½ lbs.

		Retail
10H126X797	High Noon Yellow	$11 95
10H127X797	Midnight Black	11 95
10H125X797	Dawn Gray	11.95
10H124X797	Sunset Red	11 95

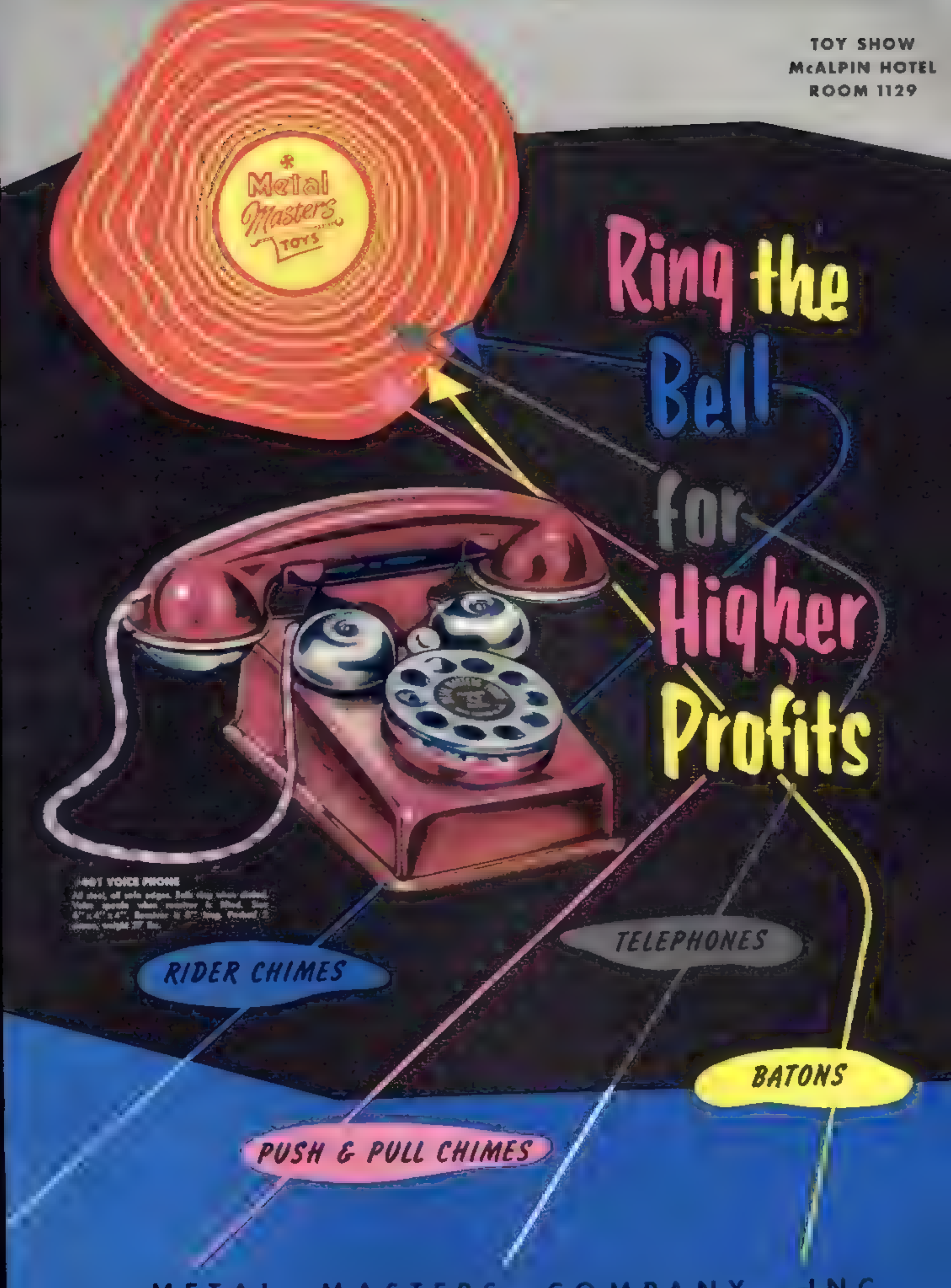
SPECIFY COLORS

42-Pc. Dinner Set. Setting for 6 includes 6 each 10" plates, salad plates, bread and butter plates, bowls, cups, saucers, two vegetable dishes (divided and open), platter, creamer and covered sugar bowl. Wt. 19½ lbs.

		Reta
10H131X3135	Sunset Red	$49 50
10H133X3135	High Noon Yellow	49 50
10H132X3135	Dawn Gray	49.50
10H134X3135	Fiesta Pack	49 50

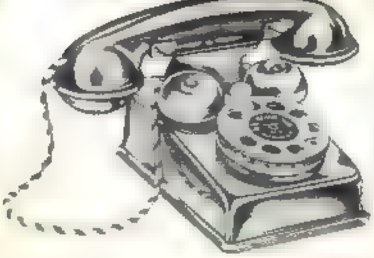
SPECIFY COLORS

TOY SHOW
McALPIN HOTEL
ROOM 1129


Metal Masters TOYS
Ring the Bell for Higher Profits
VOICE PHONE
RIDER CHIMES
TELEPHONES
BATONS
PUSH & PULL CHIMES

METAL MASTERS COMPANY, INC.
127 CATHARINE STREET, PHILADELPHIA 47, PENNSYLVANIA

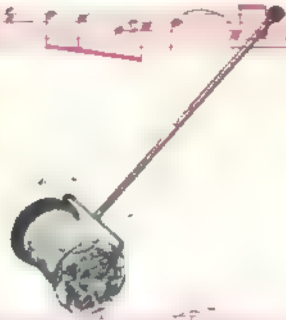
Metal
Masters
Music
Makers
Make
Money!



#400 TELEPHONE

All Steel, all safe edges. Bells ring when dialed. Colorfully enameled.

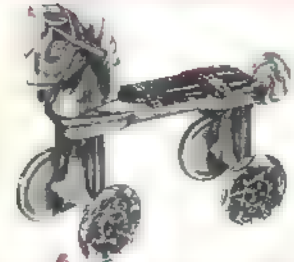
SIZE: Base 6" x 4" x 4", Receiver 8" long
PACKED: each in a colorful box, 2 doz. per carton
WEIGHT: 26 lbs. per carton



#100 MUSICAL Push Chime

Gaily lithographed cylinder and wheels in circus designs. Sparkling musical sounds come from toy as it is pushed

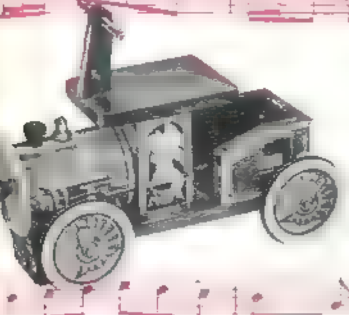
SIZE: 9¼" wide, 5¼" wheels, 24" long
PACKED: 1 dozen to a carton
WEIGHT: 15 lbs. per carton



#552 JINGO Steering Chime

New 3-D head steers, adds loads of fun, chimes in steel wheels, K.D. Easy Assembly.

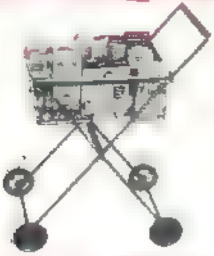
SIZE: 7¾" wide, 17¼" high, 21" long
PACKED: each in a box, 6 to a carton
WEIGHT: 31 lbs. per carton



#553 LOCO Chime Rider

Steel & Wood Construction, attractively lithographed, Steel wheels chime as it rides. Completely set-up.

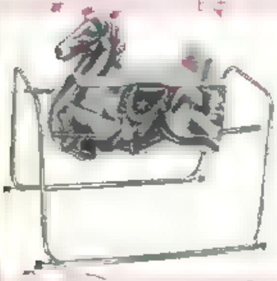
SIZE: 7¾" wide, 14" high, 19½" long
PACKED: set-up each in a carton
WEIGHT: 8 lbs. per carton



#116 SHOPPING Cart Chime

Real wire basket, all steel construction, gongs in wheels chime as it is pushed. Play appeal with real nationally advertised boxes. K.D Easy Assembly

SIZE: 10⅝" wide, 20½" high, 15¾" long
PACKED: each in a box, 12 to a carton
WEIGHT: 40 lbs. per carton



#560 PALOMINO Spring Horse

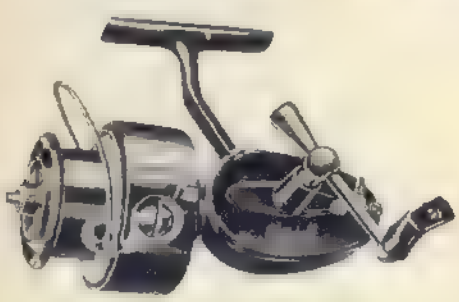
A real deluxe item. Big, beautiful and sturdy. Suspended on heavy plated springs, and triple chrome plated all steel frame. Molded 3-D Head. K.D. Easy Assembly

SIZE: 21¼" wide, 29" high, 35" long
PACKED: each in a shipping carton
WEIGHT: 12 lbs. per carton

METAL MASTERS COMPANY, INC.

127 CATHERINE STREET, PHILADELPHIA 47, PENNSYLVANIA

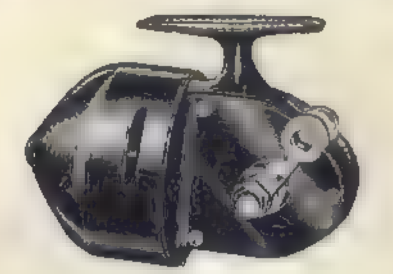
Famous, Dependable Spinning Reels



MITCHELL SPINNING REEL

The M[illegible] s[illegible] [illegible], [illegible] of [illegible] [illegible], expe[illegible] [illegible]. The [illegible] eight gea[illegible] [illegible] quiet [illegible] performance and balanced action, for which Mitchell [illegible]. **Cross spooling, full bail pick-up fast smooth 4-1 pickup ratio, durable finish, weighs only 10 oz.** A heavy duty [illegible]. Positive drag [illegible]. Push button spool release [illegible] quick [illegible], without disturbing drag [illegible]. [illegible] use of tungsten carbide, the [illegible] metal known. **Lever controlled anti-reverse mechanism prevents the handle from turning backwards. The handle locks into position.** Each Mitchell is attractively boxed with two spools as standard equipment, one of considerably greater [illegible] than the other to hold adequate quantities [illegible] sound test line. Ship wt 3 lbs

717R45-1785 ....RETAIL $29.75



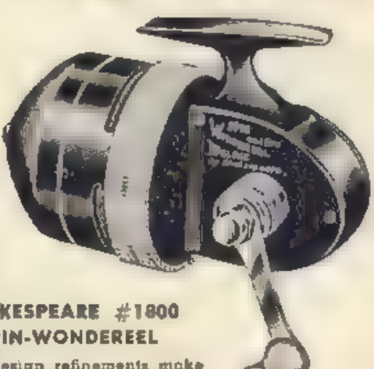
SHAKESPEARE #1750 SPIN-WONDEREEL

A simplified reel with enclosed spool and "automatic crank" for easy release and retrieve. Wind-and-weather guard completely encloses all working parts and funnels out line in SMALL coils—[illegible] drag adjustment. Reel is ready to cast [illegible] by backing up the crank. Reel seats behind the hand "fly rod style". Reel [illegible] is standard size so that reel can be used on most fly rods. **Capacity 200 yds. of .008 diameter (3½ to 4¼ lb. test) Monofilament line.**

717R40-882........................RETAIL $15.00

Extra Spool for Above Reel.

723R16-90........................RETAIL $1.50



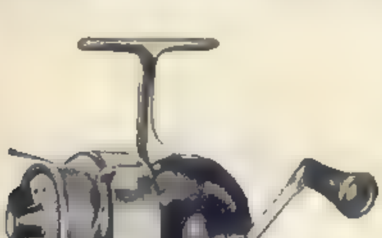
SHAKESPEARE #1800 SPIN-WONDEREEL

Latest design refinements make this the "finest spinning reel ever made." New type wind and weather guard [illegible] up slack line, [illegible] the tackle and [illegible] all inner [illegible]. Reel [illegible] gear—a new [illegible] long wearing [illegible] enamel over anodized aluminum [illegible]. [illegible] level-wind spooling [illegible] drag, [illegible] crank that can be made instantly non-reversing. **Capacity, 300 yds. of .008 diameter (3½ to 4½ lb. test) Monofilament line.**

717R8-1627 ....RETAIL $27.50

Extra Spool for Above Reel.

723R18-130........................RETAIL $2.50



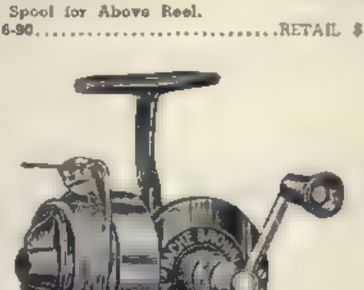
AIREX "BACHE BROWN SPINSTER"

Approx[illegible] weight [illegible] oz. Gear ratio [illegible] 99/1 Speed of [illegible] retrieve approximately 21" per one revolution of the crank handle with a nearly full spool. **Greatly improved pickup finger that is longer and thicker.** Drag brake with exclusive and patented Airex expansion [illegible] of solid nylon, extremely sensitive [illegible] wear-proof. [illegible] gears. Bearings designed [illegible] accuracy. **Crank handle is same design as Mastereel.** [illegible]. Anti-reverse lock, a regular Spinster feature, controlled by separate lever at rear of crank handle.

717R4-761........................RETAIL $12.95

Extra Spool for Above Reel.

723R17 90........................RETAIL $1.50



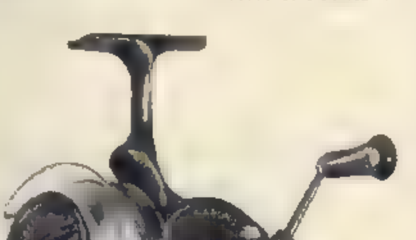
AIREX "MASTEREEL ARISTOCRAT"

Incorporates all the deluxe features of the famous Bache Brown Mastereel [illegible] an internally operated full bail with roller pickup. Nylon expansion drum brake, strongly secured [illegible] handle. **Reversible handle for** [illegible] Ex- [illegible] Stainless [illegible] Gear ratio [illegible] line retrieved per handle revolution. **Line capacity 200 yds 6 lb. test Braided Nylon.** [illegible] pickup roller. Weight 10½ oz.

717R2-1406 ....RETAIL $23.95

Extra Spool for Above Reel.

723R17-90........................RETAIL $1.50



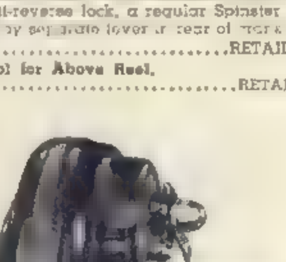
AIREX "VAGABOND" with NEW BAIL PICKUP

A great new lightweight reel by Airex. **Equipped with new positive stainless steel bail with roller pickup. Duraloy construction.** [illegible] durable finish. Convertible [illegible] type [illegible] Airex patented [illegible] expansion brake. **Lightweight removable spool has 200 yd. capacity 6 lb. Airex monofilament line** [illegible] operation [illegible]. Gear ratio [illegible] to 1. Weight 8 oz. Ship. wt. 2 lbs.

717R17 1029 ....RETAIL $17.50

Extra Spool for Above Reel.

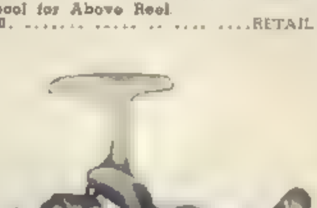
723R17-90 ....RETAIL $1.50



"MODEL 80" JOHNSON REEL

Push Button line release—fits any bait casting, fly, or spinning rod. [illegible] Nylon [illegible] line pickup. All [illegible] construction. Salt water resistant. Retrieves right or left hand [illegible] of line per turn of handle. **Monofilament, or hard-braided nylon spinning line—capacity 150 yds 6 lb. test.** Weight [illegible] oz.

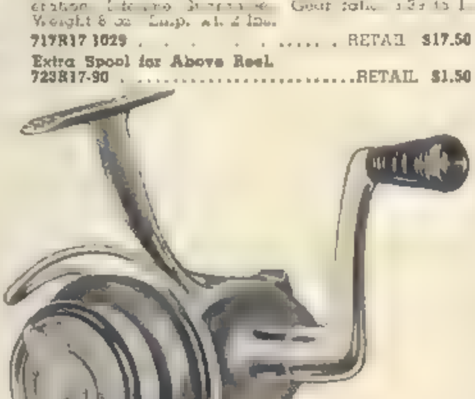
717R14-990.. ....RETAIL $16.50



WALTCO NY-O-LITE SPINNING REEL

Finest in the tackle field! A reel made entirely of [illegible] **Du Pont Nylon.** Requires [illegible] lubrication for the life of the reel. **Cannot rust or corrode.** Equipped with bale type positive pickup. Smooth [illegible] reverse brake. **Weight 4 oz. Two extra spools included with each reel.** Ship wt 2 lbs

717R21-783 ....RETAIL $13.50



GORCIA "SPINETTE" SPINNING REEL

The Spinette is a high-quality, low priced spinning reel [illegible] of the finest materials. **Stainless steel, aluminum, and bronze. Featuring the new platyl "miracle gear".** Front end drag [illegible] stops [illegible] steel crank shaft [illegible] handle and [illegible]. Ship wt 3 lbs.

717R38-750 ....RETAIL $12.50

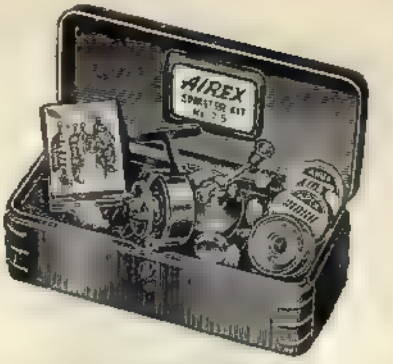
Fishing Kits

AIREX
MASTEREEL
ARISTOCRAT KIT

AIREX MASTEREEL ARISTOCRAT KIT

Complete Mastereel Aristocrat spinning outfit packed in attractive metal tackle box. Kit includes 1 Airex Mastereel Aristocrat and extra spool, 100 yards Airex Monofilament spinning line, 100 yards Airex Braided spinning line, 8 Airex lures, 2 stainless steel leaders, 4 snap swivels 6 anti-twist keels, 2 line clips, and 1 plastic float. Ship. wt. 5 lbs.

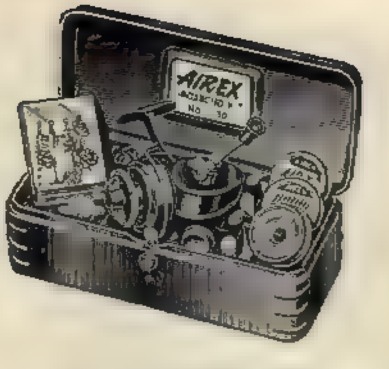
717R51-1940. . . . . RETAIL **$33.00**



AIREX SPINSTER KIT

Complete Spinster spinning outfit packed in attractive metal tackle box. Kit includes: 1 Airex Spinster Reel and extra spool, 100 yards Airex Monofilament spinning line, 100 yards Airex Braided spinning line, 5 Airex lures, 2 stainless steel leaders 2 anti-twist keels, 2 snap swivels 2 line clips, and 1 plastic ball float. Ship. wt. 5 lbs.

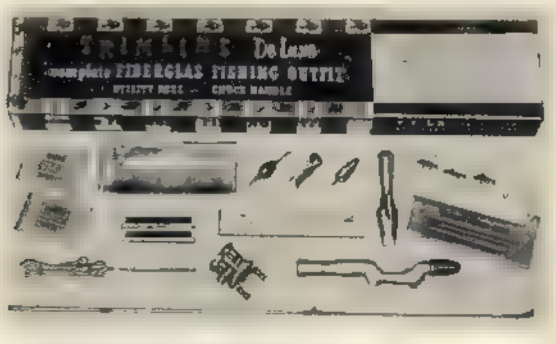
717R50-1205......................RETAIL **$20.50**



AIREX VAGABOND KIT

Complete Vagabond spinning outfit packed in attractive metal tackle box. Kit includes 1 Airex Vagabond Reel and extra spool, 100 yards Airex Monofilament spinning line 100 yards Airex Braided spinning line 5 Airex lures, 2 stainless steel leaders, 2 anti-twist keels, 2 snap swivels, 2 line clips, and 1 plastic ball float. Ship. wt. 5 lbs

717R52-1467......................RETAIL **$24.95**



DELUXE "JR. FISHING OUTFIT" WITH METAL TACKLE BOX

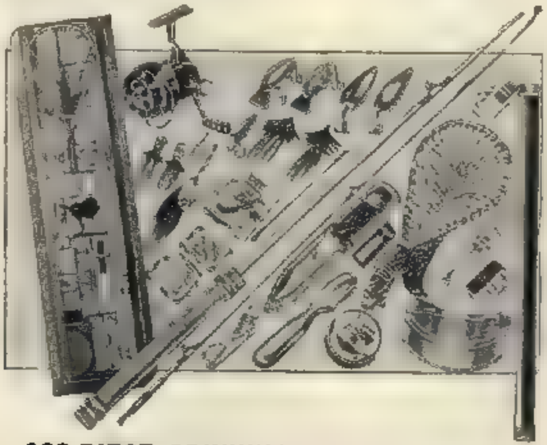
A fishing kit that will provide the utmost satisfaction and fun for the youngster. A complete fishing outfit that no Dad can overlook as a gift for his son. Outfit contains. 4 ft. Fiberglas Rod with detachable, plastic chuck-type handle. . . . Fishing reel of high lustre plating, click drag high impact plastic sides—rugged construction of plastic and metal has smooth action large capacity—non-take-apart, no maintenance required. . . . Turnover sinkers. . . . Assorted hooks in plastic container. . . . Fish chart, information when and where to find 'em, and how to hook bait. . . Double card Nylon line. . . . Leader material. . . . 3 Color enameled float. . . . Casting spoon. . . . Deluxe type fish stringer. . . . Plastic carrying bag for rod. . . . 3 snelled hooks. . . . Instructions. . . . Fish Scaler. Ship. wt. 5 lbs.

79R32-370.. . . . . RETAIL **$6.00**

130-PIECE FLY FISHING OUTFIT

Has 7 Foot 2-section glass fly rod with cork grip, aluminum reel seat, and Nylon windings. Contains the well-known Pflueger "Progress" fly reel. Balance of the kit consists of: 50 ft. enameled fly line. . . . 2 Popper plugs. . . . 4 Assorted dry flies. . . . 4 Assorted wet flies. . . . **Pflueger** fluted leather spoon. . . . 3 Pflueger snelled hooks. . . . Aluminum handle boat net. . . . Keystone fishing manual. . . . 12 Assorted sinkers. . . . 10 Yards Nylon leader material. . . . 12 Assorted snaps and swivels . . . stringer . . . scaler . . . **Pflueger** "Sahara" line dressing. . . . 50 **Pflueger** bande-pak hooks. . . . 24 **Pflueger** split shot. . . . Fishing-Hunting knife. . . . **Pflueger** cable wire leader. Complete outfit packaged in cellophaned display box. Ship. wt. 6 lbs

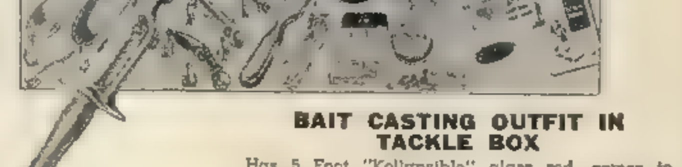
79R34-1266. . . . . .RETAIL **$19.00**



102-PIECE SPINNING OUTFIT

Has 5½ Foot, 2-section glass spinning rod with stainless steel graduated guides and tip top, nylon windings, cork grip and sliding aluminum bands. Fibre carrying case for rod. Spinning reel is imported from Italy, is automatic, has anti-reverse lock, full pick up arm, and 200 yards capacity. Outfit also contains, Aluminum float net with rubber grip and elastic cord. . . . 100 yards Monofilament nylon line. . . . 5 Assorted spinning plugs. . . . 2 Flies. . . . 3 Pflueger snelled hooks. . . . Keystone fishing manual. . . . Red-White spoon. . . . Copper spoon. . . . Pflueger wire cable leader. . . . Pflueger feathered spoon. . . . Pflueger "Run Free" gear grease. . . . Pflueger "Taxit spinner. . . . Worth spinner pak. . . . 40 Pflueger "Rito-Pak" hooks. . . . 12 Assorted snaps and swivels. . . . 12 Assorted weights. . . . 1 Live bait box. . . . Fishing-Hunting knife with leather sheath. . . . Scaler. . . . Stringer. Each set packed in cellophaned display box. Ship. wt. 7 lbs.

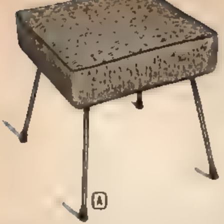
79R35-2086.... . . . . .RETAIL **$31.95**

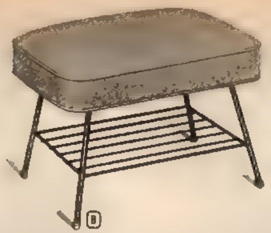


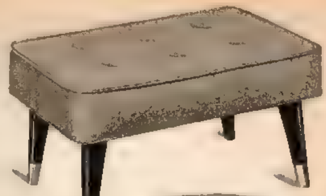
BAIT CASTING OUTFIT IN TACKLE BOX

Has 5 Foot "Kollapsible" glass rod, comes in 3-sections. Fits into tackle box. Rod has stainless steel guides and tip top, aluminum handle with chuck, and cork grip. The reel is a South Bend anti-backlash of all steel construction, brass gears, and 4-to-1 gear ratio. All metal tackle box has 7 partition, canti-lever tray. Balance of the outfit consists of: 4 Nationally advertised baits. . . . 50 Yards DuPont Nylon casting line, hard braided and waterproofed. . . . 12 Assorted sinkers. . . . 6 Snelled hooks. . . . 100 **Pflueger** hooks. . . . Red-White spoon. . . . Copper spoon. . . . **Pflueger** Colorado spinner. . . . 6 Snaps. . . . 6 Barrel swivels. . . . 24 **Pflueger** split shot. . . . 2 Six-inch Nylon leaders. . . . 10 Yards Nylon leader material. . . . 50 **Pflueger** hande-pak hooks. . . . Metal scaler. . . . Stringer. . . . Keystone fishing manual. Entire outfit, including the glass rod, is packed in tackle box. Ship. wt. 7 lbs.

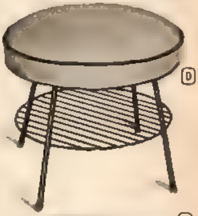
79R33-1595...RETAIL **$24.00**







Designed for Comfort and Smart Decor



HASSOCKS BIG AND SMALL—ATTRACTIVELY STYLED—FOR EVERY ROOM

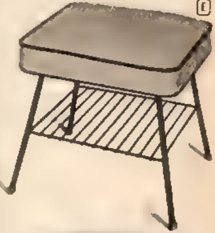
Hassocks offer so much in comfort and convenience! They make a cosy chaise longue of any chair—wonderful as stools and as tables, too. Upholstered in modern plastics that are so durable—easy to clean with a damp cloth. Modern and conventional styles.

A **Square Hassock.** Neat and compact—and so handy! Modern black wrought iron legs with ball tips to protect the floor Cushion top is deeply padded—smart welt seams. 16 x 16 x14½ in. high. Upholstered in Munster, a long wearing plastic in popular flecked tweed pattern. Gray, green, or red—specify.
68647A495—Shpg. wt. 13 lbs........Retail $7.95

B **Oblong Hassock.** Modern in looks and comfort! Black wrought iron legs with brass caps. Magazine shelf adds usefulness and braces legs. Soft cushion top—matching welt trim. 22 x 16 x 14½ in. high. Upholstered in Glamor Nubbe, an embossed tweedy plastic—matches (C) Red, gray, or chartreuse—specify.
68642A960—Shpg. wt. 16 lbs.......Retail $15.95

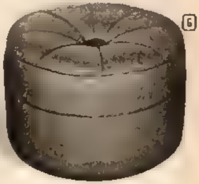
C **Oblong Hassock.** Luxury designed! Wood legs are gracefully tapered—modern black enamel finish with brass ferrules. Deeply padded cushion top with self welt and button tuft trim. 24 x 16 x 12½ in. high. Upholstered in Glamor Nubbe tweedy plastic, same as (B) above. Pink, chartreuse, or gray—specify.
68644A1225—Shpg. wt. 17 lbs.......Retail $18.95

D **Circular Hassock.** Smartly styled! Black wrought iron legs and magazine shelf—brass ball feet. Deeply padded cushion with black cord trim. 18 in. diameter. 15½ in. high. Upholstered in tweedy Munster plastic—matches (E). Gray, pink, or green—specify.
68645A750—Shpg. wt. 13 lbs.......Retail $11.95



E **Square Hassock.** Modern in every way! Black wrought iron legs and full-width magazine shelf—shiny brass ball feet. Deeply padded cushion top with dramatic black cord trim. 16 x 16 x 16 in. high. Upholstered in long wearing tweedy Munster plastic—matches (D) above. Gray, blue, or green—specify.
68646A750—Shpg. wt. 13 lbs.......Retail $11.95

G **Round Hassock.** Overstuffed and comfortable! Heavily padded all around—neat cord trim and big button tuft add to its smartness. 20½ in. diam. 13 in. high. Upholstered in tweedy Munster plastic—pretty and practical. Gray, red, or green—specify.
68643A835—Shpg. wt. 25 lbs.......Retail $12.95



H **Round Hassock.** It's big—and it's richly styled! Heavily padded and comfortable—self welt and button trim accents its smart circular shape. 24 in. diam. 13½ in. high. Upholstered in tough vinyl-coated fabric with calf-finish that looks and feels like fine leather. Red, gray, or green—specify.
68649A1050—Shpg. wt. 33 lbs......Retail $15.95

CHAIRS FOR INDOORS OR OUT—LIGHT AND EASY TO CARRY

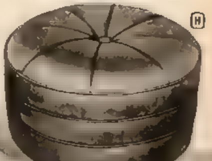
J **Butterfly Chair.** Modern and comfortable—folds for storing! Modern black wrought iron frame with rubber tips. 24 x 34 in. high. Removable seat of heavy duck canvas stitched with orlon. Green, yellow, or black—specify.
68650W797—Shpg. wt. 13 lbs.......Retail $11.95

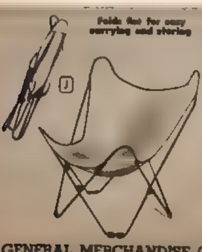
K **Circle Chair.** Basket shape to cradle the body in comfort! Black wrought iron frame folds for storing. 34 in. diam. 30 in. high. Removable seat of heavy duck canvas stitched with orlon. Green, yellow, or black—specify.
68651W925—Shpg. wt. 19 lbs.......Retail $13.95

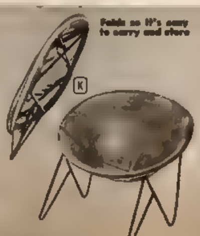
MODERN GOSSIP BENCHES—DESIGNED FOR EASY LIVING

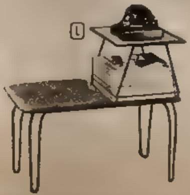
L **Gossip Bench.** A place for everything! For phone and book—and a comfortable place to sit! Black wrought iron legs and frame. White laminated plastic table top—burn, alcohol resistant. 27 x 13 x 26½ in. high. Padded seat is covered in gray flecked plastic.
68639W700—Shpg. wt. 17 lbs.......Retail $10.95

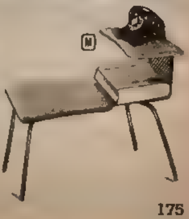
M **Gossip Bench.** Makes telephoning pure pleasure! There's a place to sit, a place to write—a place for the phone and book. Black wrought iron legs and frame. 30 x 15 x 28 in. high. Padded seat and table top upholstered in tweedy plastic. Gray or pink—specify.
68718W775—Shpg. wt. 15 lbs.......Retail $11.50




Folds flat for easy carrying and storing
J


Folds so it's easy to carry and store
K

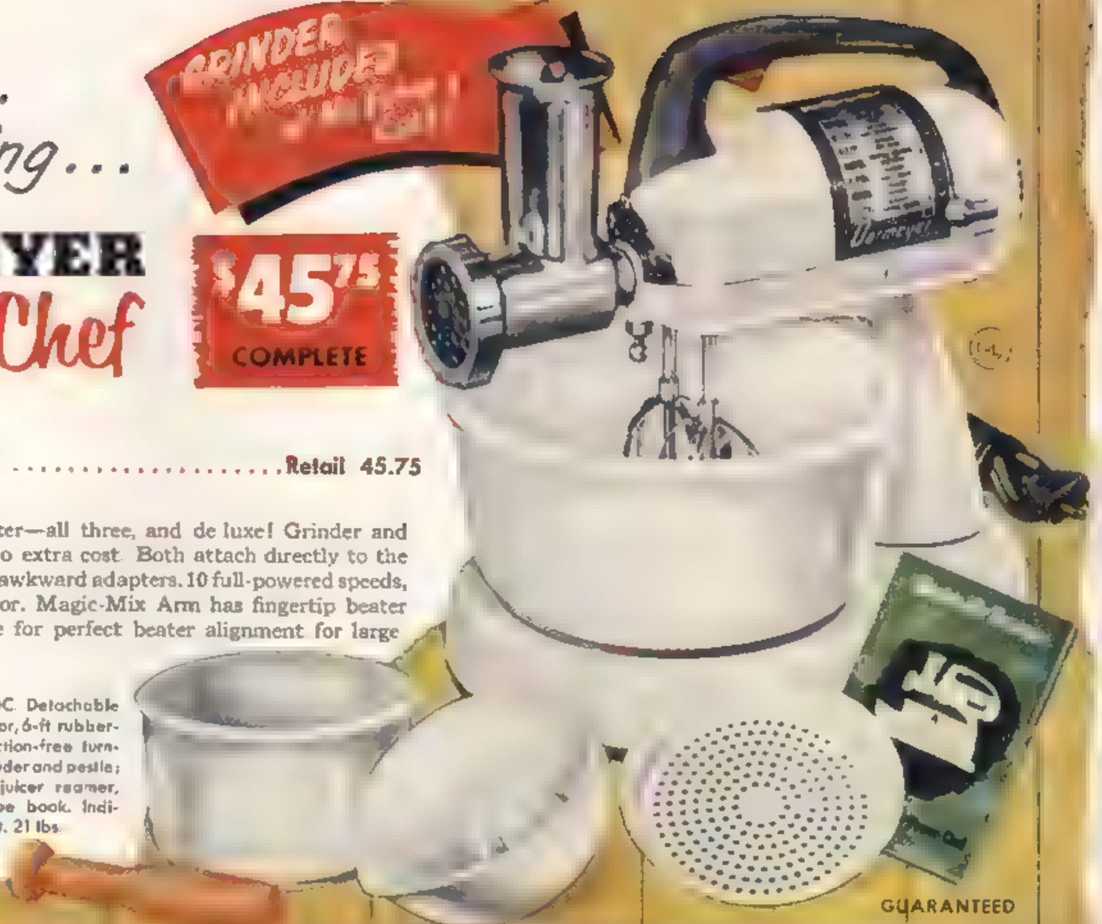




Famous . . .
Fast Selling . . .

DORMEYER
Power-Chef

MODEL 4201



$45⁷⁵
COMPLETE

16E13-3X2881/3089 ....**Retail 45.75**

It's a grinder-juicer-mixer—all three, and de luxe! Grinder and jiffy juicer included at no extra cost. Both attach directly to the built-in-power drive—no awkward adapters. 10 full-powered speeds, governor-controlled motor. Magic-Mix Arm has fingertip beater release, clicks into place for perfect beater alignment for large or-small-bowl mixing.

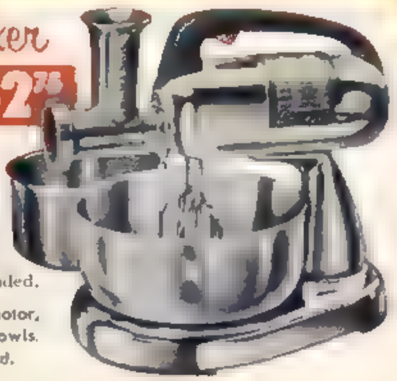
CONTENTS: 110-120 V, AC/DC. Detachable mixing head with 10-speed motor, 6-ft rubber-covered cord. Stand with friction-free turntable, rubber-strip footing. Grinder and pestle; 2 opal-glass mixing bowls, juicer reamer, strainer and bowl; big recipe book. Individual 11⅛ x 12¾ x 12½ in. Wt. 21 lbs.

GUARANTEED

Silver-Chef Mixer

MODEL 4300

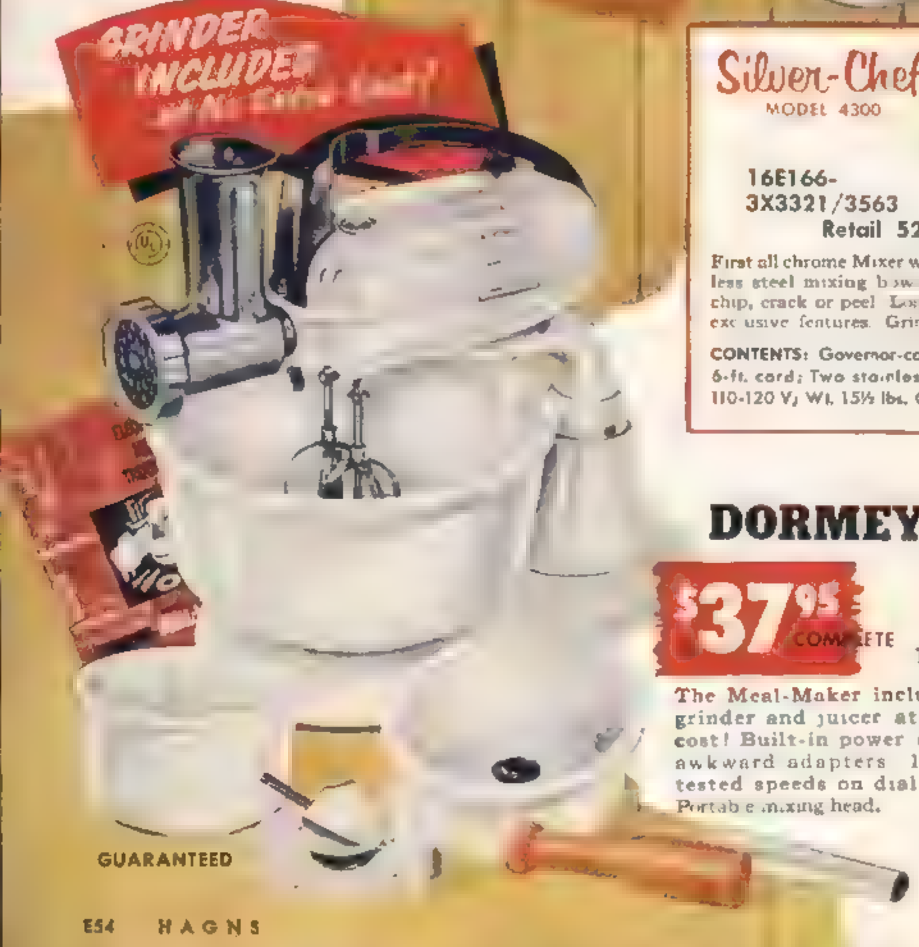
$52⁷⁵



16E166-3X3321/3563
Retail 52.75

First all chrome Mixer with stainless steel mixing bowls. Won't chip, crack or peel. Loaded with exclusive features. Grinder included.

CONTENTS: Governor-controlled motor, 6-ft. cord; Two stainless steel bowls. 110-120 V; Wt. 15½ lbs. Guaranteed.



DORMEYER Meal-Maker

MODEL 5001

$37⁹⁵
COMPLETE

16E14-3X2389/2562 ....**Retail 37.95**

The Meal-Maker includes both grinder and juicer at no extra cost! Built-in power drive—no awkward adapters. 10 recipe-tested speeds on dial selector. Portable mixing head.

CONTENTS: 110-120 V, AC/DC. Detachable mixing head with 6-ft. rubber-covered cord. Stand with friction-free turntable. Grinder and pestle, 2 opal-glass mixing bowls, juicer reamer, strainer, bowl and spout, big recipe book. Individual ctn. 11¾ x 12¾ x 14 in. Wt. 20 lbs.

GUARANTEED

DORMEYER Fri-Well $29.50

MODEL 6000

GUARANTEED

76E27-3X1799/1943 . . . . **Retail 29.50**

Deep-fries to perfection! Roasts, stews and cooks too! Improved cast-in rod type heating unit cooks quicker. Automatic thermostat with handy temperature guide for favorite dishes. Flat bottom for faster cooking, easier stirring, quicker cleaning. Improved Drain Away faucet for faster, safer draining. Quick-Drain basket is extra-sturdy, extra-easy to clean. Cooks 6 to 8 portions at once. Includes big, new recipe book. Guaranteed.

CONTENTS: 1500 W, 110-120 volts, AC only. Fri-Well has 6-foot cord; Quick-Drain basket with detachable handle; cover; recipe book. Individual container 16 x 19⅝ x 9⅜ inches. Weight about 10 lbs.

SHRIMPS
SOUPS
FRENCH FRIES
STEWS
DOUGHNUTS
GUARANTEED

DORMEYER Deep-Fry Cooker

MODEL 6200

$18.95

76E105-3X1155/1248 . . . . **Retail 18.95**

Dormeyer sets a new pace with a new *high* in quality and a new *low* in price, with this family size Deep Fry Cooker. It's a deep fryer and cooker. Thermostatically controlled. Light signals when correct cooking temperature is reached. Lightweight basket drains foods thoroughly, quickly . . . rests on special lock grips inside cooking "well." Full 4-quart capacity. Complete with recipe book. 110 volts, AC only. 6-foot cord.

CONTENTS: One in master carton, complete with basket, basket handle, lid, new recipe book. Carton 12 x 12 x 8⅝ inches. Weight 7 lbs.

DORMEYER Broil-Well

MODEL 8200

$53.50

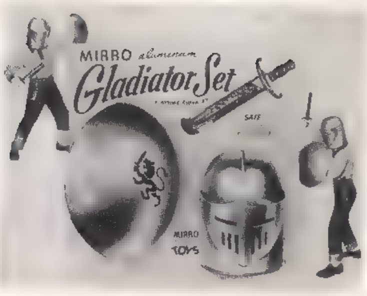
16E137-3X3262/3523 . . . . . **Retail 53.50**

Broils . . . Barbeques . . . Roasts. Dormeyer's new Broil-Well cooks twice as fast as ordinary methods . . . and with twice as good to-eat results. Radiant infra red heat with 3 way control—high, medium, and low. Motor driven spit turns automatically—meats are self-basting, delicious through and through. All this, plus table-top convenience—in the kitchen or right at the dinner table. Guaranteed.

CONTENTS: 1400 W, 110-120 volts, AC/DC heating element with 3-way heat control; AC only rotisserie motor with On-Off switch. Broiler tray with removable handle and tray rack; 5 tray levels. Removable rotisserie spit with adjustable skewers. Removable spatter shield. 6-foot cord. New recipe book. Each in carton 19⅛ x 13⅜ x 12½ inches. Weight 21 lbs.

3-Way Heat Control!

GUARANTEED



MIRRO
ALUMINUM
NEW
TOY MIXER
MIRRO

Mirro Showing Gladiators Set, Toy Mixer

The gladiators of old are "on the loose again," according to Mirro, of Manitowoc, Wisc. Reason for the announcement is that the company has just brought out a Gladiators Set, # 4144MT, $5.95 retail.

The set consists of a helmet, shield, scabbard and sword. Authentically styled, the helmet is of strong lightweight aluminum and has adjustable straps inside to insure a proper fit. A chin strap is also provided, and a drop shield, with eye slits, which covers the face and opens and closes. The hand shield is 16" in diameter and sports a red coat of arms. A convenient, riveted handle permits the young warrior to carry the shield easily

Both sword and scabbard are made of plastic. The sword, 13" long, is flexible and has a blunted end. Loops on the scabbard allow same to be worn on any belt, the manufacturer notes

CHARLES GOODMAN, LONGTIME ATLANTA WHOLESALER, DIES

PLAYTHINGS regrets to inform the trade of the death of Charles Goodman, president of Milton Bradley Company of Georgia, Inc., on Friday, February 11, 1955

One of the South's leading wholesale merchants Mr. Goodman helped found the Atlanta branch of the Milton Bradley Company in 1896.

Charles Goodman

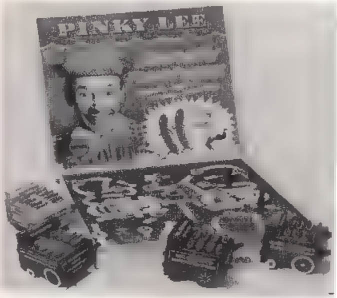
In 1902 he became branch manager and in 1939 bought out the branch and formed the Milton Bradley Company of Georgia, Inc.

During his tenure as president and treasurer the company is said to have tripled in size

AMOUNT NEEDED

The New York City Cancer Committee, 7 East 52nd Street, has set its quota at $1,400,640 for April

Lisbeth Whiting's "Pinky Lee & the Runaway Frankfurters"



An excellent trade response to Lisbeth Whiting's "Pinky Lee and the Runaway Frankfurters" is reported by Randy Patterson, general sales manager of Lisbeth Whiting Company, Inc., 1104 Bedford Avenue, Brooklyn 16, N. Y

The item was an immediate and resounding hit at the Toy Fair, primarily because of its attractive packaging which is typical of the Lisbeth Whiting line and also because of the original and basic appeal of the game for all ages.

"Pinky Lee and the Runaway Frankfurters," a $2 retailer, is a large size boxed unit in full color and consists of "frankfurters and rolls," four cardboard frankfurter wagons, pawns, dice and an intriguing play board which is ingeniously arranged to provide endless hours of enjoyment and entertainment. The young ones make up frankfurter and roll combinations and place them on their respective wagons

The number will be launched by 40 leading department stores who will introduce the game in their areas in conjunction with newspaper advertising and television spot announcements

Where Centuries meet—

This 64-foot luxury yacht, recently built at one of our yards, Gebrs. Kok, Muiden, Holland, for an American owner, is a modern example of the time-defying hand craftsmanship found in the famous 800-year-old Muiderslot castle in the background. This castle which faces our yard represents centuries of cherished tradition proudly held and exemplified by our skilled yacht designers and builders in all of their work. So when you think of the finest in yachts, remember the world-wide reputation of Dutch thoroughness and durability. You can place complete confidence without reservations in these outstanding yachts. We would like to tell you more about the following six most fascinating yachts incorporating the most modern advancements and comforts, and which are available for 1955 delivery—

NAVAJO—65′. Promenade deck luxury liner with twin G. M. Diesels 6-71

SEQUOIA—52′. Available as a sport fisherman or Promenade deck cruiser

APACHE—47′. Promenade deck or Fly Bridge with twin engines 235 H. P. each. Laid out with the thought in mind of owner-skipper operated

SIOUX—36′. The roomiest, most luxurious, twin engine 36-footer you have ever seen.

MOHAWK CADET—30′. Many imported already. The only 30-footer we know of sleeping 6 persons in three separate cabins and still having plenty of "space in the sun." Prototype available. A must on your program to see.

ZUIDERZEE—25′. The most luxurious sport fisherman. A true thoroughbred. Prototype available.

Ask for literature, call us for an appointment.
Prototypes available for inspection.

See us at the N. Y. Boat Show, space A-24

MOBACO INC.
MARINE DIVISION
375 FAIRFIELD AVE. STAMFORD, CONN.
Phone: "Marine Division"—Stamford 48-9231

to be brought on, when suddenly, as I raised a cup of coffee to my mouth, the ship gave a violent lurch to starboard and came to a sickening stop. There was no noise and no bump—we just jolted to an abrupt stop and remained heeled way over to starboard. The chocks were in the table which was loaded with dishes, but none fell to the floor. A little coffee was spilled out of the full mugs. The Skipper with a "What the Hell . . ." was out of his seat in a fraction of a second and up the slanting companionway and we all after him. Sai had left the wheel and was running forward shouting, "He bugger up finish altogether—*true!*" "True" in Pidgin indicates final.

We were within 125 yards of one shore on our right hand with the brown water swirling around us carrying several floating islands between the ship and the shore. From the slanting deck, the bow seemed very high up in the air. The Skipper called for the lead line and carefully sounded around the ship while the dhow was put over with the other lead line to find the bottom off our stern was six fathoms; off our bow, with three feet of the bottom paint showing, was four fathoms; while just aft of the foremast on the port side was only three feet of water, and on the starboard side—1½ fathoms. Inshore was deep water.

We were stuck on a hard clay bank about 10-12 feet long and rested on our keel just aft of the foremast. We looked to be in a bad way, and I remember glancing astern to see if there were any rain clouds up river. There were none and would be none for months to come. We were in a tight spot with 200 tons of Yankee firmly held in the clay bottom. Dodd, who had been up forward on lookout, was thrown into the netting of the bowsprit. Ken in the galley had just put a big pot of boiling water on the stove and it fortunately stayed there.

After a preliminary survey, the Skipper said, "Well, let's finish breakfast" which we all did in a hurry. I glanced at the clinometer in the chart house as I went below and saw that it registered 10 degrees to starboard. Neither he nor Exy were in the least excited--perturbed though they must have been at our predicament 'way up this sparsely inhabited river with no real help closer than Port Moresby over a thousand miles away—but there was not a change in their usual cheerful attitude to be indicated by their voices or manner.

Happenchance and Preparedness

Conrad says in *The Mirror of the Sea*—"He—man or people—who putting his trust in the friendship of the sea, neglects the strength and cunning of his right hand, is a fool." Our Skipper believes this, and if he had not, we would still be stuck up the Sepik. Two things got us off—one happenchance and one forethought and preparedness. There was a lone tree up on the 15-foot river bank—we could see its upper branches through the tall pit-pit grass, and it was opposite our stern. That was happen-chance. The Skipper had carried a never-used salvage roll of ⅝-inch new steel cable on a drum with the name Roebling stamped on the side, for five and one-half voyages 'round the world. That was preparedness.

After breakfast, the Skipper said, "Well, are you prepared to sweat?" We were. A crew of boys were sent ashore with machetes to cut down the pit-pit grass around the tree while another crew delved to the bottom of the lazarette and brought out the cable. I remember looking ashore and seeing Mac, late of the Marines, whacking at that pit-pit grass with a machete using both hands as if he were wielding a Samurai sword, and those tough stalks just melting away before him. Heavy blocks, shackles, wire clamps and the new 3-inch manila main peak halyard which was ready cut (but fortunately not reaved to save weathering while we were in the Highlands) was brought aft from the forepeak. Lydia ran the ferry to carry this and a lot of minor ropes and gear to shore.

The heavy roll of wire was suspended on a crow bar resting on two boxes at the open gangway through the bulwarks, so that it would unwind with ease. A rope was tied to the end of the wire and the Skipper, taking charge of the small boat himself, ran her well upstream and then into shore while the roll was controlled from the deck.

3297TF4220—Ladies' or Men's Lightweight English Bicycle

Armstrong bicycles are built by cycling craftsmen—men who have devoted their lives to the making of good bicycles. Frame is 21" low built, entirely brazed, with quick release ends. 26" wheels, with chrome plated Endrick rims and Michelin tires and tubes. Steel Rib pattern mudguards, full rubber pedals, Spring seat saddle, and full length chain guard. Kickstand, Chrome plated handlebars with rubber grips. Caliper Side pull brakes, chrome plated. **Complete with Sturmey-Archer 3-speed gear** with handlebar control. Accessories include: tourist bag and tire pump. Finished with Chrome trim in Bonderized black enamel. Shipping weight: 42 lbs. **F.O.B. New York Warehouse. Specify ladies' or men's model.** **Mfr's. Sugg. Retail $62.95**

EVANS-COLSON 26" Lightweight Deluxe

3298TF4750—Imported Lightweight with Deluxe Features in Ladies' and Men's Models

An Evans-Colson imported lightweight bicycle that is truly deluxe in every feature. Frames are high quality steel entirely brazed. 26" wheels of plated flat steel, chrome finish. Three speed hub with Sturmey-Archer gear, and handlebar control. Hand caliper brakes front and rear. Includes an excellent generator set for operating headlight and tail-light when wheel is in motion. Accessories include hand pump, which is mounted on rear frame bar, tourist bag, kick stand and reflector on rear fender. Fenders are chrome plated. Men's model available in Black, Flamboyant Red or Green; Ladies' in Black, Flamboyant Blue or Green. **Specify model and color.** Approx. Shipping Weight: 42 lbs. **F.O.B. Michigan Factory.**
Mfr's. Sugg. Retail $69.95

3315TF3775—Same as above without deluxe features. Includes 3-speed hub and caliper brakes. Accessories listed above not included. Available in black only. **Specify ladies' or men's model.** Approx. Ship. Wt. 37 lbs.
Mfr's. Sugg. Retail $59.95

Mobylette with Automatic Clutch

The Simplicity of Cycling . . . Plus the Ease of Motoring

3316TF15004—Mobylette Motor Bike

The action of the automatic clutch depends upon the bicycle speed, but is independent of the engine speed. When speed reaches 4 mph. the engine is coupled to the final drive; when slowed to 4 mph. the engine is disengaged and keeps idling and will operate the lights even if bike is stopped. The engine is 49 cc. two stroke, internally lubricated Maximum speed of 30 mph. Gasoline consumption is 175 miles per gallon. The flywheel magneto provides ignition and operates the front and rear lights. Special carburetor with intake silencer and handlebar operated starting jet. White balloon tires 600 x 50c—front and rear hand brakes. All controls concentrated in the right hand twist grip. Chromium plated handlebar, rims, hubs, cranks, and chainwheel. Leatherette saddle—two rear springs. Rubber block pedals. Finished in grey enamel. Approx. Shipping Weight: 69 lbs. **F.O.B. New York Factory. Mfr's. Sugg. Retail $179.95**

MONARK BICYCLES

MEN'S 26" ENGLISH LIGHTWEIGHT

The Rocket Savoy is a fow built, genuine English lightweight. Has 21" frame, 26" x 1⅜" tires, 3-speed Sturmey-Archer gears, double adjustable brake controls, black baked enamel finish. Model E-10.

STOCK No. 65—80071

G736-69 P **Retail** **$44.95 ea.**

Inv Pur ____________________

LADIES' 26" ENGLISH LIGHTWEIGHT

The companion model to the men's Rocket Savoy—a genuine English Lightweight. Has 20" frame, 26" x 1⅜" tires, chrome rims, Sturmey-Archer 3-speed gears, double adjustable brake controls, etc. Black baked enamel finish. Model E-11

STOCK No. 65—80072

5536-69 P **Retail**................ **$44.95 ea.**

Inv. ____________ Pur ____

MEN'S 26" DELUXE LIGHTWEIGHT

The deluxe Rocket Savoy—a genuine English lightweight. Has Sturmey-Archer 3-speed gears, adjustable brake controls, 26" x 1⅜ tires, chrome rims and fenders, leather saddle, bright plated pump and tourist bag. Baked enamel finish is maroon with gold trim. Model E-40.

STOCK No. 65—80073

Z940-14 M **Retail**.......... **$52.95 ea.**

Inv.____________________ Pur.________ ________

LADIES' 26" DELUXE LIGHTWEIGHT

The ladies model of the deluxe Rocket Savoy line. Has Sturmey-Archer 3-speed gears, chrome rims and fenders, adjustable brake controls, leather saddle, pump, tourist bag and all the other features as described on the men's model. Finish is blue with gold trim Model E-41

STOCK No. 65—80074

A540-14 W **Retail** **$52.95 ea.**

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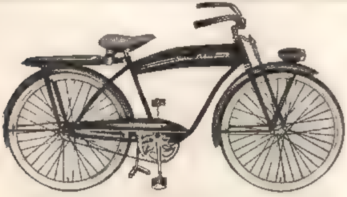


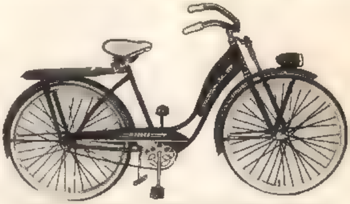
MONARK 26" MEN'S SUPER DELUXE

Features the modern forward look and rainbow color styling. Has 26 x 1.75 middleweight white sidewall tires; chrome rims; twin spring fork; tank with horn; Vinyl saddle, New Departure coaster brake; racing type ½" pitch chain, chain guard, luggage carrier; kickstand; chrome handlebar; and many other famous Monark features. Color is fuchsia. Model M 100 Wt. 63 lbs.

STOCK No. 65—80081

B545-00 Y **Retail** **$59.95 ea.**

Inv ___________ Pur.____________________



MONARK 26" LADIES' SUPER DELUXE

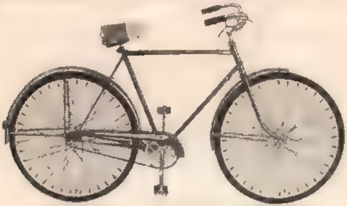
The Monark super deluxe has all the features of the men's model describe at left. This ladies' model has a white Vinyl saddle, white grips and white pedal. Tires are 26 x 1.75 middleweight white sidewalls. Color of bike is blue. Model M-111. Wt. 63 lbs

STOCK No. 65—80082

F645-00 K **Retail** **_$59.95 ea.**

Inv. ___________ Pur.____________________

MONARK BICYCLES



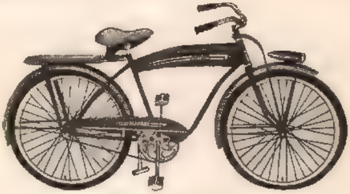
MONARK 26" MEN'S ROADSTER

Features Bendix multi-speed power brake that assures quick get-away, easier, safer changing of gears. Has vinyl lightweight saddle, ½" pitch x ⅛" racing type chain, 1 375 American lightweight tires, chainguard, ball-bearing pedals. chrome handlebar, enameled rims, kick-stand and many other outstanding features. Model M-250. Wt. 50 lbs.

STOCK No. 65—80083

N537-50 H **Retail** .... **$49.95 ea.**

Inv. ____________ Pur. ____________



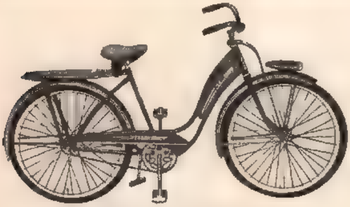
MONARK 26" MEN'S DELUXE

A beautiful bike with 26 x 1.75 middleweight tires; chrome handlebar, reinforced safe frame and fork, tan Vinyl saddle; streamline tank; heavy duty luggage carrier; racing type ½" pitch chain, chain guard; kickstand, headlight; etc. Color is red. Model M-300. Wt 59 lbs.

STOCK No. 65—80085

N541-20 E **Retail** **$54.95 ea.**

Inv. ____________ Pur. ____________



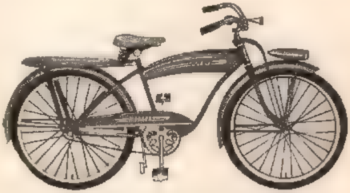
MONARK 26" LADIES' DELUXE

The ladies' model also has 26 x 1 75 middleweight tires, reinforced frame and fork; racing type ½" pitch chain; chain guard; luggage carrier; headlight; Vinyl saddle; streamline tank; chrome handlebar, etc. Color is blue. Model M-311. Wt 59 lbs

STOCK No. 65—80086

Y641-20 W **Retail** .... **$54.95 ea.**

Inv. ____________ Pur. ____________



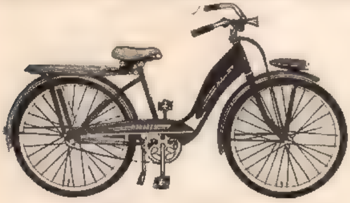
MONARK 24" BOY'S DELUXE

This model has 24 x 1 75 middleweight tires. Other features include: headlight, chrome handlebar, reinforced frame and fork, streamline tank; tan Vinyl saddle; heavy duty luggage carrier, New Departure coaster brake; racing type ½" pitch chain; chain guard; kickstand. Color is fuchsia. Model M-500 Wt 55 lbs.

STOCK No. 65 80087

X437-50 L **Retail** .... **$49.95 ea.**

Inv. ____________ Pur. ____________



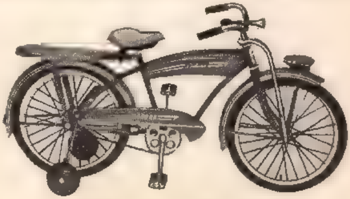
MONARK 24" GIRLS' DELUXE

This model has 24 x 1.75 middleweight tires. Also included in the many features are: racing type ½" pitch chain; reinforced frame and fork; headlight; luggage carrier; kickstand, streamline tank, tan Vinyl saddle, chrome handlebar, etc. Model No. M-511. Wt. 55 lbs.

STOCK No. 65—80088

B637-50 V **Retail** .... **$49.95 ea.**

Inv. ____________ Pur. ____________



MONARK 20" BOYS' DELUXE

This is a scaled down version of the larger Monark Deluxe bikes. Has 20 x 1 75 middleweight tires and all the other features of the larger deluxe bikes plus safety tubular bike guides finished in matching chromatic color. Color is red. Model No. M-800. Wt 46 lbs

STOCK No. 65—80089

W437-45 T **Retail** .... **$49.95 ea.**

Inv. ____________ Pur. ____________

Mona Lisa Dolls

BY

VALENTINE DOLLS INC.

FOR *Beauty*
FOR *Quality*
FOR *Play*

Cassie

16" lovely soft squeezable all latex doll with life-like vinyl head and rooted hair (hair actually imbedded in the scalp like real hair). Cries when you squeeze her. Material of dress is special checked puckered taffeta.

2824M400 RETAIL $5.95

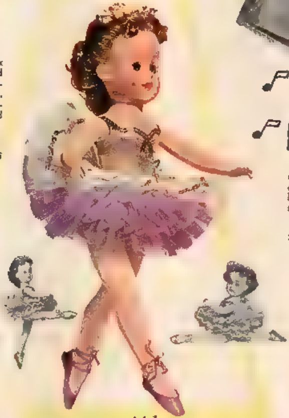
School Date

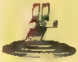
18" all plastic WALKING doll. Lovely hair in pony tail style that can be combed and curled. Dress is of ever fresh printed picolay that will last and last. She walks, turns her head from side to side as she walks, and sits.

2826M533 RETAIL $7.95

22" same as above.

2827M800 RETAIL $11.95





Special
stand

Aida

TOE DANCING

Ballerina Doll

WITH A SALUTE TO th

S. Hurok

Presentation of AIDA

[illegible]

The only real dancing doll ever made. She is 19" tall and her toes are forever in a ballet dance position. She is all plastic except for her soft life-like vinyl head and her hair is rooted (actually imbedded) in her scalp like real hair. When you hold her and lead her she takes short dancing steps as any ballerina and her head turns from side to side as she dances. She kicks out and does a split and the design of her shoes are approved by CAPEZIO, The Dancers' Cobbler since 1887. One of the most unusual dolls we have ever made. Special stand illustrated will hold this doll upright or in many other positions. The doll with stand

2828M800 RETAIL $11.95

Musical Bride

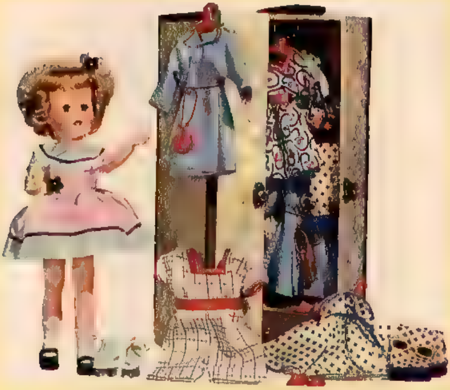
Gorgeous 16" all plastic bride doll with saran wig that can be washed, waved, curled and combed. Every little girl's dream. This beautiful doll comes mounted on a Swiss Music Box (as illustrated). She revolves as the music box plays a lovely romantic tune —switch permits music to be turned on and off. The doll can be removed at any time and played with as any ordinary doll. Mother will borrow this as a gorgeous centerpiece for anniversaries and bridal showers.

2825M867 RETAIL $12.95

Darling Baby

Big 22" washable skin doll with jointed arms and lovely life-like vinyl head with rooted hair (hair actually imbedded in the scalp like real hair.) She cries when you squeeze her. She wears a taffeta and printed picolay party dress and her whole bonnet is made of real lace. She comes complete with a beautiful matching "going visiting" coat.

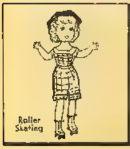
2829M800 RETAIL $11.95



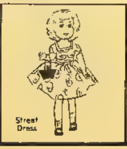
Holiday

18" rooted hair walking doll—soft vinyl face—plastic body and legs. Lead her by the hand and she walks and turns her head from side to side. Dressed in a beautiful taffeta party dress and straw bonnet. Included in her wardrobe are shoes and stockings printed picoay street dress, pedal-pusher shorts with attached matching shirt, adorable sun-back dress with separate fringed stole a bathrobe complete with tassled sash. She has sun-glasses, roller skates, bedroom slippers and pocketbook. She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real. Endless hours of play.

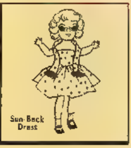
2830M1067 RETAIL $15.95



Roller Skating



Street Dress



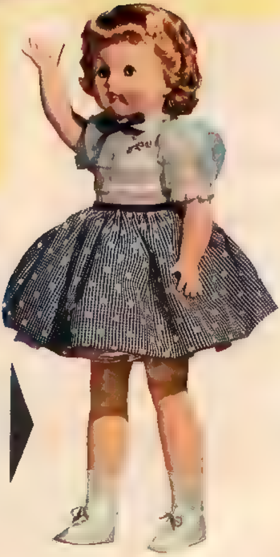
Sun-Back Dress

Mona Lisa Dolls

BY
VALENTINE DOLLS INC.

FOR *Play*

FOR *Beauty* FOR *Quality*



Best Friend

Best friend for almost any little girl. 29" tall—unbreakable plastic with soft life-like vinyl head and hair rooted (actually imbedded) in the scalp. She walks and turns her head from side to side as she walks. She is so big she is the size of a 3 year old child. As high as your dining room table. She will become another member of the family with her life-like appearance and characteristics. Her dress is a combination of organdy and printed taffeta with embossed polka-dots. A lasting companion for a little girl growing up.

[illegible] RETAIL $19 95

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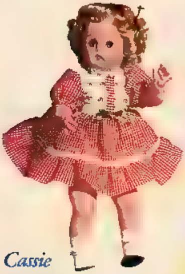

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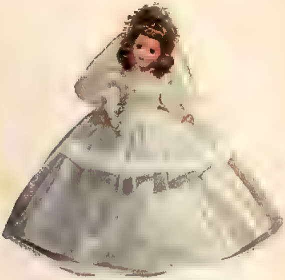

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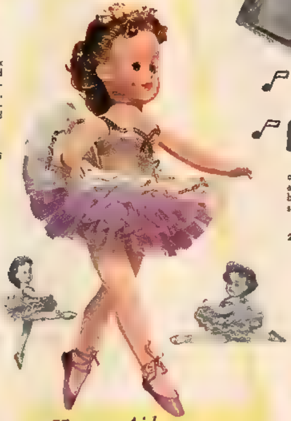

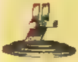

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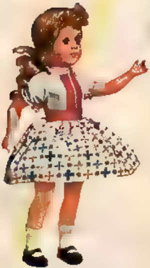

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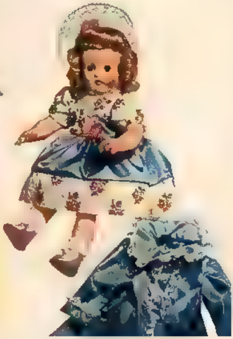

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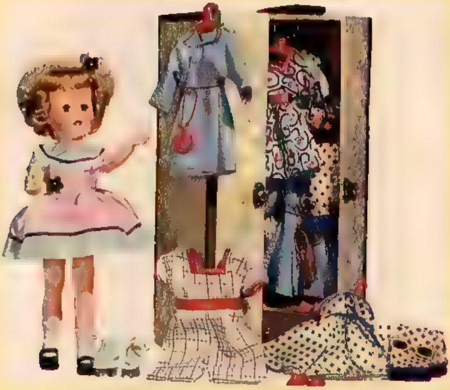

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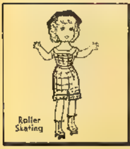

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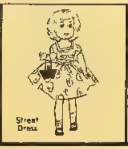
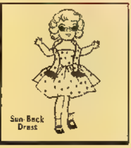


Street Dress



Sun-Back Dress

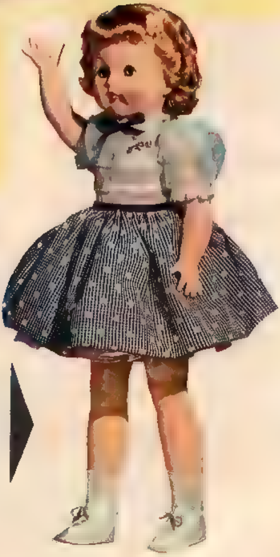
Mona Lisa Dolls

BY

VALENTINE DOLLS INC.

FOR *Play*

FOR *Beauty* FOR *Quality*



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[illegible] RETAIL $19 95

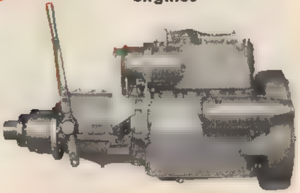
Golden Anniversary
engines by

Red Wing Marine

50
[illegible]
Red Wing Marine

METEOR SERIES

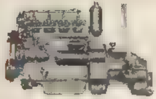
NEW! **4 great high-speed, lightweight gasoline engines**



The Meteor Series is the RED WING answer to the demand for high-speed, lightweight engines. They range from 20 H.P to 150 H P. and deliver maximum speed, stamina and economical operation for all boats ranging from outboard type cruisers to rough water craft. Bigger craft in this series can get twin screw performance at minimum cost.

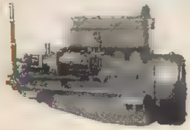
Here is the NEW line of marine engines by RED WING, for over a half a century a respected name in the marine field. See these great new engines at the shows!

NEW DIESEL SERIES



RED WING diesels are the safest, most economical, most efficient line of diesels built They offer latest war-tested improvements stemming from world wide research Give you safe dependable power for work and pleasure craft. Special spherical combustion chamber eliminates objectionable exhaust smoke Available in one 4-cylinder model at 45 H P , four 6 cylinder models from 100 H.P. to 200 H.P.

NEW ARROWHEAD SERIES



Known on fresh and salt water as one of the best designed, most durable lines of engines anywhere, the new Arrowhead Series now offers *more modern* features, dependability, stamina and low maintenance, equally perfect for comfortable cruising or rough work boat service. Available from 10 H.P. to 100 H.P.

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San Francisco, California

Diesel & Hydraulic Service Co.
5312 Bank Street
San Diego, California

N. C Marine
2500 West Lake North
Seattle, Washington

ALASKA

Northern Com'l Co.
419 Coleman Building
Seattle, Washington
Juneau-Ketchikan-Anchorage

NEW ENGLAND

Walter H Moreton Corp
9 Commercial Avenue
Cambridge 41, Massachusetts

CHESAPEAKE BAY

Nat Gates, Jr., & Son
176 West Street
Annapolis, Maryland

GULF COAST

Arthur Duvic s Sons
122 Chartres Street
New Orleans, Louisiana

CANADA

Canadian Fairbanks Morse & Co.
(Principal Cities)

Adanac Marine Supply Co
49 Powell Street
Vancouver, British Columbia

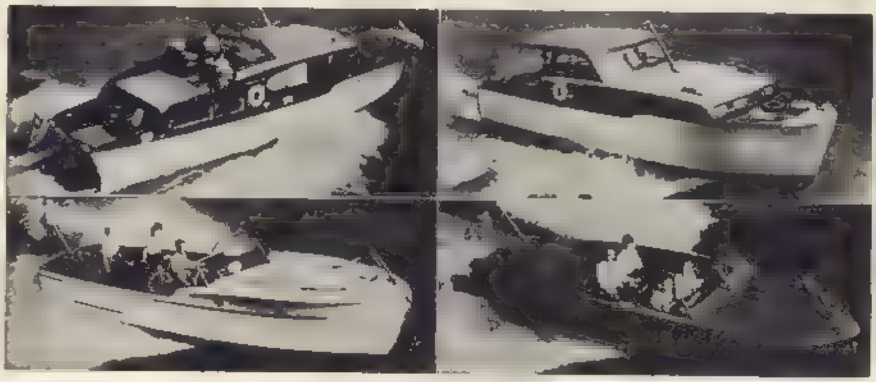
Red Wing Marine

Div. Red Wing Motor & Mfg. Co., 1000 Levee Street, Red Wing, Minnesota

MOTOR BOAT MODELS

1944 – DUMAS BOATS – *1954*

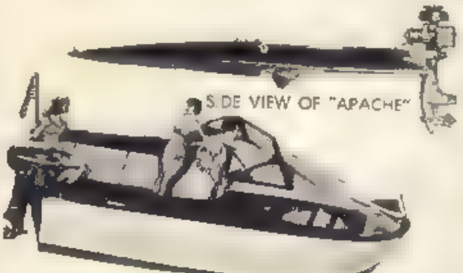
Inboard – 18 Beautiful Power Boats Available for 1954 – Outboard

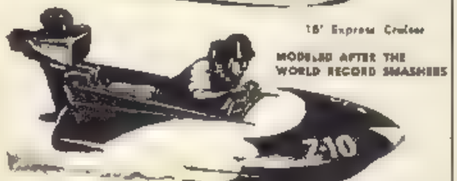


NEW
Chris★Craft

"OUTBOARD EXPRESS CRUISER"

The Dumas line, world's most authentic construction kits of the finest power boat models, now offers twelve kits to choose from. Top left photo, Chris-Craft 46' Cruiser. 26" mode at **$6.75**. Top right, 33 inch model is offered of 34' Chris-Craft Commander at **$8.75** Lower left, Chris-Craft 25' Express, 25" model at **$5.75**. Lower right, Chr s-Craft 20' Runabout, 25" model at **$6.25** 25' Express makes a nice outboard mode




MODELED AFTER THE WORLD RECORD SMASHERS
Z-10

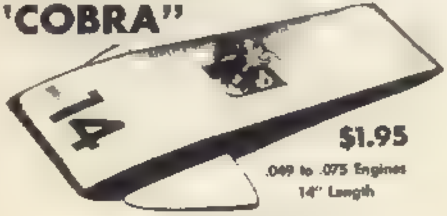
HYDROPLANE

$9.95

.09 to .35 Engines —

Chris★Craft

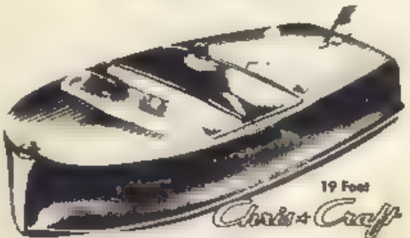
"COBRA"



$1.95

.049 to .075 Engines
14" Length

SEA BIRD "14"



"RIVIERA RUNABOUT"

For .035 to .099 Engines—12" Long

ALEXANDER

Wood Hydro-plane-16". Suitable for ½A-A engine	
Skeeter	3.95

ALLYN SALES CO.

Allyn Craft Speed boats in Colorful plastic with aluminum Rudder, 8" across, 18" length.

414 Built-up with out-board engine	15.95
415 Built-up with inboard engine	15.95
416 Kit only for outboard engine	4.95
417 Kit only for inboard engine	4.95

ATWOOD Speedster
With Gas Outboard Engine

A completely assembled Speed Boat in Colorful Plastic, Length 16½"

Speedster with Gas outboard engine	14.95
Speedster Less engine	4.95

BERKELEY

Operating Models

Chris Craft 32' Express	14.95
Chris Craft 16' Outboard	3.95
Sea Bird 14	1.95
Sea Bird RC-28	3.95
Chris Craft Riviera	2.95
Chris Craft EX. Cruiser	3.50
C.C. Outboard Ex. Cruiser	2.95
Sea-Jet	1.95
Sailabout 16	3.95
A-B Marine Hardware	2.95
½A Marine Hardware	1.00
Sailabout 20"	5.95
Chris Craft Cobra 21"	9.95
Super Sailfish 13½"	1.95
Hinckley 36" Auxiliary	14.95
Chris Craft 45" Corsair	24.95

CAVACRAFT

E-4 Hydroplane-uses outboard eng.	3.95
E-5 Swamp Buggy-uses ½A engine	3.95

CONSOLIDATED

Space Kitten Air Boat ½A-A	3.95

Craft Models

Speedliner 18" for outboard motor	1.95
Runabout 21" for either inboard or outboard engine	3.95
Cracker Box 15" inboard Racer	2.95

1944 – DUMAS BOATS – 1954

World's finest line of motor boat models. All material furnished... Cement... Liquid hull sealer.. Brush.. Blade... Copper shaft & trim wire.. Metal propellers... Window plastic.. Decking and Hull planking.. Flag, etc. Less finish paints. All kits include wood printed fittings. For those who want accurate die cast fittings order fittings sets listed for your particular boat model.

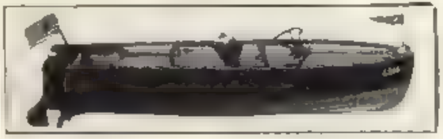
CHRIS-CRAFT BOATS

A-100	Chris-Craft 40' Challenger, 33¼" long	9.75
A-10	Challenger Fitting Set	4.75
A-200	Chris-Craft 34' Commander, 33" long	8.75
A-20	Commander Fitting Set	4.85
+A-300	Chris-Craft 46' CabinCruiser 26" long	6.75
A-30	Cabin Cruiser Fitting Set	3.00
B-900	Colonial 36' Cruiser 26" long	6.75
B-90	Colonial Cruiser Fitting Set	3.10
+C-280	Chris-Craft 28' Semi Cabin Cruiser, 28"long	8.50
C-28	Cabin Cruiser Fitting Set	3.25
E-400	Chris-Craft 25' Express Cruiser, 25" long	5.75
E-40	Express Cruiser Fitting Set	2.80
+F-21	Chris-Craft Express, 21"lg.	2.95
+G-21	Chris-Craft Sportsman, 21" long	2.95
*H-21	Dumas "Apache" Hydro-plane, 16" long	2.95
H-700	Harco '40' Cruiser, 25½ lg.	6.25
H-70	Harco Fittings Set	3.10
+J-16	Chris-Craft Monterey, 16"lg.	3.95
*K-17	Chris-Craft 17' Speedboat, 17" long	3.95
*L-18	Chris-Craft 18' Express, 18" long	3.95
*M-19	Chris-Craft 14' Hornet, 17" long	3.95
N-20	Chris-Craft 35' Sport Fisherman, 35"long	
O-600	Owens Flagship 42', 26" lg.	6.25
O-60	Flagship Fittings Set	2.80
R-500	Chris Craft 20' Runabout, 25" long	6.25
R-50	Runabout Fitting Set	2.20
V-800	Vinyard 40' Cruiser, 25"lg.	6.25
V-80	Vinyard Cruiser Fitting Set	3.70

(+) For Inboard or Outboard Motors
(*) For Outboard Motors Only

NOTE: SEE NEXT FEW PAGES FOR ELECTRIC MOTOR, OUTBOARDS AND MARINE DRIVE ACCESSORIES.

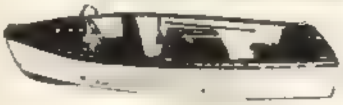
SCALE POWER BOATS



SURF-SKIMMER

COMPLETE WITH SPACE BUG JR.
ENGINE—ALREADY MOUNTED
AND BOLTED IN
PLACE ▶

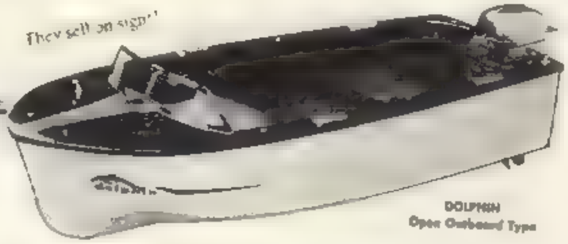
DYNA'S BIG NEW INBOARD MODEL of the
CHRIS-CRAFT
17' SPORTSMAN
$4.95



OUTBOARD
RUNABOUT
$3.95

THE *Fleet Line*

They sell on sight!



DOLPHIN
Open Outboard Type

The DOLPHIN · $9.95

No. 500—16' with 7" beam, complete with Evinrude or Johnson battery powered motor individually boxed.

4.95

ESQUIRE

Length — 18 in.
Beam — 6 in.

The SEA BABE · $4.95

No. 200—12½" Open Speed Boat 4¾" wide

BARRACUDA

DYNA-MODEL PRODUCTS

New Big Inboard Model Kit with Fittings, for gas or electric Chris-Craft 17' Sportsman	4.95
New outboard for ½A or electric. New Skiff	1.95
New Outboard Kit with fittings for ½A Chris-Craft 16' Deluxe outboard Runabout	3.95

ENTERPRISE

A new prefab inboard Cruiser-runabout, with Space Bug Jr. engine already bolted to floor. Surf-Skimmer	8.95

IDEAL MODELS

1530 Aqua Pal Skiff 16"	1.75
1531 Impy Screw set	1.00
1532 Sea Weed Sail Boat 18"	4.50
1533 Sail King 22" hull-sail boat	5.95
1534 Speed Demon Racer-For outboard gas engine or electric outboard	1.95
1535 Aqua King Cruiser for outboard gas engine	3.95
1536 Sportsman, Inboard Chris-Craft, 20"	6.95
1537 Angler-for Electric outboard 14"	1.50

INTERNATIONAL MODELS

IMPY BOATS

Noted for Value. A fast selling Line of beautiful Models. Complete with motor.

New Impy—assembled	3.98
New Impy—Kit form	2.98
Impy Speedster Kit Less Motor	5.00
Impy Speedster ready to go with outboard motor	10.95
Imp Deluxe Sport Cruiser ready to go	12.50
"Luxor" Double Cabin Cruiser-24" long with two motors and twin screws. Ready to go	39.75

JASCO

Aqua Skimmer for ½A	1.95
Swanee Paddle Wheel Boat Kit An old Mississippi River paddle-wheel boat kit, complete w/electric motor and all the trimings. 28" length can be used for radio cont.	9.50

K&O *Models* INC.

FLEET-LINE "BUILT-UP" BOATS

Speedboats complete with electric motors

#200	SEA BABE-12½"	4.95
#300	SEA WOLF-15"	8.95
#400	SEA COMBER-15" Cabin	10.95
	Metal Outboard Motorboat	3.95
#500	DOLPHIN-16" w/Outboard mtr.	9.95
#141	SPEEDSTER Jr.-12" Kit	4.95
#101	SPEEDSTER-16"	11.95
#600	FIESTA QUEEN-9½"	2.79
#700	SPRAY KING-13"	3.98

MASTER MODELCRAFT'S

½A POWER BOATS

Barracuda, 14"	2.50
Sea Scooter, 24"	7.95
Porppise 15½" for outboard gas or electric motor	2.95

Monarch

QT 15" Outboard	2.50
Bobo 15" Inboard	2.95
Nomad 18" Outboard	3.95
Esquire 18" Inboard	4.95

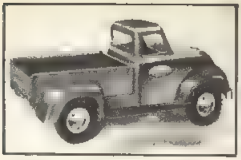
NOTHING BEATS AN IDEAL MODEL!

2 NEW OPERATING MODELS

WITH EEZY-FORM HULL CONSTRUCTION

MEAN BIGGER SALES
BIGGER PROFITS
FOR YOU

Ideal Models
CRUISER
AQUA KING
No. 1535
Length 18
Beam 7
$3.95 WITHOUT MOTOR
SPEED DEMON RACER
Length 15 Beam 6
BOTH MODELS OPERATE WITH GAS or ELECTRIC MOTORS
No. 1534
$1.95 WITHOUT MOTOR
AQUA PAL SKIFF
1.75



Mound Metalcraft

PICK-UP TRUCK

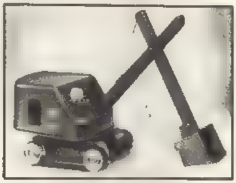
12¾ inches long. A cleverly scaled and detailed model with baked enamel finish, chromate plated wheels, bumper and grill. Fitted with heavy duty rubber truck tires. The tail gate opens, has stay chains to hold it at loading level.

No.	Retail	Packed	L.P.L.	P.L.
EG83-880-5	$2.98	6 each		

P.L. weight 18½ lbs.

Mound Metalcraft

STEAM SHOVEL



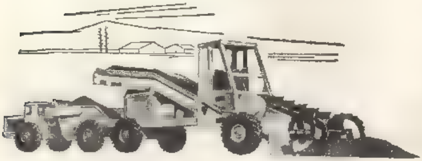
15 inches long. Rugged steel construction. Rolls along on real rubber tracks. Fully rotating cab. Crank controlled winch with heavy duty chain. Chain controlled bucket trip. bright trim, durable finish in bright color. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG83-50-5	$2.98	6 each		

P.L. weight 25 lbs.

Ny-Lint

TRAVELOADER



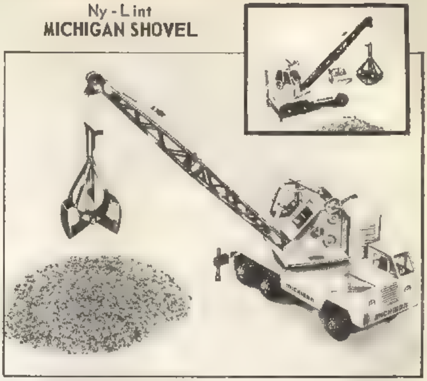
Heavy gauge steel construction, baked enamel finish. 30 in. long, 10 in. high. Authentic detail and action. Powered by a hand crank as the vehicle is pushed along, 15 shovel blades on a belt gather material and push it onto a conveyor belt to be dropped into a truck. Big 3¾ inch rubber tired metal wheels. In a shipping box.

No.	Retail	Packed	1/2	*3/m
EG83-1800	$14.95	1 each		

Weight each 13 lbs.

Ny-Lint

MICHIGAN SHOVEL



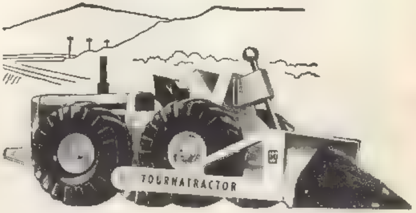
31½ inches long, 20¼ inches high, 7½ inches wide. Made of heavy gauge steel, welded and finished in durable sprayed and baked enamel. The bucket takes a good full bite, trips automatically when raised all the way to the boom. Control cab rotates completely. Bucket, boom, crank control and trim in polished metallic finish. Leveling and stabilizing jacks on chassis. Front wheels are steerable. Fitted with 6 extra heavy duty rubber tires. In a box.

No.	Retail	Packed	L.P.L.	*P.L.
EG83-2200	$9.95	6 each		

P.L. weight 71 lbs.

Ny-Lint

TOURNATRACTOR-DOZER



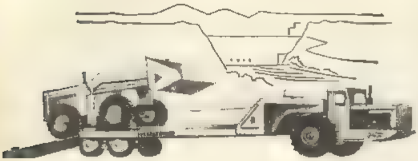
A working scale model of the famous machine that scrapes and grades, also pulls heavy loads. 14¾ inches long, all-welded 20 ga. steel construction. Positive blade lock holds adjustable scraper where set. Sprayed baked enamel finish. 4-3/16 inch tires on steel wheels.

No.	Retail	Packed	L.P.L.	*P.L.
EG83-1900	$7.95	6 each		

P.L. weight 48 lbs.

* 12 or more assorted Ny-Lint numbers qualify for this price.

Ny-Lint
TOURNAHAULER



30¼ inches long, 41½ inches long with loading ramp extended. Authentically detailed, big and sturdy to carry other Ny-Lint models. Ramp pulls out and lets down, when pushed in it automatically raises the rear stop fence to keep load from rolling off. A crank operated winch works loading cable and hook. Front and rear sections are double-pivoted. Rear wheels are rocker pivoted to run over rough ground. Heavy gauge steel construction, baked enamel finish, rubber-tired metal wheels. Individually boxed.

No.	Retail	Packed	L.P.L.	*P.L.
EG84-1700	$7.95	6 each		

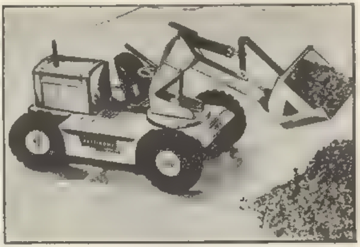
P.L. weight 65 lbs.

Ny-Lint
SPEED SWING

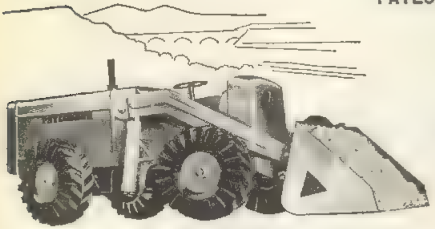
An authorized working scale model of the versatile Speed swing earth mover. 19 inches long. Welded of 20 gauge and heavier steel. Sprayed-on baked enamel finish. The bucket can be raised, lowered and swung to any position and then tripped to dump. The broad, sturdy chassis has steerable wheels. Extra size 3-3/4 inch rubber tires.

No.	Retail	Packed	L.P.L.	*P.L.
EG84-2000	$7.95	6 each		

P.L. weight 51½ lbs.



Ny-Lint
PAYLOADER



Authorized, approved scale model of the Hough Payloader. 18 inches long, heavy gauge steel with baked enamel finish. Loaded bucket is raised to desired height by a crank, then catch is tripped to dump load. Front wheels are steerable. Big, husky, treaded rubber tires. Will handle anything, just like the big machine; will level, grade, remove dirt, hoist, push or pull. Will handle dirt, sand, gravel, snow. Each in a strong corrugated box.

No.	Retail	Packed	L.P.L.	*P.L.
EG84-1600	$7.95	6 each		

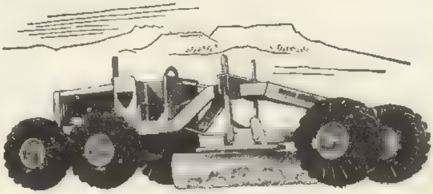
P.L. weight 46 lbs.

Ny-Lint
ROAD GRADER

An all-steel, heavy duty, working scale model. 19¼ inches long. Baked enamel finish, electrostatically sprayed. The front wheels steer parallel with tie rod and knuckles, all axles are individually pivoted to follow irregularities of grade like the big machines. Scraper blade has positive 3 way adjustment; can be raised, lowered, tilted any way and swung left or right. Massive 3¾ inch treaded rubber tires. Each in a strong corrugated box.

No.	Retail	Packed	L.P.L.	*P.L.
EG84-1400	$6.95	6 each		

P.L. weight 50 lbs.



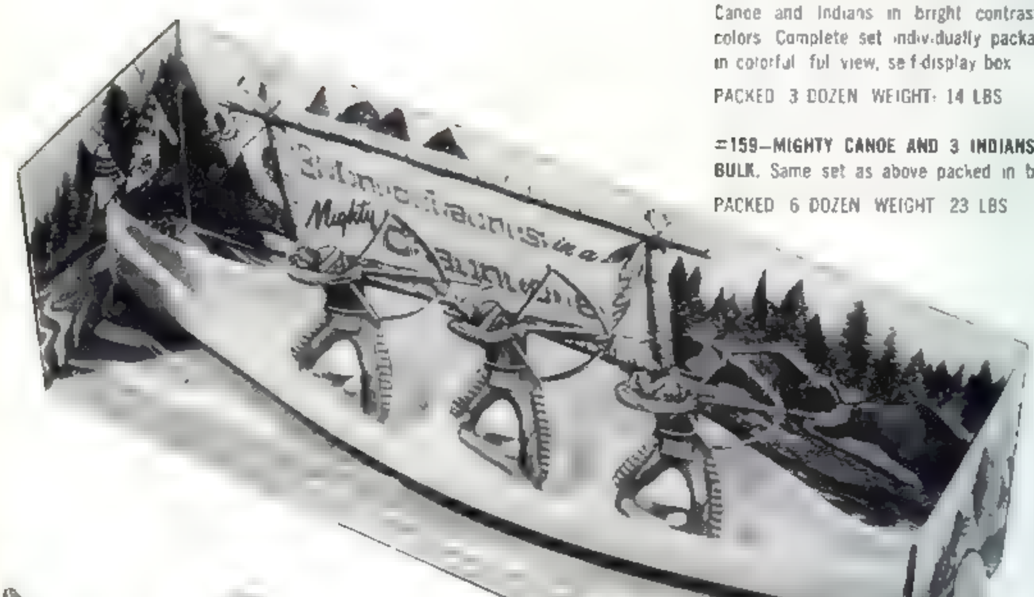
* 12 or more assorted Ny-Lint numbers qualify for this price.

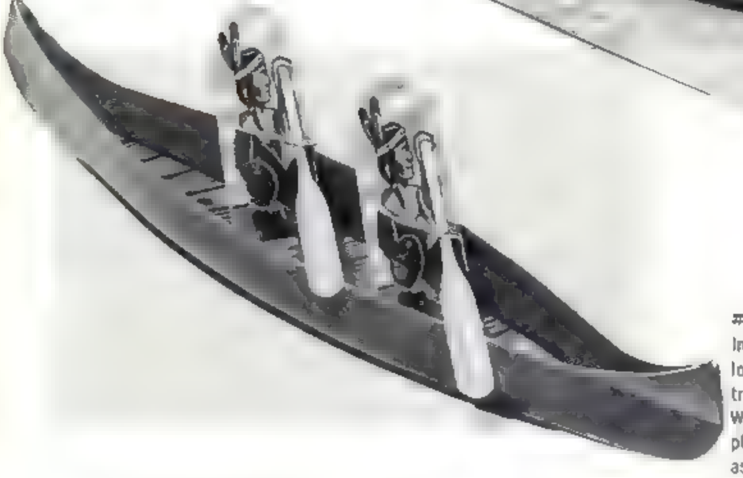
#175—MIGHTY CANOE AND 3 INDIANS. Handsomely molded 13" floating Indian War Canoe of high impact plastic. 3 unbreakable polyethylene Indians in action poses set into position as full fledged attacking war party. Canoe and Indians in bright contrasting colors. Complete set individually packaged in colorful full view, self-display box.

PACKED: 3 DOZEN. WEIGHT: 14 LBS.

#159—MIGHTY CANOE AND 3 INDIANS IN BULK. Same set as above packed in bulk.

PACKED: 6 DOZEN. WEIGHT: 23 LBS.





#111—MIGHTY CANOE. Striking replica of Indian War Canoe that actually floats. 13" long from stem to stern. Complete with twin true-to-scale paddles and mounts for Indian Warriors. Made of unbreakable polyethylene plastic to insure many hours of play. In assorted colors.

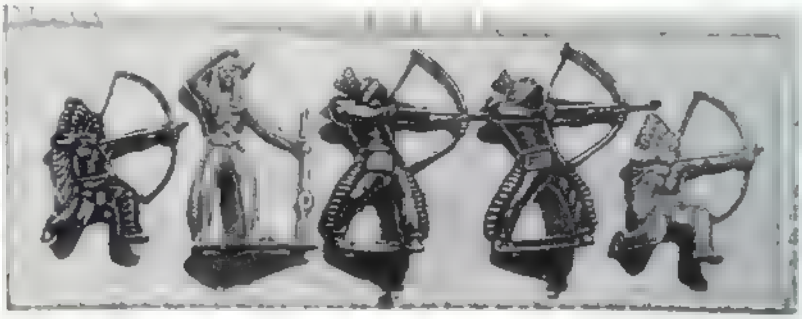
PACKED: 3 DOZEN. WEIGHT: 5 LBS.

PACKED: 6 DOZEN. WEIGHT: 9 LBS.

#109—FIVE INDIAN WARRIORS. A thoroughly brand new outstanding packaging process which attractively mounts and displays entire group in crystal clear acetate. Provides loads of eye-and-buy appeal for this set of 5 unbreakable polyethylene Indian Warriors on the warpath. In assorted poses and colors. 4" x 11" overall size.

PACKED: 6 DOZEN.

WEIGHT: 9 LBS.

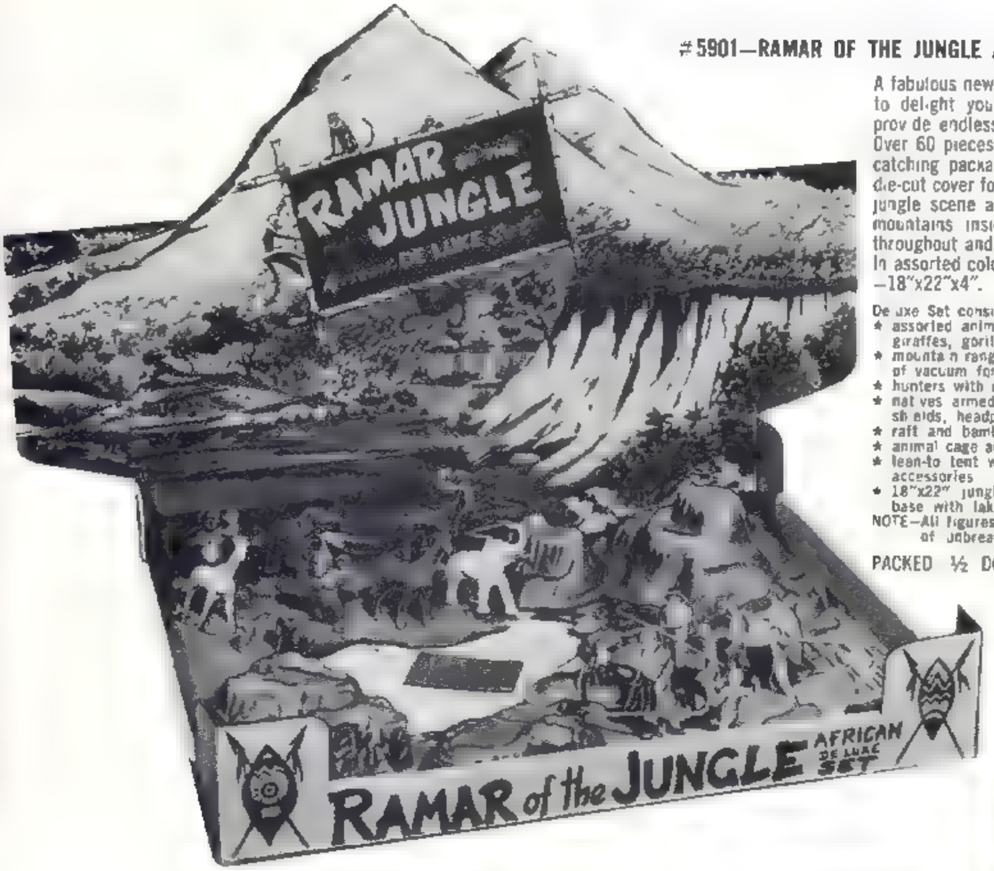


MULTIPLE TOYS

MULTIPLE PRODUCTS INC. ★ 55 WEST 13th STREET ★ NEW YORK 11, N. Y.

TOY MFRS. U.S.A.

AMERICAN TOYS



#5901—RAMAR OF THE JUNGLE AFRICAN DELUXE SET

A fabulous new 3-dimensional jungle set to delight youngsters of all ages and provide endless hours of fun and play. Over 60 pieces housed in a sturdy eye-catching package. Striking and colorful die-cut cover folds down to blend in with jungle scene and 3-dimensional plastic mountains inside. Completely realistic throughout and scaled to finest details In assorted colors Overall measurement —18"x22"x4".

Deluxe Set consists of
* assorted animals (lions, elephants, giraffes, gorillas,
* mountain ranges (can be cut apart) made of vacuum formed plastic
* hunters with rifles and hats
* natives armed with spears, bolo knives, shields, headpacks, bamboo poles, etc.
* raft and bamboo poles
* animal cage and supporting poles
* lean-to tent with numerous hunting accessories
* 18"x22" jungle-colored true-dimensional base with lake in center

NOTE—All figures and accessories are made of unbreakable polyethylene plastic

PACKED ½ DOZEN. WEIGHT: 10 LBS

AFRICAN WARRIOR'S CANOE

#177—AFRICAN WARRIOR CANOE—Authentic floating native canoe of high impact plastic 13" long. Armed hunter and 3 natives with hunting accessories (unbreakable figures same as in Deluxe Set above) in action poses. Individually packaged in colorful self-display box. Assorted colors.

PACKED 3 DOZEN. WEIGHT 14 LBS

#181—AFRICAN WARRIOR CANOE WITH HUNTER AND 3 NATIVES IN BULK Same set as above packed in bulk.

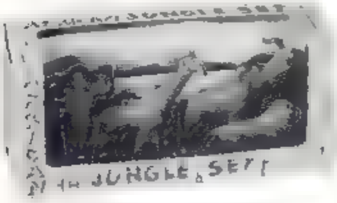
PACKED 6 DOZEN. WEIGHT. 23 LBS.

#451—SR AFRICAN SAFARI JUNGLE SET—A well-stocked African Safari Set that features **unbreakable plastic** hunters, natives, animals (lions, elephants, giraffes and gorillas), raft and hunting accessories (spears, bolo knives, shields, headpacks, rifles, hats, etc.). Over 36 pieces in all Everything the young hunter needs for a successful wild game hunt. In large colorful display box. Assorted colors.

PACKED: 3 DOZEN. WEIGHT: 25 LBS

#207 – JR. AFRICAN SAFARI JUNGLE SET — Junior version of set above with animals, hunter, natives and miscellaneous safari equipment.

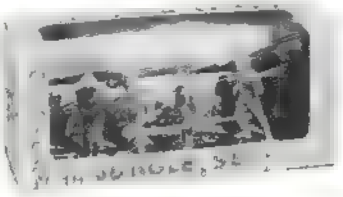
PACKED 6 DOZEN. WEIGHT 34 LBS



#163—AFRICAN ANIMAL JUNGLE SET

4 unbreakable plastic jungle animals (lion elephant, giraffe and gorilla — same as in Deluxe Set above). In attractively colored self-display box Assorted colors.

PACKED: 6 DOZEN WEIGHT 25 LBS.



#117—AFRICAN NATIVE JUNGLE SET

Hunter with hat and rifle plus 3 armed natives (same as in Deluxe Set above). All unbreakable plastic. In colorful self display box with added accessories (spears, knives, headpacks, etc.)

PACKED 6 DOZEN. WEIGHT 16 LBS.

#165—AFRICAN CAGED ANIMAL JUNGLE SET

2 natives carrying animal in bamboo cage—all of unbreakable plastic. Hunting accessories included. In colorful self-display box. Assorted colors.

PACKED 6 DOZEN WEIGHT 16 LBS.

ASSORTED NATIVE FIGURES AND ASSORTED ANIMALS ALSO AVAILABLE IN POLYETHYLENE BAGS.

MEMBER OF TOY MFRS. U.S.A.
AMERICAN TOYS

MULTIPLE TOYS

MULTIPLE PRODUCTS INC. * 55 WEST 13th STREET * NEW YORK 11, N. Y.

Junior FENCING Set
Junior FENCING Set

#3901—DELUXE JUNIOR FENCING SET

A complete fencing set consisting of two foils two plastic acetate helmets two plastic die-cut hearts with Junior Musketeer buttons and Fencing Instruction Manual—all in a deluxe permanent carrying case Foils are 26" long with **harmless** flexible, silver finished blades—heavily rubber-tipped for **absolute safety**. Protective hand cup guards and hand grips in distinctive two-tone assorted color combinations. Clear plastic helmet insures full vision and thorough protection—and is held in place by elasticised strap All of durable, long-lasting, high impact plastic Case measures 23"x12"x7"

PACKED: ½ DOZEN WEIGHT 17 LBS

Crusader's CROSS-BOW
CROSS-BOW

#1490—DELUXE CRUSADER'S CROSSBOW

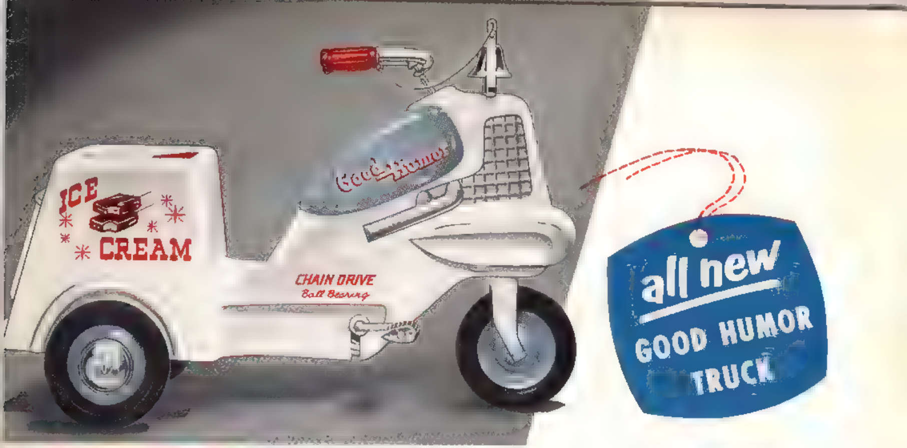
A medieval archer's crossbow, 4 **harmless** rubber tipped arrows, a handsome quiver with medieval motif and a target comprise the elements of this deluxe set with permanent carrying case. The crossbow—made of two-toned high impact styrene—is an authentically scaled model. It features a double trigger repeater action for shooting one or two **safe** rubber tipped arrows simultaneously. Bow is 12" long, shaft 13". Case measures 15"x14"x4"

PACKED. 1 DOZEN. WEIGHT 20 LBS

MULTIPLE TOYS

MULTIPLE PRODUCTS INC. ★ 55 WEST 13th STREET ★ NEW YORK 11, N. Y.

Member of
TOY MFRS. U.S.A.
AMERICAN TOYS


ICE CREAM
Good Humor
CHAIN DRIVE
Ball Bearing
all new
GOOD HUMOR
TRUCK

MURRAY LEADS AGAIN!

These two unique Murray Ohio models are sure to be the sales sensation of the year. Nothing else on the market can match their originality. Both are packed with high play value for a broad age group. Outstanding features include:

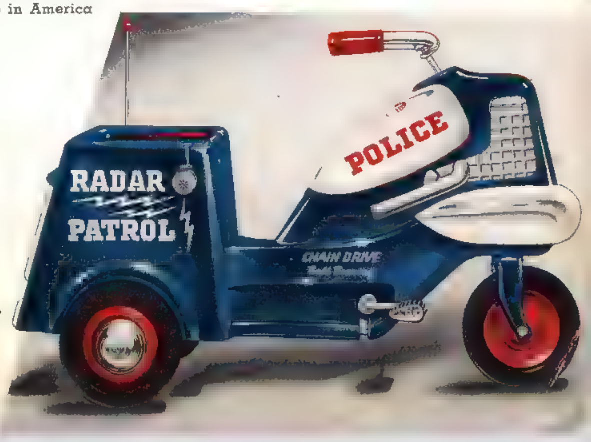
- Famous Murray Ball Bearing Chain Drive for remarkable ease of pedaling
- Built-in compartment with snap-down hinged door
- For extra realism, Good Humor Truck has bell; Patrol Cycle has spring radar antenna and siren

These new Murray models are way out front—the wheel goods of tomorrow, available today…Remember Murray Ohio has specialized in wheel goods for 33 years and produces the broadest line in America . . . Ask your jobber or write.

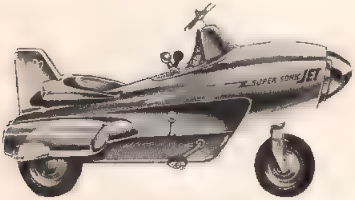
all new
RADAR PATROL
CYCLE

Both models have this compartment. Children really go for this feature.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO


RADAR
PATROL
POLICE
CHAIN DRIVE

IRISH MAILS



SUPERSONIC JET

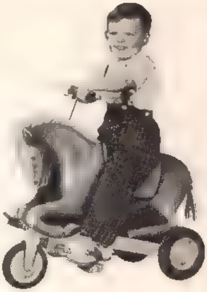
Murray's supersonic jet with truly modern design. Measures 45" long, wingspread 25" Easy pedalling chain drive mechanism, 8" double disc ball bearing wheels with 1¾" semi-pneumatic tires, chain guard, dual jet controls, motor-tone gear shift, chrome plated spinner and jet intake nose. Beautifully decorated with jewels and chrome. Finish is blue with rocket red trim. 1/ctn., wt. 42 lbs. No. L-900

STOCK No. 67—80821

MURRAY-OHIO MFG. CO.

T419-10 R **Retail** **$27.50 ea.**

Inv Pur.__________



PONY CYCLE

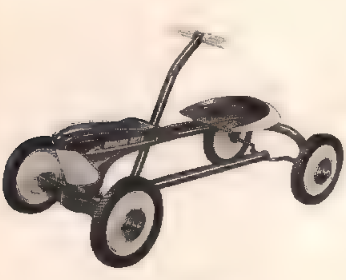
This new original riding toy is irresistible to children with its thrilling, realistic bobbing pony motion and palomino coloring. Channel steel frame, sprocket chain drive, nylon bearings. Moves forward and backward

STOCK No. 67—80823

McCAULEY METAL PRODUCTS, INC

A817-30 K **Retail** __________ **$24.98 ea.**

Inv.____________________ Pur.____________________



CATALINA RACER

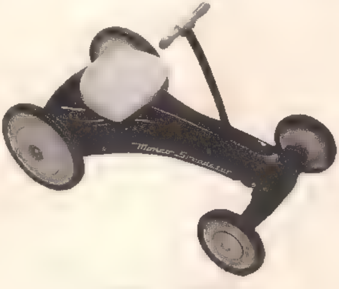
Rugged, two-piece, heavy steel tubing frame. Heavy gauge steel body. Weather-resistant baked enamel finish in red and white. Drive shaft of heavy gauge steel with bronze bearing, one to ctn., K D. Wt. 26 lbs. No. 30

STOCK No. 67—80835

BLAZON, INC.

N68-20 T **Retail** __________ **$11.98 ea.**

Inv __________ Pur. __________



MONCO SPEEDSTER

This Monco Speedster (Irish Mail) is beautifully streamlined Heavy gauge steel throughout, fully ball bearing, comfortable adjustable seat, 1.25" semi-pneumatic tires, chain drive. 35¼" long. One to ctn., wt. 34½ lbs. No 3221.

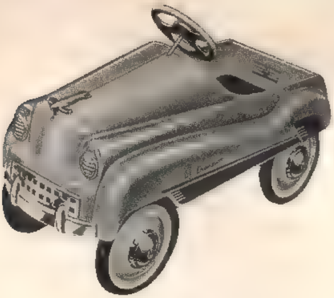
STOCK No. 67—80840

NEW MONARCH MACHINE & STAMPING CO

G512-00 U **Retail** __________ **$17.95 ea.**

Inv.____________________ Pur. ____________________

AUTOS AND TRUCKS



CHAMPION AUTO

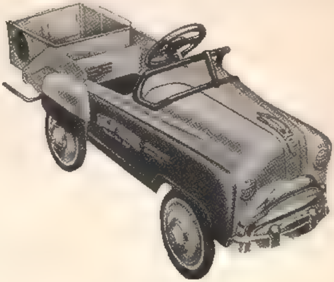
Smartly designed, all steel auto with ball bearing pull straps in driving mechanism. Has radiator oranment, 8" double disc wheels with ⅝" solid rubber tires. Deep drawn fenders give realistic appearance. Coolr is two-tone blue with white and silver trim. 36" long, 17" wide. 1/ctn Wt 28 lbs. No. L-610

STOCK No. 67—80814

MURRAY-OHIO MFG. CO.

K58-94 C **Retail** .... **$12.98 ea.**

Inv.________________ Pur.________________



DUMP TRUCK

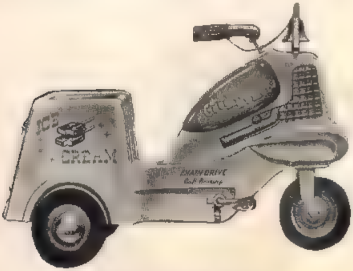
Murray dump truck with full ball bearing construction. Has chain-drive with motor-tone shift All steel body measures 47" long, 17" wide Has 8" double disc ball bearing wheels. Dump box operated from seat by lever. Has 1" solid rubber tires. Orange and black finish, white trim. 1/ctn. Wt. 38 lbs. No. L-752

STOCK No 67—80817

MURRAY-OHIO MFG. CO.

J216-90 E **Retail** .... **$23.98 ea.**

Inv.________________ Pur.________________



GOOD HUMOR TRUCK

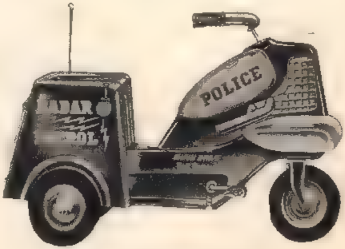
The new Murray good humor truck with full ball-bearing construction. Heavy gauge steel with ball bearing 8" double disc wheels and rubber tires. Has ball bearing chain drive mechanism, built-in compartment with hinged door in rear. Equipped with bell 36" long, 20" high, 22" wide Finish is white with red and blue trim. One/carton, weight 36 lbs. No L-950.

STOCK No. 67—80819

MURRAY-OHIO MFG. CO.

T918-25 X **Retail** .... **$27.50 ea.**

Inv.________________ Pur.________________



POLICE RADAR PATROL CYCLE

The all new police cycle is made of heavy guage steel with full ball-bearing chain drive mechanism. Has ball-bearing 8" double disc wheels with semi-pneumatic tires. Equipped with antenna, built-in compartment with hinged door in rear, siren. Measures 36" long, 20" high, 22" wide. Color is blue with white and red trim. One/carton, weight 36 lbs. No. L-951.

STOCK No. 67—80820

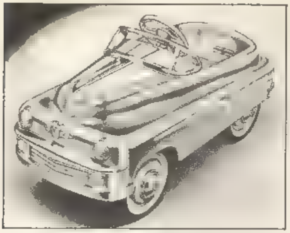
MURRAY-OHIO MFG. CO.

W818-83 M **Retail** . **$27.50 ea.**

Inv.________________ Pur.________________

Murray Ohio

DELUXE CENTURY AUTO



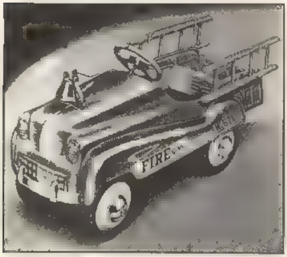
Ball Bearing Push Pedal Drive

39 inches long. Heavy gauge steel body and undergear. Ball bearing pull straps, ball bearing rear axle hangers for easy pedaling. 8 inch ball bearing double disc wheels. The windshield, radiator grille, hood ornament, head lamps, bumper and hub caps are chrome plated. Fabric seat pad. Solid 1 inch rubber tires. Rubber block pedals. 2-tone finish.

No.	Retail	Packed	Weight	1/5	*6/m
EG223-K-850	$24.95	1 each	39 lbs.		

Murray Ohio

LITTLE GIANT FIRE TRUCK



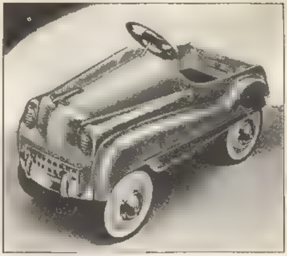
Ball Bearing Push Pedal Drive

43 in. long, 17 in. wide. Push pedal drive. Heavy gauge steel body and undergear. Wooden ladders. Improved steering mechanism permits turning in small circles. 8-inch double disc wheels, 5/8-inch solid rubber tires. Fabric type seat pad. Ball bearings in pull straps, in rear axle hangers and in front wheels. Bright plated bell. Body in vermilion baked enamel with white trim and silver enameled grille.

No.	Retail	Packed	Weight	1/5	*6/m
EG223-K-621	$19.95	1 each	32 lbs.		

Murray Ohio

CHAMPION AUTO



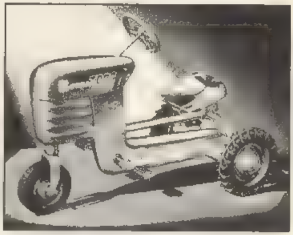
Ball Bearing Push Pedal Drive

36 inches long. Body and undergear of heavy gauge steel. Ball bearing pull straps and rear axle hangers. 8 inch double disc wheels. 5/8 inch solid rubber tires. Rubber pedal blocks. Bright plated radiator ornament, silver enameled grille. Baked enamel finished in 2-tone blue with matching fabric seat pad.

No.	Retail	Packed	Weight	1/5	*6/m
EG223-L-610	$13.95	1 each	28 lbs.		

Murray Ohio

CHAIN DRIVE TRACTOR



Ball Bearing Chain Drive

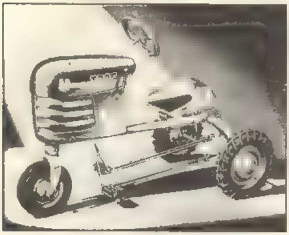
Motor tone shift. 38½ inches long. 1¼ inch tubular steel frame, heavy gauge steel hood. Ball bearing pedal crank drive, 1.75 to 1 ratio. Adjustable all steel seat, spring type. Ball bearing wheels, 8 inch front, 10 inch rears. 1¾ inch semi-pneumatic tires, rears with tractor tread. Steel chain guard. 360 degree steering. Baked enamel finished, body in vermilion with silver trim, white wheels.

No.	Retail	Packed	Weight	1/5	*6/m
EG223-L-300	$26.95	1 each	39 lbs.		

* 6 or more assorted Murray Ohio autos and tractors qualify for best price.

Murray Ohio

PEDAL DRIVE TRACTOR

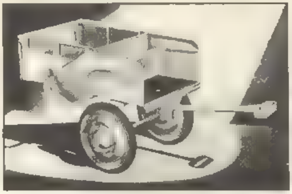


38½ inches long, 20½ inches wide, 27½ inches high. 1¼ inch tubular steel frame. Heavy gauge steel hood. "Gear shift" lever. All-steel spring-type adjustable seat. Front wheel 8 inch ball bearing, rear wheels 10 inch ball bearing. Has ball bearing pull straps, ball bearing rear axle supports. 360 degree turning universal steering. 1¾ inch semi-pneumatic tires. Body in vermilion baked enamel, white trim.

No.	Retail	Packed	Weight	1/5	*6/m
EG224-L-301	$19.95	1 each	29 lbs.		

Murray Ohio

DUMP TRAC TRAILER

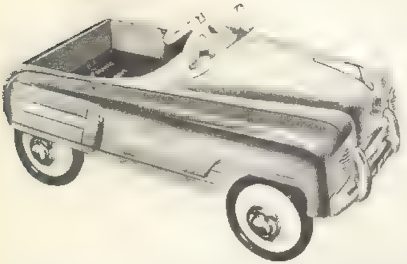


This sturdy dump trailer attaches to L-300 or L-301 tractors. 33 inches long, 15½ inches wide. Dump box is easily operated from seat position. Seat, box and undergear are of heavy gauge steel. Has full ball-bearing double disc steel wheels, 8 inch size, with 5/8 inch solid rubber tires. Finished in vermilion baked enamel, matching the tractors. Adds utility, permits another child to ride.

No.	Retail	Packed	Weight	1/5	*6/m
EG224-L-320	$9.50	1 each	16 lbs.		

AMF-BMC

2 SPEED SPEED-O-MATIC CHAIN DRIVE SUPER JET CONVERTIBLE

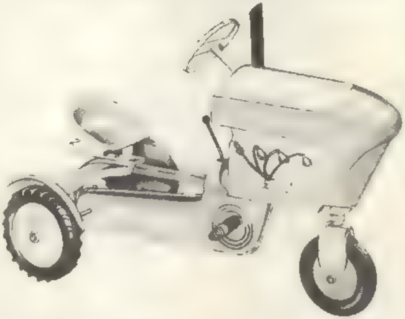


36 inches long. Choice of low (1 to 1) or high (2 to 1) gear ratio. Impossible to strip gears, can be shifted in motion or standing still. Pedal crank operation of chain drive. Ball bearings in rear frame, oilless bronze bearings in sprocket and on rear axle. 5/8x8 inch solid rubber tires. Tough fiber seat pad. Chrome plated hub caps and hood ornament. Grille, bumpers and headlamps painted silver. Body in light blue with white trim.

No.	Retail	Packed	Weight	1/2	*3/m
EG224-A-522	$26.95	1 each	36 lbs.		

AMF-BMC

DELUXE 2 SPEED CHAIN DRIVE TRACTOR



44 inches long. Heavy gauge steel hood, rear frame and fenders, step platform. Ball bearing sprocket chain drive. Low speed 1 to 1, high speed 2 to 1 ratio. Impossible to strip gears. Massive knee action front fork. All bearings in front wheel and rear frame. Heavy duty semi-pneumatic tires, front 1¾x8, rear 1¾x10. Rubber exhaust pipe on hood. Simulated motor block with spark plugs. Adjustable, spring mounted seat. Plated self locking caps on pedals and hubs. Finished in red baked enamel, white trim.

No.	Retail	Packed	Weight	1/2	*3/m
EG224-T-525	$34.95	1 each	42 lbs.		

** 3 or more assorted numbers of AMF-BMC vehicles qualify for best price.*

Murray Ohio

RADAR POLICE PATROL

RADAR PATROL
POLICE

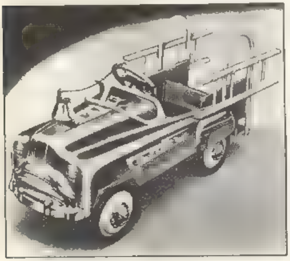
Ball Bearing Chain Drive

36 inches long, 20 inches high, 22 inches wide. Body of heavy gauge steel with realistic embossed grille and gas tank. Storage compartment has hinged snap-down door. 1-3/4 inch semi-pneumatic front tire. 1-1/8 inch solid rubber rear tires. 8 inch full ball bearing double disc wheels. 360 degree universal joint steering. Bright plated siren with push down lever. 15 inch coil spring antenna, wood tipped. Fabric seat pad. Red grips and wheels, body blue with white and silver trim.

No.	Retail	Packed	Weight	1/5	*6/m
EG222-L-951	$29.95	1 each	36 lbs.		

Murray Ohio

FIRE TRUCK



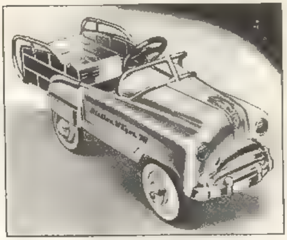
Ball Bearing Push Pedal Drive

47 in. long, 17 in. wide. Push pedal drive. Heavy gauge steel body and undergear. Two wooden varnished ladders. Fabric seat pad. Two tubular hand rails. Improved steering mechanism permits turning in small circles. 8-inch double disc wheels, 5/8-inch solid rubber tires. Rubber block pedals. Ball bearings in pull straps, in rear axle hangers and in front wheels. Bright plated bell. Bumper silver enameled. Finished in vermilion with white trim.

No.	Retail	Packed	Weight	1/5	*6/m
EG222-K-740	$23.95	1 each	37 lbs.		

Murray Ohio

STATION WAGON



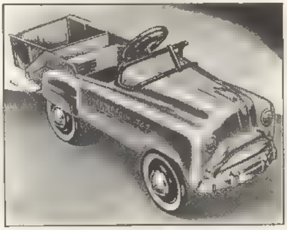
Ball Bearing Push Pedal Drive

47 in. long, 17 in. wide, Push pedal drive. Heavy gauge steel body and undergear. Tail gate may be raised and lowered. Fabric seat pad. Improved steering mechanism permits turning in small circles. Tubular steel hand rails. 8-inch double disc wheels, 5/8-inch solid rubber tires. Rubber block pedals. Ball bearings in pull straps, in rear axle hangers and in front wheels. Bright plated radiator ornament. Windshield and hand rails enameled aluminum, front bumper enameled in silver. Body and box in gold baked enamel, body panels in maroon.

No.	Retail	Packed	Weight	1/5	*6/m
EG222-K-741	$22.50	1 each	37 lbs.		

Murray Ohio

DUMP TRUCK



Ball Bearing Push Pedal Drive

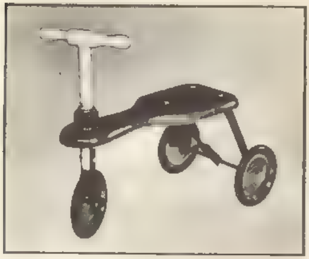
47 in. long, 17 in. wide. Push pedal drive. Heavy gauge steel body and undergear. Dump box easily operated from seat position. Improved steering mechanism permits turning in small circles. 8-inch double disc wheels, 5/8-inch solid rubber tires. Rubber block pedals. Fabric type seat pad. Ball bearings in pull straps, rear axle hangers and in front wheels. Chrome plated radiator ornament. Bumper enameled in silver, windshield black. Body and box in yellow baked enamel, wheels in black and white.

No.	Retail	Packed	Weight	1/5	*6/m
EG222-J-742	$19.95	1 each	41 lbs.		

* 6 or more assorted Murray Ohio autos and tractors qualify for best price.

Douglas Machine Products

TIKE BIKE

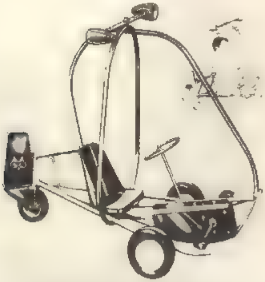


Attractively painted, sturdily constructed. 15½×6 inch seat with cutaway for legs. 4-3/4 inch steel wheels, 5/8 inch rubber tires. Seat height 8 inches. Wheels and seat in red, white handle bar. In a printed container.

No.	Retail	Packed	Weight	Each
EG221-5501	$1.79	1 each	4½ lbs.	

Chas. Wm. Doepke

ROLYBIRD HELICOPTER



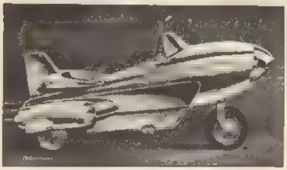
Pedal Propelled Chain Drive

52 inches long, 37½ inches high, 25 inches wide. Steering wheel controls the steerable tail assembly. Ball bearing rubber tired wheels. Welded tubular steel frame. "Rotor" supports provide protection in case of spills. Beautifully finished in blue, yellow and silver.

No.	Retail	Packed	Weight	Each
EG221-2022	$34.95	1 each	38 lbs.	

Murray Ohio

SUPERSONIC JET



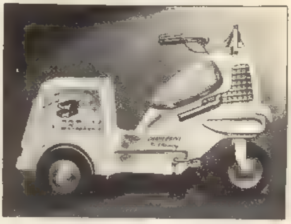
Dyna-Chain Drive

Length 45 in., wing spread 25 in. Heavy gauge steel body and undergear. 8 in. double disc, ball bearing wheels. 1¾ in. semi-pneumatic tires. Chain drive, ball bearing crank-hanger and rear axle mountings. Drive ratio affords maximum pedaling ease. Standard bicycle roller type chain. Universal joint 360 degree turn steering mechanism. Full sleeve head bearing. Chain guard encloses chain for safety. Realistic dual jet controls, simulated gauges and instruments. Spinner and jet intake nose, chrome plated. Jet nacelles and exhausts, chrome plated. Triple jewels reflector. Fuselage and delta wing stratosphere blue. Rudders, wheels, chain guard and other trim in rocket red.

No.	Retail	Packed	Weight	1/5	*6/m
EG221-K-900	$29.95	1 each	38 lbs.		

Murray Ohio

GOOD HUMOR TRUCK

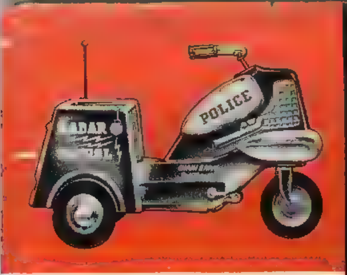


Ball Bearing Chain Drive

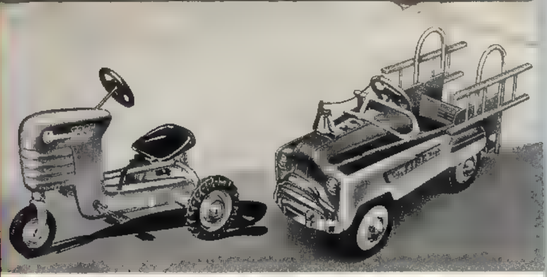
36 inches long, 20 inches high, 22 inches wide. Body of heavy gauge auto steel. 360 degree steering. Embossed gas tank and grille. Red fabric seat pad on top of storage compartment with snap-down hinged door. Bright plated bell. 8 inch double disc wheels, full ball bearing. 1-3/4 inch semi-pneumatic front tire, 1-1/8 inch solid rear tires. Body in white enamel with blue wheels and gas tank, handle grips and lettering in red.

No.	Retail	Packed	Weight	1/5	*6/m
EG221-L-950	$28.95	1 each	36 lbs.		

* 6 or more assorted Murray Ohio autos and tractors qualify for best price.

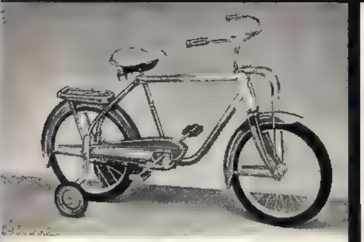


RADAR PATROL CYCLE—A sensational new item that really sells



MURRAY AUTOS—Fire Truck and Tractor shown are two of the eight styles of Murray autos

Your sales will thrive in '55



MURRAY PARK CYCLES—Eight models; many have coaster brakes

MURRAY VELOCIPEDES—Seven models in all popular sizes and every price range

MURRAY BICYCLES
Five lines in the 26" size, three each in the 24" and 20" sizes, plus one in the 16" size.

IF YOU SELL...

MURRAY

because:

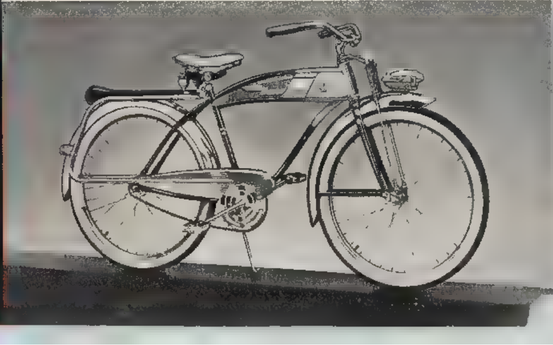
1 All items are made and shipped from Cleveland. This insures faster service and excellent freight rates.

2 Only MURRAY makes wheel goods for every age from 6 months to 16 years.

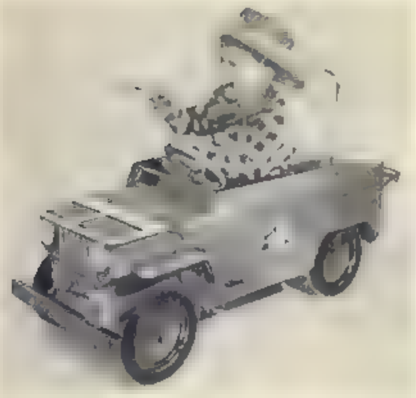
3 MURRAY has specialized in this field for 33 years.

So for greater profit opportunities stock and feature MURRAY—*the No. 1 line of wheel goods.*

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

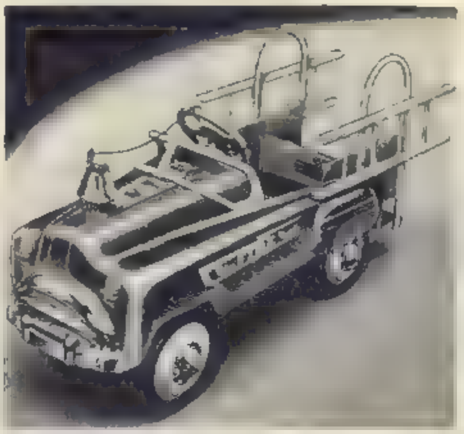


Popular, New Wheel Goods



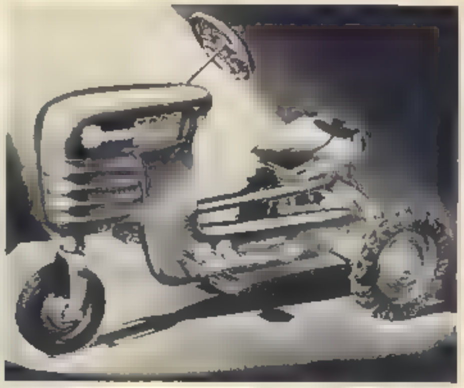
"Nellybelle" Jeep. [illegible] Roy Rogers [illegible] boys and [illegible] lower [illegible] Designed with rigid [illegible] on rear of body **Features:** [illegible] and 8" wheels with molded rubber 1¼" semi-pneumatic tires. Welded steel body **Ball bearing rear axle and push rods.** Light Blue [illegible] with Red wheels and White trim. **Size:** 16¾x [illegible] ped KD 40 lbs.

D78R103-1575—F.O.B. N. Y. . . . RETAIL $24.00



Fire Truck Streamlined [illegible] Fire Dept **Equipped with 2 removable wooden varnished ladders, and a clanging fire engine bell** Its new improved steering [illegible] smaller circles [illegible] **Features** [illegible] **Size.** [illegible]

D78R98 1790—F.O.B. [illegible] RETAIL $24.95

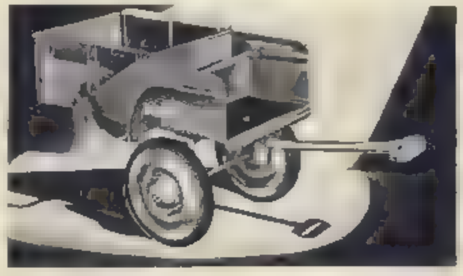


Tractor. Realistic toy for the junior farmer **Propelled by Murray's famous ball bearing chain drive mechanism.** G [illegible] dren from 3-7—guaranteed [illegible] A [illegible] versal joint in steering [illegible] allows 360° turning. **Features:** all-steel [illegible] type adjustable seat; 8" ball bearing front wheel 10" rear, chain guard; 1¾" semi-pneumatic [illegible] with [illegible] 1¼" heavy gauge steel [illegible] baked [illegible] with silver [illegible] **Size** [illegible]

D78R100-2127 F.O.B. [illegible] RETAIL $35.00

Air Force Jeep. Designed with authentic Air Force [illegible] in Red, White and Blue **Ball bearing rear axle and push rods for easy pedaling** Turns [illegible] Two [illegible] pedal [illegible] **Features** front and rear bumpers [illegible] large 8" semi-pneumatic [illegible] caps. Sturdy welded [illegible] Air Force Blue baked [illegible] **Size.** [illegible] Ship. wt. (KD), 33 pounds.

D78R101 1312—F.O.B. N. Y. . . . . .RETAIL $20.00



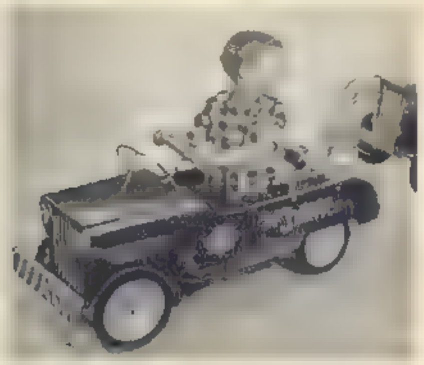
Dump Trac. (Used with Tractor shown above, right.) Handle grip slips over [illegible] or [illegible] of tractor Throw side lever [illegible] operated easily from seat position **Features** [illegible] bearing 8" wheels; ⅝" solid rubber [illegible] Heavy gauge steel finished with Vermilion baked enamel with White trim. **Size:** 33x15½" Ship. wt 16 lbs

D78R99-718 F.O.B. [illegible] RETAIL $10.50

ALL TOYS LISTED ARE

SHIPPED F.O.B. FACTORY—

PLEASE NOTE SHIPPING POINTS



Tow Truck. Actually tows another car and features a self-locking geared towing winch. Operates by hand to raise or lower bumper **Ball bearing rear axle and push rods. Features:** heavy duty 8" wheels with molded 1¼" semi-pneumatic [illegible] wheels; pusher front bumper [illegible] levers [illegible] pedal adjustments. Welded steel finished in Royal Blue enamel with Yellow [illegible] **Size:** 18x[illegible]x41" Ship. wt. [illegible]

D78R102-1443—F.O.B., N. Y. . . . . .RETAIL $22.00

Irish Mail Pump handle exercises back, arms and [illegible] toy [illegible] **handle and eliminate needless irritation of** [illegible] **1½" semi-pneumatic tires and ball bearing drive give smooth, easy operation.** S[illegible] finished with [illegible] Red enamel with contrasting White wheels **Size** 41x18 [illegible] wt. (KD) 28 lbs.

D78R104 995—F.O.B., Ill. . . . . .RETAIL $14.50

Steel Wagon. [illegible] handle [illegible] bbed and edges rolled under for safety. Oil impregnated hardwood "Duro-Life" bearings give trouble-free operation **10" wheels with 1¾" molded semi-pneumatic tires will not roll off** [illegible] Fire Engine Red [illegible] White wheels **Body size:** 35x17x4½". Ship. wt. (KD) 32 lbs.

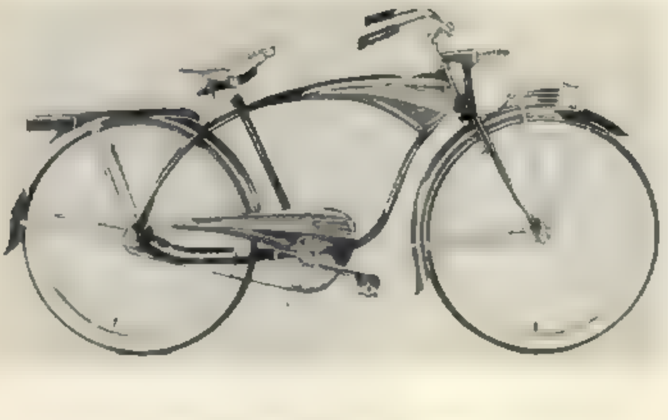
D78R105 795—F.O.B., Ill. . . . . .RETAIL $11.95

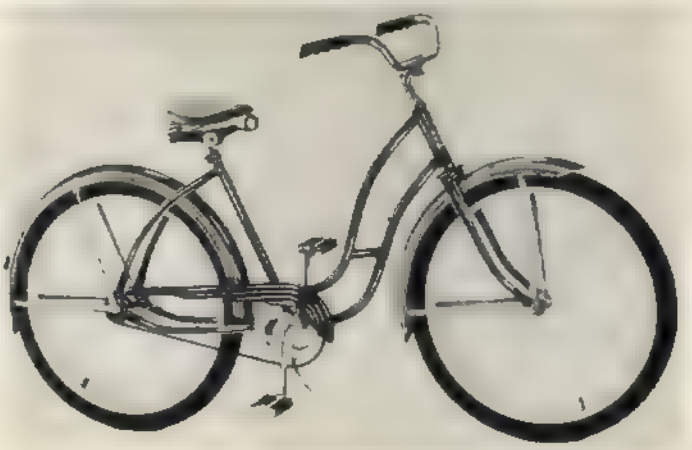
SUPER CHIEF
Siger
Truck

Stake Wagon. [illegible] impregnated "Duro-Life" bearings will give trouble free operation. **9" wheels with 1¾" molded semi-pneumatic tires. Body size** [illegible] body [illegible] caps Ship. wt 40 lbs

D78R106-1433—F.O.B., Ill. . . . . .RETAIL $21.50

Famous SHELBY AIRFLO Bicycles





SHELBY AIRFLO SUPER DELUXE

26" Models. New streamlined super deluxe styling with top Airflo comfort and roadability. [illegible] spring fork absorbs shock from bumps and rough pavement. [illegible] **Features:** Chrome [illegible] with powerful [illegible] rugged [illegible] welded frame [illegible] rugged [illegible] and [illegible] Ship. wt. 75 lbs. [illegible] Ohio

D78R62-6112—26" Boy's Model. Black and Red finish. RETAIL **$85.00**

D78R63-6112—26" Girl's Model. Two-tone metallic Blue. RETAIL **$85.00**

24" Super Deluxe Models. As above, without spring fork. Ship. wt. 60 lbs. [illegible]

D78R60-5031—24" Boy's Model. Black and Red finish. RETAIL **$75.00**

D78R61-5031—24" Girl's Model. Two-tone metallic Blue.. RETAIL **$75.00**

SHELBY SPECIAL

26" Models. An economy special for those who want a good-looking long-lasting bicycle at a lower price. Its Shelby Air-Flo electrically welded frame will withstand the rugged treatment of both country and city riding. [illegible] for everyday riding. **Features** [illegible] sprocket and [illegible] full length [illegible] necessary features [illegible] easy riding and long-lasting dependability. Ship. wt. 55 lbs. F.O.B. Factory, Ohio

D78R71-3793—26" Boy's Model. Red finish .. . .RETAIL **$60.00**

D78R70-3793—26" Girl's Model. Blue finish .. . ..RETAIL **$60.00**

24" Special Models. Ship. wt. 50 lbs. F.O.B. Factory, Ohio

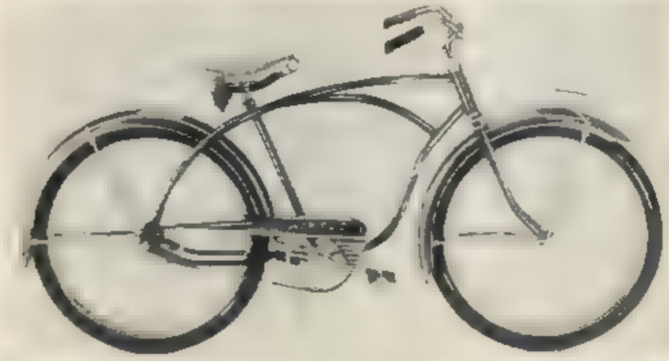
D78R72-3687—24" Boy's Model. Red finish . . RETAIL **$55.00**

D78R73-3687—24" Girl's Model. Blue finish .. RETAIL **$55.00**

20" Special Models. Ship. wt. 40 lbs. F.O.B. Factory, Ohio

D78R74-3487—20" Boy's Model. Red finish . . RETAIL **$53.00**

D78R75-3487—20" Girl's Model. Blue finish ... . RETAIL **$53.00**



SHELBY AIRFLO STANDARD

26" Models. Measures up to Shelby's highest standards of performance and economy. [illegible] pleasure. Its Shelby [illegible] welded frame [illegible] **Features:** [illegible] tires and [illegible] Ship. wt. [illegible] lbs. F.O.B. Factory, Ohio

D78R64-4275—26" Boy's Model. Red with Blue trim . RETAIL **$65.00**

D78R65-4275—26" Girl's Model. Blue with Red trim RETAIL **$65.00**

24" Standard Models. Ship. wt. 50 lbs. F.O.B. Factory, Ohio

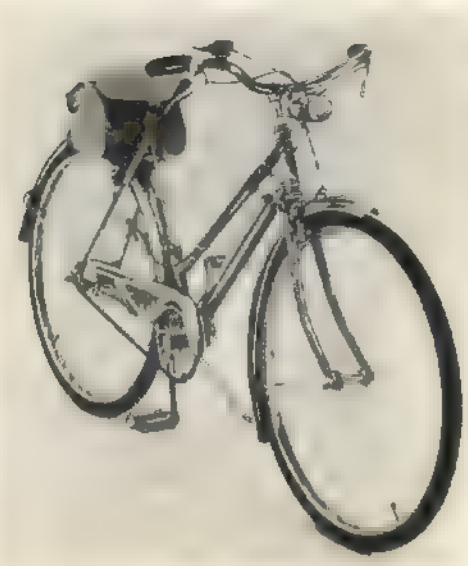
D78R66-4162—24" Boy's Model. Red with Blue trim RETAIL **$64.00**

D78R67-4162—24" Girl's Model. Blue with Red trim . RETAIL **$64.00**

20" Standard Models. Ship. wt. 40 lbs. F.O.B. Factory, Ohio

D78R68-4118—20" Boy's Model. Red with Blue trim .. .RETAIL **$62.00**

D78R69-4118—20" Girl's Model. Blue with Red trim.. .. RETAIL **$62.00**



Shelby Lightweights

MADE IN ENGLAND

SHELBY ENGLISH LIGHTWEIGHTS

With 3-Speed Her-Cu-Matic Shift

DELUXE MODELS for MEN or WOMEN

Ladies' Model. [illegible] **3 speed hub with her-cu-matic easy shift handle bar control. Hand operated front and rear caliper brakes,** [illegible] **Other plus features:** [illegible] Rustproofed by [illegible] process. F.O.B. [illegible]

D78R79-5381—Black enamel with Cream and Gold trim RETAIL **$79.00**

Men's Model. Same features as above. Men's frame.

D78R78-5381—Black enamel with Cream and Gold trim RETAIL **$79.00**

STANDARD MODELS for MEN or WOMEN

Men's Model. Easy riding bicycle for distance or pleasure. Includes all the Shelby standard [illegible] **3-speed hub with her-cu-matic easy shift handle bar control. Hand-operated front and rear caliper brakes** [illegible] weight [illegible] frame. **Plus these other features:** easy [illegible] F.O.B. New York [illegible]

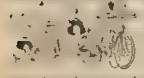
D78R76-3972—Black enamel with Gold trim . ..... RETAIL **$60.00**

Ladies' Model. Same features as above. Ladies' frame.

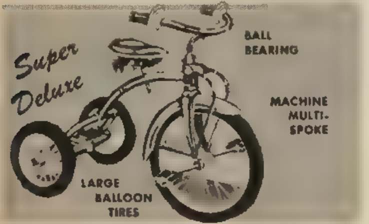
D78R77-3972—Black enamel with Gold trim ....RETAIL **$60.00**

ORDER EARLY for Holiday Delivery

Deluxe MURRAY LINE



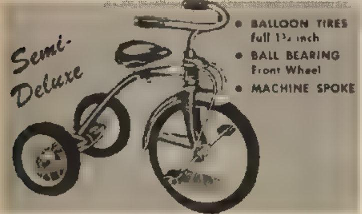
Murray Velocipedes are manufactured with the same care as is used in building the full size Murray bicycles. All joints are reinforced and the entire frame is brazed into one strong unit . . . ball bearings are [illegible] the full length sleeve-bearing for the fork assures smooth turning for the life of the vehicle. These are features that make Murray products outstanding . . . selling points that build your reputation as a dealer of quality merchandise.



A deluxe Murray velocipede designed to outshine, outperform and outlast anything on the market today. All wheels are full ball bearing with heavy machine multi-spoke. Giant 1¾" semi-pneumatic tires, chrome pated handle bars, truss rods, and new hand guards. Ruby red finish, white trim

A size for Every Tot!

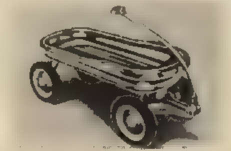
STOCK NO.	SIZE Ft. Wheel	SHIP. WT.	LIST PRICE	NET PRICE☆
T-2037	10"	22 lbs.	$18.50	**$13.10**
T-2038	12"	25 lbs.	19.95	**14.10**
T-2039	16"	27 lbs.	21.95	**15.50**
T-2040	20"	33 lbs.	24.50	**17.20**



A popular priced 'large tire' velocipede incorporating famous Murray construction features. Lack of chrome trim is all that makes this trike slightly less than 'Super'. Bicycle type handlebar and truss rods are white enamel. Tires are 1¾" (except rear wheels on 10" model). Ball bearing front wheel. Attractive red, white and blue

STOCK NO.	SIZE Ft. Wheel	SHIP. WT.	LIST PRICE	NET PRICE☆
T-2042	10"	19 lbs.	$12.95	**$ 9.05**
T-2043	12"	22 lbs.	14.50	**10.10**
T-2044	16"	26 lbs.	16.50	**11.60**

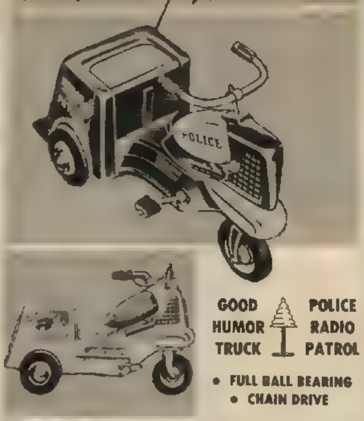
Deluxe MURRAY WAGON



The royalty of coaster wagons — Murray's deluxe model with all 'round rolled edge and extra wide front lip. Far ahead of anything on the market today! Heavy gauge steel construction; 10" double disc wheels—full ball bearing, 1¾" semi-pneumatic tires, plated hub caps. Ruby red baked enamel body; undergear in silver enamel. Box is 36" x 17".

T-2030 34 lbs. LIST $16.95 **NET $12.05☆**

Two New Murray Achievements!



Two exciting new members of the Murray Family . . . packed with play value and eye-catching features. Propelled with the famous Murray Ball Bearing Chain-Drive Mechanism, it has an ideal seating position which makes it an outstanding vehicle for a broad age group. Underseat there is a built-in compartment with hinged door – ideal for hauling things. Made of heavy gauge steel. 36" long. Wt. 36 lbs.

GOOD HUMOR TRUCK

White baked enamel body with blue and red trim. Authentic Good Humor decorations. Complete with bell

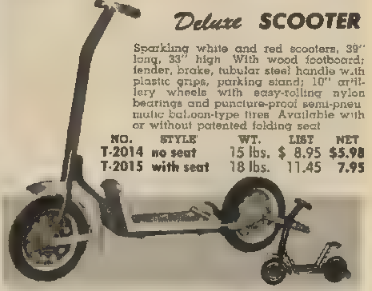
NO.	LIST	NET
T-2034	$30.95	**$22.00☆**

POLICE RADAR PATROL

Bright police blue with red, white and silver trim. The siren and radar [illegible] the last word in realism

NO.	LIST	NET
T-2033	$31.95	**$22.60☆**

Deluxe SCOOTER



Sparkling white and red scooters, 39" long, 33" high With wood footboard; fender, brake, tubular steel handle with plastic grips, parking stand; 10" artillery wheels with easy-rolling nylon bearings and puncture-proof semi-pneumatic balloon-type tires Available with or without patented folding seat

NO.	STYLE	WT.	LIST	NET
T-2014	**no seat**	15 lbs.	$ 8.95	**$5.98**
T-2015	**with seat**	18 lbs.	11.45	**7.95**

Standard SCOOTERS

33" MODEL. Full size sturdy scooter with two 10" artillery wheels, ¾" rubber tires. Equipped with brake and parking stand 39" long, 33" high Red and white finish 13 lbs.

NO.	WT.	LIST	NET
T-2013	13 lbs.	$7.45	**$4.95**

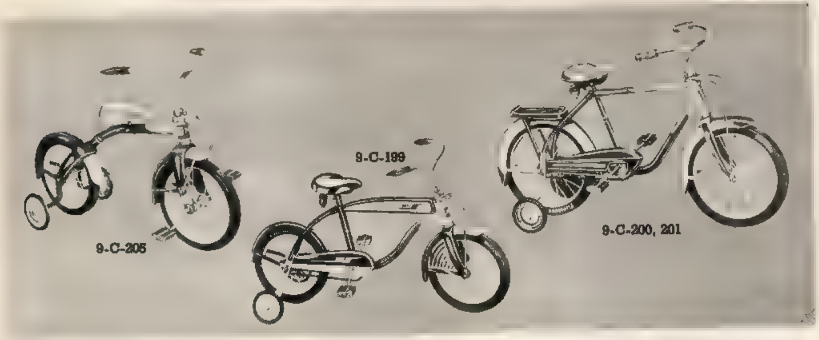
26" THREE WHEEL MODEL Safe and easy to manipulate. 5" disc wheels, ½" rubber tires Wt. 6 lbs.

NO.	LIST	NET
T-2016	$4.25	**$2.75**

Every kid should have a scooter, too!

☆ FULL REMITTANCE WITH ORDER is required with all orders for items on this page

Increase Sales With These Popular Items



TRIKE BIKE—The seat and handlebars are so spaced that the child retains the velocipede "feel." Features include removable training wheels, ball-bearing wheels, 1½-inch semipneumatic tires and adjustable steel seat and handlebars. Red and white. Fits children 2 to 4

9-C-205—12" Wheels–East $13.95 South $14.50 Coast $14.95
Wt. Ea. 26 Lb. Cont. Quantity 1

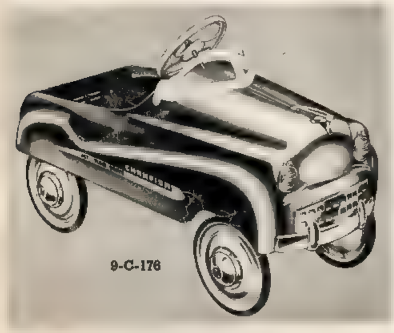
STANDARD SIDEWALK BIKE—By removing one bolt the tank-type crossbar comes off changing the bike into a girls' model. Included are chrome handlebars, chrome truss rods, white fender skirts, 1¾-inch semi-pneumatic tires, ball-bearing wheels, chain guard, black saddle with chrome springs, removable training wheels and double block pedals. Red and white. Fits children 3 to 5.

9-C-199—14" Wheels–East $22.95 South $23.50 Coast $23 95
Wt. Ea 33 Lb. Cont. Quantity 1

MURRAY 14 and 16-INCH BIKES—Included on these models are such deluxe features as 1¾-inch semi-pneumatic molded tires, truss rods, multi-spoke wheels, chain guards, luggage carriers, saddles with vinyl tops and chrome springs. Crossbars are removable making these bikes suitable for either boys or girls. Blue and red with white trim. Six-inch step-type trainer wheels are included.

9-C-200—14" Wheels—(For children from 3 to 5)
East $25.95 South $26.50 Coast $26.95
Wt. Ea. 37 Lb. Cont. Quantity 1

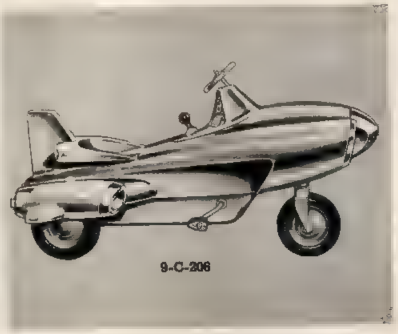
9-C-201—16" Wheels—(For children from 4 to 6)
East $27.95 South $28.50 Coast $28.95
Wt. Ea. 40 Lb. Cont. Quantity 1


9-C-176

CHAMPION AUTO

This smartly styled pedal-driven auto has real style and is loaded with extras. Youngsters are delighted with its shiny radiator ornament, white enamel windshield and flashy good looks. New steering mechanism permits turning in smaller circles. Heavy gauge steel body and undergear. Eight-inch double-disc wheels with ⅝" solid rubber tires. Also ball bearing pull straps and ball-bearing rear axle hangers for easy operation. Length 36", width 17".

9-C-176—East $13.95 South $14.50 Coast $14.95
Wt. Ea. 28 Lb Cont. Quantity 1


9-C-206

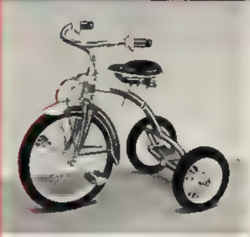
MURRAY SUPERSONIC JET—This exciting pedal airplane is a must in every line. It's designed for tomorrow with special appeal for space-minded youngsters. Ball-bearing chain drive mechanism has a gear ratio thoroughly tested to provide maximum pedaling ease. Realistic, simulated dual jet controls, three rear reflectors, plenty of flashy chrome trim, ball-bearing wheels and 1¾-inch semi-pneumatic tires are special features that will make this item a fast seller. Fuselage and wings are Stratosphere Blue; wheels, chain guard, seat and control panel are Rocket Red. Length, 45 inches; wing spread, 25 inches.

9-C-206—East $32.95 South $33.50 Coast $33.95
Wt. Ea. 38 Lb. Cont. Quantity 1

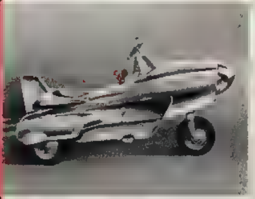
MURRAY

America's *Most Complete* line of Wheel Goods

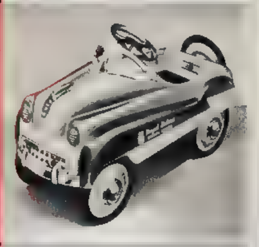
All Shipped from Cleveland



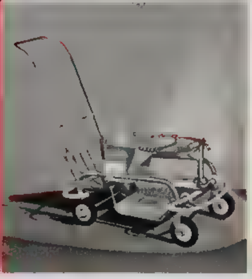
[illegible]
Seven models
in all popular
sizes and every
price range.



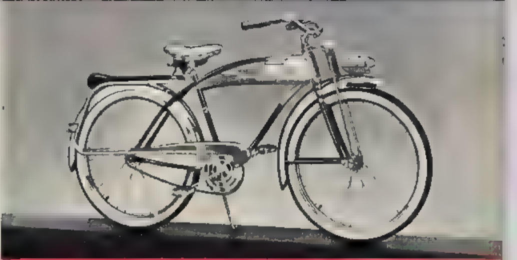
SUPERSONIC JET
This unique
space ship is now
available
in 2 models.



[illegible]
Eight sparkling
models, both chain
and pedal drives.



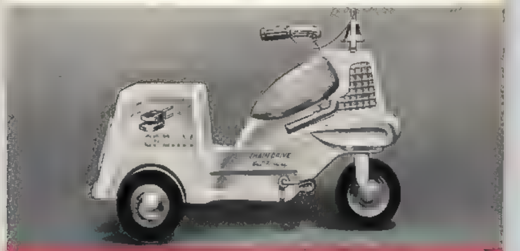
[illegible]
The finer
baby walker with
a folding handle.



MURRAY BICYCLES—Five lines in the 26" size, three each in the 24" and 20" sizes, plus one in the 16" size.

Yes, only MURRAY produces wheel goods for every child from toddlers to teen-agers. MURRAY has specialized in the field for 33 years. All production is in Cleveland—this insures *fast* shipment of *all* items from our central location . . . Cash in on the extra opportunities for profit that only the MURRAY line offers.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



[illegible]
A sensational new item
that really sells.

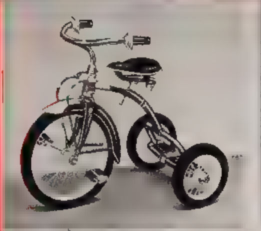
SYMBOL OF QUALITY

COMMENDED
PARENTS
MAGAZINE

MURRAY

America's *Most Complete* line of Wheel Goods

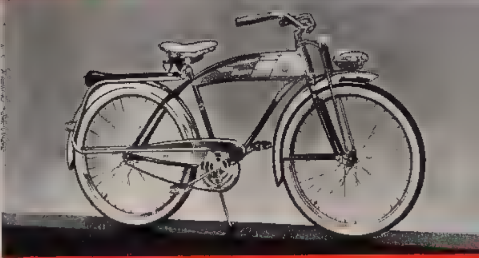
All Shipped from Cleveland



[illegible]

[illegible]

Seven models
in all popular
sizes and every
price range.



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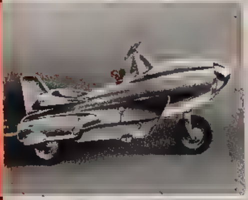
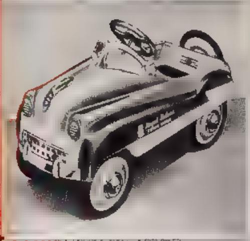


**SUPERSONIC
JET**

This unique
space ship is now
available
in 2 models.

Yes, only MURRAY produces wheel goods for every child from toddlers to teen-agers. MURRAY has specialized in the field for 33 years. All production is in Cleveland—this insures *fast* shipment of *all* items from our central location . . . Cash in on the extra opportunities for profit that only the MURRAY line offers.

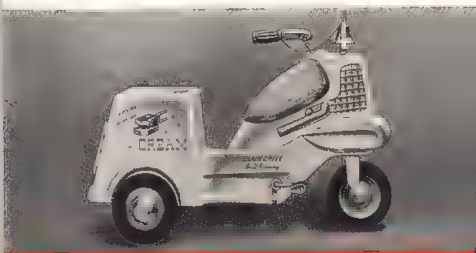
THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



[illegible]

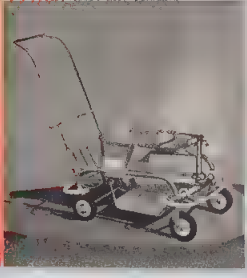
[illegible]

Eight sparkling
models, both chain
and pedal drives.



GOOD HUMOR TRUCK

A sensational new item
that really sells.



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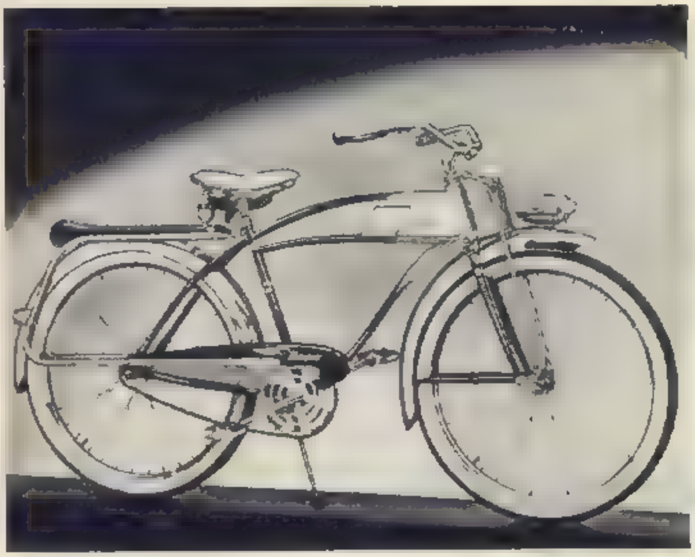
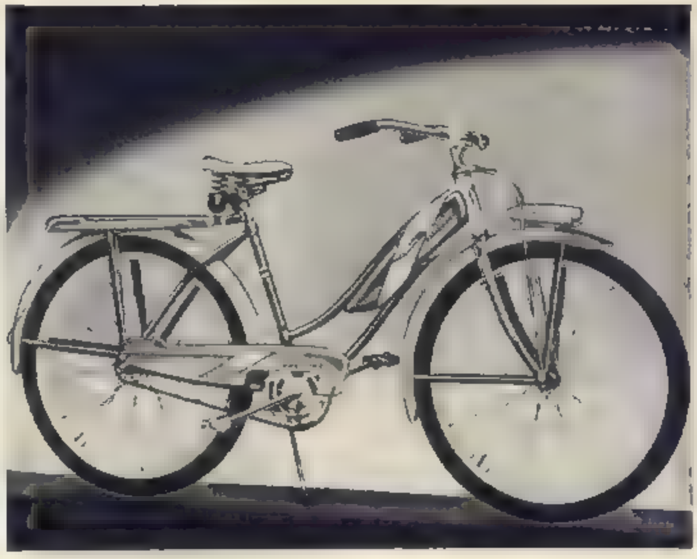
GO-ROUND

The finer
baby walker with
a folding handle.

COMMENDED PARENTS MAGAZINE





Quality Built Murray Bicycles

MURRAY SUPER DELUXE 26" FLEETLINE

Boy's Model. Murray's best—built for speed, comfort, and maneuverability. **Triple-action double spring fork absorbs shocks and gives smoother riding.** [illegible] horn [illegible] button on horn case. Tan [illegible] cushion with chrome-plated safety rail. **Features:** rear luggage carrier with chrome plated dual support-rails; chrome-plated fenders; Musselman self-energizing coaster brake equipped with hard chrome brake shoe; kick-up parking stand; white sidewall balloon tires 26×2.125", with inner tubes. 16½" **frame reinforced for strength and durability.** Finished in Black baked enamel with Red and Gray panels and striping. Red and chrome front headlight. [illegible] chain guard. Ship. wt. 72 lbs.

D78R52-6875—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$95.00**

Girl's Model. (Not illustrated.) Same superb construction as above. Girl's frame finished in Maroon, with Ivory, Red and Gold panels and striping.

D78R53-6875—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$95.00**

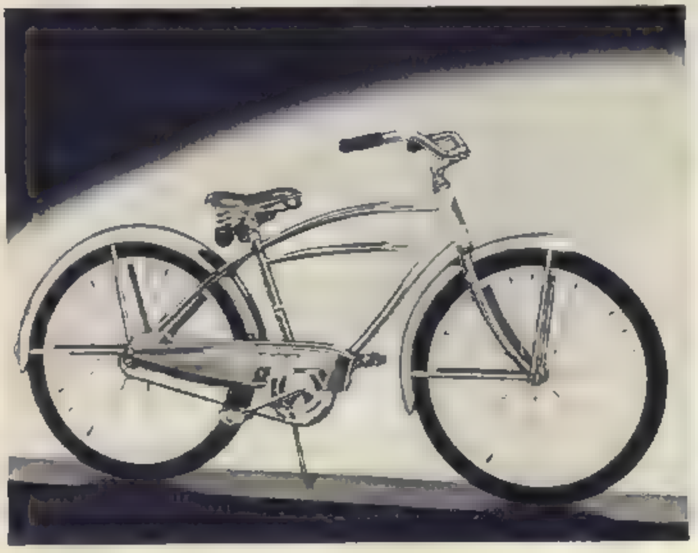
MURRAY DELUXE 26" BICYCLE

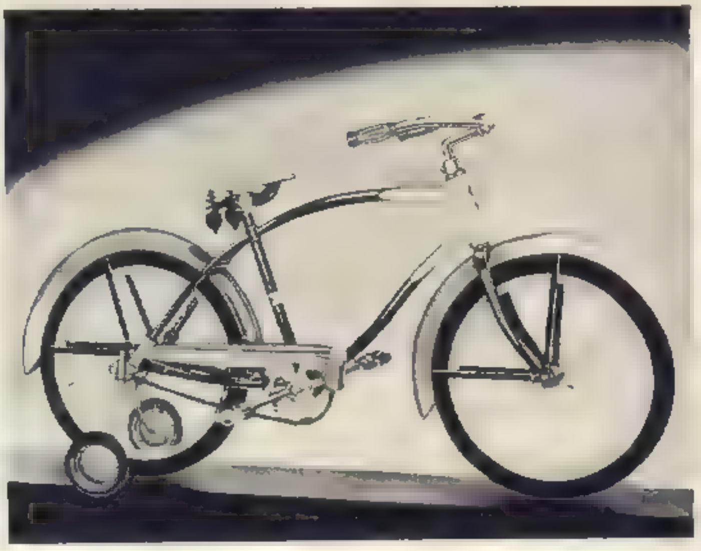
Girl's Model. Incorporates the same lifetime construction as the super deluxe bicycle at left without spring fork. [illegible] one-piece drop forged fork. Comfortable compound-spring saddle covered with waterproof vinyl. **Features:** Gothic design fenders; Musselman, sure-stop coaster brakes, equipped with hard chrome brake shoe; kick-up parking stand; smooth riding 26×2.125" balloon tires with inner tubes, deluxe luggage carrier; adjustable handle bars with plastic grips; rear reflector. Sturdy reinforced frame. Deluxe torpedo headlight. Streamlined [illegible] design chain guard. Finished with Sage Green enamel with White, Vermilion and Gold panels and striping. Ship. wt. 62 lbs.

D78R54-4948—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$75.00**

Boy's Model. (Not illustrated.) Same construction as above. Boy's model with horn case. Finished in Maroon with Vermilion and White [illegible].

D78R55-4948—Shipped F.O.B. Warehouse, Chicago ....RETAIL **$75.00**





MURRAY 24" SPACE-FLIGHT BICYCLE

Boy's Model. Excellent riding bicycle with big [illegible] comfort features and quality construction. One-piece drop forged fork. [illegible] saddle, covered with Tan vinyl—waterproof and long wearing. **Features:** Murray Gothic design fenders; Musselman, self-energizing coaster brake equipped with [illegible] hard chrome brake shoe; kick-up parking stand. Black 24×1.75" balloon tires with inner tubes; [illegible] chrome-plated handle bars with [illegible] black grips; [illegible] pedals and [illegible] reflector. 15⅞" **frame reinforced for double strength.** Finished with Maroon [illegible] enamel with White and Vermilion panels and striping. New deluxe streamline design chain guard. [illegible] hook type [illegible] rims. Ship. wt. [illegible] lbs.

D78R56-4125—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$60.00**

Girl's Model. (Not illustrated.) Same construction as above with Ivy Green enamel with White fenders and Vermilion panels.

D78R57-4125—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$60.00**

MURRAY 20" PARK CYCLE with Stabilizer

Boy's Model. Stabilizer acts as safety aid to train youngster to ride. Assures control and [illegible] of bicycle at all times. **Stabilizer equipped with nylon bearing 6" steel disc wheels with ¾" tires.** One-piece drop-forged fork. Spring saddle covered with waterproof Tan vinyl. **Features:** New design, round [illegible] fenders; positive-action, self-energizing coaster brake; 1¾" semi-pneumatic 20" tires; full ball bearing wheels; large double block pedals, double adjustable chrome-plated handle bars with plastic grips. 14⅞" oxygen-brazed frame reinforced for double strength and finished with Black baked enamel with Vermilion fenders and White panels. Full ball bearing frame head and hanger sets. New deluxe design chain guard. Ship. wt. 45 lbs.

D78R58-3330—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$45.00**

Girl's Model. (Not illustrated.) Double bar. As above with Sage Green enamel with White fenders and Green panels.

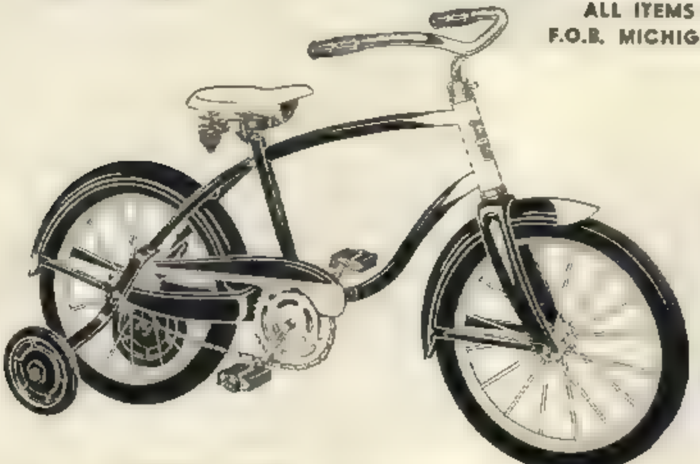
D78R59-3330—Shipped F.O.B. Warehouse, Chicago.......RETAIL **$45.00**

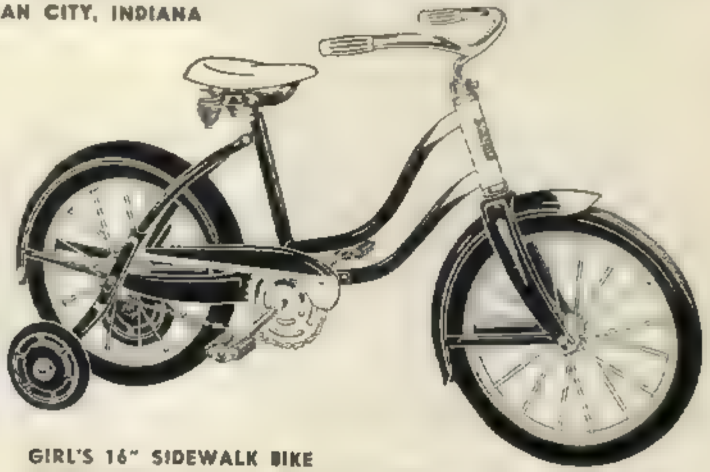
ORDER EARLY for Holiday Delivery

WHEEL GOODS

A DIVISION OF WORLD RENOWN
REO MOTORS

ALL ITEMS ON THIS PAGE
F.O.B. MICHIGAN CITY, INDIANA





BOY'S 16" SIDEWALK BIKE

A good starter bike for the active youngster. 1" tubing frame with [illegible] Features, [illegible] Equipped with 6x$^3/_4$" Pal trainer wheels for the beginner—can be easily attached, adjusted, or removed. [illegible] Ship. wt. 35 lbs.

D78R51-1966 F.O.B. Factory, Ind. .... RETAIL **$29.50**

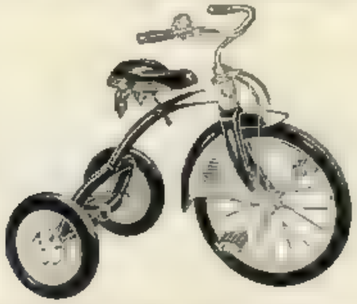
GIRL'S 16" SIDEWALK BIKE

[illegible] to take abuse of everyday riding [illegible] Equipped with Pal 6x$^3/_4$" trainer wheels to steady bike while beginner learns to ride. Easily attached, adjusted, or removed. 1" tubing girl's frame with 1½" [illegible] saddle [illegible] Features: [illegible] with White tread [illegible] lbs.

D78R50-1966 F.O.B. Factory Ind .... RETAIL **$29.50**

PAL Bike Super-Quality Features: (Below)

- Frame: 1¼" steel tubing with 2" steel head on tricycles—Model 473: 1" tubing 1½" tubing head
- Handle Bars. Chrome plated and fully adjustable
- Mud Guards: Crescent-type for tricycles—Model 473: crown-type
- Fork Full crown bicycle type pressed steel
- Pedals: Two-piece bicycle type
- Tires Semi-pneumatic and puncture proof
- Wheels Riveted spokes, bearing front and rear
- Tricycle Rear Step Plate: Pressed steel—non-skid



Model 460 Pal Superbike. Coil spring Pal saddle with extra [illegible] Red finish with White [illegible] rubber tires. 10" front wheel, 8" rear. [illegible]

D78R45-1313 .... RETAIL **$19.70**

Model 461: 12" front wheel, 8" rear

D78R46-1346—Ship. wt. 24 lbs. RETAIL **$20.20**

Model 462 16" front wheel, 10" rear.

D78R47-1466—Ship. wt. [illegible] lbs. RETAIL **$22.30**

Model 463: 20" front wheel, 12" rear.

D78R48-1626 Ship. wt. 32 lbs. RETAIL **$24.40**

Model 450 Pal Superbike. Coil spring [illegible] saddle with [illegible] White [illegible] 10" front wheel, 8" rear. Ship. wt. 21 lbs.

D78R41-1186 .... RETAIL **$17.80**

Model 451: 12" front wheel, 8" rear

D78R42-1220—Ship. wt. [illegible] lbs. RETAIL **$18.30**

Model 452: 16" front wheel, 10" rear

D78R43-1360—Ship. wt. 27 lbs...RETAIL **$20.40**

Model 453: 20" front wheel, 12" rear

D78R44-1500 Ship. wt. [illegible] lbs. RETAIL **$22.50**

Model 440 Pal Superbike. [illegible] spokes. 10" front wheel, 8" rear. [illegible]

D78R38-960..................RETAIL **$14.40**

Model 441: 12" front wheel, 8" rear

D78R39-1040—Ship. wt. 22 lbs...RETAIL **$15.60**

Model 442 16" front wheel, 10" rear.

D78R40-1156 Ship. wt. 26 lbs. RETAIL **$17.50**

Model 420 Pal Superbike. [illegible] yet built [illegible] as other Pal [illegible] handle bars. 10" front wheel, 8" rear. Ship. wt. 15 [illegible]

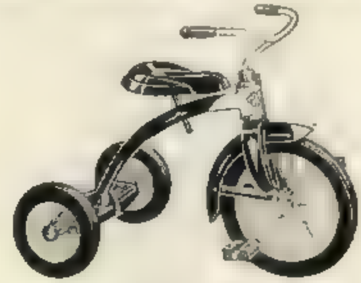
D78R32-740 .... RETAIL **$11.10**

Model 421: 12" front wheel, 8" rear

D78R33-808—Ship. wt. 18 lbs...RETAIL **$12.10**

Model 422: 16" front wheel, 10" rear.

D78R34-906—Ship. wt. 20 lbs. RETAIL **$13.60**



Model 430 Pal Superbike. [illegible] 10" front wheel, 8" rear. [illegible] 19 lbs.

D78R35-813.............RETAIL **$12.20**

Model 431: 12" front wheel, 8" rear

D78R37-893—Ship. wt. 20 lbs. RETAIL **$13.40**

Model 432: 16" front wheel, 10" rear.

D72R37-1013 Ship. wt. 24 lbs. RETAIL **$15.20**

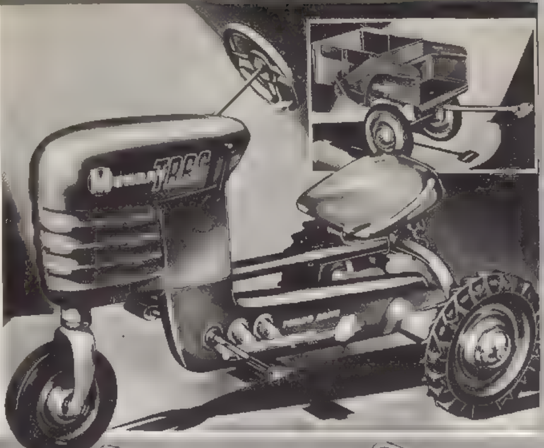
Model 473 Pal Sidewalk bike (As illustrated only) 1" [illegible] Features: [illegible] Equipped with Pal trainer wheels for beginner—can be easily attached, [illegible] 14" riveted spoke wheel. [illegible] front and rear wheels. [illegible]

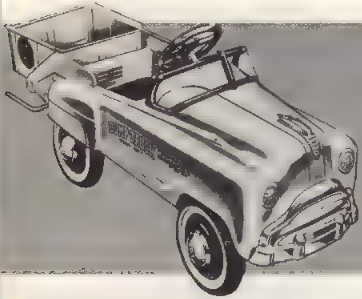
D78R49-1586........ RETAIL **$29.50**

Murray—Years Ahead

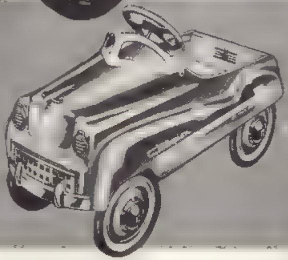
MURRAY CHAIN DRIVE SUPER TRACTOR. Ball-bearing chain drive mechanism geared to provide more pedaling ease than ever before Full 360°-turning steering mechanism. Streamline chain guard. 1¼" tubular steel frame, stamped steel platform and steel hood. Adjustable spring type steel seat 8" front wheel and 10" rear wheels, both with semi-pneumatic tires. Rear tires with truck type treads. 38½" long, 22" wide. 27½" high. Vermillion Red baked enamel finish with Silver trim . . . a real knockout in appearance and performance. Wt. 38 lbs. F.O.B. Chicago.
H2380M2050 . . . . Retail **29.95**

MURRAY DUMP TRAC. (See illustration inset above.) For use with tractor listed above. Heavy gauge steel construction. Dump box operates from driver's seat. 8" wheels, ⅝" solid rubber tires. 33" long, 15½" wide. Vermillion Red baked enamel finish, White trim and White wheels Wt. 16 lbs. F.O.B. Chicago.
H2381M670 Retail **9.95**

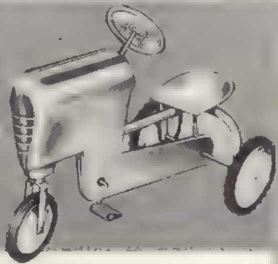




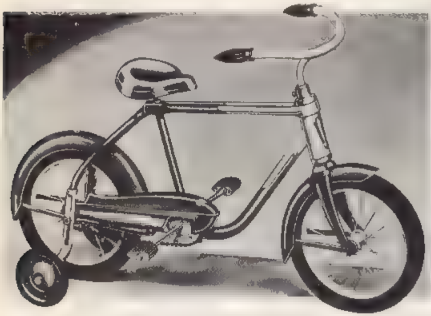
MURRAY CHAIN DRIVE DUMP TRUCK. Large dump box operates easily from driver's seat; tail gate raises and lowers. Heavy gauge steel body. ⅝" rubber tires. Yellow baked enamel finish. Wt. 44 lbs. F.O.B. Chicago.
H2382M1760 Retail **26.95**



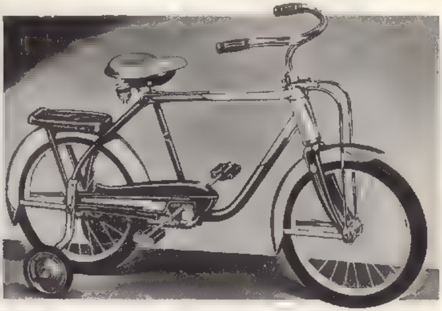
MURRAY "CHAMPION" PEDAL CAR. Heavy gauge steel body, 8" double disc wheels with ⅝" solid rubber tires. Red fabric type seat pad. 36" long, 17" wide. Blue enamel finish, White trim. Wt. 28 lbs. F.O.B. Chicago.
H2384M1000 Retail **14.95**



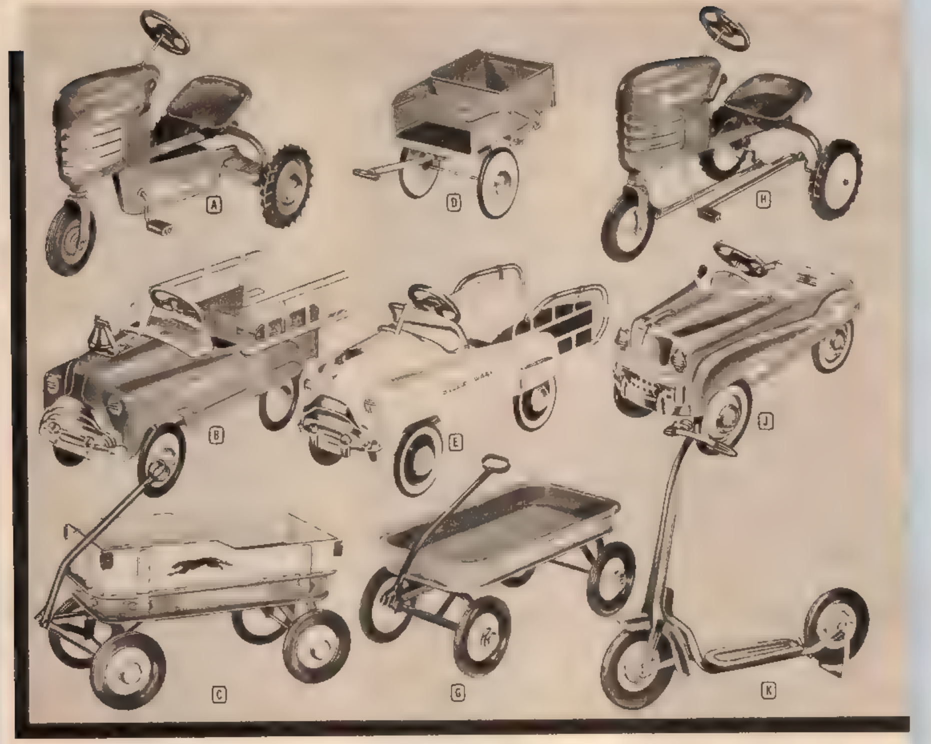
CASTELLI SUPER TRACTOR. Made of 20-gauge automobile stock steel. Powered by chain drive mechanism. Protective chain guard. Turns full 360° Metal seat. 37"x19"x26". Red and White finish. Wt. 27 lbs. F.O.B. Chicago.
H3147L1330 . . . . . . Retail **19.95**



MURRAY 14" PARK CYCLE. Perfect for the young child. Made of sturdy 1¼" heavy gauge steel tubing with one-piece enameled fork. 14" ball-bearing wheels with 1¾" semi-pneumatic tires. Protective chain guard, adjustable metal saddle with springs. Adjustable handle bar, rubber grips. Safety-aid training wheels with nylon bearings. Vermillion Red baked enamel finish with White wheels and trim. Wt. 31 lbs. F.O.B. Chicago.
K2379M1670 Retail **24.95**



MURRAY DELUXE 16" PARK CYCLE. The top quality small bicycle in America. Very sturdy, highly attractive. 1¼" steel tubing frame, one-piece fork. 16" wheels with 1¾" semi-pneumatic tires. Streamline chain guard, adjustable handlebar with red plastic grips. Safety-aid training wheels with ⅝" solid rubber tires. Streamlined luggage carrier. Dark Blue baked enamel finish with Vermillion luggage carrier, White trim. Wt. 40 lbs. F.O.B. Chicago.
K2376M2130 . . . Retail **31.95**



Sturdy Colorful Wheel Toys for Hours of Fun

A MURRAY CHAIN-DRIVE TRACTOR

For the 3-to-8 age group. Carries two riders. Universal joint allows 360° turning "Gear shift" lever. Spring-type adjustable steel seat. Steel construction, tubular steel frame Ball-bearing chain-drive mechanism chain enclosed. 1¾ in. semi-pneumatic tires, rear wheels have tractor treads Front wheel diam. 8 in.; rear wheels 10 in. Vermilion red enamel, silver-color trim. 38½ x 22 x 27½ in. high

80210W1845—Shpg. wt. 38 lbs. .. **$27.95**

B BALL-BEARING FIRE TRUCK

So real-looking—has bell and two removable wood ladders! Easy pedaling. Durable steel construction. Rear deck and step. Comfortable padded fabric seat. White enameled windshield, handrails; silver enameled front bumper. Ball-bearing pull straps, rear-axle hangers. 8-in. ball-bearing disc wheels, ⅝-in. rubber tires. Vermilion finish, yellow trim. 47 x 17 in. wide.

80213W1575—Shpg wt. 40 lbs........**$23.50**

C HAMILTON GREYHOUND WAGON

Fast action! Cold-rolled steel body, 5/16 in. hardwood stake sides—metal lock secures front and sides. Channel-steel undergear, tubular handle. 10-in. compo-bearing wheels, 1¾ in. semi-pneumatic tires. Red. Varnished stakes. 16½ x 35 x 9½ in bed

80224W1040—Shpg. wt. 39 lbs........**$15.50**

D MURRAY DUMP-TRAC TRAILER

Easily attached to (A) or (H) –or other tractors. Front handle permits easy turning. Carries one passenger plus box of sand. Heavy-gauge steel seat, dump box, and undergear. Ball-bearing 8-in. disc wheels, ⅝ in. rubber tires. Vermilion finish; white trim, wheels. 15½ x 33 in.

80212W625—Shpg. wt. 16 lbs. **$9.45**

E MURRAY STATION WAGON

Fabric-type padded seat carries two—large box behind seat. Tailgate lifts, lowers. Made of steel with tubular handrails. Silver-enameled front bumper, silver-enameled windshield. Ball-bearing pull straps, rear axle hangers. 8-in. ball-bearing wheels, ⅝-in. solid rubber tires. Cream-colored finish, black trim. 47 x 17 in. wide

80214W1495—Shpg wt. 37 lbs........**$22.50**

G GREYHOUND DELUXE WAGON

Rugged and speedy! Body of one-piece cold-rolled steel, heavy steel undergear. Single unit front and rear gears. 10-in. disc wheels. 1¾ in. semi-pneumatic rubber tires; smooth rolling even on rough ground. Red finish; white enamel wheels, chrome-finished hub caps. 35 x 16½ x 4¾ in. bed.

80221W663—Shpg. wt. 33 lbs.... .**$16.00**

As above but smaller: 30 x 13½ x 3½ in. 7 in. wheels, 1¼ in. semi-pneumatic tires.

80220A400—Shpg. wt. 17 lbs.......... **$6.00**

H MURRAY PEDAL-DRIVE TRACTOR

Children from 3 to 8 will enjoy the easy, speedy pedaling of this Murray tractor Universal joint for 360° turning—"gear shift" lever. Adjustable spring-type steel seat. Ball-bearing pull straps, rear axle supports, and wheels. Front wheel diameter 8 in.; rear wheels 10 in. 1¾ in. semi-pneumatic tires—rear tires have tractor treads. Red. White trim and wheels. Measures 38½ x 20½ x 27½ in. high.

80211W1335—Shpg. wt. 29 lbs....... **$19.95**

J MURRAY BALL-BEARING AUTO

Famous "Champion" model—runs like a champion! Heavy-gauge steel body and undergear—8-in. disc wheels, ⅝ in. solid rubber tires. Ball-bearing pull strap and rear axle hangers—rubber block pedals. Comfortable padded seat. Blue enamel finish with white; plated trim. 36 x 17 in.

80215W997 Shpg wt. 29 lbs.........**$14.95**

K DELUXE METAL SCOOTER

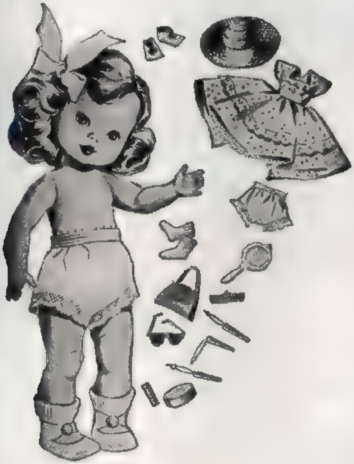
Strong, smooth running! Modern-designed stamped one-piece fork—strong tubular metal frame. Contoured footboard; sure brakes for safety. Parking stand, fender, nickel-plated bell. Handle-bar has rubber grips. 10-in. artillery-type wheels; 1¾-in. semi-pneumatic rubber tires. Red and white. 41 x 32 in. high. Footboard 5½ x 13½ in

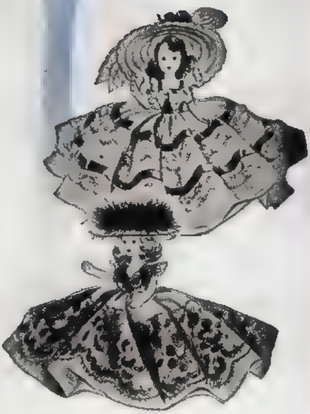
80218A525—Shpg. wt. 17 lbs **$7.85**

Wonderful

NANCY ANN'S
MUFFIE

With the new look for 1955
now retailing at $1.59





NANCY ANN *Storybook* DOLLS, INC.

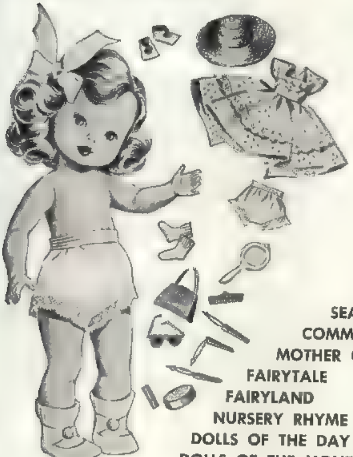
MANUFACTURERS OF THE ORIGINAL 'STORYBOOK DOLLS'

1262 POST STREET, SAN FRANCISCO 9, CALIFORNIA

California: Ralph Heatherington, 712 South Olive Street, Los Angeles 14, California
East: Joseph J. Barnett, Inc. Room 510, 512, 200 Fifth Avenue, New York 10, New York
West: Leo Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugo D. Kenney, 14-108 Merchandise Mart, Chicago, Illinois
Southwest: Richard (Dick) Ford, 528 Interurban Bldg., Dallas, Texas
Southeast: M. M. (Mac) Hanson, 523 Bryn Mawr Lane, N.W., Atlanta, Georgia

NANCY ANN STORYBOOK DOLLS

with ***MUFFIE***
SHE WALKS!



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BRIDAL
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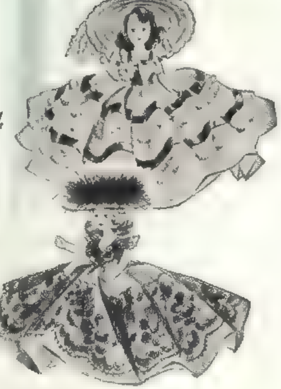
SEASONS
COMMENCEMENT
MOTHER GOOSE
FAIRYTALE
FAIRYLAND
NURSERY RHYME
DOLLS OF THE DAY
DOLLS OF THE MONTH



AND 8" MUFFIE PLAYTIME SERIES • 18" STYLE SHOW SERIES

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Midwest: Hugh D. Kenney, 14-108 Merchandise Mart, Chicago, Illinois
Southwest: Dick Ford, 528 Inter-Urban Bldg., Dallas, Texas
Southeast: Hanson Southern Sales, Inc., 70 Fourth St., N.W., Atlanta, Georgia

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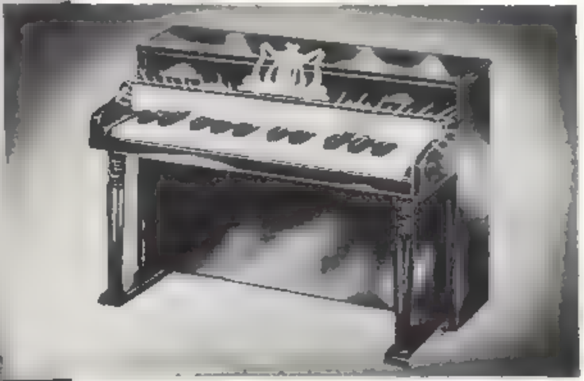
- EYE APPEAL • EAR APPEAL
- CONCERT MIRROR FRONT PANELS

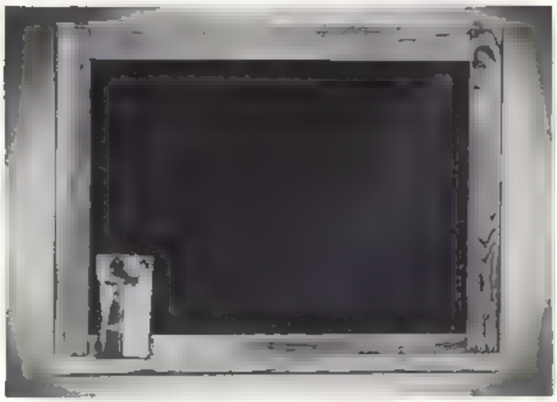


TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ

Ely

Green "EYE-EASE"
WALL AND EASEL

CHALK BOARDS



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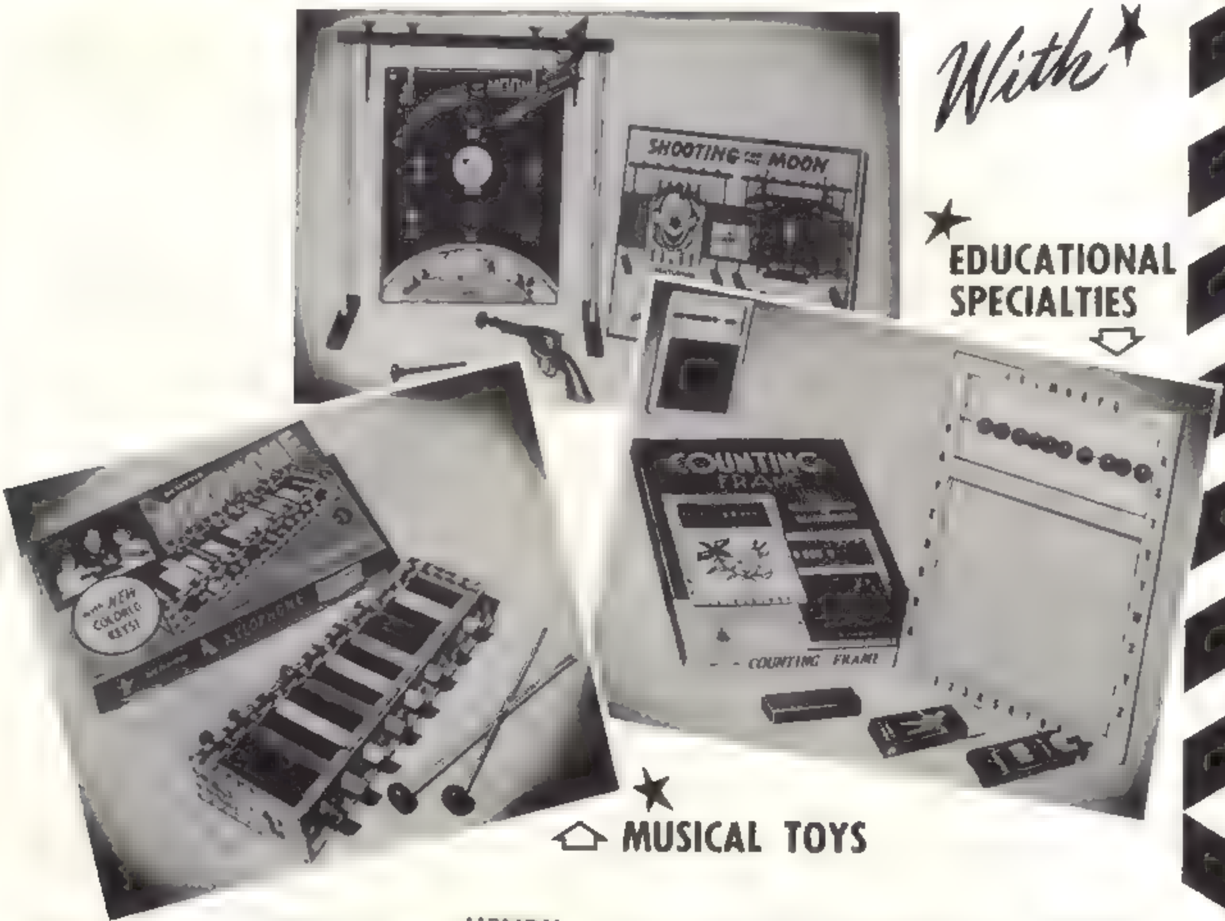
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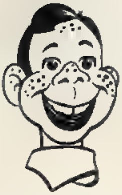
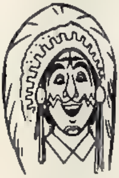
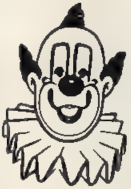
THE HOTEL NEW YORKER · ROOMS [illegible]

National Contest Under Way to Name Howdy's Bunny


Howdy Doody


Chief Thunderthud


Clarabell

The Howdy Doody TV show introduced a nationwide contest for the children of America on February 24. Boys and girls throughout the USA will be asked to "Name Howdy Doody's Easter Bunny" via one of Howdy's sponsors, Franco-American spaghetti (a division of the Campbell Soup Company). The thousands of prizes lined up is expected to result in another mail-pull of landslide proportions, judging from previous Howdy promotions. The prizes include

1. 200 Huffy convertible bicycles by the Huffman Mfg. Company of Dayton, Ohio
2. 100 Howdy Gym Sets by the Gendron Wheel Company of Perrysburg, Ohio
3. 100 Zippy the Chimp and 100 Windy the Dog dolls by the Rushton Company of Atlanta, Georgia
4. 2,000 Chief Thunderthud Indian Headdress Sets by the Connecticut Leather Company of Hartford, Conn.
5. 2,000 Electric Doodler Sets by the Harett-Gilmar Company of Far Rockaway N Y

From the contest's inception until March 19 the prizes will be featured in newspaper ads, as well as each week on the Howdy Doody television show itself. In addition, approximately 100,000 grocers will feature the contest prizes on case cards, window banners and shelf talkers. Sales representatives of the toy companies involved are preparing themselves for the demand for their items as a result of this tie-in.

Meanwhile, the Howdy Doody TV program continues to acquire new audiences, new laurels and new friends everywhere. Toy Fair time marks Howdy's eighth year on television, with over 1,800 performances to his credit, reportedly a larger total than any other network TV program. Along with their long-run record, the Doodyville citizens can proudly proclaim they are the number one children's TV show according to all TV surveys, states Kagran Corporation, licensors for Howdy Doody.

The year 1954 was the most successful in the merchandising operation of this fabulous puppet, it is disclosed. Many attractive new items were added to the Howdy Doody roster, and a new 28-page Merchandise Catalogue is being issued to buyers and jobbers.

Howdy Doody continues to make news on many other fronts as well.

Bob Smith, whose warmth and versatility have been vital ingredients in the show's magnetism and enduring success, is back on the air following his recent illness.

The Peanut Gallery, the tiers of seats in Doodyville where 60 young visitors watch the program each day, still remains phenomenally popular, according to Kagran. Thousands of requests are received each week for the precious pasteboards, with some parents writing for tickets years in advance. Some have even sent birth announcements to NBC asking to be put on the waiting list; currently they have to wait over 30 months.

Nineteen cities from coast to coast are now feeling the full impact of a merchandising program aimed at making the consumer aware of Howdy Doody fresh fruits and vegetables, and it has reportedly already gained the acclaim of parents through its effect on the eating habits of children.

A completely new version of Howdy Doody is now being seen on 14 television stations of the Canadian Broadcasting Corporation. Seven sponsors have already been signed in the space of a few short weeks, with several companies negotiating for the remaining three segments.

A "Doody Dime Day," a March of Dimes TV appeal to American children on the Howdy Doody show, resulted in a deluge of dimes with thousands of dollars collected and turned over to the National Foundation for Infantile Paralysis in the [illegible]

Thirty [illegible] stations have been added to the Howdy Doody [illegible] making for a total of 121 NBC-TV outlets throughout the country.

The Kagran Corporation, aware of the tremendous influence upon the 15 million youngsters who view the program daily (and the responsibilities to those viewers) state they are licensing only top quality merchandise, attractively designed and packaged and competitively priced.

THE HAWK MODEL COMPANY APPOINTS EYERLY ASSOCIATES

The Hawk Model Company, Chicago manufacturers of scale model planes, have announced a change in their distribution policy.

Eyerly Associates of Chicago and New York City have been appointed as sales agents for all states from the Colorado line to Maine, and southward through Kansas, Missouri, Kentucky and the Virginias.

Throughout the hobby industry Hawk scale model plastic plane kits are known for their quality and authentic detail. Their first model was a Curtiss Racer #600, introduced in 1945. Thus Hawk became pioneer makers of plastic scale model planes, a commodity that has since sold in countless millions all over the globe.

But in 1945 the hobby trade did not look with favor on plastic planes—they believed balsa wood construction was the only type acceptable to consumers. Sales were small in volume and few in numbers with consignment a necessary part of every transaction.

After a discouraging six months Hawk decided to try again, with their second plane a Gee Bee XL. Customer interest was still disappointing, but showing signs of improvement. By the end of their first year in business they knew Hawk scale model plane kits were here to stay.

Today, 10 years later, approximately 25 scale model planes comprise the Hawk line, with their Curtiss Racer still reported enjoying a much greater annual volume than during its introductory year.

Richard Mates, president of Hawk Model Company, announced that in placing sales [illegible] with Eyerly Associates, the Hawk line would automatically be made available to traditional toy outlets. Mr Mates further stated that a recent survey [illegible] indicates this broadening of their distribution will assure greatly increased volume.

Packages are being revised for greater eye-appeal, and exciting new kits will, it is said, be introduced at their Toy Fair exhibit in the Grand Ballroom of the Hotel New Yorker. Incidentally, this will be the first showing by the Hawk Model Company at any Toy Fair.

Permanent displays will be maintained at 1107 Broadway, New York City, and in the Merchandise Mart, Chicago. William Rummel, Sr., and son, Bill, will be in charge of all eastern sales.

BRONCO-MODELCRAFT, INC. GEARING UP FOR TOY FAIR

Bronco Modelcraft, Inc., 55 West 17 Street, New York City, announces they are readying their showroom for the Toy Fair rush. "We expect," the company states in their announcement, "that many buyers are going to be on the lookout this year for craft kits—the public is daily becoming more 'hobby and model' conscious."

Special attention will be given, the manufacturer promises, to those dealers who wish to enlarge their hobby department and also to those who want to get started in a modest way to cash in on the increasing interest in model-building and hobbycraft.

BlueBird TOYS LEAD THE MARKETING PARADE

DESIGNED FOR SPECIAL OCCASIONS
NO. [illegible] BIRTHDAY
NO. [illegible] WILD WEST
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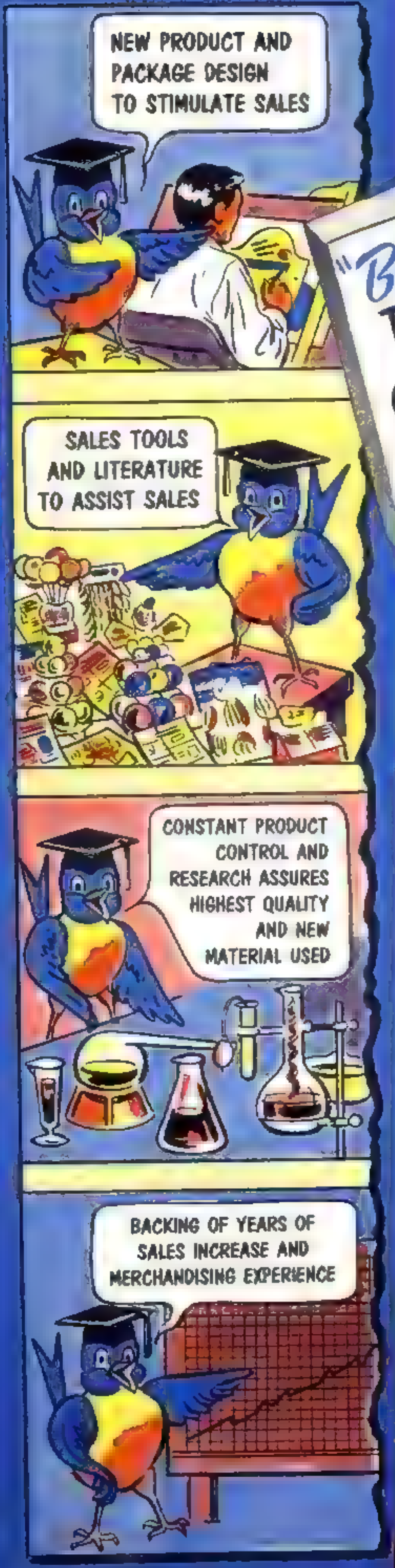
INFLATED PLAYBALLS
NO 98PB BALLOON SHOWER
VINYL BALLS
THE BOX IS A PULL TOY
NO. [illegible] CIRCUS BOX
NO. [illegible] BOX-O-FUN
A PACK OF TOYS
THIS PIGGY WENT TO MARKET
NO. [illegible]
CELLO PACKS THAT SELL!
NO. 4778
NO. 539
NO 6113
NO. 545
THEY FLOAT! THEY SQUEAK!
TURTLE
WHALE
FISH
SEAL

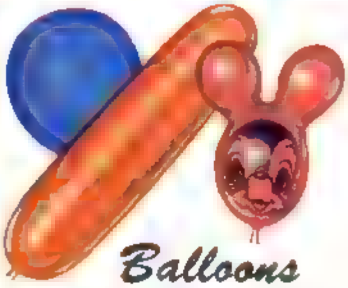
NATIONAL LATEX PRODUCTS CO.
ASHLAND, OHIO

And Many Others . . . WRITE TODAY FOR CATALOG


NEW PRODUCT AND PACKAGE DESIGN TO STIMULATE SALES
SALES TOOLS AND LITERATURE TO ASSIST SALES
CONSTANT PRODUCT CONTROL AND RESEARCH ASSURES HIGHEST QUALITY AND NEW MATERIAL USED
BACKING OF YEARS OF SALES INCREASE AND MERCHANDISING EXPERIENCE

"Blue Bird" Toys Build Greater Sales Higher Profits

"Blue Bird" NEW 1955 TOY LINE

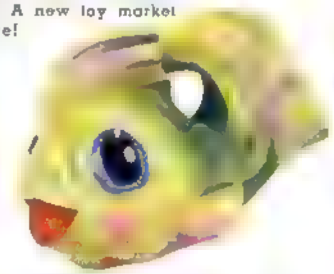


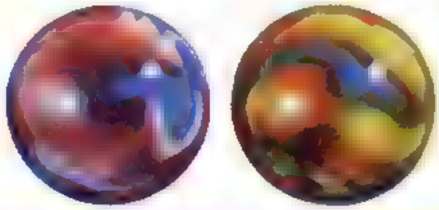
Balloons

Available in all sizes, shapes, colors, packed in cello bags, on cards, and in beautiful boxes.

Vinyl Toys

Four Colorfully packed Float Toys — Fish Whale, Seal and Turtle. A new toy market here!





Vinyl Balls

Fast Selling Inflated Vinyl Balls in 2½" - 3½" - 4¼" - 5¼' - 6½" sizes. They're washable sanitary, colorful, with high bounce.

Smart Merchandisers in the Chain, Jobber and Dealer fields like "Blue Bird" products for our trade mark is symbolic of leadership in the toy industry. It also indicates last turnover, larger sales volume and maximum profit.

CHECK YOUR BALL & BALLOON LISTING
WITH US — WRITE US FOR PARTICULARS

NATIONAL LATEX PRODUCTS CO.
WEST COAST ADDRESS: [illegible] SAN FERNANDO ROAD, GLENDALE, CALIF.
ASHLAND, OHIO

NATIONAL PLAYTHINGS

Featuring for 1955 —

TOYS AND NOVELTIES

"Seafoam"
Brand

Visit us at the New York
TOY FAIR
Room 606, Hotel McAlpin
March 6—15

Executive Office
West Hanover, Mass.

Seafoam Brand *Pure Foam Rubber*

THE AMAZING **FLEXIBLE** DOLLS

STAY PUT
IN 1001 POSITIONS

Licensed by the producers of
The year's outstanding movie hit

HANSEL and GRETEL

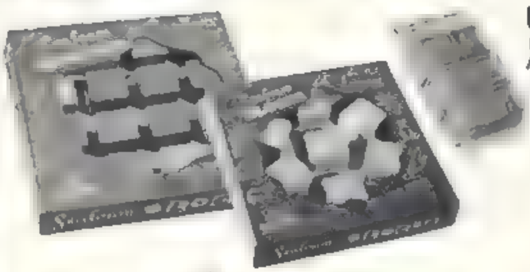
No. 2001 HANSEL
19" Tall List Price $7.98
Packed 6 to carton
Weight 7 lbs.

No. 2002 GRETEL
18" Tall List Price $7.98
Packed 6 to carton
Weight 7 lbs.

HAPPY
No. 88 **MONKEY**
13" Tall List Price $2.00
Brown, with color dec.
2 dz. to ctn. wt. 12 lbs.

BENDY
No. 77 **BUNNY**
6" Tall List Price $2.00
White & Yellow assd
with colorful decor.
2 dz. to ctn. wt. 12 lbs.

WINNY
No. 99 **BEAR**
11½" Tall List Price $2.00
Brown, with color dec.
2 dz. to ctn. wt. 12 lbs.



BUILDING BLOCKS
FOR PLAY PEN · BATH · BEACH
Assorted colors red, yellow, green, blue

No. 214 14 BLOCKS $2.00 List Price
Packed 2 dz. to carton
Weight 23 lbs

No. 207 7 BLOCKS $1.00 List Price
Packed 2 dz. to carton
Weight 15 lbs

No. 206 6 BLOCKS .79 List Price
Packed 2 dz. to carton
Weight [illegible] lbs

RING SET
WITH DUCK HEAD

No. 227 $1.50 List Price

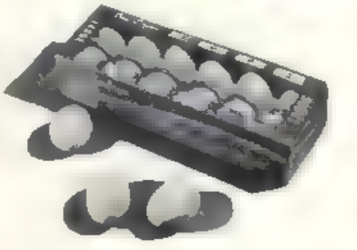
Each packed in individual clear-view acetate gift box
Packed 1 dz. to carton
Weight 8 lbs

GOLF PRACTICE BALLS
No. 303A Display Box (12 balls) $2.00 List Price

(Four individual boxes, containing 3 balls each)
Assorted colors — Red White Yellow
12 [illegible] boxes to carton, wt. [illegible] lbs

DUTCH SHOES
No. 802 small, med. or large pr. $3.98 List Price

Made to walk in, soft, flex with the feet
Light wood color, with gay decorations
[illegible]



EGGS
No. 512 Egg Box of 1 dz. $2.00 List Price

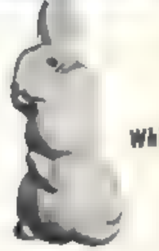
White and Brown Assorted
12 boxes to carton, weight 7 lbs

Seafoam Brand *Pure Dipped Rubber*

"Squeeze and Whistle" Toys

No. 69 **POOCHIE** .69 List Price
White, 6" Tall
2 dz. to carton, wt. [illegible] lbs.

No. 74 **DUCKIE** .79 List Price
White, 7½" Tall
2 dz. to carton, wt. [illegible] lbs.



No. 75 **RABBIT** .69 List Price
White, 8" Tall
2 dz. to carton, wt. [illegible] lbs.

No. 71 **PIGGIE** .69 List Price
Pink, 6" Tall
2 dz. to carton, wt. 7 lbs.

No. 80 **PINKIE** .69 List Price
Pink, 6" Tall 8" Long
2 dz. to carton, wt. 6 lbs

NATIONAL PLAYTHINGS Executive Office
West Hanover, Mass.

Seafoam Brand *Pure Foam Rubber*

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Weight 7 lbs.

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13" Tall List Price $2.00
Brown, w. color dec.
2 dz. to ctn. wt. 12 lbs.

BENDY
No. 77 **BUNNY**
16" Tall List Price $2.00
White & Yellow ass'd
with colorful decor.
2 dz. to ctn. wt. 12 lbs.

WINNY
No. 99 **BEAR**
11½" Tall List Price $2.00
Brown, w. color dec.
2 dz. to ctn. wt. 12 lbs.

BUILDING BLOCKS
FOR PLAY PEN · BATH · BEACH
Assorted colors red, yellow, green, blue

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Weight 15 lbs

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12 [illegible]

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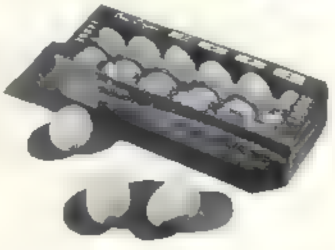

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Pink, 6" Tall
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Pink, 6" Tall 8" Long
2 dz. to carton, wt. 6 lbs.

NATIONAL PLAYTHINGS Executive Office
West Hanover, Mass.

NATIONAL

PLAYTHINGS

Featuring for 1955 —

"Seafoam"
Brand

TOYS
AND
NOVELTIES

Visit us at the New York

TOY FAIR

Room 606, Hotel McAlpin
March 6—15

Executive Office
West Hanover, Mass.

For Doll Manufacturers

M & J
★KNITCRAFT CO.★
Tel.: GLenmore 2-1047-1048
1052 GREENE AVE.,
BROOKLYN 21, N. Y.

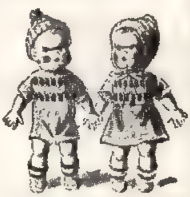
LARGEST *Manufacturer of* DOLLS' KNITTED CLOTHING

DOLL OUTFITS
- ★ METALLIC COAT & BONNET SETS
- ★ "BABY" SWEATER SETS
- ★ TWIN BOY & GIRL OUTFITS
- ★ CREEPER & SUNSUIT SETS
- ★ JACQUARD PATTERNS

DOLL ACCESSORIES
- ★ HEADWEAR
- ★ BOOTIES
- ★ SOCKS
- ★ BELTS
- ★ UNDERWEAR
- ★ SHIRTS
- ★ T SHIRTS
- ★ PANTS
- ★ SHOE BOOTIES

MADE TO YOUR SPECIFICATIONS

FAST ACTION on ALL ORDERS!
PHONE or WRITE TODAY for QUOTATIONS



FOR YEAR-ROUND AND REPEAT SALES

Kay Stanley's **Model-Craft**
MOLDING AND COLORING SETS
Kay Stanley's CAKE MIX SETS

"The Educational Fun Toys"
FACTORY & GENERAL OFFICE
521 W. Monroe St. Chicago 6, Ill.
New York Showroom ROBT. FREEDMAN & SON
Room 203 200 Fifth Ave.

880-5
PICKUP TRUCK
The Finest Quality at the Lowest Price in Metal Toys
MOUND METALCRAFT, INC.
MOUND, MINNESOTA
Tonka Toys

EDUCATIONAL
ELECTRIC QUIZ GAMES
and PARLOR GAMES from 98¢ (list)
The Playway to Knowledge
FOR ALL AGES

ELECTRIC QUIZ
FOR ALL AGES

Jacmar

Kiddie Kards
Visual teaching for tiny tots

Manufacturing Company, Inc.

Office & Factory: 115 West Broadway, New York 13, N. Y.
BArclay 7-7896
N. Y. *Showroom* 200 Fifth Ave., Room 503

"IT'S A NATURAL" REG

AMERICA'S
FINEST AND FASTEST SELLING LINE

Baby Dolls Rubber Skin Dolls
Composition and Walking Dolls
Plastic, Vinylite
Ingrown hair and
Saran Washable Wigs
40 YEARS OF LEADERSHIP

NATURAL DOLL CO., INC.
134 SPRING STREET, NEW YORK 12, N. Y.
SHOWROOM
200 Fifth Avenue, Room 319 Sam Drelich & Sons, Reps.

BEISTLE CHRISTMAS DECORATIONS

● A large variety of new and attractive home decorations

Dimensional Foil Stars in bright shiny colors 6 and 8 inch sizes

Catalog for [illegible]

THE BEISTLE COMPANY
DISPLAY 200 FIFTH AVENUE, NEW YORK, N. Y.
MAIN OFFICE, SHIPPENSBURG 2, PENNSYLVANIA

Changeable Charlie
BLOCKS
GASTON MANUFACTURING CO.
334 W. SECOND ST., CINCINNATI, OHIO, U.S.A.

CARLTON DANK'S
Creative Craftoys

FAST SELLING, MAKE-IT-YOURSELF EDUCATIONAL TOY LINE . . .

METAL CRAFT TAPPING
METAL EMBOSSING
FELTCRAFT
●
GIFT-O-RAMA
LEATHERCRAFT

Sample orders invited
Write for CATALOG

HANDICRAFT CREATORS, INC.
62 SCHENECTADY AVENUE BROOKLYN 13, N. Y.

1915-1955

40 YEARS OF PROGRESS

●

AN ANNIVERSARY SPECIAL

from

NATURAL DOLL CO., INC.

"MISS ANNIVERSARY"

In appreciation of the co-operation and loyalty of our many friends who have helped us grow in 40 years from a lusty infant to our present status: one of the largest concerns in its field, we are offering

ONE MILLION

PIECES OF AN

ANNIVERSARY DOLL

specially created, in celebration of this event. Never, in the history of the doll business, has a value, such as this, been offered.

●

"MISS ANNIVERSARY"

AND THE COMPLETE LINE OF

"NATURAL DOLLS"

VINYL • RUBBER • WALKING • COLORED
ROOTED SARAN WASHABLE HAIR
FOR 1955 WILL BE ON DISPLAY AT THE

TOY FAIR

ROOM 454 McALPIN HOTEL

CHARLES COLOMBO • EMIL HOENIG

AND AT OUR REGULAR SHOWROOM

SUITE 319 · 200 FIFTH AVE., N.Y. 10

SAM & HERBERT DRELICH and MILDRED LEVY

NATURAL DOLL COMPANY, INC.

134-136 SPRING STREET **NEW YORK 12, NEW YORK**

SHOWROOM — SUITE 319—200 FIFTH AVENUE — SAM & HERBERT DRELICH

38 *years of* VISION

FOR THE DOLL INDUSTRY

WORLD'S LARGEST PRODUCERS OF DOLLS' EYES—has brought many startling developments . . . created many new trends . . . during its 38 years association with the doll industry . . . its experience and devotion to perfection is your constant guarantee of the best in dolls' eyes.

ROLLING EYES FOR SOFT VINYL HEADS

- MOVING EYES FOR SOFT VINYL DOLLS' HEADS
- MOVING EYES FOR ALL CHARACTER DOLLS
- MOVING EYES FOR MINIATURE DOLLS

ATTENTION DOLL BUYERS: Be Sure To Specify MARGON EYES On All Your Doll Orders.

Margon

world's outstanding producer of realistic eyes for the Doll Industry.

MARGON CORPORATION, BAYONNE, NEW JERSEY Direct New York Phone: WHitehall 3-2797

"SANTA RIDES AGAIN"

CHRISTMAS DECORATIONS

TABLE—TREE—DOOR—WINDOW
KITS — MUSIC BOXES — MOTION
DISPLAYS

Over 50 New Designs Combining New Materials With Glittering Styrofoam

GIFT WARE QUALITY

5¢ TO $25.00 RETAIL

TOY FAIR EXHIBIT
ROOM 721
HOTEL NEW YORKER

Visit Permanent Showrooms

LERNER ASSOC.	RAY LANKFORD ASSOC.
200 5th Ave., New York	7441 Sunset Blvd., Los Angeles, Cal.

Illustrated Circulars Available

Nesbit INDUSTRIES, INCORPORATED
1923 MILWAUKEE AVE., CHICAGO 47, ILLINOIS • ARMITAGE 6-3626
SINCE 1923
DESIGNERS AND PRODUCERS OF DECORATIVE ARTWARES

See The New 1955

DAISY DOLL LINE

Famous For Outstanding Value At Popular Prices

- VINYL
- ROOTED HAIR
- WALKING
- **Everything in Rubber Dolls**

See Us at the Toy Fair
HOTEL McALPIN
ROOM 517

Special Promotional Numbers for Chain Stores and Other Large Quantity Users

DAISY DOLL CORP.
Factory and Showroom
636 BROADWAY NEW YORK 12, N. Y.
ALgonquin 4-3181-2

Only a TOURNAMENT Dart Board maker can give you the attractive • beautifully colored • fine dart game for your Toy line.

Deco

does that with this

and the fastest selling new item of 1954 our *PLASTIC* dart • colorful • sturdy

See our Toy Fair display at SAM & HERBERT DRELICH
Suite 319, 200 5th Ave., New York 10

DART BOARD EQUIPMENT COMPANY
2000 N. Tenth Street Philadelphia 22, Pa.

The Toy Market, Chicago Bernard Hicks, San Francisco
Arthur Block, Dallas, Texas

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Suite 319, 200 5th Ave., New York 10**

DART BOARD EQUIPMENT COMPANY

2000 N. Tenth Street **Philadelphia 22, Pa.**

The Toy Market, Chicago Bernard Hicks, San Francisco
Arthur Block, Dallas, Texas

LADIES IN MINIATURE

Not merely dolls, but Ladies of Lilliput, decked out in all the wee details of the modiste's art; sparkling jewels and bright furbelows in the most attractive styles.

See them at the Chicago Toy and Juvenile Show, Morrison Hotel. June 14-19, 1955, Booth 16.

HOSELEY PARTY DOLLS
BOX 97 McGREGOR, IOWA

YANKIBOY
PLAY CLOTHES

EXCLUSIVES!
ROY ROGERS
COWBOY SUITS AND HATS
DALE EVANS
COWGIRL SUITS AND HATS

Also a complete line of Cowboy, Cowgirl; Indian and Squaw Suits; Police, Mountie and Fireman Uniforms; Baseball and Football Suits; Military Suits; Holster Sets.

SACKMAN BROTHERS CO.
WORNOVA MFG. CO., INC.
200 Fifth Avenue, New York, N. Y.
Yankiboy Play Clothes
Make the Children Happy

DICE
and
DOMINOES

Cristoid plastics inc.
THE SILVERLOID CO.
A SUBSIDIARY
71 REYNOLDS AVE., PROVIDENCE 5, R. I.

ALMS & DOEPKE CLOSES ITS DOORS

The Alms & Doepke Co., Cincinnati, O., department store, closed its doors on April 11, after 90 years in business. The store covers an entire city block and has its own parking lot. Five stories of the seven-story building were active sales floors.

Cincinnati's oldest department store and once a top name in midwestern merchandising, Alms & Doepke was founded in 1856 by William F. Doepke and Frederick and William Alms. The store grew and prospered until the 1920s, when a top management dispute which ended in the courts, started it on a downhill journey.

An investment group purchased the store in October, 1953, and attempted to spark its merchandising activities and modernize the building to some extent. The store's wholesale operations were concluded in January, 1954, with a public sales event.

Failure to remain abreast of the times and to progress with its competition are reasons attributed to the closing of Alms & Doepke Co. doors. At its peak, the store is said to have done a sales volume of nearly $10 million, large for its day.

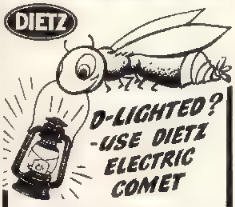
◆

SHOPPING CENTER UNITS

Wm. H. Block Co., Indianapolis, Ind., department store, is to be a major tenant with L. F. Ayres & Co. in a proposed $7,500,000 Glendale Shopping and Community Center to be built on the northeast side of Indianapolis by Glendale Center, Inc.

Shelby Cycle Co. has again signed slugging Yogi Berra, star catcher of the New York Yankees and 1954's most valuable player in the American League, as the "Shelby Salesman of 1955." He is being featured in Shelby's spring sales promotion, which includes an extension of the free personalized license plate plan.

TRAINS
UNBREAKABLE
(polyethylene)
SAFE • SANITARY • COLORFUL
Featuring the most complete line of unbreakable (polyethylene) passenger and freight trains.
Send for Catalog T2
PAYTON
PRODUCTS, INC.
100 FIFTH AVE., N.Y. 10, N.Y.
ORegon 5-8941



A NON-COMPETITIVE
QUALITY TOY—

A true, genuine Ranch or R.R. Lantern, but battery operated to give "matchless" safety to the little folks. Only 8½" tall. Fire Engine Red Roybaked Enamel Finish. Stands rough out-door handling so useful that Mom and Dad will buy it for the kids and use it themselves. So, put the ELECTRIC COMET near the check-out or wrapping counter for impulse, year 'round sales.

$3.00 retail in individual picture box. Order from your jobber

R. E. DIETZ COMPANY
SYRACUSE 1, NEW YORK
Since 1840

the fastest selling,
make-it-yourself,
educational
toy line...
CARLTON DANK'S
Creative Craftoys
METAL CRAFT TAPPING
6 FT-O-RAMA
FELTCRAFT
LEATHERCRAFT
METAL EMBOSSING

Sample orders invited
Write for CATALOG

HANDICRAFT CREATORS, INC.
62 SCHENECTADY AVENUE BROOKLYN 13, N. Y.

#13-5 SCHOOL OUTFIT

#13-8 LOUNGING ENSEMBLE

#13-2 GARDEN OUTFIT.

#13-17 COW GIRL

#13-19 SKI OUTFIT

Introducing the New "NINETTE" Walking Doll

- MOVING EYES
- MOVING ARMS

8-Inch DRESSED DOLL $1.98 Complete

24 Complete Costumes to Retail at 98c each

A STEADY PROFIT MAKER!

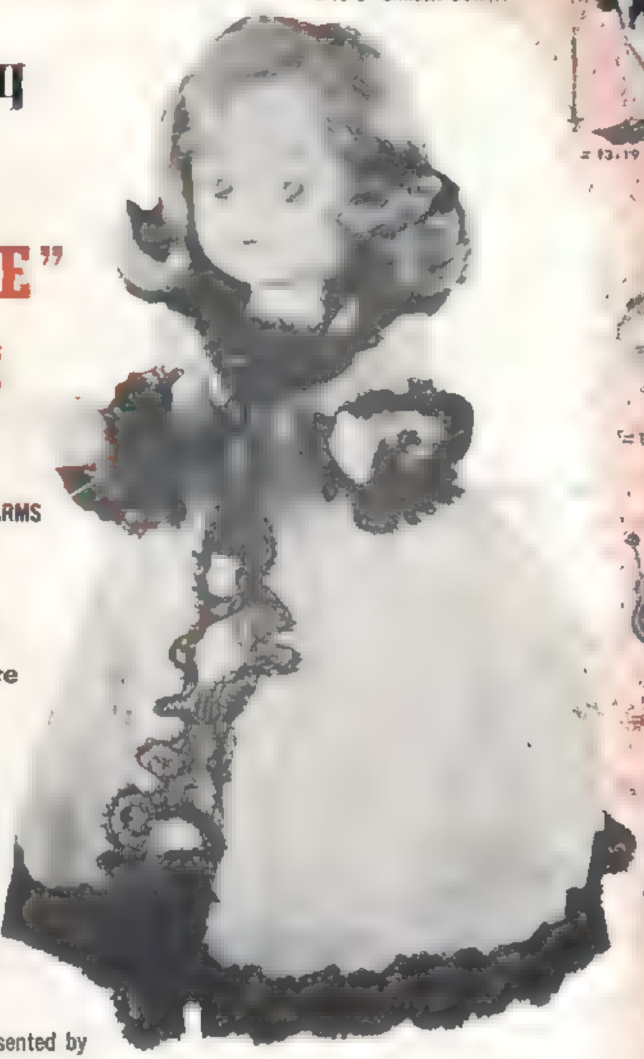
Don't miss this opportunity to cash in on the best doll merchandising deal to come along.

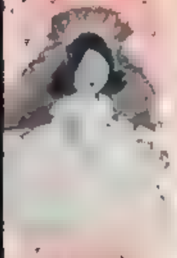
The New Ninette Walking Doll now presented by Fortune Toy is a beautiful all plastic doll with Dynel hair, moving eyes, arms and a head that turns as the little lady walks along.

Ninette completely costumed retails at $1.98. There is an additional wardrobe of 24 different costumes that retails at $ .98 each.

This is a real re-order item that will mean steady profits to you.

Send your order in now to insure prompt deliveries.





3-10 BRIDAL OUTFIT

#13-[illegible] RAIN OUTFIT

3-12 SPRING DRESS

#13-16 MAJORETTE

3-13 PARTY DRESS

#13-11 PAJAMA SET

#13-3 TEA PARTY

#13-14 LITTLE MISS MUFFET

SEE US AT THE

TOY FAIR

Hotel McAlpin

Rooms 975-977-979

#13-4 MORNING DRESS

#13-6 PROM DANCE GOWN

#13-7 RED ENSEMBLE

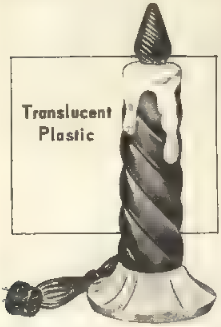
FORTUNE TOYS Incorporated

N. Y. Showroom:
00 Fifth Ave • New York • Room 263

37-64 87th STREET • JACKSON HEIGHTS, L. I., NEW YORK

Noma

12½ INCH RED ROPE TWIST ILLUMINATED CANDLE



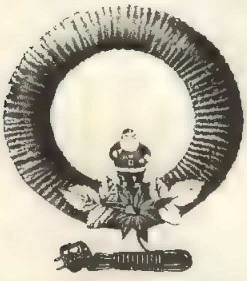
Completely illuminated with two C-7½ lamps. Realistic white candle drip and swirling amber colored flame tip. 4 foot lead cord with add-on plug. Individually boxed.

No.	Retail	L.P.L.	P.L.
EG169-141	$3.29		

Pkd. 12 ea. - 20 lbs.

Noma

ILLUMINATED 12 INCH RED CHENILLE WREATH



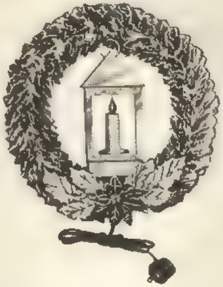
Red chenille wreath with plastic Santa figure, silver leaf and poinsettia decorations. Installed 120 volt candelabra base lamp. 4 foot cord with add-on plug.

No.	Retail	L.P.L.	P.L.
EG169-1116	$1.98		

Pkd. 24 ea. - 17 lbs.

Noma

LIGHTED 12 INCH RED CELLOPHANE WREATH



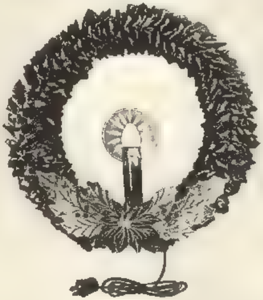
Simulated old English bronze plastic lantern with installed 120 volt candelabra base Candle-Lite lamp. 4 foot lead cord and add-on plug.

No.	Retail	L.P.L.	P.L.
EG169-1121	$1.69		

Pkd. 24 ea. - 22 lbs.

Noma

LIGHTED 12 INCH RED CELLOPHANE WREATH



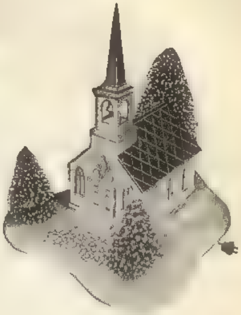
Crisp shirred cellophane on sturdy wire frame. Silver leaves and poinsettia decoration. 3½ in. red candle. C-7½ candelabra base lamp with decorated Halo. 4 foot cord with add-on plug. Flame resistant.

No.	Retail	L.P.L.	P.L.
EG169-1115	$1.09		

Pkd. 36 ea. - 27 lbs.

Noma

ILLUMINATED MUSICAL CHURCH SCENE



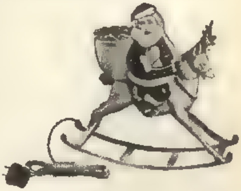
Realistically decorated church, made of durable plastic. Sweet toned Swiss music box. Simulated snow capped base with three miniature Christmas trees. One G-14 candelabra base lamp. Lead has add-on plug. Each in a box.

No.	Retail	Packed	Each
EG169-1514	$8.49	1 each	

Weight each 5 lbs.

Noma

ILLUMINATED SANTA ON REINDEER WITH ROCKER



10½ x 11 inches. Santa in full color on a pert white reindeer. Lighted by a C-7½ lamp. Rocker is detachable. Ideal as a mantel decoration. 4 foot cord with add-on connector.

No.	Retail	L.P.L.	P.L.
EG169-723	$1.89		

Pkd. 24 ea. - 29 lbs.

Suggested retail prices include federal excise tax.

Noma
ILLUMINATED TREE TOP STAR

8 Inch All Plastic

For indoor or outdoor use. C-9½ lamp. Creates soft radiant glow on all sides. Lead cord with plug. Individually boxed.

Retail $2.39

No.	L.P.L.	P.L.
EG170-68		

Pkd. 12 ea. - 12 lbs.

Noma
ILLUMINATED TREE TOP STAR

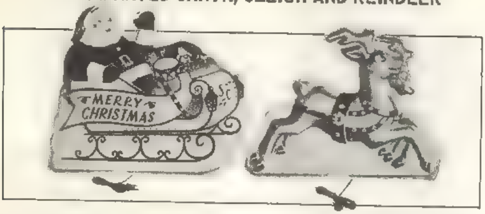
6 Inch All Metal

C-7½ candelabra base lamp. Light radiates from outer edge and from red plastic bead in center. 2½ foot lead cord with add-on plug.

No.	Retail	L.P.L.	P.L.
EG170-69	$1.19		

Pkd. 24 ea. - 18 lbs.

Noma
ILLUMINATED SANTA, SLEIGH AND REINDEER



Jolly Santa with toy pack in sleigh drawn by large prancing double reindeer in life-like colors. Each unit illuminated with 40-watt standard base lamp. 4 foot lead cords with add-on plug. Fully equipped for mounting or hanging. Ideal for use on lawn or roof. Reindeer 32 in. long, 25 in. high. Santa in sleigh 33 in. long, 28 in. high. Each unit in individual carton.

No.	Retail	Packed	Weight	Each
EG170-6-12 ----------------------	$16.95	1 each	17 lbs.	

ILLUMINATED REINDEER

32 in. long, 25 in. high. Illuminated by 40-watt standard base lamp. 4 foot lead cord with add-on plug. Each in a carton.

No.	Retail	Pkd.	Wgt.	Each
EG170-12	$6.95	1 ea.	8 lbs.	

Noma
LIGHTED OUTDOOR STAR

No. C-9½ intermediate base weatherproof lamps with rubber washers to keep moisture out and lamps tight in sockets. Complete with plug and add-on connector for attaching additional decorations.

No.	Retail	Packed	Each
EG170-36	$9.95	1 each	

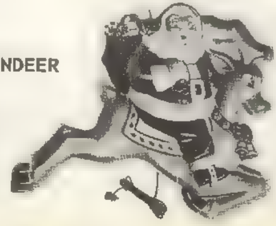
Weight each 3 lbs.

Suggested retail prices include federal excise tax.

Noma
27 INCH SANTA RIDING REINDEER

Made of translucent plastic. Full color, completely illuminated with 40-watt standard base lamp. Fully equipped for mounting or hanging. Beautiful decoration for indoor or outdoor use. 4 foot lead cord with add-on connector.

No.	Retail	Packed	Weight	Each
EG170-99	$7.95	1 each	8 lbs.	

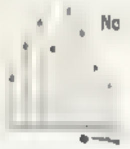


NOMA always *first* in the public eye...

No. 3415 SF

No. 3215 SF

No. 1131


No 188

No. 303

No. 121

No. 6-12

No. 40

NOMA always *first* in quality!

Noma's new "SAFETY SOCKET"

- New straight-line construction, streamlined design
- Makes tree trimming easier
- Permanently attached tree clips
- Safe, positive contact—no exposed wires

always *first* in safety!

Noma's famous
SAFETY FUSE PLUG

Hailed by Fire Underwriters and Safety Councils everywhere as the greatest single contribution to safety in the Christmas lighting field. For the fuse that protects, specify Noma.

UL

at the Toy Fair see

NOMA

the greatest name in Christmas lighting

At the NOMA showroom, 200 Fifth Ave., New York

SAFETY PLUG

LIMITED STOCKS AVAILABLE

NOMA
SAFETY PLUG

PLEASE ORDER EARLY

INDOOR MULTIPLE SETS

25 Light Set. Independently burning C7½ candelabra base lamps with washers to keep lamps tight in sockets and prevent trouble from metallic decorations. [illegible] sockets [illegible] tree, add-on connector for attaching additional sets. **3-Foot lead with Safety Fuse Plug.** 18" spacing. Each set in colorful display box. 12 sets in carton. Ship wt. of carton 29 lbs.

410N14-651........................RETAIL $9.30

As above 15 Light Set.

410N15-385........................RETAIL $5.50

AD-A-LITE SET

15 Light C7½ Ad-A-Lite multiple indoor kit. A recent development in tree lighting sets where lights can be placed anywhere along the wire. Makes possible to light out of the way branches. Equipped with add-on connector and Safety Fuse Plug. Pierce parallel type twin cord. Give [illegible] safety [illegible] to branch with sturdy metal clip. Standard packing of 24 sets in carton. Ship. wt 34 lbs.

410N19-449 ....RETAIL $6.42

OUTDOOR WEATHERPROOF MULTIPLE SETS

25 Light Set. Independently burning C9½ intermediate base weatherproof lamps—straight line construction, plastic coated wire. Spring contact keeps lamps tight in sockets. **Rubber washers seal out moisture.** Add-on connectors for attaching additional sets. 3 foot lead [illegible] **Safety fuse plug.** Lamps, washers and wire packed separately in [illegible] box [illegible] set to carton. Ship. wt. carton [illegible] lbs.

410N16-833........................RETAIL $11.93

As above 15 Light Set (Illustrated).

410N17-511................RETAIL $7.30

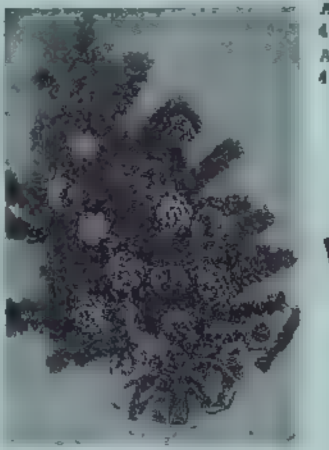
As above: 7 Light Set.

410N18-240....................RETAIL $3.44

ALL PLASTIC CANDOLIER

Beautifully molded of sturdy Ivory colored plastic. Illuminated with 3 **flame-like Orange C-7½ independently burning lamps.** Complete with 4-ft. lead cord and [illegible] plug. Individually boxed

410N88-170.......RETAIL $2.42



9-LIGHT YULE SPRAY

Cheerful Christmas spray with silver pine cones. Red berries and nine 1½" Red [illegible] balls each with [illegible] Complete with cord and [illegible] plug. **C-6 series type lamps. Flameproof.** For indoor use. Ship. wt 3 lbs.

410N1-622...........RETAIL $8.94

8-LAMP BUBBLE-LITE SET

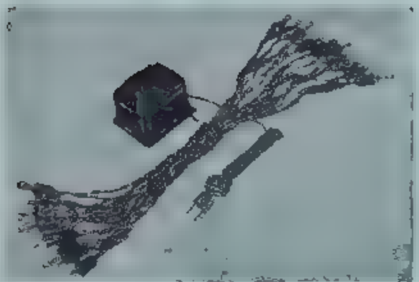
Fascinating glass candle tree light set alive with bubbling action. Series type 4 ft. [illegible] cord [illegible] colored liquid bubbles in candle. **For indoor use. 5" tall.** Display packed. Ship. [illegible] lbs.

410N20-190..........RETAIL $2.71

ASSORTED PLASTIC FIGURES

Interchangeable with any of the multiple [illegible] sets. Just screw figure on ordinary tree-socket. **Flame resistant plastic will not melt or burn.** Adds both color and novelty to Christmas tree lighting. **Uses C7½ type candelabra base lamps.** 10 assorted figures in display box, 20 boxes to carton. Ship. wt. of carton, 20 lbs.

410N26-254 ..RETAIL $3.63

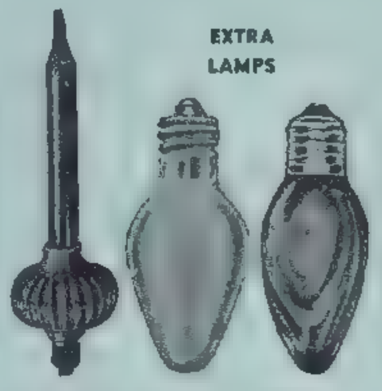


TWINKLING LIGHT SET

Novel twinkling effect makes this set ideal for unusual decorating effects. Miniature base imported clear bulbs with built-in flashers. **Multiple wired . . . if one bulb goes out others stay lit. Complete with transformer.** Operates on 120V AC only. 8 ft. of cord to transformer, 4 ft. between transformer and first socket. 18" spacing between sockets.

410N88-735..................RETAIL $10.50

EXTRA LAMPS



Left. Bubble Lamp Replacement for any 15V set. 50 assorted in ctn. No tax

410N44-900..... RETAIL, CTN. $12.50

Center. C7½ Type. American made. 50 assorted in ctn. Tax included.

410N24-539........RETAIL, CTN. $7.00

Right. C9½ Type. American made. 50 assorted in ctn. Tax included.

410N25-653........RETAIL, CTN. $8.50

GIANT ILLUMINATED STOCKING

25" colorful Christmas decoration that glows with a cheerful note to extend season's greetings to all. Makes an ideal front door decoration. Brilliantly finished in full color. **Equipped with two G14 lamps.** Adds a lively welcome glow for the evening. Made of washable plastic. 6-ft. lead cord with add-on connector. Ind. boxed. **For both indoor and outdoor use.** Ship. wt. 5 lbs.

410N57-345

RETAIL $4.93

Season's Greetings

ORDER EARLY for Holiday Delivery

ORDER BLANK

JOSEPH HAGN COMPANY
325 West Madison Street, Chicago 6
WHOLESALE DISTRIBUTORS SINCE 1911

PLEASE DO NOT WRITE IN THIS SPACE

How to Send Money

The safest ways to send money are by Post Office Order, Express Money Order, Cashier's Check Certified Check or Personal Check. If you remit by persona check order will not be shipped until check is collected. If unable to remit in any of these forms, send currency or small U.S. stamps wrapped in heavy paper and have your letter registered

25% DEPOSIT IS REQUIRED ON ALL C.O.D. ORDERS

CHECK HERE IF YOU WANT SHIPMENT MADE C.O.D. ☐

REMITTANCE ENCLOSED

$

CHARGE TO: ______________________________
ORDER BY FIRM NAME OR DEALER TO WHOM CATALOG WAS ADDRESSED

STREET ADDRESS ______________________________

CITY ______________ STATE ______________

(IF DIFFERENT FROM ABOVE:)

SHIP TO ______________________________

ADDRESS ______________________________

CITY ______________ STATE ______________

If you have a CREDIT or DEBIT BALANCE to apply, indicate here.

Invoice Number	$

WHAT IS NUMBER OF CATALOG FROM WHICH THIS ORDER WAS TAKEN?

No. 542

ALL PRICES ARE F.O.B CHICAGO, ILL., UNLESS SPECIFIED OTHERWISE.

DATE 195

HOW SHALL WE SHIP? (MARK X IN PROPER SQUARE)
NOTE: Parcel Post limitations on size and wt. on page 303.

PARCEL POST ☐ EXPRESS ☐ FREIGHT ☐ TRUCK ☐ ______________
NAME OF TRUCK LINE

PAGE NO.	ARTICLE NUMBER	QUANTITY	UNIT	SIZE OR COLOR	ARTICLES WANTED	PRICE	EXTENSION	Check

ORDER FILLERS CHECK

Inquiries and requests for special information should be attached on a separate sheet.

FORMER ADDRESS:

TAX NOTE: If items subject to tax are bought for resale, collect tax from your customer and remit to your Collector. If NOT for resale we add tax to our invoice price. Check one.

☐ FOR RESALE ☐ NOT FOR RESALE

If we are out of stock may we send a very similar article of equal value for your approval? YES ☐ NO ☐

New customers state nature of business ______________________________

HANDLING CHARGE OF 35c is required on all orders under $10.00 net.

ALLOW ENOUGH POSTAGE. Overpayments fully credited.

Customer's Signature ______________________________

Northwestern Products

ELECTRIC 5-IN-1 POOSH-M-UP

Plays-
Bagatelle
Put-N-Take
Twenty-One
Baseball, Pennants

Has 5 plastic domes that light up. Operates on 2 ordinary flashlight cells. Glass covered. Completely automatic. Finely finished wood frame, folding legs, colorful playing field. Large size - 24 x 14 x 2 inches. Has 1 blue, 1 gold and 9 silver balls. Each game in a box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG195-452	$5.95	6 each	45 lbs.		

Northwestern Products

POOSH-M-UP RODEO

Plays-
Bagatelle
Put-N-Take
Colors, Baseball

4-in-1 pinball game - Put-N-Take, Baseball, Bagatelle and Colors. Glass covered, automatic feed and reload. Has 9 steel balls of one color and one odd colored ball. Non-warping panel, colorful playing field, 18 x 12 x 1 inches. Metal stands on back. Individually boxed.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG195-461	$2.49	12 each	45 lbs.		

Northwestern Products

SLUGGER BASEBALL

15x21x2 inches. Heavy wood frame, multi-colored playing surface with glass cover. All the elements of a real baseball game; one player "bats" and another "pitches." Also plays the game of Hi-Score. Complete with polished steel balls. In a box.

No.	Retail	L.P.L.	P.L.
EG195-450	$3.98		

Pkd. 6 ea. - 35 lbs.

Northwestern Products

PLASTIC POOSH-M-UP

16x9 inches. Automatic feed and reload. Litho'd steel playing field. Frame, cups etc. of heavy transparent plastic. Has a movable spinner, rotating shooter. Plays Baseball, Hi-Score, Twenty-One and Put-N-Take. In a display box.

No.	Retail	L.P.L.	P.L.
EG195-440	$0.98		

Pkd. 12 ea. - 17 lbs.

Northwestern Products

4-GAME PACKAGE

4 WONDERFUL HOME GAMES

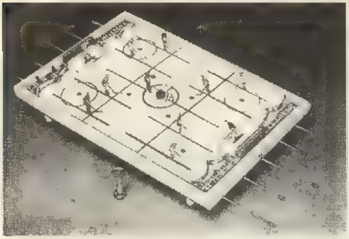
Contains 4 all-plastic, pocket-size games; Zoo-M-Roo Poosh-M-Up, Tipt 3 Game combination, San Loo Chinese Checkers and Bat-M-Up Pocket Baseball. Big colorful box 15x12¼x1-3/16 inches.

No.	Retail	L.P.L.	P.L.
EG195-420	$1.98		

Pkd. 12 ea. - 15 lbs.

Northwestern Products

POOSH-M-UP ICE HOCKEY

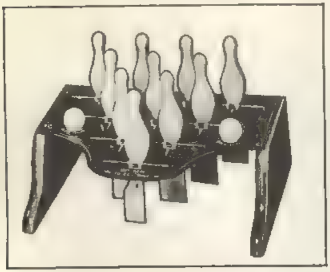


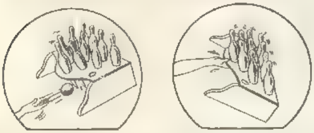
Fun for the whole family. 2 to 6 persons can play. Large size, 30 x 18 x 4 inches. 6 "men" on a team, all move in any direction, no dead spots on the playing field. Same rules, same thrills and action as the real game.

No.	Retail	Packed	Weight	Each
EG196-475	$14.95	1 each	12 lbs.	

Rich Industries

GIANT BOWLING GAME





16¼ inches wide, 12 inches deep, 9¾ inches high. Pins are 5 inches tall. Made of plastic and hardwood with plated metal parts. Special cutouts on platform hold balls when not in use. Pins tilt when hit, tipping the game automatically resets pins.

No.	Retail	Packed	Weight	1/3	4/m
EG196-552	$4.98	1 each	4 lbs.		

Pressman

5-GAME BOWLING ALLEY

Giant wood frame alley, 56 inches long. Plays 5 games; Bowling, Auto Race, Skill-Ball, Shuffleboard, Horse-Racing. Smooth, decorated playing surface, sturdy wood legs. Equipment includes 10 bowling pins, 4 bowling balls, 4 racing cars, 4 race horses, 4 shuffleboard discs, number indicator, skill-ball backstop and instructions. Packed KD, fast assembly.

No.	Retail	Packed	1/5	6/more
EG196-5511	$4.98	12 each		

P.L. weight 60 lbs.

Burrowes

FOLDING POOL TABLE

Green cloth covered playing surface. Top 40 x 22½ inches, height 26 inches. Green cushions. Ivory rail and legs, maroon corners, leg-tips and diamonds. Sixteen 15/16 inch balls, triangle, two 32 inch maple cues and instruction booklet.

No.	Retail	Packed	1/3	*4/more
EG196-405	$17.95	1 each		

Weight each 17 lbs.

See us at our permanent Exhibit Room 420 at 200 5th Ave., or during Toy Fair, Hotel McAlpin, Suite 995.

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Remember—All Our Toys & Games Are Nationally Advertised and Publicized!

NOW CELEBRATING **25** YEARS IN TOYS & GAMES

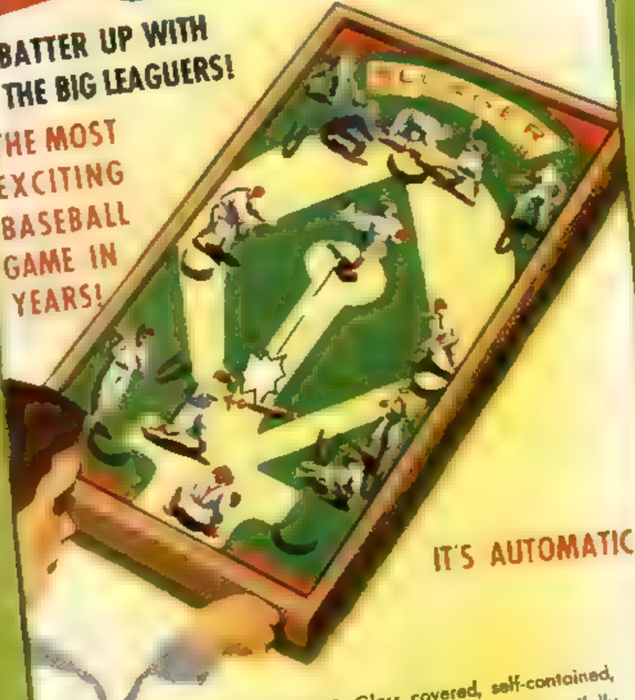
SENSATIONAL "NEWS"

BY THE MAKERS OF POOSH-M-UP, LITTLE DEB, NOR-WEST, SAN LOO

NEW SLUGGER

BATTER UP WITH THE BIG LEAGUERS!

THE MOST EXCITING BASEBALL GAME IN YEARS!



IT'S AUTOMATIC

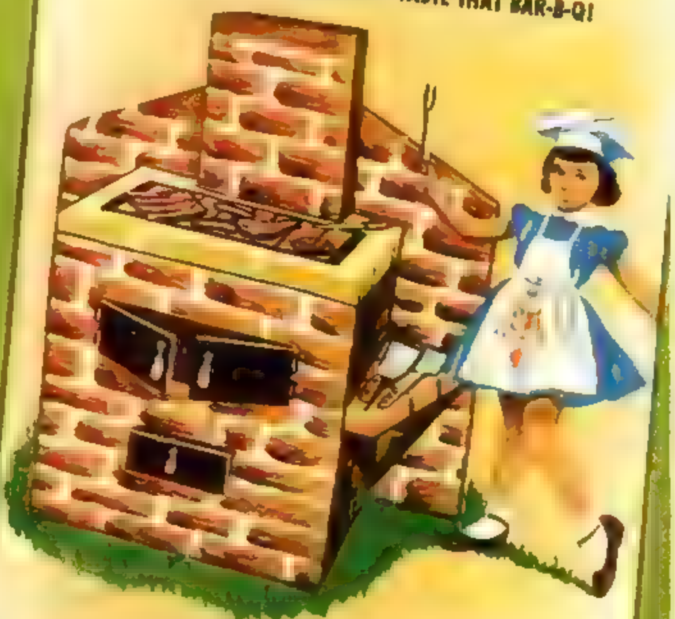
Big and Sturdy 15"x21"x2" Glass covered, self-contained, no parts to lose automatic reload and feed. Beautifully multi-colored playing surface and fine finished heavy wood frame For one or many players! All elements of real baseball game used in playing, one player can "pitch" while other "bats" Also plays HI SCORE Complete with polished steel balls, instructions, etc One to a carton, 6 to a shipper, wt approx 35# No 450

Retail **$3.98**

NEW Jr. CHEF

BAR-B-Q TIME...

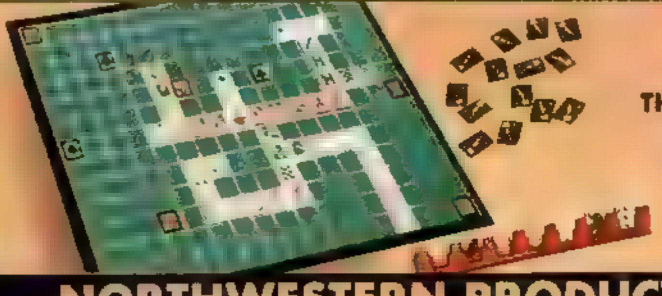
SO REAL YOU CAN ALMOST TASTE THAT BAR-B-Q!



Multi colored Hand Painted Tremendous play appeal in a make-believe bar-b-que pit just like Dad's. Big and sturdy Safe — no fire and no metal. 22 piece complete set includes Chef's Cap and apron, cooking utensils, hot dogs, hamburgers, chops, ribs, etc. Each in colorful printed carton. wt approx 4# No 300.

Set up size 36"x36"x17"

Retail **$3.98**



LAS VEGAS WILD

THE NEW CARD TILE GAME THAT'S SWEEPING AMERICA!

GET IN ON A WINNER! New . . . Fast . . . Exciting Fun For All! Full size playing board, 4 racks, 106 card tiles and a set of rules with illustrated set of practice plays.

Colorfully Boxed . . . Nationally Advertised on TV, Radio, Newspapers and Magazines. Window streamers, mats, glossy prints available at no extra cost 12 to shipper, wt 17#

Order Now No 2400

Retail **$1.98**

NEWS FROM NORTHWESTERN PRODUCTS CO

NORTHWESTERN PRODUCTS CO. 2723 SPRUCE ST. • ST. LOUIS 3, MO.

DRIVE-UR-SELF

NEW *Game & Toy that's packed with FAST SELLING PROFITS!*

Magi-control steering turns a real steering wheel that controls a toy automobile on a brilliantly colored moving highway. Complete with horn and realistic dashboard **It's Different!**

Correctly Engineered

Mechanically Perfect

Similar In Design Only To U-Drive-It

All steel, 18½" x 8½" with 36 inches of movable highway In colorful individual display carton: 6 to shipper, weighing 17 lbs. No. 500. Retail **$3.29**

FAMOUS POOSH-M-UP PIN GAMES!

Glass covered 4-Game Hit with Gong and 2 "Flippers" for X-tra Action!

BAT-M-UP SR.

Completely Self-contained, Completely Automatic. Finely finished wood frame, metal legs, 10 steel balls. Plays 4 games. 12 to shipper wt. 53 lbs. 12"x19"x1" No. 446 Retail **$2.98**

Lights Action... Fun!!

ELECTRIC 5-IN-1

2 standard flashlight batteries light 5 plastic domes. Glass covered with finely finished wood frame on folding legs.... Big ..24"x14"x2" Plays 5 games. Entirely automatic. 1 to a carton, 6 to a shipper, weight 45 lbs. No. 452. Retail **$5.95**

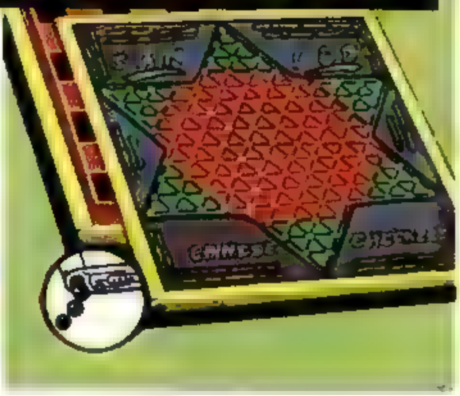
Glass Covered Automatic.. Excitement!

POOSH-M-UP JR.

Sturdy . . . long lasting fun! Finely finished wood frame, metal legs, and completely self contained. Plays 4 games. 17"x11"x1" highly colored. 1 to a carton, 12 to shipper, weight 45 lbs. No. 441. Retail **$2.50**

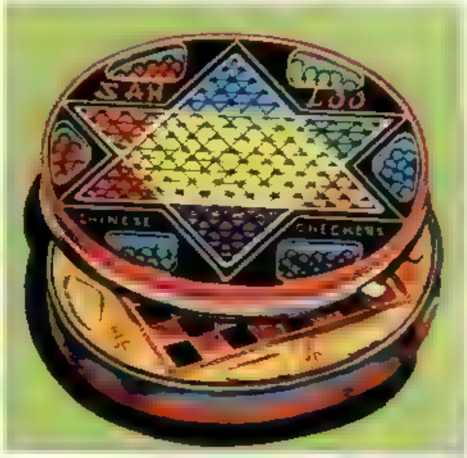
SAN LOO CHINESE CHECKERS

All-metal Chinese Checkers. Colorful embossed surface with rolled edges. 14"x14"x⅜" Complete with 40 marbles and instructions One to attractive carton 24 to shipper, weight 35 lbs. No. 121. Retail **98¢**



A Great 2-in-1 Game of Chinese and Regular Checkers. Tubular steel frame to hold marbles, colorful. 17"x18" complete with 24 checkers, 40 marbles, and instructions Individually packaged, 12 to shipper, wt. 35 lbs. No. 120-C. Retail **$2.10**

No. 120 Same as above without checkers 12 to shipper, weight 32 lbs. Retail $1.79



2 Great Games in 1! Chinese and Regular Checkers. Protected Automatic Lever-Action Enclosure! Complete with 24 checkers and 60 marbles, and full instructions. All metal, 15½" diameter, 1" thick. In full color carton. 12 to shipper, weight 33 lbs. No. 122-C. Retail **$2.29**

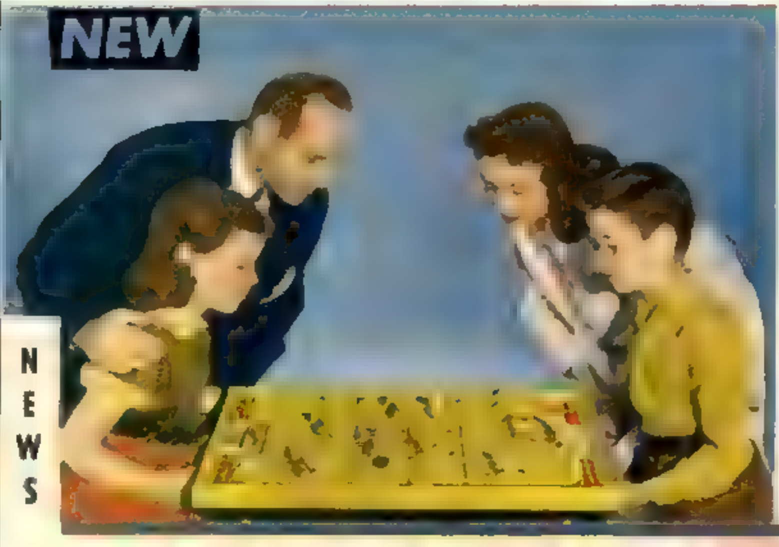
No. 122. Same as above without checkers, weight 30 lbs. Retail $1.98

NEWS FROM NORTHWESTERN PRODUCTS CO.

NORTHWESTERN PRODUCTS CO. 2723 SPRUCE ST. • ST. LOUIS 3, MO.

NEWS FROM NORTHWESTERN PRODUCTS CO

POOSH-M-UP ICE HOCKEY



PLAY RIGHT IN YOUR LIVING ROOM!
FUN (AND FIGHTS) FOR ALL THE FAMILY!

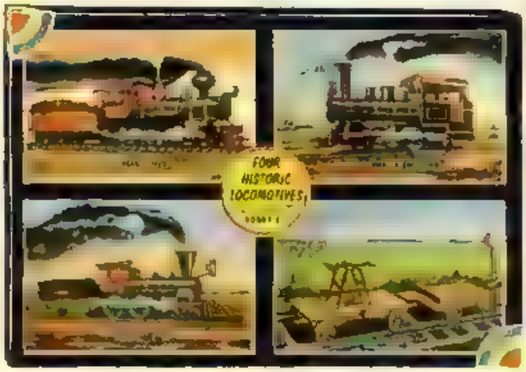
- ★ Same thrill, same play, same rules as the real thing
- ★ 2 to 6 can play
- ★ 30" x 18" x 4".
- ★ 6 men on a team...all move every direction, not a dead spot on entire playing field.

One to shipping carton, weight 12 pounds

No 475 Retail $16.95

NOR-WEST HOBBY KITS

EASY TO ASSEMBLE—PIECES ARE NUMBERED LOCKED-IN PARTS THAT HOLD FAST



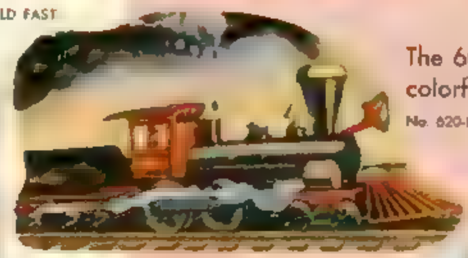
4 HISTORICAL LOCOMOTIVES IN 1 GREAT HOBBY KIT!

Hours of fun for every age group:

Contains the famous 60-piece "General",
28-piece Hand Car and Work Trailer
48-piece Porter Switch Engine; and the
65-piece "Cabbage Stack"
In individual transparent plastic bags complete with Paint Cement Brush and instructions
Authentic All Plastic "O" Gauge
4-color box makes for top sales

Overall size 13 x 9 x 2

No 606, individually cartoned, 12 to shipper, weighs 18 lbs. $3.98 Retail

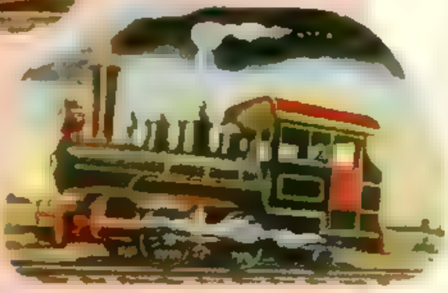


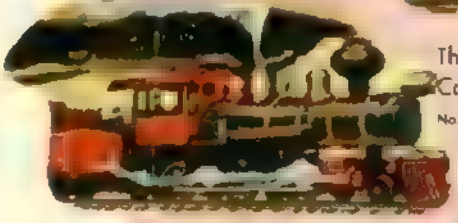
The 60-piece "General", colorful, real!

No. 620-K, 24 to shipper, 8 lbs 98¢ Retail

48-piece Porter Switch Engine
A hobby kit favorite.

No 622-K, 24 to shipper 9 lbs. 98¢ Retail





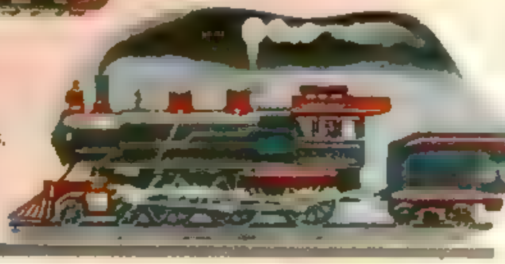
The 65-piece "Cabbage Stack", Completely Accurately Detailed

No. 623-K, 24 to shipper, 10 lbs

$1.29 Retail

The Mighty 104-piece "Casey Jones". Absolutely tops.

No 625-K, 24 to shipper, 12 lbs $1.69



No 621K OL TIME HAND CAR and TRAILER
28 pieces (as shown above 24 to shipper, 5 lbs.. RETAIL 49¢

For twenty five years Northwestern Products Co has built its business on a policy of honesty integrity and fair dealing, refusing to compromise on quality This, coupled with the production each and every year of exciting new items in the line of toys and games, has enabled us to maintain our position as one of America's better toy makers Our aim for you is, and always will be, to hold your goodwill and possibly your business. We sincerely hope you'll continue to "keep ahead of the game" with us during the next 25 years

Leo Ungar, *President*

NORTHWESTERN PRODUCTS CO. 2723 SPRUCE ST. • ST. LOUIS 3, MO.

BUMPY BOBBLES

Three Rollicking Wind-up Toys
"NO-BREAK" Plastic!

Sturdy Wind-up Band-motor. Hand decorated. Pastel colors. Just right for Teeny Kids.

NEW

"CLOWNIE"

Sensotional new wind up toy. Loads of play appeal. Colorful, unbreakable plastic. Each in plastic bag. 8 Clowns, 8 Choo-Choo and 8 Donkeys in shipper. Weight approximately 6 lbs. No 508. Retail **69¢**

NEW

"CHOO-CHOO"

Definitely the cutest play item in years. Rocks and rolls unbreakable plastic. Strong motor. Easy to wind. Clown, Donkey and Choo-Choo. Each in plastic bag. No 508. Retail **69¢**

NEW

"BABY DONK"

Colorful, easy to wind rolling toy. Bucks and turns like a real bronco. Unbreakable plastic. Packed each in plastic bag. Clown, Choo-Choo and Donkey No 508. Each toy approximately 5"x3"x2½". Retail **69¢**

Attractive Gift Carton Contains Baby Donk, Choo-Choo and Clownie 3 Bumpy-Bobble Toys #507 Retail $1.98

12 to shipper, weight approx. 14 lbs.

NEW

SHOWBOAT

Colorful unbreakable plastic old time Showboat with Steamboat B[illegible] as Captain. He moves up and down as boat moves. Runs on land or in water. Boat rocks side to side. Strong spring motor, easily wound. Terrific nursery toy. Climbs all obstacles. Fun for all ages. Each in multi-color carton, 24 to shipper, weight approx. 7 lbs. Size of toy 5¾"x4½"x4". No 509 Retail **98¢**

NEW

SHUTTLE TRAIN

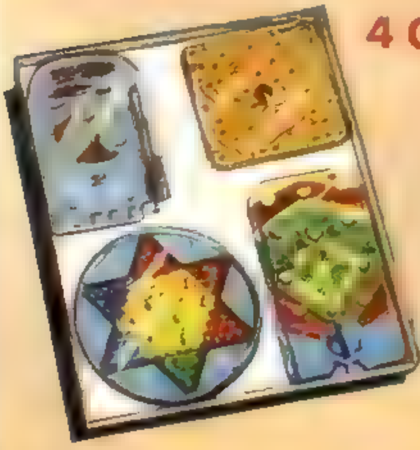
Most fun ever. Looks like a real diesel. Long running spring motor, unbreakable plastic and colorful lithographed steel body. Bell rings constantly as train shuttles back and forth. Packed each in colorful display carton. 12 to shipper wt appx 12 lbs No 505 Retail **$1.98**

NEW

HUM-O-NICA

Music for all—from 2 to 80. You just hum or sing and the music comes out. Unbreakable plastic Kazoo with new type resonance control. Bright colors. Packed bulk with colorful band label, 72 to shipper, weight approx 9 lbs. No 11 Retail **29¢**

4 GAMES IN ONE



Here's the greatest 4-in-1 buy in the business! Contains four pocket size games . . . Zoo-M-Roo, Tipt, Bat M-Up Jr. and pocket Chinese Checkers, in a full-color, self selling display carton.

Each box 15"x12¾"x1¹⁄₁₆". 12 sets to shipper, wt. 15 lbs. No 420. Retail **$1.98**

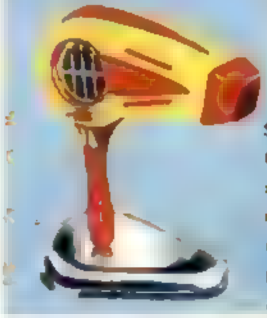
Zoom-M-Roo self-contained, plastic 5"x7½" pocket size. 7 balls. Individually packed in transparent plastic bag. 24 to shipper wt 5 lbs. No. 403-B Retail **49¢**

Tipt is a pocket size 3-game combination. All plastic 5¾" sq x 1". Individually packed in transparent plastic bag. 24 to shipper wt 5 lbs. No. 413-B Retail **49¢**

Bat-M-Up, Jr. is a self-contained all plastic pocket size baseball game 5"x8½". Individually packaged in transparent plastic bag. 24 to shipper, wt. 5 lbs. No. 415-B. Retail **49¢**

Pocket size San Loo Chinese Checkers. Contains 20 playing pieces. 7¼" diameter, ⅜" thick. Individually packaged in transparent plastic bag. 24 to shipper wt. 4 lbs. No. 417 B. Retail **49¢**

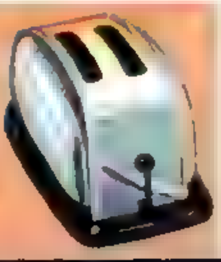
LITTLE DEB HAIR DRYER



Sturdy motor actually blows air! Colorful non-electric replica of real dryer. Detachable metal base and colorful satchel-type carrying case. 3½"x5½"x7" high. 12 to shipper, weight 9 lbs. No. 212. Retail **$1.50**

TOASTER

Pop-Up Toaster. Non-electric real spring action. Colorfully lacquered metal. With cord and play plug. One to display carton, 24 to shipper, wt. 13 lbs. No. 200/1 Retail **89¢**



NEWS FROM NORTHWESTERN PRODUCTS CO.

NORTHWESTERN PRODUCTS CO. 2723 SPRUCE ST. • ST. LOUIS 3, MO.

WALT SCHMUNK, IRA BRODSKY ADDED TO VOGUE SALES STAFF

Announcements have been released by Vogue Dolls, Inc., Medford Mass., informing the trade that Walt Schmunk and Ira Brodsky have been added to Munro Macdonald's sales organization. Mr. Macdonald's home office is in the 200 Fifth Avenue Building, New York City.

Walt Schmunk

Mr. Schmunk, formerly toy buyer for Gold & Company, Lincoln, Neb., will headquarter in Lincoln and cover Kansas, Nebraska, North and South Dakota and western Iowa on behalf of the Vogue line of dolls.

Ira Brodsky

Mr. Brodsky will act as a sales representative in metropolitan New York. Formerly assistant toy buyer with Macy's, New York, he has had extensive experience with dolls and their display. This background figures to stand him in good stead in his new connection

CAREY ADDED TO SALES STAFF OF NIAGARA HOBBY

Niagara Hobby Dist., Inc., of Buffalo, N. Y., announces an addition to their sales force in the person of John P. Carey. A resident of Hamburg, N. Y., his most recent business experience was in the toy field, both as a toy dealer and as a sales representative for Dale Products.

The president of Niagara Hobby, John Kavulich, says, "Carey is a real asset to our sales force because from personal experience he has learned the value of selling 'personalized service' and not just merchandise."

Esquire Novelty Renews Contract with Saperstein on Lone Ranger

Esquire Novelty Company of Jersey City, N. J., has announced the signing of a two-year renewal of their contract with H. G. Saperstein & Associates, representing Lone Ranger, Inc. This renewal represents a continuation of what has been a long and successful relationship, during which Esquire Novelty has been licensed to use the Lone Ranger and Tonto names on many of their products.

With the aid of a sound advertising and promotion program, plus a progressive merchandising organization, the products of Esquire Novelty which bear the Lone Ranger and Tonto names have become among the most popular in the country

Mr. Haberman, of Esquire says, "We look forward to even greater success with the Lone Ranger and Tonto names. Our faith in the popularity of western merchandise and the power of the Lone Ranger and Tonto names leads us to believe that the years to come will be more and more profitable."

Esquire Novelty states it will be one of the most enthusiastic participants in the forthcoming promotional campaign which is to be sparked by H. G. Saperstein & Associates of Los Angeles. The campaign is intended to add even greater desirability to the products of those licensed to use the Lone Ranger and Tonto names

Landscape Plans from Doughboy

There's a trend all over the United States toward roomier homes and more space for outdoor living and recreation, and Doughboy Industries reports it has introduced a revolutionary plan to help the public enjoy that situation. It will also help the trade, especially that branch of it dealing in plastic swimming pools.

The program calls for a series of landscaping plans to provide attractive settings for all of the pools in the Doughboy Family Line and above is Joseph A. Ferris, center, vice-president of Doughboy, and director of public information for the company, discussing two of the plans. At the left is Karl Humphrey, an architect, and right, Martin Fowler nationally known artist and designer, who made the sketches. The drawings show how a yard can be landscaped inexpensively to provide a luxury setting for a pool, the Doughboy announcement advises

Affiliated Doll Mfgrs., Inc. Organized in New York

Left to right: Dwight M. Allgood, Edward D. Doherty, Philip Behrman David Rosenstein and Jacob Brock.

IT HAS been announced that leading doll manufacturers have formed a trade organization known as Affiliated Doll Manufacturers, Inc. with headquarters at 1 Wall St., New York City

Philip Behrman of the Alexander Doll Company, Inc., is president of the new group; David Rosenstein of Ideal Toy Corporation, is first vice-president; and Edward D. Doherty, Horsman Dolls, Inc second vice-president. Secretary-treasurer is Jacob Brock of American Character Doll Company

"This marks the conclusion of painstaking work by many men of the doll industry over a long period of years," said Mr Behrman declaring that the industry "really needs to mobilize its best thinking to assure continued growth and improved service to the public and trade"

Commenting on the new organization, Mr Rosenstein said, "What we are doing, among other things, is to provide a practical medium by which every manufacturer can effectively use his own influence for stability and progress in the industry"

Executive director of the new association is Dwight M Allgood, long identified with trade association activities. Mr. Allgood said that he would give first consideration to a survey of opinion among sellers and buyers of dolls

"The corporate purposes of the association are explained in its by-laws as adopted on November 29, 1954," said Mr Allgood, "these purposes being to promote the general welfare and interest of persons and firms in the doll industry to stimulate, foster, promote and encourage co-operation and united effort among members of the doll industry on matters affecting their interests and welfare, to engage in investigation and research on matters relating to the doll industry, to advance and promote the use and consumption of dolls through the media of research, publicity, advertisement and similar activities, to reform abuses, and to do and perform any and other further acts which may be proper and lawful for the accomplishment of the foregoing purposes or any of them"

Official Trade Practice Rules for the Doll and Stuffed Toy Industry were promulgated by the Federal Trade Commission on June 28, 1947, following application by members of the industry and after a general industry conference and public hearing. Speaking of the rules, Mr. Brock said "These rules are the logical starting point in our work, beginning with some patient education in their practical importance and value"

The association released a bulletin to the trade during the Toy Fair which said that its object and plan was to evolve benefits for the "industry as a whole" by instituting three major lines of effort. These are

'*Correction of Trade Abuses.* Nobody can expect to thrive unless the industry stabilizes its trade practices and its economy. Sound trade customers must evolve. Scrupulous companies must be protected from ruthless practices. In short, the Trade Practice Rules must be explained and they must be respected. Only by such means can the industry, buyers and sellers alike be spared the losses of injurious competitive pressures

'*Essential Services* Contemplated here are such things as facts and figures on sales by kinds and classes, market prices market trends. We have been talking also about joint promotion It is to be recognized that the industry's station in the economy, and each company's station in turn, will relate to the public esteem which we earn, collectively

'*Representation.* There are many such chores which have to be done for the good of all, and which can be discharged only through impartial agency. Representation of professional character is essential for the security and growth of any industry in these fast moving times; among other trade groups, with government agencies. We are a big industry, yet just a speck of the economic universe in which we live . which is why we must stand together in support of all representations we may properly make to others'

Chairman of the association's Committee on Marketing is Mr. Doherty, who says that his committee "wants to let marketing people in the industry know more about the meaning and significance of the Trade Practice Rules The fact that these things become involved and hard to understand doesn't excuse us from getting to work. Actually the very difficulties themselves make this work of greater, not lesser, importance."

According to Mr. Behrman, a permanent committee organization within the framework of the association is to be built. "The Trade Practice Rules as promulgated by the Federal Trade Commission, naturally must constitute the heart of our initial program," he declared, "the Acts of Congress which these rules set forth, in the common terms of doll manufacturing and selling, will be of great use and benefit to the industry which needs to stabilize its practices in the interests of a sounder industry economy.'

"This is the best way to help the retailers too," advised Mr Behrman who expressed himself as "deeply convinced" that doll industry problems would be solved sooner for parts producers, manufacturers, distributors and retailers, "by more active cooperation among us, with wisdom and patience, under the law."

Membership in the association is reported to be open to any person, firm or corporation anywhere in the United States engaged in the manufacture, asssembly or production and sale of dolls, subject to approval of a written application by the association's board of directors.

NEW ITEMS ADDED TO BUCK ROGERS TOY LINE

Norton-Honer Mfg. Company, 1432 West Van Buren Street, Chicago 7, manufacturers of Buck Rogers toys, are showing what they believe to be one of the strongest lines of space toys on the market Paced by the new Official Buck Rogers Super Sonic Ray Gun, the new line includes the Super Foto, a colorful candid-type camera; the Super Scope, a powerful telescope; and the Super Glasses, three-power field glasses.

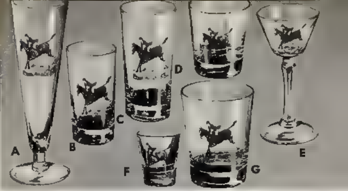
The Super Sonic Ray Gun has many new features. The first pull on the trigger turns on a flashlight. The light beam can be changed to red, green or white. Pulling the trigger further back turns on the blinker light and high frequency signal buzzing sound. The gun also features two action meters on either side that vibrate when the trigger is pulled.

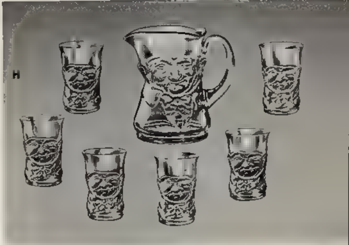
The Super Foto has many fine candid camera features and its multi colored plastic case matches the other products in the line. It has an easy action shutter for both instant and time exposures, eye-level viewfinder, simple loading and handy carrying cord. It takes 16 exposures on Kodak 127 film in black and white or color.

BAR GLASSWARE. Illustrated at right. Colorful horse and rider design on clear glass. A perfect set with which to begin a bar collection.

(A) 28-0184-385	8-pc. 10-oz. Pilsener Set. Wt. 8¼ lbs..	Retail **6.75**
(B) 28-0179-205	8-pc. 8½-oz. Tumbler Set. Wt. 5½ lbs.	Retail **3.50**
(C) 28-0178-210	8-pc. 12-oz. Tumbler Set. Wt. 6 lbs..	Retail **3.50**
(D) 28-0180-205	8-pc. 7-oz. Old Fashioned Set. Wt. 5 lbs	Retail **3.50**
(E) 28-0185-385	8-Pc. Martini Glass Set. Wt. 3½ lbs.....	Retail **6.75**
(F) 28-0182-185	8-pc. 1½-oz. Whiskey Set. Wt. 2⅜ lbs.	Retail **3.25**
(G) 28-0181-250	8-pc. 15-oz. Double Old Fashioned Set. Wt. 6½ lbs	Retail **4.75**

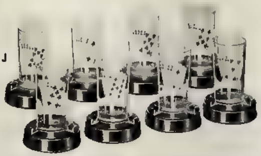
(H) 7-PIECE TOBY-JUG SET. An adaptation from the famous English Toby mugs. Lots of old-world charm greets the thirsty with this unusual beverage set. Because the glass is completely clear, colored liquids give added depth to Toby's wry smile and bring out the clever detailing of his costume. Both the 10-oz. glasses and the 50-oz. pitcher have slightly indented bottoms for greater stability. Set weighs 6½ lbs.
28-0203-425.......................................Retail **6.50**

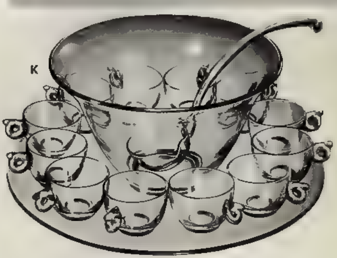


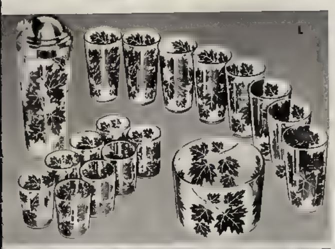


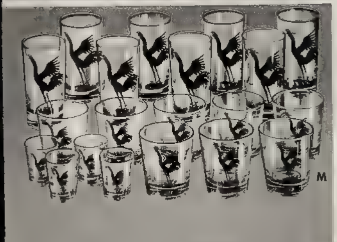
Bar Glassware

DESIGNED FOR UTILITY







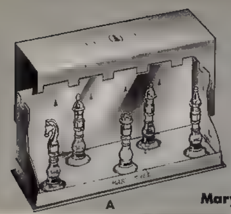


(J) POKER SET. The ideal gift for card-playing people. 16-piece set has eight 10-oz. sham-bottom tumblers of crystal-clear glass with eight coaster-ash trays made of a hard molded plastic The coaster-ash tray has deep well for ashes, two cigarette ledges and a section for holding glass firmly. Each glass has a different five-card poker-hand decoration. Wt. 7 lbs.
28-0202-345 ... .Retail **5.00**

(L) 18-PC. MAPLE LEAF BAR SET. All the glassware essential for hospitable entertaining is found in this set Each piece in this set is decorated with red maple leaves to add charm, color and distinction. Set includes the following: eight tall 11½-oz. hi-ball tumblers; eight 4-oz. cocktail tumblers; one ice tub; one shaker with polished aluminum cap. Wt. 11 lbs.
28-0174-275 . . .. Retail **3.75**

(K) 15-PIECE PUNCH BOWL SET. Very lovely set for gracious entertaining. Made of very highly polished, crystal-clear glass. Set consists of one 17½" serving tray, a generous 7-quart bowl, 12 large-sized modern-handle cups and one large curved-handle ladle. Beautiful tray can be used separately in many different ways for serving. Shipping weight 22 lbs.
28-0173-850....... .Retail **12.50**

(M) RED COCK-CROW BAR SET. Glasses that lend an air of festivity to all occasions. Colorful rooster design in red, yellow, green and black colors. 20-piece set includes: eight 15-oz. hi-ball tumblers; eight 7-oz. fruit juice tumblers; four 1½-oz. shot or jigger tumblers. All glasses have heavy sham bottoms to prevent tipping Will give you pleasure when using them. Wt. 12 lbs.
28-0155-295 . ,... .. Retail **4.50**

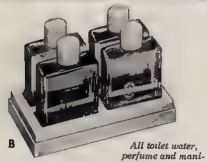

A

Mary Chess

C

D

Peggy Sage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All toilet water, perfume and manicure sets, subject to 10% F.E.T.

(A) MARY CHESS GOLDEN-COURT. A golden chessboard of 5 precious extracts to pamper or inflame your will-o'-the-wisp mood-of-the-moment.
Carnation. The King. A sporty, zesty high spice whispers, "with me beats a happy heart."
Yram. The Queen. Oriental luxury bespeaking rhapsodic anticipations. Wondrous on furs.
Strategy. The Bishop. A laughing suggestion that's perhaps a little tantalizing
Tapestry. The Knight. More bold than coy: a fragrance that beckons compliments.
White Lilac. The Castle. Nostalgic as half a memory. Spring fire forever yours: forever alive.
29-2450-340 Set. Wt. 1½ lbs.. .Retail **5.00**

(B) MARY CHESS TOILET WATER. Two oz. each of Yram, Strategy, Tapestry, and White Lilac.
29-2451-476 Set. Wt. 2 lbs......Retail **7.00**

(C) PEGGY SAGE 12-PIECE MANICURE SET. A big dash of style in the saddle-stitched red calfskin case. Lipstick and crystaline polish in "Raving Beauty"—a deep flashing red. With file, emery boards, cuticle scissors, orange stick, cuticle and polish removers, polish base and two long lucite bottle-cap lifters.
29-2455-404 Set. Wt. 1¾ lbs.. ..Retail **5.95**

(D) PEGGY SAGE 14-PIECE MANICURE SET. Cool aqua saddle-stitched calfskin case lined with flesh taffeta. Inside is nailpolish and lipstick in "Soaring Red"—a light flame. With cuticle scissors, nail scissors, cuticle and polish removers orange stick, emery boards, cotton, file, satin-base, and lucite bottle-cap lifters.
29-2456-598 Set. Wt. 1¾ lbs....Retail **8.95**

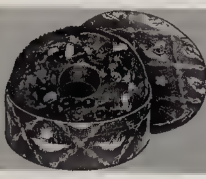
Chessmen

SHAVING SOAP

CHESSMEN 3-PC. TOILET SET. Toilet elegance for men, by America's foremost perfumer, Mary Chess. Contains after-shave lotion, toilet water, and a generous-size cake of bath soap . . . all correlated by the subtle "Sagebrush" scent . . . it's brisk, refreshing and light as ozone. In attractive 3-compartment box.
29-2453-255 Set. Wt. 1 lb .Retail **3.75**

CHESSMEN 2-PC. TOILET SET. It's nice to have a special way of preparing for a special occasion . . . but "Sagebrush" is especially suited for making anytime seem important. An airy but vigorous scent in a skin-invigorating after-shave . . . with the same fragrance toilet water. Two 4-ounce bottles, gift packaged.
29-2452-204 Set. Wt. 1 lb Retail **3.00**

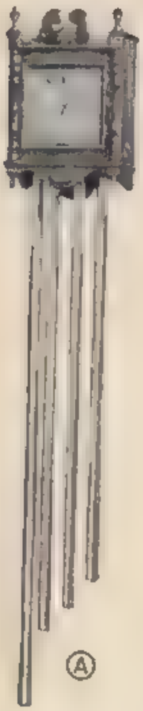
CHESSMEN 5-PC. TOILET SET. The high quality of Mary Chess perfumes presented in a shaving-toilet set for men. The open-country "Sagebrush" fragrance is carried through a four-ounce bottle each of after-shave and toilet water, three ounces of after-shave powder, the shaving soap and a cake of bath soap. Gift-boxed.
29-2454-340 Set. Wt. 2 lbs.. ...Retail **5.00**



GOURMET'S FRUIT CAKE. Probably the finest of fruitcakes as well as a most-welcome, all-occasion gift. It's 63% fruit-and-nut-meats: selected pineapple, cherries, citrus fruit and a variety of top-quality nuts . . . picked with special care and blended with a little magic into the cake Wrapped, it improves with age.
29-2465-175 Wt. 2½ lbs . . Retail **2.50**

2-lb. BASKET OF FRUIT. A heart-shaped reed basket contains an assortment of domestic and imported fruit . . . candied or stuffed to unbelievable taste perfection. Contains pineapple, cherries, peels, calomondins, stuffed prunes and dates, imported figs, kumquats, tangerines, etc. Use the basket later for serving bread and rolls.
29-2466-235 Wt. 2½ lbs..... . Retail **3.95**

2½-lb. TIN OF FRUIT. Delicious crystallized and stuffed imported-and-domestic fruit with an ivory-plastic pick. Each assortment contains tangerines; nut-topped, stuffed, imported dates; natural imported and domestic figs; kumquats; kadota figs; stuffed prunes; pineapple; cherries; calomondins; and tutti-fruitti confections.
29-2467-275 Wt. 3 lbs..........Retail **4.25**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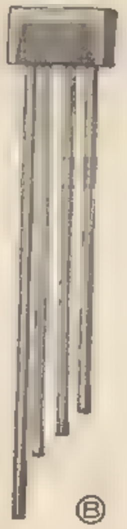
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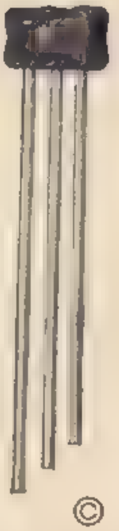
NUTONE

A Nutone door chime, for beauty of appearance and tone, is ideal for any home. All Brass and finished parts are protected against tarnish by a special baked synthetic finish. Add beauty and distinction to your home with one of these attractive and useful Nutone units. Sizes and styles to harmonize with any interior and to meet any requirement. Here is the modern and pleasant way to answer the door. Built of finest quality materials, a Nutone unit will last a lifetime.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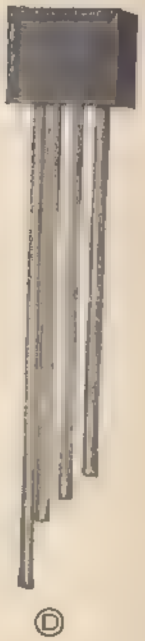
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JEFFERSON

Ⓐ **Colonial hall clock has 4 or 8 note Westminster door chime.** Mahogany cabinet plus 4 long brass tubes, **24V transformer included.** Selector switch sounds 4 or 8 notes for front door, [illegible] for rear door, different single note for third door. **Width 10⅞", height 57⅛", depth 5½".** Ship. wt. 19 lbs.
48E188-5397...RETAIL $89.95

MAJESTIC

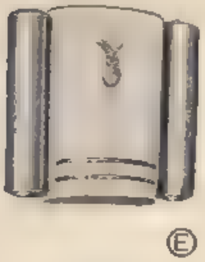
Ⓑ **Westminster 4 or 8 note chime.** Blonde Mahogany or Walnut plastic cover, has gold grille, plus 4 long satin brass tubes. Selector switch to sound 4 or 8 notes for front door, [illegible] for rear door, different single note for third door. Pull chain switch operates small light inside chime case. **Complete with 24V Nutone transformer. Width 9½", height 48⅛", depth 5½".** Ship. wt. 14 lbs.
48E190-3297—Specify finish.............................RETAIL $54.95

CONTINENTAL

Ⓒ **Limed Oak or Walnut finish with brass ornament.** Design blends with any [illegible] rear [illegible] **Width 7½", height 41¾", depth 3".** Ship. wt. [illegible] lbs.
48E191-6X956/1036—Specify finish..............RETAIL $15.95

CENTURY

Ⓓ **Handsome modern wall clock, 4 or 8 note Westminster door chime.** Rich looking limed oak or blonde mahogany cabinet. **24V transformer included.** Four long satin brass tubes. Selector switch to sound either 4 or 8 notes for front door—one note for rear door, different single note for third door. **Width 10", height 52⅝", depth 5¼".** Ship. wt. 15 lbs.
48E189-4797—Specify finish.............................RETAIL $79.95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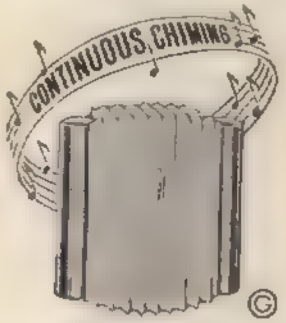

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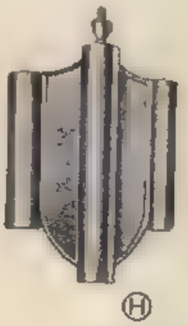
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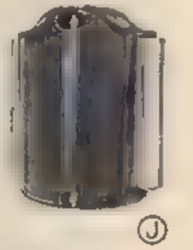
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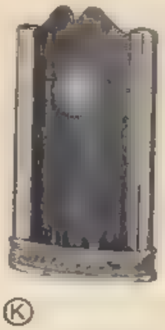
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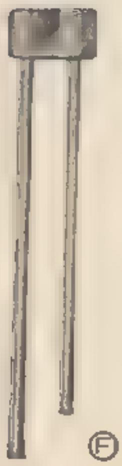
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COMMANDER

Ⓔ **This Nutone beauty sounds 2 notes for front door, 1 note for rear door.** Lustrous [illegible] cover with brass finish tubes or W[illegible] plastic cover with chrome tubes. **Width 7", height 6¾", depth 2¾".** Standard package of one [illegible] Ship. wt. 3 lbs. **Specify finish.**
48E197-6X417/452 .... RETAIL $8.95

REGAL

Ⓕ **Colorful modern long tube chime designed to fit in any style room.** Ivory or Walnut plastic cover, with fluted center of [illegible] satin brass tubes and er [illegible] [illegible] **Width 7⅞", height 39¼", depth 2⅞".** Standard package of 6. Ship. [illegible] **Specify finish**
48E200-6X657/712 . . RETAIL $10.95

REPEAT A TONE

Ⓖ **Fluted ivory plastic cover with brass finish tubes.** Also white plastic cover with [illegible] tubes. Repeating chime for [illegible] door. **Width 7", height 7¾", depth 2½"** [illegible] 6 to one [illegible] wt. 3 lbs. **Specify finish**
48E198-6X495/536 RETAIL $8.25

MOUNT VERNON

Ⓗ **Colonial elegance in hammered brass.** Mt. Vernon sounds two notes for front door, one for rear door. **Width 7", height 11¾", depth 3½".** Standard package of 6. Ship. wt. 3 lbs.
48E199-6X657/712...................RETAIL $10.95

JEWEL

Ⓙ **Walnut or limed oak finish.** Satin brass tubes. Two notes front door, one note rear. **Width 7", height 9", depth 3".** Standard package of 6. Ship. wt. 4 lbs. **Specify finish.**
48E194-6X690/748 .... .RETAIL $11.50

SYMPHONIC

Ⓚ **Limed oak or walnut finish cover.** Satin brass resonator tubes, brass gallery decoration. Motor has selector switch to sound 4 or 8 notes as desired for front door, 2 notes rear door, single note for third door. **Complete with 24V Nutone transformer. Width 8", height 14", depth 3¼".** Ship. wt. 9 lbs.
48E192-2070—Specify finish ... RETAIL $34.50

RECESSED

Ⓛ **White grille and chrome bezel or ivory grille and brass bezel.** Can be easily recessed or surface mounted in new or existing homes. 2 notes front door, 1 note rear door. Size of cut-out opening 6¾" square. **Width 8", height 8", depth 2".** Standard package of 6. Ship. wt. 3 lbs. **Specify finish.**
48E202-6X507/647 ....RETAIL $9.95

RECESSED CLOCK AND DOOR CHIME

Ⓜ **Modern, can be recessed or surface mounted in new or existing homes.** Clock and chime [illegible] volt chime transformer. [illegible] grille, satin chrome or brass [illegible] Red and Black hour dots. 2 notes front door, 1 note rear door. **Size of cut-out opening:** 6¾" square width 8", height 8", depth 2". Standard package of 3. Ship. wt. 5 lbs.
48E193-3X1187/1297....... . ..RETAIL $19.95

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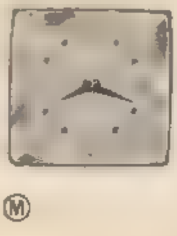
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MODEL 600B

Super-Deluxe Big Boy Barbecue. [illegible] exclusive [illegible] hood forming a stainless steel arc over [illegible] area . . . Heavy stainless steel tray suspended above fire distributes heat evenly and [illegible] motor driven spits [illegible] trol vent [illegible] warming oven [illegible] fire area [illegible] **Overall size: 51" high, 52" wide, 26" deep. Grill: 28x21". Floor to grill 34½".** Complete with motor. Shipped in 2 cartons. Ship. wt. 220 lbs.

16E146-19995 . . . . . RETAIL **$299.95**

Outstanding Features Distinguish the Big Boy Barbecue Line for '55

Beauty of Design, precision construction and unusual attention to detail put Big Boy away out in front

Check the following distinguishing features of the Big Boy Barbecue Line for '55:

- **Heavy, cold rolled steel construction**
- **Beautiful baked enamel, hammertone gray finish**
- **Hood with gleaming stainless steel heat reflector**
- **Heavy chrome plated spit with adjustable forks**
- **Divided grill**
- **Adjustable fire box**
- **Access to fire through front doors**
- **Formica top cutting boards and chrome towel bars**
- **Heavy tubular chrome legs**
- **Large rubber tired wheels and hard rubber swivel casters**

MOTOR

Specially Designed for Big Boy Barbecues. Electric motor that attaches easily on the side of a [illegible] screws or bolts. Pays for itself in extra pleasure and convenience. **Gear reduction turns spit at 6 RPM.** Operated on 50-60 cycles, [illegible]5 volts AC. Gears sealed in oil bath. Torque tested at 30 inch pounds. Complete with 6 ft. cord. Ship. wt. 4 lbs.

16E110-6X1775/1995 . . . . . RETAIL **$29.95**

MODEL 500B

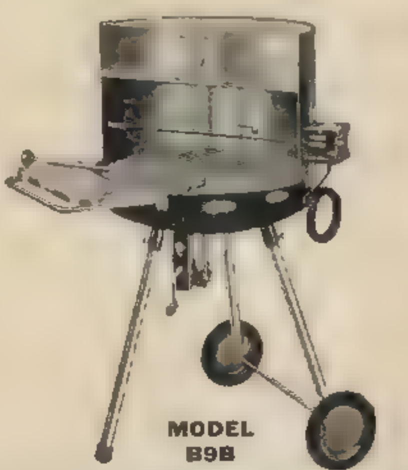
Big Boy Barbecue—see features at top of page. Overall size: 49½" high, 52" wide, and 20" deep. Grill 28½x20". Floor to top of grill 33". Shipped [illegible] carton (hood and cutting boards [illegible]). Motor [illegible] included [illegible] right. Ship. wt. 125 lbs.

16E147-7995 . . . . RETAIL **$119.95**

MODEL 400B

Big Boy Barbecue—features as listed above. Overall size: 48" high, 46" wide, 16" deep. Grill 22¼x16". Floor to top of grill 33". Motor not included (see listing top right). Packed [illegible] carton (hood and cutting boards [illegible]). Ship. wt. 9[illegible]

16E148-5330 . . . . RETAIL **$79.95**



MODEL B9B

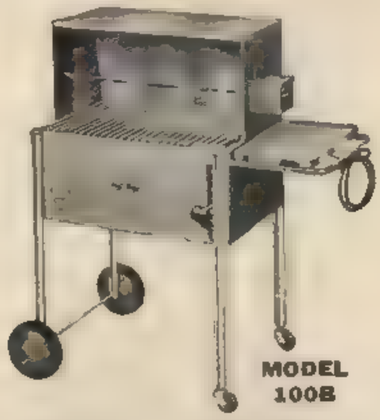
Deluxe Brazier (see specifications opposite page). 24" diameter deep bowl. Complete with stainless steel hood, warming oven, motor, spit, cutting board and fire rake. Easily disassembles for storage or transportation. **Height to top of bowl 30¾".** Shipped in 2 cartons. Ship. wt. 82 lbs.

16E151-6665 . . . . RETAIL **$99.95**

MODEL 300B

Big Boy Barbecue (specifications as listed at top of page). Overall size: 45" high, 46" wide, 16" deep. Grill 22¼ x 16". Floor to top of grill 33". Motor not included (see listing top right). Shipped [illegible] carton (hood and cutting boards [illegible]). Ship. wt. 6[illegible] lbs.

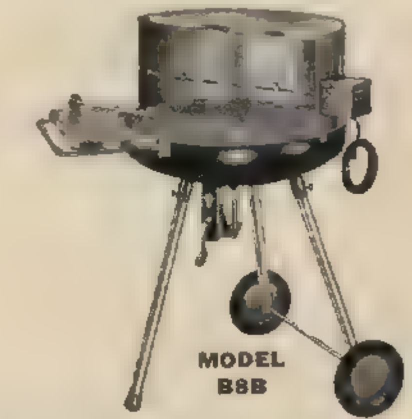
16E149-4665 . . . . RETAIL **$69.95**



MODEL 100B

Big Boy Barbecue (see features listed at top of page). Overall size: 38" high, 33" wide, 16" deep. Grill 22¼x16". Floor to top of grill 26". Motor not included (see listing top right). Packed in [illegible] carton [illegible] cutting boards [illegible]. Ship. wt. 58 lbs.

16E150-3330 . . . . RETAIL **$49.95**



MODEL B8B

Big Boy Brazier. Has stainless steel hood, motor, spit, cutting board and fire rake. **24" diameter deep bowl.** Easily disassembles for storage or transportation. **Height to top of bowl 30¾".** Shipped in single carton. Ship. wt. 71 lbs.

16E152-5995 . . . . RETAIL **$89.95**

ORDER EARLY for Holiday Delivery

Bill O'Brien, Ted Sexton, Alice Cole

General view of new display rooms

Ny-Lint in New Showroom at Mdse. Mart

Ny-Lint Tool & Manufacturing Company of Rockford, Ill., celebrated the beginning of this new year by opening a new sales office and display room at 14106 The Merchandise Mart, Chicago. The new quarters were specially rearranged and redecorated to meet the requirements of the Rockford firm.

Ny-Lint's midwestern representatives, who occupy these quarters, go by the name of O'Brien-Sexton Associates. The principals of the organization are not only thoroughly acquainted with the toy field, but have also had five years experience with Ny-Lint Toys particularly. They are well-known to hundreds of toy buyers in the midwestern states of Minnesota, Wisconsin, Illinois, Iowa, Missouri, Kentucky Indiana, Ohio and Michigan states they have covered regularly.

The person in charge of these handsome new offices is the beautiful and capable Alice Cole, who is always on hand with a pleasant welcome for friends of the firm who may call in person or on the telephone. The principals in the firm are Bill O'Brien and Ted Sexton.

FLEXITE REPORTED LEADING LIGHT IN "DOLL FACE" TRADE

After only three years in business, the Flexite Plastic Novelty Company has become a leading manufacturer in the "doll face" industry. Their plastic face with the "3-D look" was described as an immediate success.

Bob Blaustein

Like the man who made a better mousetrap, Flexite's ingenuity in the design of these new faces attracted numerous leading doll and stuffed toy manufacturers large and small. Among the many who are being supplied by Flexite are Knickerbocker Toy, Gund Mfg Company, Esther Miller Creations and A & L Mfg. Co.

Flexite offers many other services, such as toy accessories, slush molded animal faces, custom-vacuum forming and advertising displays. Executives of the firm are Joseph Dorfman, decorating; Samuel Tonkelowitz, production, and Robert Blaustein, in charge of sales.

The company is located at 591 Broadway, New York City

MINIATURE REVERE WARE LAUNCHED AT CHICAGO SHOW

Miniature Revere Ware—a brand new line of seven utensils of copper-clad stainless steel that are exact replicas of the renowned cooking utensils—was introduced to the trade at the opening of the 1955 National Housewares Exhibit here by Revere Copper and Brass Inc

The miniature, or toy, line includes a 1¼" covered sauce pan, a 1⅝" covered sauce pan, a 2" covered sauce pan, a 4½" open skillet, a covered sauce pot, a coffee pot and a whistling tea kettle. It will be sold in sets of various sizes, retailing at the prices of $4.95, $9.95 and $14.95 respectively.

The miniatures will be packaged in colorful cartons similar to large Revere utensil sets. The interior display panel features an illustration of a mother and daughter looking at the utensils and bearing the legend "Just Like Mom's."

"In our opinion the new miniature line can be sold as a housewares item as well as a juvenile product," C. M. McCreery, vice-president in charge of Revere's Rome Manufacturing Company Division said. "We plan to merchandise it this way, as a companion piece to the regular line and make it available at the store on the same counter."

PUZZLE FUN BOOK LATEST ADDITION TO SEAHORSE LINE

The newest Seahorse Activity Play Book to be added to the line by the publisher, The Seahorse Press, Pelham, N.Y., is entitled the "Puzzle Fun Book," authored by Frances W. Keene

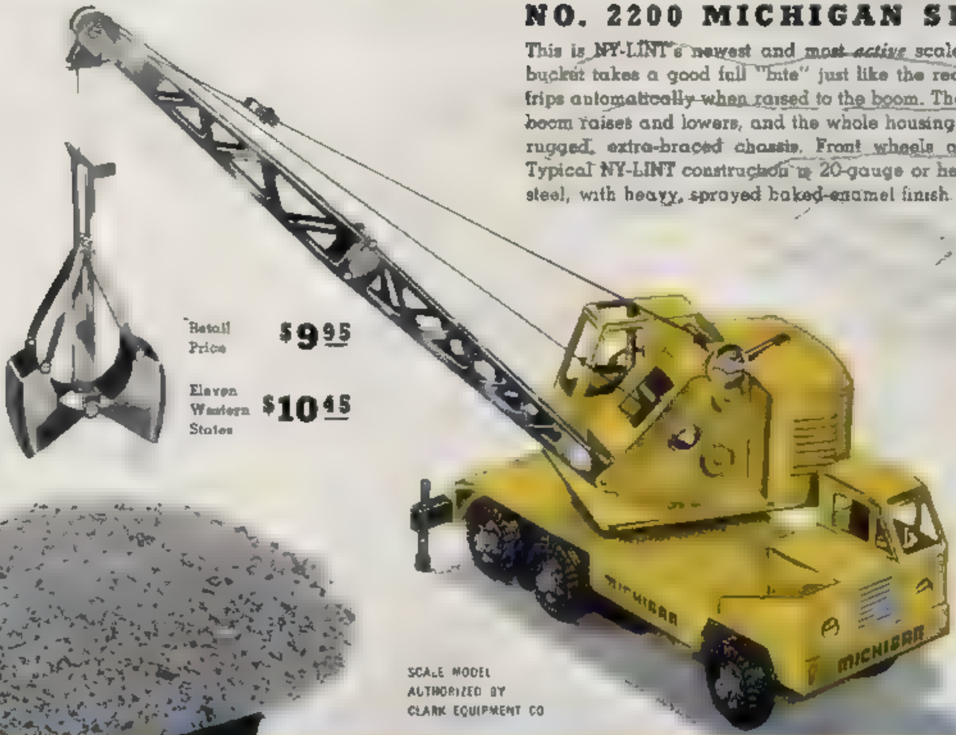
A $1 retailer, the book has 128 pages,

PUZZLE
FUN BOOK

size of the page is 8¼" by 11¼". Suitable for youngsters 8 to 14, the Puzzle Fun Book is described as having every imaginable kind of puzzle—rebuses, mazes, mysteries to solve, musical puzzles and dozens of others—some to be done with a pencil, others not. There are also keyed pictures to color and color dots to follow. Crosswords are present, too, but in a form that gives the young child a fair chance to complete the whole puzzle.

NO. 2200 MICHIGAN SHOVEL

This is NY-LINT's newest and most *active* scale model. The bucket takes a good full "bite" just like the real thing, then trips automatically when raised to the boom. The long, sturdy boom raises and lowers, and the whole housing pivots on the rugged, extra-braced chassis. Front wheels are steerable. Typical NY-LINT construction is 20-gauge or heavier *welded* steel, with heavy, sprayed baked-enamel finish.



Retail Price $9.95

Eleven Western States $10.45

SCALE MODEL
AUTHORIZED BY
CLARK EQUIPMENT CO

NY-LINT TOYS

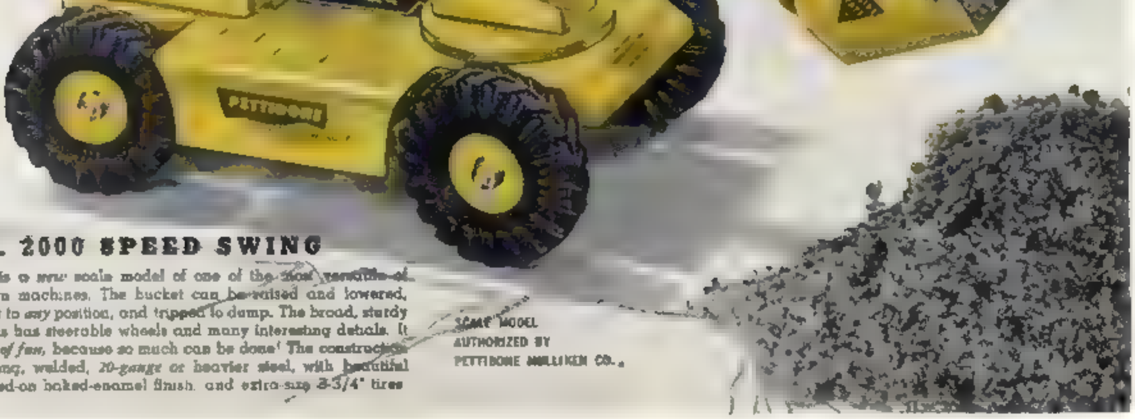
Great new 1955 toys

See these *interesting additions* to the successful NY-LINT line of Quality Real-Action Scale Model Toys! Ask about our better prices on certain established items, inspect our new and added sales aids! Look for us at the Toy Fair — Rooms 616 and 608 at the Hotel New Yorker, Room 450 at the 200 Fifth Avenue Building

NY-LINT TOOL & MFG. CO., 1823 16th AVENUE, ROCKFORD, ILLINOIS

Retail Price $7.95

Eleven Western States $8.35



NO. 2000 SPEED SWING

Here is a *new* scale model of one of the most versatile of modern machines. The bucket can be raised and lowered, swung to *any* position, and tripped to dump. The broad, sturdy chassis has steerable wheels and many interesting details. It is *lots of fun*, because so much can be done! The construction is strong, welded, *20-gauge* or heavier steel, with beautiful sprayed-on baked-enamel finish, and extra-size 3-3/4" tires

SCALE MODEL
AUTHORIZED BY
PETTIBONE MULLIKEN CO.

For Collectors,

Craftint
COPPER ENAMELING KIT
COMPLETE WITH ENAMELING HEATER
13.95

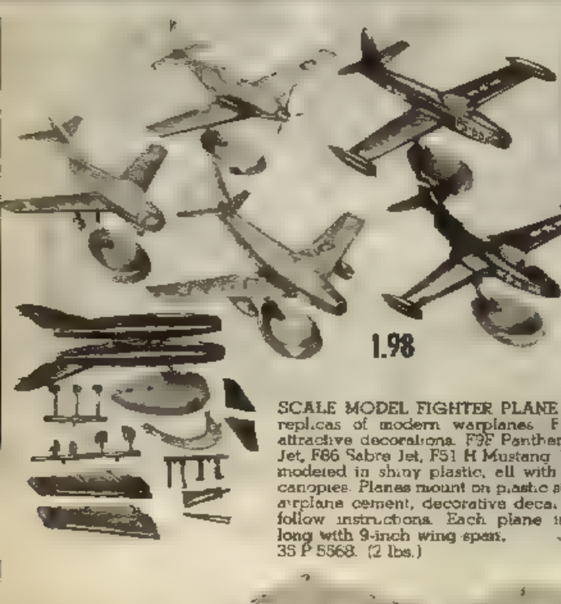
Make Cuff Links, Jewelry Ashtrays of professional quality!

MAKE JEWELRY OF REAL QUALITY!

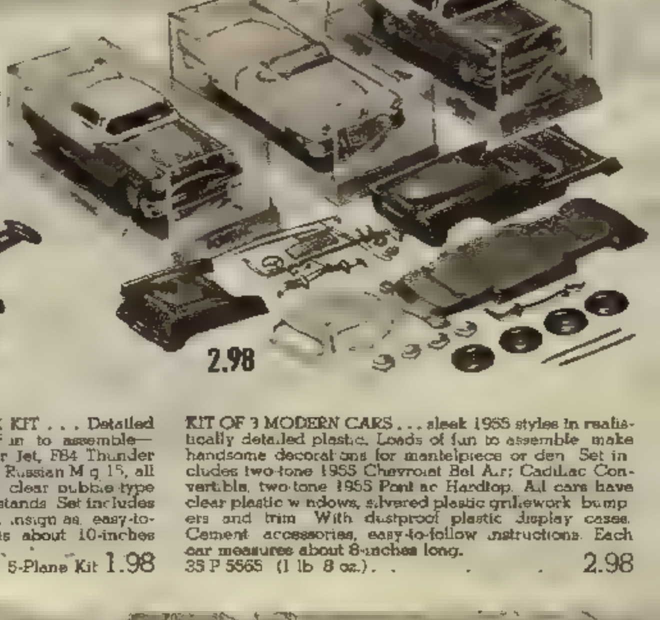
The newest, most popular, and exciting pastime. Make handsome jewelry you'll be proud to wear or give. Everything you need is in this set. Electric baking kiln with heat resistant, see-thru glass cover. Enough cut copper blanks to make 27 pieces of jewelry: cuff links, earrings, medallions, ashtray, etc., with necessary mountings. 8 enamel colors including Gold. Step-by-step instruction book with parts list for obtaining additional materials. 110 Volt AC-DC kiln. UL app.
35 P 5700 (6 lbs.) . Complete 13.95

WIGGLE-SCRIBE
KIT
2.49

ALUMINUM JEWELRY SET. Design, engrave, your own brooches, bracelets, and medallions. "Wiggle Scriber" engraves monograms and designs on piece. Fill in engraved portion with Black paint, remove excess with steel wool. Set includes aluminum forms, single and double link bracelet chain, clasps, fasteners, 26 patterns, carbon paper, monogram alphabet. Fascinating—yet easy to make.
35 P 5701 (2 lbs.) . . . 2.49



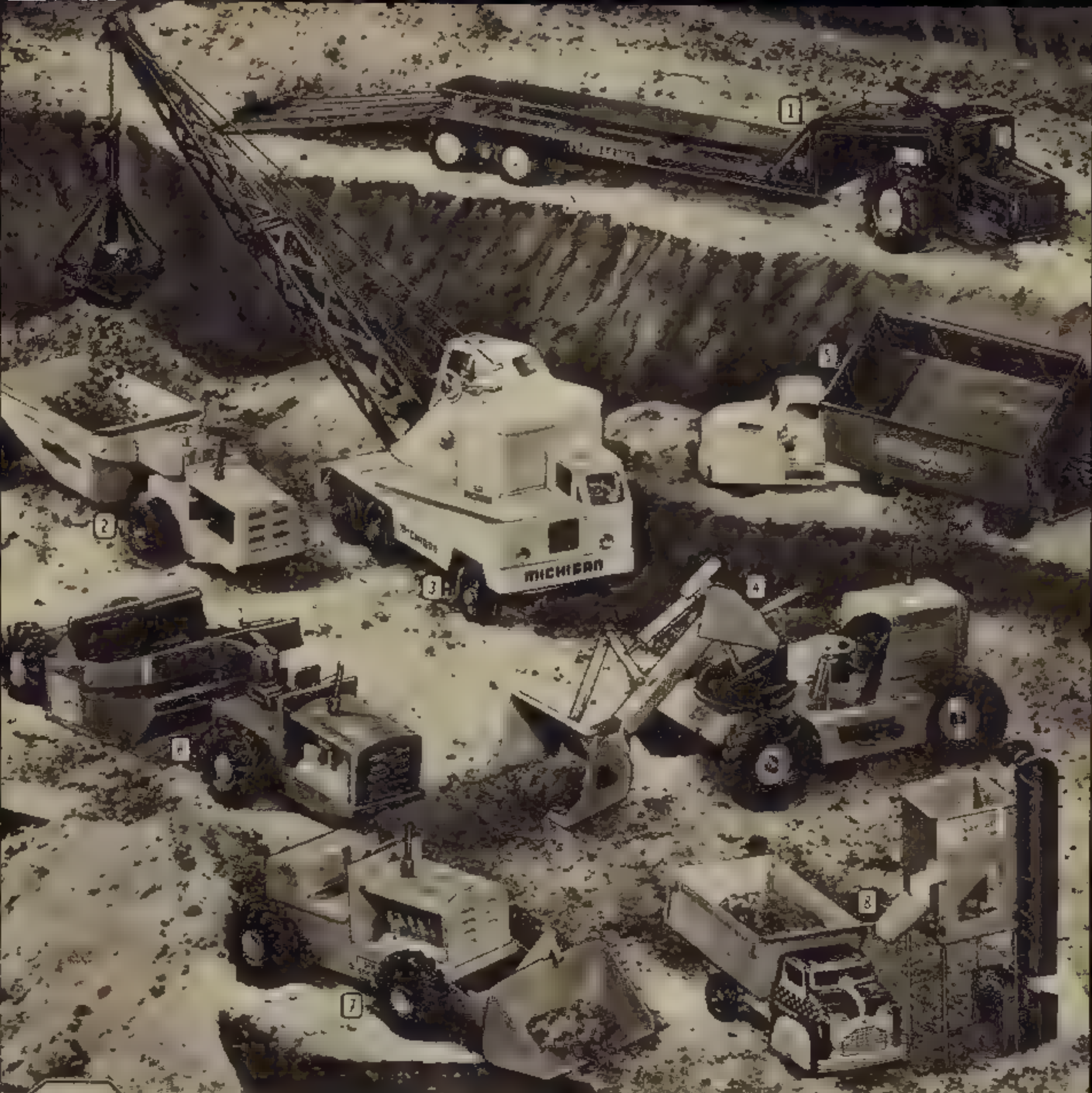
SCALE MODEL FIGHTER PLANE KIT . . . Detailed replicas of modern warplanes. Fun to assemble—attractive decorations. F9F Panther Jet, F84 Thunder Jet, F86 Sabre Jet, F51 H Mustang, Russian Mig 15, all modeled in shiny plastic, all with clear bubble-type canopies. Planes mount on plastic stands. Set includes airplane cement, decorative decal insignias, easy-to-follow instructions. Each plane is about 10-inches long with 9-inch wing span.
35 P 5568. (2 lbs.) 5-Plane Kit 1.98



KIT OF 3 MODERN CARS . . . sleek 1955 styles in realistically detailed plastic. Loads of fun to assemble, make handsome decorations for mantelpiece or den. Set includes two-tone 1955 Chevrolet Bel Air; Cadillac Convertible, two-tone 1955 Pontiac Hardtop. All cars have clear plastic windows, silvered plastic grillework, bumpers and trim. With dustproof plastic display cases. Cement, accessories, easy-to-follow instructions. Each car measures about 8-inches long.
35 P 5565 (1 lb 8 oz.). . . . 2.98

OLD TIME CAR MODELS. Build miniature museum of scaled, plastic "turn-of-the-century" autos. Decorate mantelpiece, den, or children's room. 1910 Model T Ford, 1909 Stanley Steamer, 1903 Cadillac, 1900 Packard. Plastic display cases. Mtg platforms for each model. Paint, thinner, brush, cement. Cars abt 2x4-in long.
35 P 5564 Shpg wt. 1 lb 8 oz. . . 1.98

FOUR FAMOUS SHIPS. Beautifully detailed models of famous historical vessels include immortal Mayflower, Santa Maria, U.S.S. Constitution (Old Ironsides) and Barbary Pirate. Plastic parts, wooden masts, paper sails, paint, cement and brush. Easy-to-follow instructions. Each model measures about 6-inches long.
35 P 5571 Shpg wt. 2 lbs 6 oz. . . 1.98



STOP

Fun Ahead for 1000's of Jr. Construction Engineers

1 NY-LINT TOURNAHAULER So strong he can stand on it, and 41 inches long! Crank operated winch pulls other toys onto platform, rear fence automatically raises, holds them on trailer. Rocker pivoted rear wheels ride smoothly over rough ground. Heavy gauge steel baked-on enamel finish. Plastic 'motor,' ten thick rubber tires. Mailable.
R35 P 554. (11 lbs.) 7.39

2 EARTH MOVER Turn winch, removable trailer section tips to dump load like real earth hauler. Heavy gauge steel with baked-on Orange enamel finish. Finely detailed plastic motor. Big 3-inch deeply treaded rubber tires almost 1 inch wide. Driver's seat, simulated rubber exhaust stack. Mover measures 7x19-inches long. A realistic toy that provides hours of fun.
R35 P 5516 (6 lbs.) 2.69

3 NY-LINT MICHIGAN shovel—Authentic replica of world famous shovel. Takes big bite of earth, dumps it automatically. 23-in. boom raises, lowers, turns 360° ... all easily done with separate controls—even front wheels turn. Outriggers give stability. Heavy steel solid rubber wheels. 8x17 in. long. Baked enamel finish. Our finest sandlot toy! Mailable.
R35 P 5547 (14 lbs.) 8.95

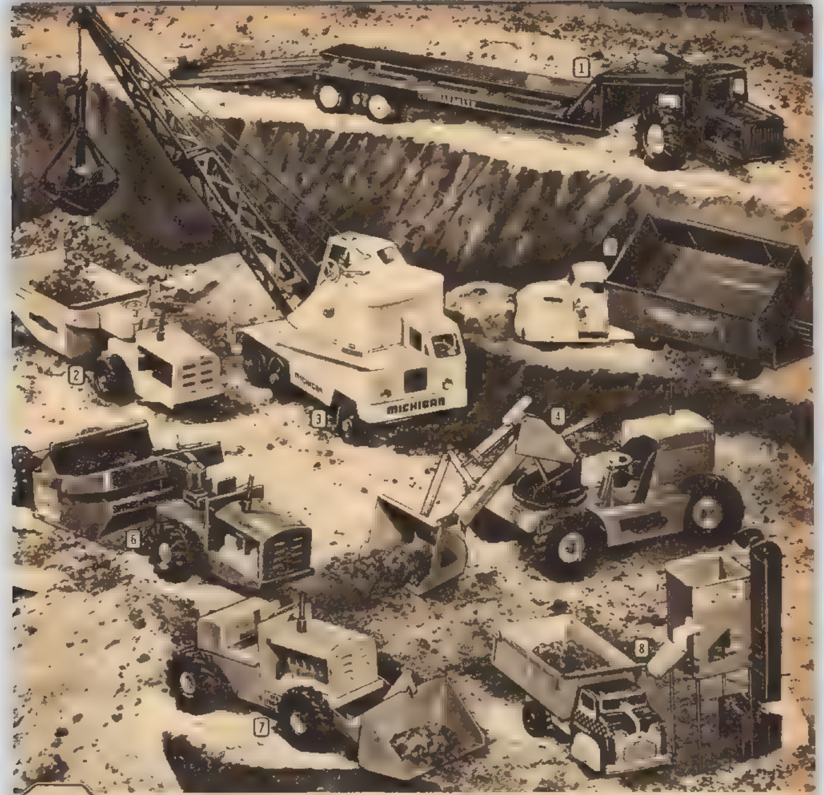
4 NY-LINT SPEED SWING Authentic replica scoops, dumps, swivels, all with "hydraulic-like" controls almost like real thing. Controls in driver's seat; pump raises arm. Heavy gauge steel with baked-on enamel finish. Rocker-type front wheels, 4-in. diam. treaded tires 2 inches wide! About 20 in. long, shovel extended. Perfect toy for Jr. Engineers. Mailable.
R35 P 5546 (9 lbs.) 7.39

5 SIDE DUMP TRUCK hauls sand and gravel for Junior Engineer's construction projects. Pull lever, body tips and side opens to dump load. Cab and body pivot-jointed for smooth, easy turning. All steel, brightly lithographed cab with two construction company decals. 2-inch diam. heavy duty rubber tires. 5x5x17-inches long.
35 P 5501 (4 lbs.) 1.79

6 GIANT EARTH MOVER Blade lowers, raises for heavy or light road grading. Earth scoops into huge hopper for automatic dumping later. Heavy gauge steel, baked-on Red enamel finish; highly detailed plastic "motor," rubber exhaust stack, 2 operating controls. 3-inch rubber tires one inch wide. 8x22 in. long. Loads of fun to operate.
R35 P 5517 (6 lbs.) 4.69

7 END LOADER. Crank raises and lowers scoop. Push loader forward ... scoop takes big bite of earth. Raise boom, release catch, dump load where you want it. Heavy gauge steel, bright enamel finish. Big 3-in. diameter treaded rubber tires, 1 in. wide. Detailed plastic "motor," rubber exhaust stack. 6x15-inches long. Sure to please any youngster.
35 P 5518 (4 lbs. 14 oz.) 3.59

8 SAND LOADER, TRUCK. Turn crank to fill hopper, gate releases sand thru chute into dump truck which dumps load thru tailgate as bed is raised. Brightly colored lithographed steel truck has metal wheels. Truck 4x11-in. long. Steel tower 4x11-in. high. Gives hours of sandlot fun! (4 lbs.)
35 P 5527 Both 1.89



STOP

Fun Ahead for 1000's of Jr. Construction Engineers

1 NY-LINT TOURNAHAULER. So strong he can stand on it, and 41 inches long! Crank-operated winch pulls other toys onto platform, rear fence automatically raises, holds them on trailer. Rocker-pivoted rear wheels ride smoothly over rough ground. Heavy gauge steel, baked-on enamel finish. Plastic "motor," ten thick rubber tires. Mailable.
R35 J 5541. (11 lbs.)....7.39

2 EARTH MOVER. Turn winch, removable trailer section tips to dump load like real earth hauler. Heavy gauge steel with baked on Orange enamel finish. Finely detailed plastic "motor" Big 3-inch deeply treaded rubber tires almost 1-inch wide! Driver's seat, simulated rubber exhaust stack. Mover measures 7x19-inches long A realistic toy that provides hours of fun
R35 J 5516. (8 lbs.) 2.69

3 NY-LINT MICHIGAN shovel—Authentic replica of world famous shovel. Takes big bite of earth, dumps it automatically 23-in. boom raises, lowers, turns 360° ... all easily done with separate controls—even front wheels turn. Out riggers give stability. Heavy steel, solid rubber wheels. 8x17 in. long Baked enamel finish. Our finest sandlot toy! Mailable.
R35 J 5547. (14 lbs.)......8.95

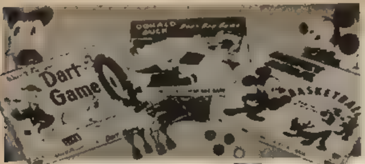
4 NY-LINT SPEED SWING. Authentic replica scoops, dumps, swivels, all with "hydraulic like" controls, almost like real thing. Controls in driver's seat, pump raises arm. Heavy gauge steel with baked-on enamel finish. Rocker-type front wheels. 4-in. diam. treaded tires 2-inches wide! About 20 in. long, shovel extended. Perfect toy for Jr. Engineers. Mailable.
R35 J 5545. (9 lbs.) 7.39

5 SIDE DUMP TRUCK hauls sand and gravel for Junior Engineer's construction projects. Pull lever, body tips and side opens to dump load. Cab and body pivot jointed for smooth, easy turning. All steel, brightly lithographed cab with two construction company decals. 2-inch diam. heavy-duty rubber tires. 5x5x17 inches long.
35 J 5501 (4 lbs.) 1.79

6 GIANT EARTH MOVER. Blade lowers, raises for heavy or light road grading. Earth scoops into huge hopper for automatic dumping later. Heavy gauge steel, baked-on Red enamel finish, highly detailed plastic "motor," rubber exhaust stack, 2 operating controls. 3-inch rubber tires one inch wide. 8x22-in. long. Loads of fun to operate.
R35 J 5517 (6 lbs.).......4.69

7 END-LOADER. Crank raises and lowers scoop. Push loader forward . . . scoop takes big bite of earth. Raise boom, release catch, dump load where you want it. Heavy gauge steel, bright enamel finish. Big 3-in. diameter treaded rubber tires, 1-in. wide. Detailed plastic "motor," rubber exhaust stack. 6x15-inches long. Sure to please any youngster!
35 J 5518. (4 lbs. 14 oz.)...3.59

8 SAND LOADER, TRUCK. Turn crank to fill hopper, gate releases sand thru chute into dump truck which dumps load thru tailgate as bed is raised. Brightly colored lithographed steel truck has metal wheels Truck 4x11-in. long. Steel tower 4x11-in. high. Gives hours of sandlot fun! (4 lbs.)
35 J 5527 Both 1.89



DISNEY SKILL GAME TRIO

Three wonderful Walt Disney games in one exciting box There's the Donald Duck Bean Bag Game, with Donald ready to gulp down plastic bags of paper pellets There's the Mickey Mouse Basketball Game with 4 colorful sponge rub-balls and nets of nylon web. And there's the Disney Character Dart Game, with harmless suction-cup darts and a target lithographed on each side Never a dull moment, with Disney's lively little characters Wt. 6 lbs

T-9187 **NET $4.17**
LIST $5.98 **12 LOT—$3.79**

SLUGGER

— big league

baseball game

. . . it's AUTOMATIC

For little leaguers . . the most exciting baseball game in years. For one or many players, with all the elements of a real game. Multicolor playing surface, automatic reload and feed; polished steel balls, colorful action figures No parts to lose. Glass cover, wooden frame; size 15"x21"x2". Wt. 6 lbs.

15" x 21" x 2"

T-9195 **NET $2.79**
LIST $3.98 **6 LOT 2.50**

DISNEYLAND TOURS

Table-top fun! Four safe electric games, each a tour through Walt Disney's fabulous lands of make-believe, Fantasyland, Tomorrowland, Frontierland, Adventureland. Operated by small battery.

T-9193 **NET $1.39**
LIST $1.98 **12 LOT 1.25**

RAMAR of the JUNGLE

RAMAR OF THE JUNGLE — 3 dimensional set

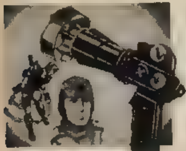
A fascinating 3-dimensional African jungle set; realistic to the last detail. Over 60 pieces, including jungle base and mountain ranges; lions, giraffes, elephants, gorillas; hunters with hats and rifles, natives carrying spears, shields, headpacks knives raft and poles; tent with hunting accessories; animal cage with poles. All figures made of unbreakable plastic, correctly scaled, in natural color. Wt. 2 lbs.

T-9194 **NET $2.79**
LIST $3.98 **12 LOT 2.49**

DAVY CROCKETT GAME

A wonderful box of Disney-designed fun with enough 3-dimensional adventure figures for 4 players; 4 playing racks and figure of Fess Parker in heroic pose on the giant spinner. Wt. 1 lb

T-9189 **NET $1.39**
LIST $2.00 **12 LOT 1.25**



Official BUCK ROGERS
Supersonic RAY GUN

New design from outer space for young heroes of science fiction. Shoots a brilliant ray in 3 colors, emits high-frequency sonic waves, has 2 twin atom breakers, trigger action flashlight. Wt 1 lb.

T-9190 **NET $1.39**
LIST $2.00 **12 LOT 1.25**

ROCKET SOCK-IT

5 BARREL GUN with Target
ROCKET — SOCK-IT SET

Junior will do some pretty fancy shooting with this big plastic gun that shoots 5 rocket darts at once or any 4, 3, 2, 1 of them at a time Safe suction cup darts, new self-scoring target. Wt. 1½#

T-9185 **NET $2.09**
LIST $2.98 **12 LOT 1.89**

Official DAVY CROCKETT
PICTURE GUN & THEATRE

Disneyland's own auto-magic cartoon theatre and picture gun. Comes with 4 rolls of film, including Life of Davy Crockett. Easy to load, easy to use, projects pictures on any flat surface. Wt. 1¼ lbs.

T-9186 **NET $2.09**
LIST $2.98 **12 LOT 1.89**

URANIUM RUSH

URANIUM RUSH
with Electric GEIGER COUNTER

Fortunes won and lost at the flash of a "Geiger Counter." The whole family will want to join the rush for uranium and stake a dozen claims in this exciting game. Wt 2 lbs.

T-9188 **NET $2.09**
LIST $3.00 **12 LOT 1.89**

4 GAMES IN ONE

A real treasure box for play indoors, for travelling and for youngsters kept in bed Four good pocket-size games Zoo-M-Roo, Tipt, Bat-M-Up and San Loo Chinese Checkers in full color. Wt. 1½ lbs

T-9197 **NET $1.39**
LIST $1 98 **12 LOT 1.25**

SAN LOO CHECKERS

Whether your game is Chinese checkers or the regular American kind, you'll have fun with this handsome all metal set Comes with 24 checkers, 60 marbles, and all playing rules. Wt. 3 lbs

T-9196 **NET $1.59**
LIST $2.29 **12 LOT 1.49**

'SKUNK' Game

A game for the entire family with a fresh, new approach —mixes a laugh, thrills and suspense with every play. Comes complete with colored chips, special Skunk dice and giant scoring pads.

T-9192 **NET $1.39**
LIST $2.00 **12 LOT 1.25**

'COOTIE' Game

One of America's favorite games! First one to assemble the plastic Cootie with all the legs, head eyes, etc is the winner Two or more can play this 'building' game. It's easy to learn

T-9191 **NET $1.39**
LIST $2.00 **12 LOT 1.25**

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10¢	Building Blocks
10¢	Kaleidoscopes
10¢	Puzzle Boxes
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[illegible]	[illegible]ella Watch
[illegible]	[illegible]ous Boy's W[illegible]
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Strauss Toy & Novelty, Chicago

By HARRY MADLIN

"MY FORMULA for doing business is simple," says Otto Strauss, of Strauss Toy & Novelty Company, Chicago toy wholesalers. "I have built up a reputation for integrity and service while handling top quality merchandise in every category."

And this policy has worked wonders, too. Although the company has been in existence for only nine years, it has already outgrown its premises three times. Since May 1953 the firm has been located in a huge 6,000-foot combination warehouse and office building at 6754 N. Sheridan Road

The first toy showing was held in the 30 x 12 foot showroom last May Henceforth, this jobber plans to hold two showings per year In addition, of course, the showroom is always open to buyers and visitors

Strauss warehouses and handles about 1,500 items Obviously, all these items can't be shown at all times However, it's surprising how many are actually on display in the showroom. By means of ingenious display methods, not only are many items shown, but each one can be seen to excellent advantage.

Otto Strauss and toy dealer Emory Edwards.

"One of my customers gave me this idea," Mr. Strauss said, pointing to the north wall. "Notice that the bottom is about a foot closer to you than the top."

Made of brown pegboard, the wall slants inward at a slight angle. This tilt gives each item a maximum lighting from the brilliant, overhead fluorescent fixtures. No item is shadowed by one above it since shelf positions are staggered and the slant of the wall causes an upward tilt. This tilt also keeps small rolling toys from falling off Since shelves are made only as wide as necessary to accommodate the particular item, their vertical and horizontal flexibility is endless.

Both end walls are covered with pegboard attached flat to them. These can accommodate all sorts of items. At present, Strauss has the west wall lined with guns, pistols, holsters and items like that. The east wall displays small mechanical toys. Items can readily be removed from either the shelves or pegs for close-up handling.

The south wall is an outside wall. Shelving is carried across the entire area in the conventional manner. Adjustable metal shelf brackets on wall standards make it possible to move the shelves up or down to accommodate toy items of various heights

Down the center of the room, all the bigger items are lined up. This includes wheel goods, table and chair sets, doll carriages and so on. Every item in the showroom is tagged with a stock number and dozen price Dealers are able to browse around and make their selections in a leisurely fashion

"Be sure to make it clear that this showroom is an additional service," Mr. Strauss added "When I sent out the first announcements about it, many customers wrote and asked if this means I'll no longer call on them."

Otto Strauss still personally calls on all his accounts at least four times a year. He still goes out on territory from Monday to Friday of every week. Manager Kurt Herzka is always available at the showroom for inside duties

The company operates in a 200-mile radius around Chicago. This extends into parts of Indiana and Wisconsin

Mr. Strauss is sincere when he says he tries to help his customers in their ordering. He credo is, "Don't oversell, don't overload." He feels that selling a dealer more than he can handle is a disservice not only to the dealer but to himself as well "They can always reorder," he says, "so why overload?"

A perpetual inventory maintained of all warehouse stocks gives Mr. Strauss shipping information right at his fingertips when he's on the road. He finds this is an invaluable customer service which builds confidence in the firm.

"The main observable result of the showroom to date," Mr. Strauss said, "is that orders have been larger. Getting a view of the product and being able to think about it in a quiet, business-like atmosphere apparently helps dealers to do a better job of ordering"

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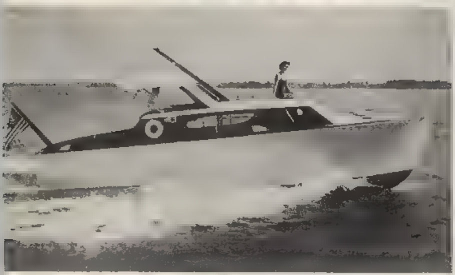

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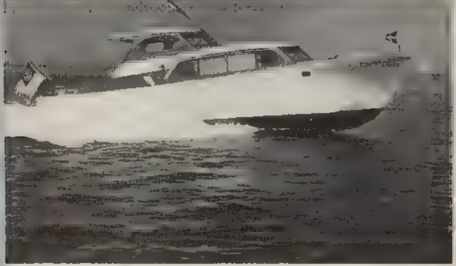

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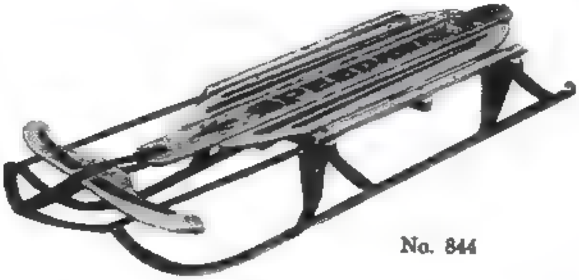
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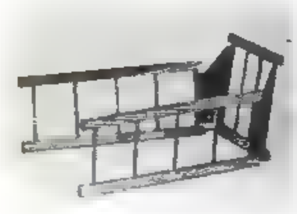

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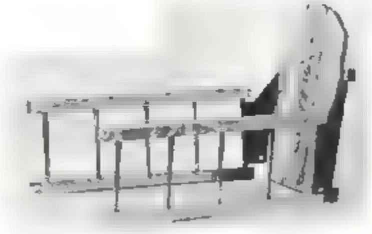

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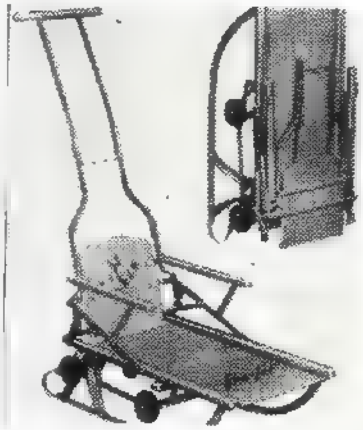

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CONCENTRATED SALES MANAGEMENT FOR THE SMALLER MANUFACTURER

a new formula for smaller manufacturers interested in growth and sales development

Dear Friends,

The development of sales in any organization be it large or small is one of the most important functions and responsibilities to be faced by management. To look upon sales development lightly, or to overlook any outlets in the active solicitation of sales, could very easily prove disastrous.

Facing these problems straight-on, I have devised a formula for the development of sales that has proven to be a boon to the small toy manufacturer whose present sales volume does not warrant the attention—and I might add the expense, of a full-time sales manager The plan in itself is relatively simple. The secret of its success is hard work and attention to details very many details—which management in most toy manufacturing concerns cannot ever hope to absorb.

My background and experience in the toy field has enabled me to establish the proper contacts and develop the "know-how" urgently needed to put this plan into effect. A brief outline will immediately show you that this sales management plan encompasses the entire marketing cycle, including work in price structure, costing, setting up sales representation, sales promotion, and general active sales management, which guarantees that a real selling job is being done in all territories.

This formula has already been proved in its effectiveness . . . and I proudly submit the names of the following toy manufacturers, for whom I am presently doing sales management work

Herald Toy Products, 4196 Bellevue, Detroit, Michigan . . . manufacturers of the Snap-blox line and the new Davy Crockett paint set with re-usable magic plastic.

Ironmasters, Inc., 220 N. 10th St., Brooklyn 11, N. Y. . . . manufacturers of outstanding modern furniture for juveniles and featuring TV dining desks.

Toy Laboratories, Inc., 2724 Darby SE, Grand Rapids Michigan . . . manufacturers of the well known Whopper Blocks and Whopper Wagon.

With the sales picture in the toy industry remaining highly competitive, it is imperative that YOUR organization have in its employ a man whose TOTAL responsibility is devoted to the development of SALES. And this is DOUBLY important to the small toy manufacturer. Therefore, I feel the plan I have briefly outlined above should deserve your immediate attention. It is designed to build YOUR operation into a more profitable, highly successful one. Why not investigate its possibilities TODAY?

For Full Particulars, Contact Me at Following Address

No Obligation, of Course

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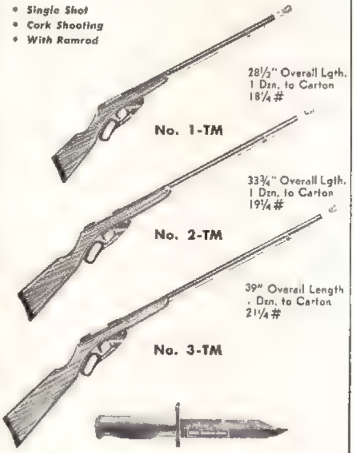

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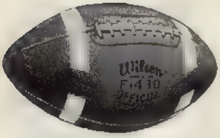

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Designed for pin-point aerial accuracy. Bright white bands at each end make it markedly visible during night play. Double lined, lock stitched. Pebble grain leather.
7530B400 Each **$6.00**

Reach
Bill Wade
COLLEGE
OFFICIAL SIZE & WEIGHT
435

BILL WADE COLLEGE

For fast passing, punting and ground play of modern football. Official size, shape and weight. Selected pebble grained leather. Triple-lined, double laced for longer wear. Rubber valve bladder.
7531B500
Each **$8.50**

VOLLEY BALLS

OFFICIAL
Reach
VOLLEY BALL
687

"Laceless." Point getting choice of many top school teams. Twelve-panel white leather cover. Lock stitched. Rubber valve bladder.
7533B720 Each **$10.65**

RUBBER COVERED PLAYGROUND BALLS

Made under an exclusive patented process from newly developed laminated materials. they will withstand the hard wear and grind of outdoor concrete courts, gravel and cinder playgrounds and recreation fields. Fitted with a leak-proof rubber valve for quick and easy inflation. Water resistant, mildew-proof and easily cleaned with soap and water.

MacGregor
OFFICIAL

WHITE VOLLEY BALL
2600002B800
Each............ **$12.50**

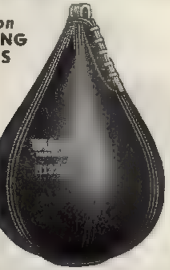
MacGregor
OFFICIAL
SIZE & WEIGHT

SOCCER BALL
2600001B815
Each.. . . . . **$12.95**

OFFICIAL SIZE AND WEIGHT
Wilson
H 5060
Crest

WHITE VOLLEY BALL
8968B525
Each **$7.95**

Wilson STRIKING BAGS

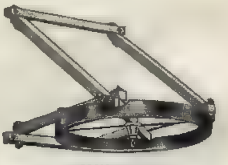


Eight piece. Finest selected wine colored bag leather. Double lined. Leather welted seams. Reinforced leather hanger. Valve type form-fitting bladder.
8965B600 Each. **$13.25**
Wine colored bag leather single lined with taped inner seams. Valve bladder.
8966B480 Each **$8.00**

BOXING GLOVES

Large 8 oz.

Good quality wine colored glove leather, canvas lined, hair filled, padded laced wrist.
175003B700 Set of Four Gloves . **$12.00**



Wilson STRIKING BAG PLATFORM

Selected hardwood frame. Securely bolted. Patented rebound ring made of flat band of steel, to give rapid rebound. Practically noiseless. Equipped with chain swivel.
8967B675 Each **$10.95**

HERE IT IS–ACTUAL SIZE

AND IT'S UNBREAKABLE

TO SELL FOR

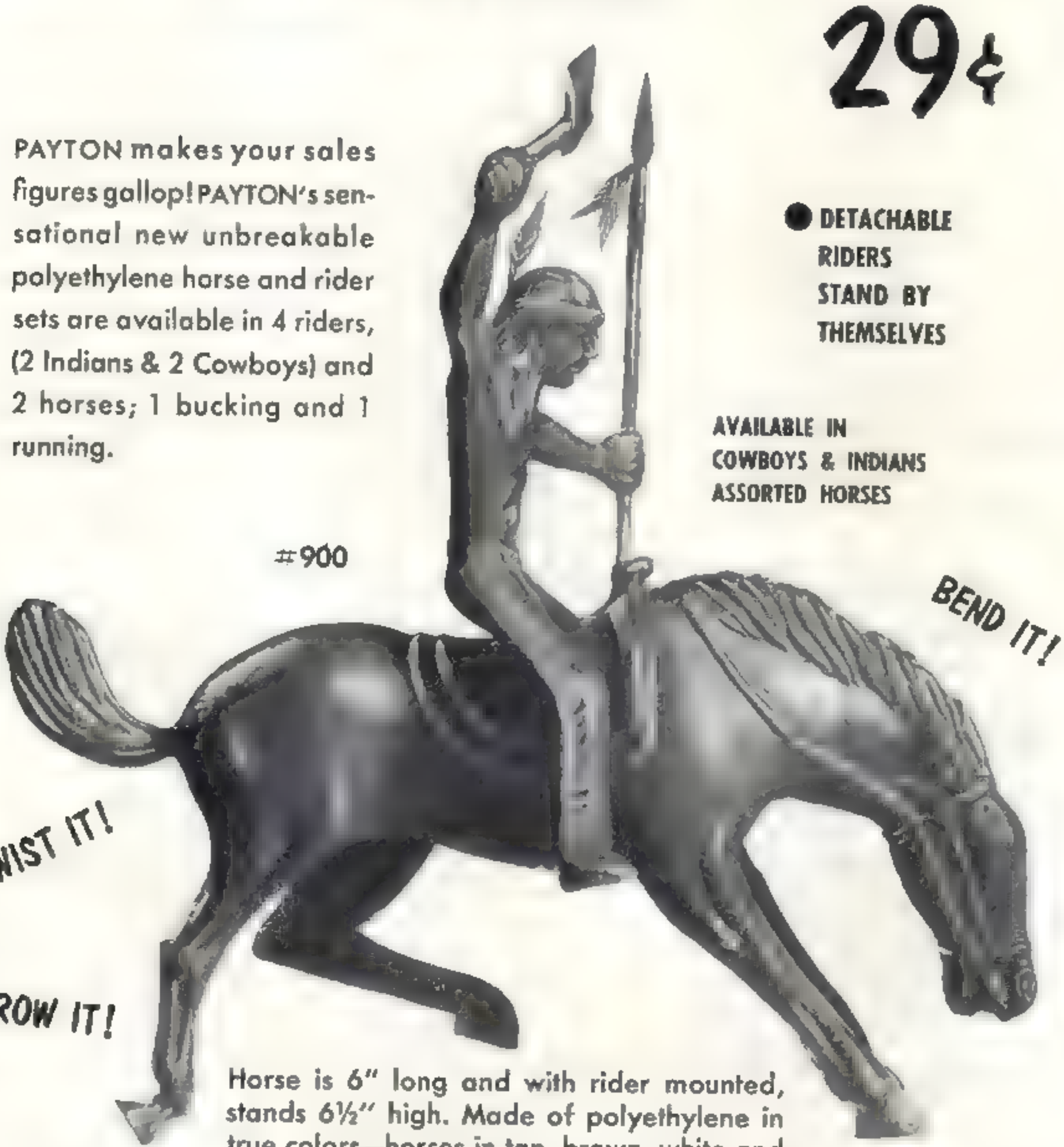
29¢

PAYTON makes your sales figures gallop! PAYTON's sensational new unbreakable polyethylene horse and rider sets are available in 4 riders, (2 Indians & 2 Cowboys) and 2 horses; 1 bucking and 1 running.

- ● DETACHABLE RIDERS STAND BY THEMSELVES

AVAILABLE IN
COWBOYS & INDIANS
ASSORTED HORSES

#900



BEND IT!

TWIST IT!

THROW IT!

DROP IT!

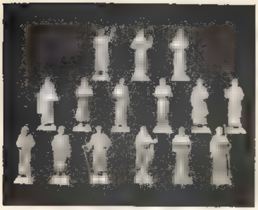
Horse is 6" long and with rider mounted, stands 6½" high. Made of polyethylene in true colors—horses in tan, brown, white and black—Riders in contrasting colors. Each set (horse & rider) packed in polyethylene bag with colorful header.

AT THE TOY SHOW
ROOM 1226
HOTEL NEW YORKER

PAYTON PRODUCTS INC.

200 Fifth Avenue • New York 10, N. Y. • OR 5-8941

MISCELLANEOUS TOYS



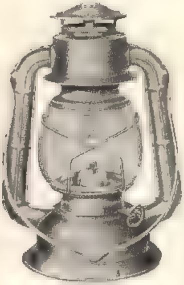
RELIGIOUS SET

A set of religious figures, molded in life-like miniature sculptured statuettes. Made of ivory plastic in full detail. Each figure is 8" high, on pedestal base with name inscribed in front. Adaptable for painting and decorating. Includes 15 figures. 12/ctn., wt 3 lbs. No. 3015.

STOCK No. 71—89540
LOUIS MARX & CO.

W81-30 P Retail $1.98 ea.

Inv.________ Pur.________



ELECTRIC LANTERN

Operates on two sizes of flashlight batteries. A perfect miniature of the old railroad or ranch lanterns, even to the wheel-wick handle, (which lights bulb). Fire engine red enamel finish.

STOCK No. 71—89549
R. E. DIETZ CO.

E71-95 L Retail $2.98 ea.

Inv Pur.________

SUPERMAN
MUSCLE BUILDING

SUPERMAN MUSCLE BUILDING SET

Contains changeable 3-spring chest exerciser, two hand strengtheners, jump rope, progress chart, tape measure, membership card and Superman Club pin. For youngsters 6 to 14 yrs. old 6/ctn., wt. 17 lbs. No. 1001.

STOCK No. 71—89551
PETER PUPPET PLAYTHINGS

Z31-95 N Retail $2.98 ea.

Inv.________ Pur.________

GROUCHO
GOGGLES
AND CIGAR
HEY THAT'S ME
98¢
ELDON

GROUCHO GOGGLES

Plastic replica of famous Groucho trademark. Eyes roll, and removable cigar contains wolf-call whistle. Fits into mouth and covers eyes and nose. Mounted on display card. 6 doz./ctn. No. 840.

STOCK No. 71—89552
ELDON MFG. CO

P9-65 Z Retail $ .98 ea.

Inv.________ Pur.________

DING
DONG
BELL

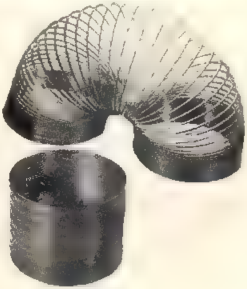
DING DONG SCHOOL BELL

Bright, brass finished bell bearing the words "Ding Dong School Bell" in full color. Has turned black enameled handle and rich bell tone. 6¾" long, 3⅛" dia. In polyethylene bag. 12/ctn., wt. 4 lbs. No. 100.

STOCK No. 71—89553
N. N. HILL BRASS CO.

D7-65 R Retail $ .98 ea.

Inv.________ Pur________



SLINKY

The spring that walks down steps and slopes. Just start it and it continues walking alone. Made of quality spring steel. In box 3" x 3" x 2½". Four dozen to carton. No. 100.

STOCK No. 71—89560★
JAMES INDUSTRIES, INC.

G4-65 N Retail $ .98 ea.

Inv. Pur________

FISHING TACKLE SET

Complete with 4 ft. glass rod and single action metal reel with click and 80 yd. capacity. Also includes 50 ft. of nylon line, hook, leader, float, bait, hook box and many other fishing items. Fishing for Fun booklet included. In colorful display box. 12/ctn., wt 18 lbs. No. 305

STOCK No. 71—89561■★

NEW YORK TOY & GAME MFG. CO.

T82-60 Y Retail $3.98 ea.

Inv. Pur.________

SWORD AND SHIELD SET

Shield is all steel with rolled edges and brightly lithographed in the King Arthur motif, with metal handle inside Sword has flexible blade and is made of high-impact plastic. Sword is 17" long, shield is 12½" in dia 12/ctn., wt. 13¾ lbs. No. 337.

STOCK No. 71—89563

LOUIS MARX & CO.

R9-65 M Retail $ .98 ea.

Inv.________ Pur.________

KING ARTHUR SET

New authentic medieval style armour set. Breastplate and shield are lithographed steel, helmet made of high-impact plastic with metal visor. Shield is lithographed steel with vinyl loop. Sword is 17" long, and made of flexible plastic. 6/ctn., wt. 18 lbs. No. 2327.

STOCK No. 71—89564

LOUIS MARX & CO.

K71-95 S Retail $2.98 ea.

Inv.________ Pur.________

JACK IN THE BOX

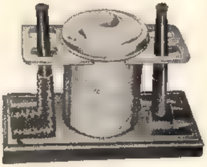
New all metal lithographed musical jack-in-the-box. Decorations feature famous clown gallery in four colors. Has fool proof mechanism and plays tune and clown pops out. 12/ctn., wt. 15 lbs. No. 507.

STOCK No. 71—89750

MATTEL, INC.

D61-30 N F. T. Rtl. $1.98 ea.

Inv.________ Pur.________



BUBBLE PIPE SET

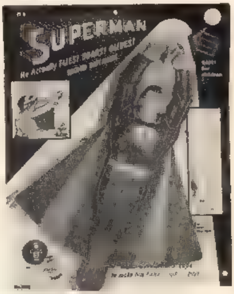
Contains 2 bubble pipes, one straight stem 3⅞" long, one bent stem 3¾" long. Has plastic bubble humidor with cover including a package of bubble material. In window box. 24 per ctn., wt 12 lbs No. 4185.

STOCK No. 71—89590

IDEAL TOY CO.

E1-46 C Retail __$ .69 ea.

Inv.________ Pur.________



FLYING SUPERMAN

Molded replica of famous comic strip character that actually duplicates his exploits. It flies, glides, loops. Made of plastic sheeting and decorated in three colors. Measures 12" tall. Has high-power plastic launcher with heavy duty rubber band. 36/ctn., wt. 9 lbs. No. 3083

STOCK No. 71—89591

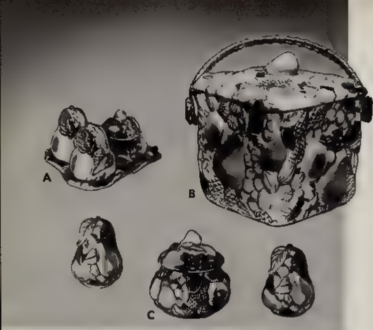
TRANSOGRAM CO., INC.

J3-52 X Retail $ .79 ea.

Inv. ________ Pur

Hostess Pieces

FOR INFORMAL SERVING

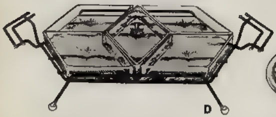


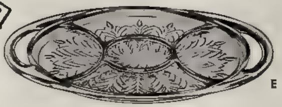
IMPORTED TUTTI-FRUITTI EARTHENWARE. Colorful, raised fruit-and-nut patterns in bright, natural clusters. The deep colors under high glaze make these containers cheerful additions to the pantry or kitchen as well as novel utilities on the table.

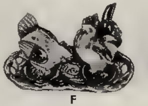
(A) CONDIMENT SET. Salt and pepper shakers with a mustard pot that has a matching lid and spoon. All three pieces on a matching tray that's 5½" long, 4¾" wide.
29-3012-135 (Per Set) Wt. 1 lb.
20-3012-120 (6 or more sets)........................Retail **2.00**

(B) COOKIE JAR. Keeps cookies fresh and is the charm-perfect grab-bag for unexpected pleasures! Wicker-wound handle.
29-3016-195 7¼" across, 6¼" high. Wt. 3½ lbs..... ..Retail **3.50**

(C) RANGE SET. Kitchen-size salt-pepper shakers and the handy grease jar that keeps drippings on hand for frying. 3¾" high.
29-3013-165 (Per Set) Wt. 2 lbs.
29-3013-150 (6 or more sets)........................Retail **2.95**





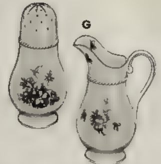


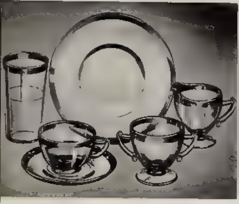
(D) RELISH TRAY. Five diamond-shaped relish dishes snugly set in a black wrought-iron stand. Each dish is gilt-edged with a cut-glass sunburst on the bottom . . . correlating gold balls on each of the four legs and on the handles. Removable dishes serve many other uses. 8"x18¾" long overall.
29-2117-355 Wt. 6 lbs.................Retail **5.50**

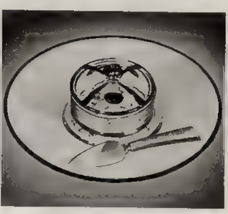
(E) OVAL PARTITION TRAY. Sparkling glass tray with 22-carat gold, hand applied trim on border and dividers fired on for permanency. 15¾" oval shaped with five spacious partitions for serving relishes, cold cuts, etc. Weight 4½ lbs.
29-2115-125 (Each)
29-2115-110 (6 or more)...... ...... .Retail **1.95**

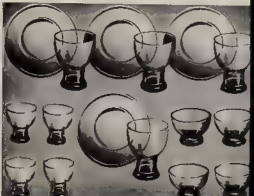
(F) IMPORTED 3-PC. SALT AND PEPPER SET. Vividly colored, highly glazed earthenware rooster and chicken. Matching earthenware tray has raised garden design with two grooved sections so shakers cannot slide off. Set is 7" long, 3¾" wide, 4½" high. Wt. 17 lbs. doz.
29-3003-595 (Per 6 Sets)
29-3003-1050 (Per 12 Sets)....Retail Per Set **1.25**

(G) IMPORTED POWDERED SUGAR AND SYRUP SET. Modern way to eliminate the muss and fuss of drippy syrup containers, hard-to-sprinkle powdered sugar. Hand painted floral design on white glazed china with gold trim. Height each 5½". Weight 2 lbs.
29-3011-140 (Each)
29-3011-125 (6 or more).. .... .Retail **2.25**





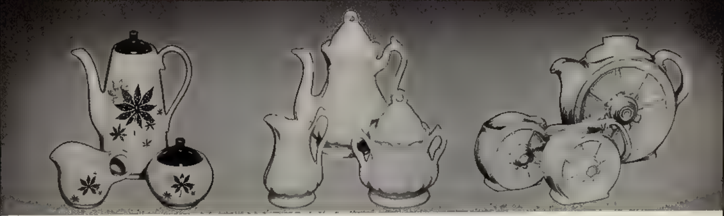




18-PC. GLASS LUNCHEON SET. Excellent for informal luncheons or TV parties. Clear glass with 22-carat gold ribbon border; hand applied and fired on for permanency. 18-piece set consists of four cups, four saucers, four tumblers, four salad plates, one sugar and one creamer. A practical and very useful gift item. Gift boxed. Weight 10 lbs.
29-2174-395 . . . Retail **6.95**

CHEESE AND CRACKER SET. 22-kt. gold, hand applied and fired for permanency, bands the edge of the floral center glass plate and criss-crosses the covered glass dish. 4½" diameter covered dish and 12" diameter serving plate can be used together or separately. Set includes 6" spatula with stainless steel blade. Weight 5 lbs.
29-2116-250................... Retail **3.50**

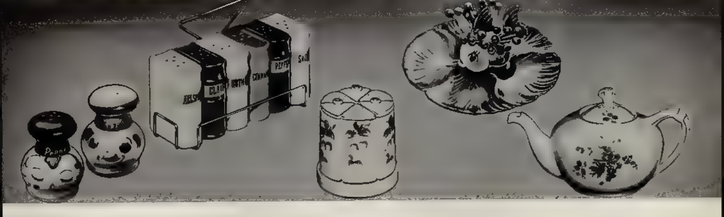
16-PC. GLASS AND PLATE SET. Beautiful service for four of crystal-clear glass willingly lends itself to so many types of serving. Always popular with the modern hostess for the bridge luncheon, evening get-together, etc. Set consists of four 4-ounce cocktail or appetizer glasses, four 4-ounce sherbet or ice cream cups, four 11-ounce glasses and four 6" serving plates. Wt. 6 lbs.
29-2173-145 ....Retail **2.50**



PETER TERRIS COFFEE SERVICE. Gaily decorated with modern motif of Calico leaves to sparkle every serving occasion from breakfast to dinner. Wood covers on sugar bowl and coffee pot for added charm. Real china, too . . . created to withstand the wear of everyday use. Completely oven-proof, chip-proof. Wt. 5 lbs.
29-2082-815 Set. . . . . Retail **12.25**

IRONSTONE SERVICE. An age old traditional pottery that has become widely accepted for modern living. Especially adapted for hard use and exceptionally long service. Completely oven-proof . . . retains heat. Charming moulded grape design on opaque white.
29-2216-700 8-Cup Tea Coffee Pot. . . . **10.95**
29-2217-525 Sugar and Creamer .Retail **8.95**

WAGON WHEEL COFFEE SET. A new conception of classic "old western pottery." Sculptured wagon wheel motif created by Frankoma, is designed for sparkling, cordial serving. Pot has 6-cup capacity. In Prairie Green and high-lighted under high-fire glaze for beautiful, rich, colorful tones. Wt. 6 lbs.
29-2150-250 Set . . . . Retail **3.95**



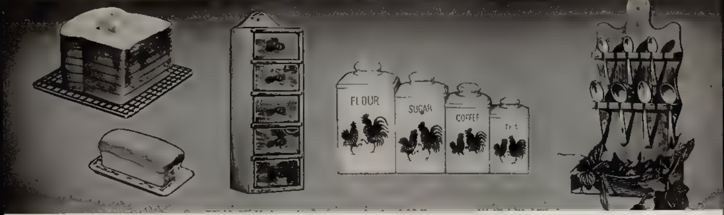
SALTY AND PEPPY. A gay imported pair with cheery, festive hand-painted faces. Red and white hardwood caps, frosted glass bottoms. Caps unscrew for quick, easy filling Wt. 1½ lbs.
29-2141-115 Pair . . **3.95**

CONDIMENT SET. Unique book shape ceramic containers, each a different, gay sparkling color. For allspice, clove, nutmeg, cinnamon, salt, pepper. With wrought iron rack. 2 lbs.
29-2077-355 Retail **4.95**

IMPORTED CONDIMENT SET. Ceramic and circular with delicate floral design on each of the quaint containers. For clove, paprika, allspice, ginger, cinnamon. Has ceramic tray. 2 lbs.
29-3045-150 Retail **2.25**

PARTY TRAY. Bright green serving tray in sparkling, highly glazed ceramic. Swirling leaves hold relish, sandwiches, etc. Removable saucy fish holds multi-color toothpicks for tidbits.
29-2079-295. . Retail **3.95**

IMPORTED TEA POT. Charming porcelain tea pot with lovely hand-painted floral design under glaze. Has rich gold trim. 4-cup capacity. Wt. 1½ lbs.
29-3010-150 (Each)
20-3010-135 (3, more) **2.50**

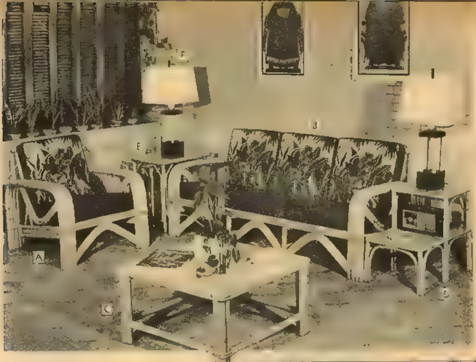


TOAST AND BUTTER SET. Cleverly designed in colorful ceramic . . . it's perfect for keeping your toast warm; your butter smooth and easy-spreading. Each piece is beautifully hand-painted in cheery, sparkling colors . . . perfect for your breakfast table. 4½ lbs.
29-2078-360 Set. . . Retail **4.50**

SPICE CHEST. Practical 5-drawer spice chest patterned after picturesque Early American originals. In knotty pine with Salem finish. Perfect for kitchen . . . always handy, and makes a charming wall decoration. 13¾"x4½"x 4". 5 lbs.
29-2479-630. . . . . . .Retail **10.95**

CERAMIC CANNISTER SET. A cheery colorful note for your kitchen. Keeps contents handy, at your finger-tips at all times. Sugar, tea, etc., stay perfect, fresh. Charming hand painted rooster design. An ideal gift, and it's imported, too. Set of 4. Weight 4 lbs.
29-3155-285 Set. . Retail **3.95**

SPOON RACK. An authentic colonial reproduction in knotty pine with Salem finish. An unusually decorative piece with planter base . . . perfect for that "odd" spot. A fine display center for cherished silver. 18"x9½"x3½" deep. Spoons, plant not incl. Wt. 3 lbs.
29-2478-580 . . . . . . .Retail **9.65**



RATTAN furniture

Genuine Philippine Rattan furniture! Well-braced hardwood seat frame parts. Self-welt reversible spring seats and rubberized hair back cushions padded with cotton. Colorful sun-fast, vat-dyed upholstery Natural finish

(A) ARM CHAIR. 32" wide, 30" deep, 31" high Reversible cushions solid green seats; floral and solid green backs. 35 lbs. (#5026C)
No. 20H-2608. Index 1-6117. LIST 91.75

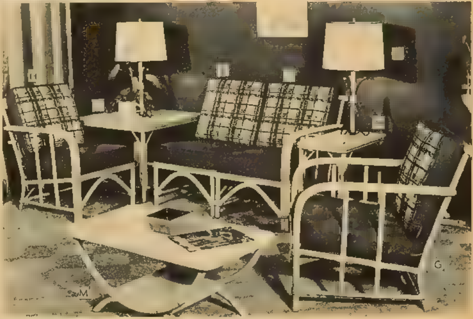
(B) 3-CUSHION SOFA. 76" wide, 30" deep, 31" high. Reversible cushions. solid green seats; floral and solid green backs. 115 lbs. (#5026S)
No 20H-2609. Index 1-14450. LIST 218.75

(C) COCKTAIL TABLE. 30" wide, 20" deep, 17" high. Hard maple top. Natural finish. 32 lbs.
No. 20H-2610. (#6033). **Index 1-3030. LIST 45.50**

(D) STEP TABLE. 18" wide, 28" deep, 23" high. Hard maple top. Natural finish. 31 lbs. (#6038)
No. 20H 2611. Index 1-2430. LIST 36.50

(E) NEST OF 3 TABLES. 16" wide 24" deep, 23" high. Hard maple tops. Natural finish 31 lbs.
No. 20H-2612. (#6021). **Index 1-3700. LIST 55.50**

(F) TABLE LAMP. Striking design. Base and trim in beige or lipstick red (Specify). 12 lbs. (#2110B).
No. 20H-2613. Index 1-1967. LIST 29.50



An economy group with same quality rattan and hardwood construction as above group. Self-welt reversible cushions. Also same make as above.

(G) ARM CHAIR. 26" wide, 32" deep, 31" high Reversible cushions· Green or brown plaid back; solid green or brown seat (Specify). 35 lbs.
No. 20H-2600. (#5020). **Index 1-4117. LIST 61.75**

(H)(J)(K) SECTIONAL SOFA. Reversible cushions Green or brown plaid backs; solid green or brown seats (Specify)

(H)(J) END SECTIONS. 24" wide, 32" deep, 31" high, 40 lbs.
(H) No. 20H-2601. (#5020RS) Right Arm.
(J) No. 20H-2602. (#5020LS). Left Arm.
Index 1-3850. LIST 57.75

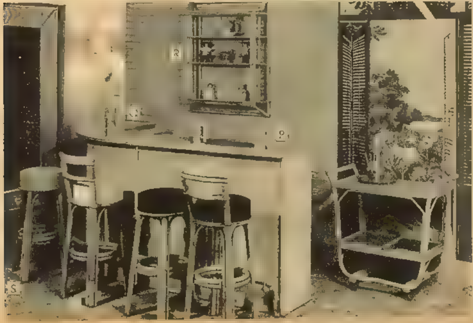
(K) CENTER SECTION. No arms, 22" wide, 32" deep, 31" high. 37 lbs. (#5020CS)
No. 20H-2603. Index 1-3583. LIST 53.75

(L) CORNER TABLE. 30" wide, 30" deep, 31" high. Hard maple top. Natural finish 30 lbs.
No 20H-2604. (#6039). **Index 1-2650. LIST 38.75**

(M) COCKTAIL TABLE. 20" wide, 36" long, 17" high. Hard maple top. Natural finish. 30 lbs.
No. 20H-2605. (#6019) **Index 1-2500. LIST 37.50**

(N) END TABLE. 14" wide, 24" long, 23" high Hard maple top. Natural finish. 16 lbs.
No. 20H-2606. (#6028) **Index 1-1500. LIST 22.50**

(O) TABLE LAMP. Smart design. Beige, chartreuse, green or brown. (Specify). 12 lbs.
No. 20H-2607. (#2116). **Index 1-1463. LIST 21.85**



The perfect complement to above groups with same quality-built construction. Ideal for den, rumpus room, etc.

(P) STRAIGHT BAR with footrail. 48" long, 18" wide, 43" high. Simulated match-stick bamboo panels. Hard maple top. Natural finish. 100 lbs.
No. 20H-2614. (#6051). **Index 1-8767. LIST 131.50**

(Q) CORNER BAR. Same construction as above straight bar Forms 90° arc. 125 lbs.
No. 20H-2615 (#6052) **Index 1-10830 LIST 162.50**

(R) WALL RACK. 41" high, 34" wide, 6½" deep. 3 hardwood shelves 21 lbs
No. 20H-2616. (#6067). **Index 1-2630. LIST 39.50**

(S) BAR STOOL. 31" high, 14" diam Fully padded seat in red, green or coral (Specify). 14 lbs.
No. 20H-2617. (#6055) **Index 1-2230. LIST 33.50**

(T) BAR STOOL, with back rest. 40" high, 14" diam. Fully padded seat in red, green or coral. (Specify). 17 lbs.
No. 20H-2618. (#6057). **Index 1-2517. LIST 37.75**

(U) COCKTAIL WAGON. 34" long, 19" wide 30" high Easy rolling casters 2 removable bottom trays 37 lbs (#6070)
No. 20H-2619. Index 1-3650 LIST 54.75

NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

photak CAMERA KITS

"Easy to Take" Pictures in COLOR or BLACK & WHITE

"LOOK FOR ONE YEAR FREE FILM OFFER IN EACH KIT

Getting Started in Photography

REFLEX I FLASH CAMERA KIT

A wonderful camera for anyone. Clear viewfinder makes picture taking "foolproof." All metal—leather grained, 75mm lens—factory adjusted for 'extra-sharp" pictures at all distances. Shutter operates at 1/50 second or "Time"—is synchronized with flash attachment. Built-in double exposure preventative device. 12 exposures 2¼" x 2¼" using 620 film, black and white or color. Flash attachment has automatic bulb ejector and built-in battery test-lite.

ELEVEN PIECE OUTFIT INCLUDES

• Reflex I Camera • Reflex I Flash Unit • 4 flash bulbs • 2 batteries • Roll of Ansco Film • Book on Photography • Leather-grained "carry-all" case

6602B1960 ....Retail $29.95
6602B1764 (6 or more)........................ Retail 29.95

Ansco
Getting Started in Photography

FOLDEX "6.3" FLASH CAMERA KIT

An outstanding camera value. Takes pictures under almost all lighting conditions. Has famous German Steinhe f6.3 coated anastigmat lens. Vario shutter with speeds of 1/25 1/200 sec. time exposure setting. Synchronized for use with Foldex Flash Unit. Takes 8 pictures 2¼ x 3¼ color or black and white 120 film. All metal leather grained cover, detachable neck strap.

FIFTEEN PIECE OUTFIT INCLUDES.

• Versatile Foldex "6.3" Camera • Foldex Flash Unit • 8 flash bulbs • 2 batteries • 1 roll of Ansco Film • Book on Photography • Leather-grained "carry-all" case

6601B3268 . . . . . Retail $49.95
6601B2940 (6 or more) Retail 49.95

Getting Started in Photography

FOLDEX "20" FLASH CAMERA KIT

Easy to use, low priced folding camera with flash synchronized shutter. No complicated adjustments—JUST AIM and SNAP. 105mm Octvar lens. Takes 8 pictures 2¼" x 3¼" in color or black and white 120 Film. A metal leather grained covering. Flash attachment snaps on in a jiffy. Fixed focus lens with speed of 1/50 second—time exposure settings. Camera has detachable neck strap.

ELEVEN PIECE OUTFIT INCLUDES

• Foldex "20" Camera • Foldex Flash Unit • 4 flash bulbs • 2 batteries • Roll of Ansco Film • Book on Photography • Leather-Grained "carry-all" case

6603B1960 . .. . Retail $29.95
6603B1764 (6 or more).. .... Retail 29.95

MARKSMAN "120" FLASH CAMERA KIT

Perfect choice for a simple economical camera. Camera is all metal, leather grained covering and bright trim. 8 album sized pictures 2¼ x 3¼ 120 film, black and white or color. No focusing, no adjustments. JUST AIM and SNAP. Fully synchronized. Flash attachment has automatic bulb ejector and built in battery test lite.

TEN PIECE OUTFIT INCLUDES.

• Marksman Flash Camera • Marksman Flash Unit • 4 flash bulbs • 2 batteries • Roll of Ansco 120 Film • Leather-grained "carry-all" case.

6604B1107 . . . . Retail $16.95
6604B1000 (6 or more) Retail 16.95

SPECTATOR "120" FLASH CAMERA KIT

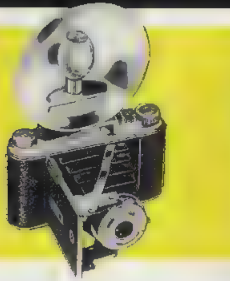
Synchronized camera with detachable flash unit. No focusing or adjusting. All metal construction. 110mm Zellar lens. Takes 8 album size pictures 2¼ x 3¼ 120 film, color or black and white. For day and night, indoor and outdoor pictures.

EIGHT PIECE OUTFIT INCLUDES.

• Spectator Flash Camera • Spectator Flash Unit • 2 bulbs • 2 batteries • Roll of Film • Leather-grained gadget bag

6605B8850 .... Retail $12.95
6605B764 (6 or more)..... .Retail 12.95

photak CAMERAS and ACCESSORIES



FOLDEX "6.3" CAMERA

An outstanding camera value. Has famous German Steinhell f6.3 coated anastigmat lens —Vario shutter with speed of 1/25 - 1/200 sec., —time exposure setting. Synchronized for use with Foldex Flash Unit Takes 8 pictures, 2¼" x 3¼"—color or black and white . . 120 film. All metal, leather grained cover—detachable neck strap. Takes pictures under almost all lighting conditions.

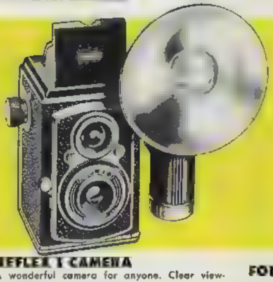
6606B2271	Retail	$34.75
6606B2043 (6 or more).......	Retail	34 75

FOLDEX FLASH UNIT

6611B260	Retail	$3.95
6611B235 (6 or more)...........	Retail	3.95

FOLDEX EVEREADY CASE

6613B260	Retail	$3.95
6613B235 (6 or more)...........	Retail	3.95



REFLEX I CAMERA

A wonderful camera for anyone. Clear viewfinder makes picture taking "foolproof" All metal—leather grained. 75mm lens — factory adjusted for "extra-sharp" pictures at all distances Shutter operates at 1/50 second or "Time" is synchronized with flash attachment Built-in double exposure preventative device. 12 exposures 2¼" x 2¼" using 620 film, black and white or color Flash attachment has automatic bulb ejector and built-in battery test-lite.

6608B1310	Retail	$19 95
6608B1176 (6 or more).. ..	Retail	19.95

REFLEX I FLASH UNIT

6612B328	Retail	$4.95
6612B294 (6 or more)	Retail	4.95

REFLEX I EVEREADY CASE

6614B328	Retail	$4.95
6614B294 (6 or more)..	Retail	4.95

FOLDEX "20" CAMERA

Easy-to-use, low priced folding camera with flash synchronized shutter No complicated adjustments—JUST AIM and SNAP 105mm Octvar lens. Takes 8 pictures 2¼" x 3¼" in color or black and white . . 120 film. All metal, leather grained covering. Flash attachment snaps on in a jiffy. Fixed focus lens with speed of 1/50 second—time exposure settings.

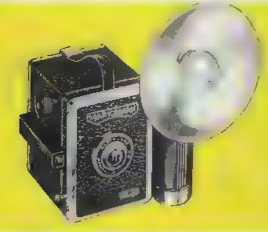
6607B1291	Retail	$19.75
6607B1161 (6 or more)..	Retail	19.75

FOLDEX FLASH UNIT

6611B260	Retail	$3.95
6611B235 (6 or more)	Retail	3 95

FOLDEX EVEREADY CASE

6613B260	Retail	$3 95
6613B235 (6 or more).........	Retail	3.95



MARKSMAN "120" CAMERA

Perfect choice for a simple, economical camera. Camera is all metal—leather grained covering with bright trim. 8 album sized pictures 2¼" x 3¼" 120 film black and white or color No focusing, no adjustments—JUST AIM and SNAP Fully synchronized

6609B524 . .	Retail	$7 95
6609B470 (6 or more).........	Retail	7 95

MARKSMAN FLASH UNIT

6612B328	Retail	$4.95
6612B294 (6 or more)	Retail	4.95

SPECTATOR "120" CAMERA

Synchronized camera with detachable flash unit. No focusing or adjusting. All metal construction 110mm Zeilar lens. Takes 8 album-size pictures 2¼" x 3¼"—120 film, color or black and white. For day and night, Indoor and outdoor pictures.

6610B588	Retail	$8.95
6610B529 (6 or more). .	Retail	8.95

"CARRYALL" CAMERA BAG

For that true "professional" look A handsome, leather-grained case with adjustable shoulder strap Has all the room needed to carry your camera and all accessories.

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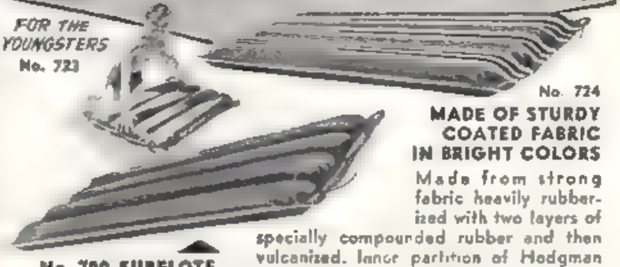

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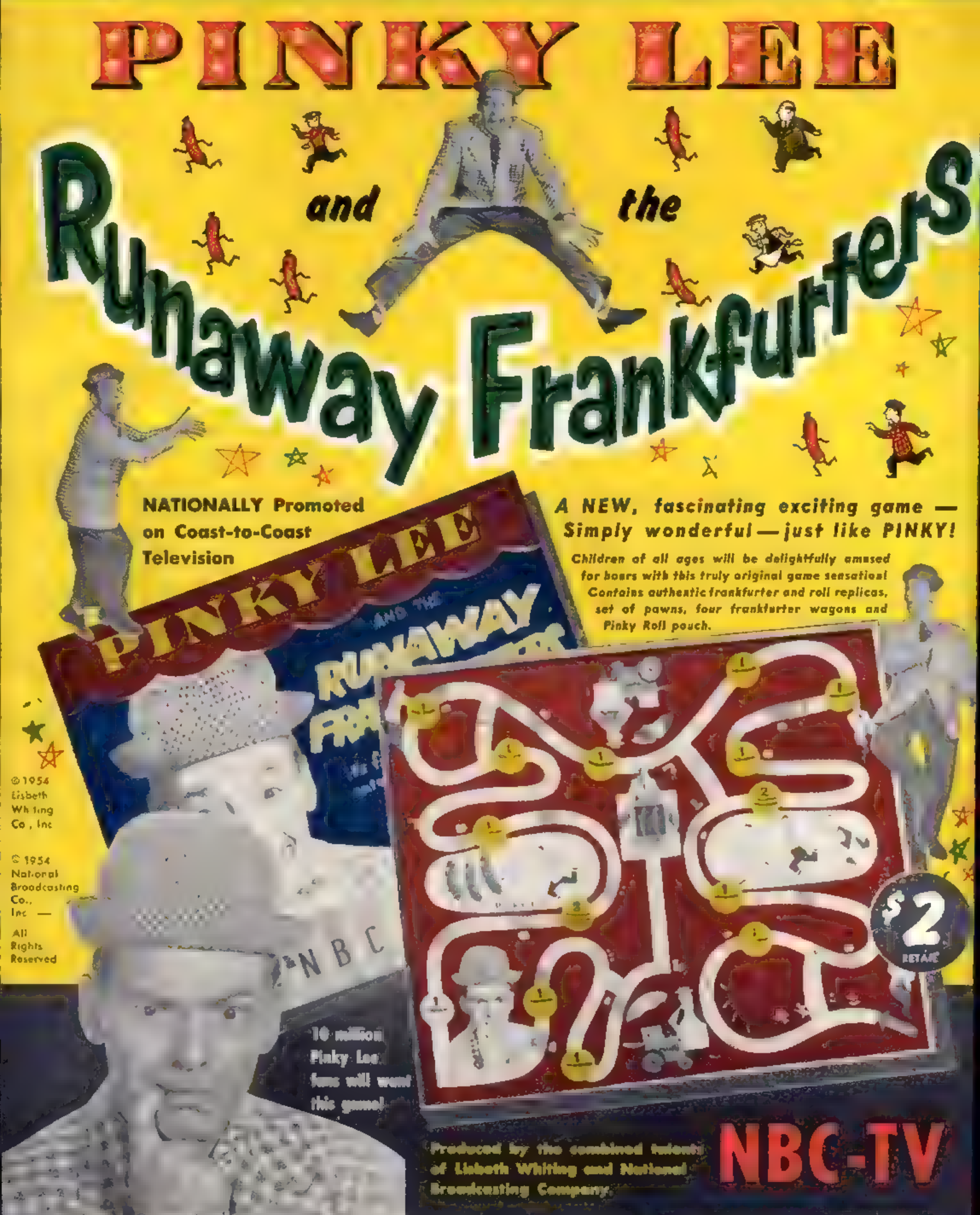

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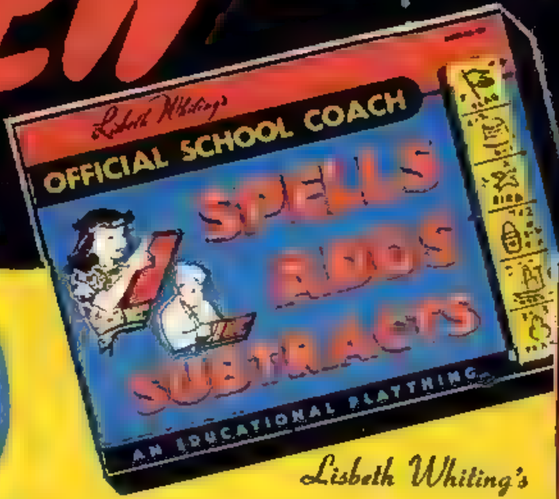
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- **A TRIPLE COMBINATIO**
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Nine wheels (count em) cleverly arranged to Spel Add and Subtract That is wh we say, "More for your mon

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JUNIOR Model #200 PERFUME KIT

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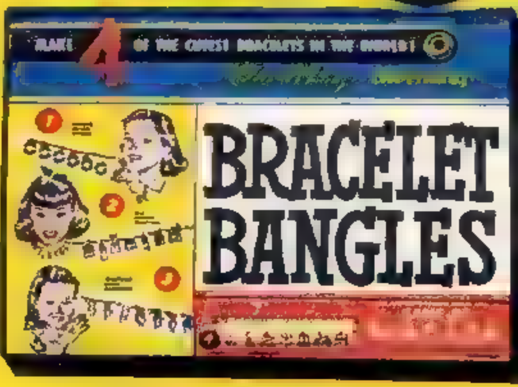
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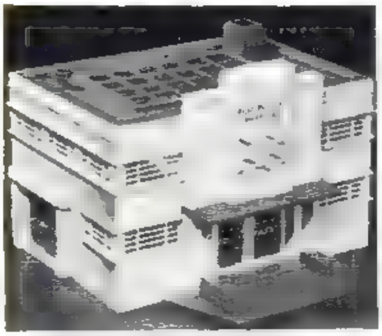
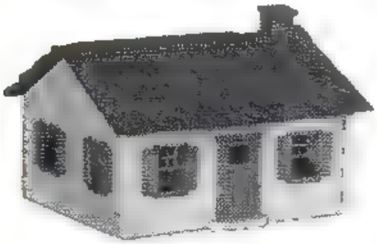

No. HS-6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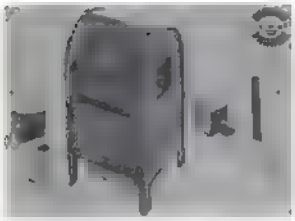
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19-pc. set—all the equipment young cowhands need to rustle up a quick meal! Set includes full supply of canned goods—2 cans tomato soup, 1 can spaghetti, and 1 can pork and beans. There's also a cook book, chow kettle, stirring spoon, and soup ladle—2 each: chow plates, range mugs, forks, spoons. And for an extra touch of atmosphere—2 cowboy neckerchiefs and a cowboy record that really plays! Aluminum utensils. Shelf-box
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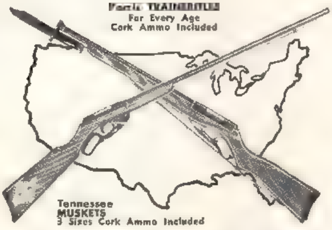

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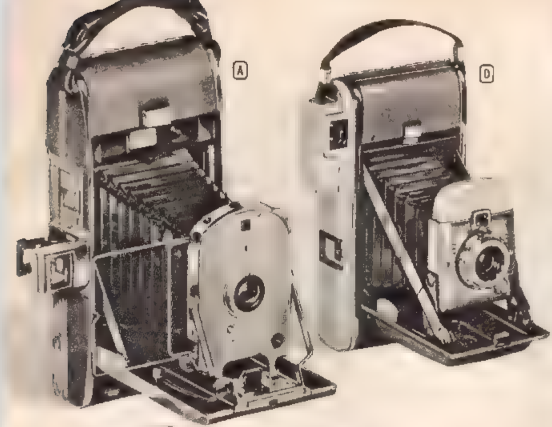

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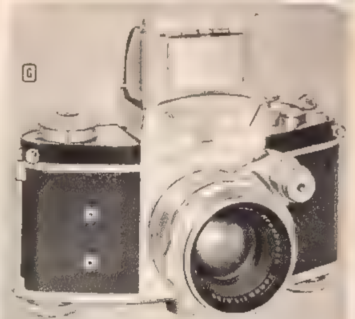

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Polaroid makes finished pictures in just one minute! Clear, dry prints only 60 seconds after you snap them! Just drop the Polaroid roll in place, no threading. Roll is actually two dry rolls connected to leader strip. Negative roll records image; positive takes the image and makes the picture—inside the camera. Plastic coating on picture keeps it clear and brilliant for years.

A POLAROID SPEEDLINER

Photographic magic! Turns out 8 sparkling black-and-white prints 3¼ x 4¼ in. with attractive deckle edge—you have them to show, to mail, a minute after you snap them! 3-element color-corrected anastigmat lens, coated to eliminate glare. Focuses from 3½ ft. to infinity. Synchronized for No. 5 flash bulbs and strobe. Eye-level viewfinder, self-cocking shutter with speeds from ⅛ to 1/60 second, built-in flash contact. Metal folding case 4⅛ x 9½ x 2⅓ in.

14559V7540—Camera. 4½ lbs $89.75
14572V880—Box 6 rolls film....$10.50
14560A1380—B.C. flash unit....$17.25
14561V1195—Exposure meter...$14.25
14562A125—Leather meter case. $1.50

Sleeve of 12 G-E #5 flash bulbs.
14462A10S103/109........Retail $1.56

B **Compartment Case**—Room for Speedliner camera, flash guns and bulbs, film rolls, filter kit, close-up kit, and exposure meter—all the equipment you need for any kind of picture-taking. Separate compartments for everything. Long-wearing Neolite case with handle.
14564A2380—Shpg. wt. 6 lbs ...$29.75

As above but for Highlander camera.
14709A1595—Shpg. wt. 5 lbs....$19.95

C **Carrying Case**—Shoulder-strap cowhide case for Speedliner, film rolls, exposure meter.

D POLAROID HIGHLANDER

Pocket-size Polaroid offers all the famous Polaroid features at a popular price. Thrifty to use and so compact—slips into your pocket. Single dial automatically sets lens and shutter combination. Viewfinder frames pictures exactly as they will appear 60 seconds later! Top-quality coated lens assures clear pictures. Synchronized flash contact built into the shutter Easy to use! Just drop film into camera, click lever, and a minute later you have a wallet-size 2¾ x 3½ in. picture. No chance of double exposure—when you pull tab to make a picture, you automatically advance the film. Plastic coating on finished picture keeps it clear and brilliant for years. Metal folding camera. Shpg wt. 3½ lbs.

14705V5875—Camera....Retail $69.95
14708V595—Box 6 rolls film.....$7.14
14706A1075—B.C. Flash unit...$12.95

Exposure meter, clips onto camera.
14707V1170.............Retail $13.95

Sleeve of 12 G-E #5 flash bulbs.
14462A10S103/109........Retail $1.56

E **Filter Kit**—For Speedliner and Highlander cameras. Gives exciting effects with clouds, distance shots, reflections. Includes polarizing filter, haze filter, half-stop neutral filter Use singly or combine for special effects. In leather case.

G EXAKTA VX AUTOMATIC REFLEX CAMERA

Exakta—the ultimate in fine cameras! German 35mm single-lens reflex with automatic diaphragm. Focus at full aperture opening; lens automatically stops down to preset f/stop when you press shutter release! Makes photography precise, simple—camera takes exactly what you see. Fully auotmatic lens presets from f/1.9 to f/16.

Lens—Interchangeable 50mm Schneider Xenon f/1.9 automatic lens (included) is precision-ground, color-corrected. Focuses from 1⅛ ft. to infinity. Stops down to f/16.

Shutter—Focal plane: 29 speeds from 12 sec. to 1/1000; time and bulb. Synchronized at all speeds with No. 6 or 31 bulbs; up to 1/50 sec. with SM or SF bulbs; (X) zero delay for strobe.

Viewing—Interchangeable waist-level reflex finder Self-erecting hood, magnifying glass. You see upright image exactly as it registers on film. Front folds down for eye-level finder.

Special Operating Features—Bayonet lens mount permits instant removal of lens. Thumb-operated coupled film transport and shutter cocking. Double-exposure safeguard. Self-timing delayed action lets you get into the picture. Built-in knife permits removal of exposed film without finishing the roll. Has tripod socket, hinged removable back. Built-in film speed reminder.

Film—All standard 35mm black-&-white, color.

Construction—6 x 4 x 3⅝ in. metal case with black leather cover, satin-chrome trim. Complete with convenient eveready leather case.

14723V26528—f/1.9 Camera, case..**$353.70**

Camera as above, but with f/2.8 fully automatic Westenar lens.
14724V18863—f/2.8 Camera with case.... ..$251.50
14674A1072—Flash gun for both cameras....$14.30

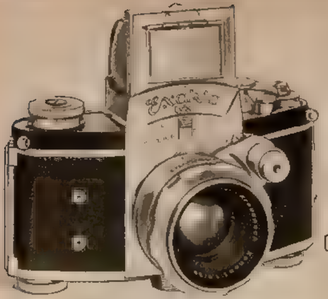
Interchangeable f/3.5 40mm Steinhert Cassaron coated wide-angle focusing lens for Exakta cameras. Focuses 3 ft. to infinity, stops down to f/22.
14727V3713...........................Retail $49.50

Interchangeable f/4.5 135mm Steinhert Culminar coated telephoto focusing lens for Exaktas. Focuses 10 ft. to infinity, stops down to f/32.
14547V4500.. . . . . Retail $60.00

H **Penta-Prism Viewfinder**—Prismatic eye-level viewfinder with split-image range-finder. Fits both Exakta cameras listed above. Interchanges with waist-level reflex viewfinder.
14725V6800...........................Retail $85.00

Penta-Prism Viewfinder—as above, but without split-image range-finder.
14726V4000.......................... . Retail $50.00

Case for waist-level reflex viewer or Penta-Prism.



A

B

EXAKTA

VX

A EXAKTA VX AUTOMATIC 35MM REFLEX CAMERA

Exakta—the ultimate in fine cameras! German 35mm single-lens reflex with automatic diaphragm. Focus at full aperture opening, lens automatically stops down to preset f/stop at press of shutter release! Makes photography precise, simple—camera takes exactly what you see. Fully automatic lens presets f/1.9 to f/16.

Lens. Interchangeable 50mm Schneider Xenon f/1.9 automatic lens (included) is precision-ground and color-corrected. Focuses from 1½ ft. to infinity. Stop down to f/16.

Shutter—Focal plane. 29 speeds from 12 sec. to 1/1000; time and bulb. Synchronized at all speeds with No. 6 or 31 bulbs; to 1/50 sec. with SM or SF bulbs; (X) zero delay for strobe.

Viewing—Interchangeable waist-level reflex finder. Has self-erecting hood, magnifying glass. You see upright image exactly as it registers on film. Front folds down for eye-level finder.

Special Operating Features—Bayonet lens mount permits instant removal of lens. Thumb-operated coupled film transport and shutter cocking. Double-exposure safeguard. Self-timing delayed action lets you get into the picture. Built-in knife permits removal of exposed film without finishing the roll. Has tripod socket, hinged removable back. Built-in film speed reminder.

Film—Uses all standard 35mm black-and-white or color film.

Construction—Metal case with black leather cover, satin-chrome trim. With eveready leather case. 6 x 4 x 3¾ in. Wt. 3½ lbs.

14723V27278—f/1.9 camera and case..........Retail **$363.70**

Like (A) above, but with $85.00 Penta-Prism eye-level viewfinder (B).

14805V30803—f/1.9 camera and case..........Retail **$410.70**

Like (A), but 58mm Zeiss Biotar f/2 lens. Waist-level viewfinder.

14808V28775—f/2.0 camera and case..........Retail **$357.00**

Like (A), but 58mm Zeiss Biotar f/2 lens. $85.00 eye-level viewfinder (B).

14809V30300—f/2.0 camera and case..........Retail **$404.00**

Like (A), but f/2.8 automatic Westenar lens. Waist-level viewer.

14724V19548—f/2.8 camera and case..........Retail **$261.50**

Like (A), f/2.8 automatic Westenar lens. $85.00 eye-level viewer (B).

14806V23138—f/2.8 camera and case..........Retail **$308.50**

Kalart battery-capacitor flash gun. Fits all Exakta cameras.

14961A1049—Kalart B-C flash gun..................Retail **$14.95**

Interchangeable f/3.5 40mm Steinhert Cassaron coated wide-angle lens for Exaktas. Focuses 3 ft. to infinity, stops down to f/22.

14727V3713—f/3.5 wide-angle lens.................Retail **$49.50**

Interchangeable f/4.5 135mm Steinhert Culminar coated telephoto lens. Focuses 10 ft. to infinity, stops down to f/32.

14547V4500—f/4.5 telephoto lens..................Retail **$60.00**

B **Penta-Prism Viewfinder**—Prismatic eye-level viewfinder with split-image rangefinder. Fits all Exakta cameras listed above. Interchanges with prismatic waist-level reflex viewfinder

14725V6800 ....Retail **$85.00**

Penta-Prism as above, but without split-image rangefinder.

14726V4000 ....Retail **$50.00**

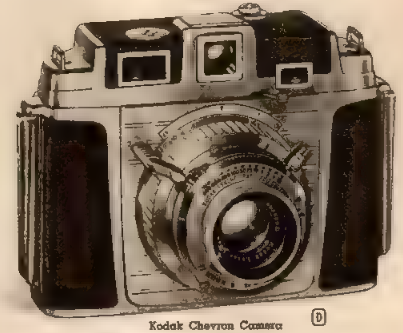
Waist-level Reflex Viewfinder—interchanges with Penta-Prism eye-level viewfinder listed above. Fits all cameras above.

14807V1596 ....Retail **$20.00**

Carrying case for waist-level reflex or Penta-Prism viewfinder.

14728V225—Leather case..........................Retail **$3.00**

Kodak Retina III-C C
Retail $185.00



Kodak Chevron Camera D
Retail $198.50

Famous-Name Quality

C KODAK RETINA III-C 35MM MINIATURE CAMERA

A fine precision miniature camera with a special new feature! Set camera for "light value"—lens opening automatically adjusts itself to any change in shutter speed! Built-in exposure meter simplifies setting.

Lens—Interchangeable 50mm Schneider Xenon C f/2 coated lens. Presets f/2 to f/22. Focuses from 2½ ft to infinity

Shutter—Synchro-Compur with built-in self-timer. 10 speeds from 1 to 1/500 second, and "B" for long exposures. Synchronized at all speeds with No. 5 or 25 bulbs; to 1/25 sec. with SM or SF bulbs; electronic at all speeds.

Viewing—Eye-level enclosed optical type with optically projected, bright field-frame. Lens-coupled, superimposed-image rangefinder.

Special Operating Features—Bayonet mount lets you remove lens quickly. One stroke of lever advances film, sets shutter, changes exposure counter No double exposures. Delayed action, built-in exposure meter Easy loading.

Film—All standard 35mm, 20 or 36 exposures, black-and-white or color.

Construction—Metal with black finish, leather cover. 5 x 3¾ x 1⅞ in.

14785V15007—Retina III-C camera. 1½ lbs.................Retail **$185.00**
14786A1095—Leather field case..........................Retail **$13.50**
14788A807—Kodak B-C flash holder.......................Retail **$9.95**

D KODAK CHEVRON PRECISION RANGEFINDER CAMERA

Kodak's finest lens and fastest shutter in a 2¼ x 2¼ in rangefinder camera (not 35mm) Focusing accuracy well within depth of field at any distance.

Lens—78mm Kodak Ektar f/3.5 coated four-element. Stops down to f/32, click stops. Focuses from 3½ ft. to infinity. A lens of outstanding quality!

Shutter—Synchro-Rapid 800, world's fastest between-the-lenses shutter has 10 speeds from 1 to 1/800, plus "B" for long exposures. Synchronized at all speeds for No. 5 and 25 bulbs; (X) zero delay for strobe.

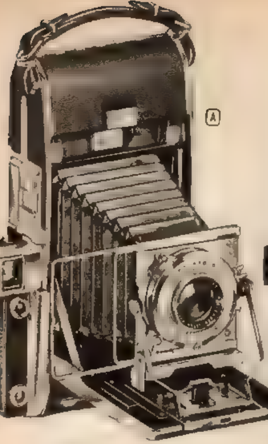
Viewing—Enclosed optical eye-level viewfinder with automatic parallax correction. Split-image rangefinder. Adjustable eyepiece for use with glasses.

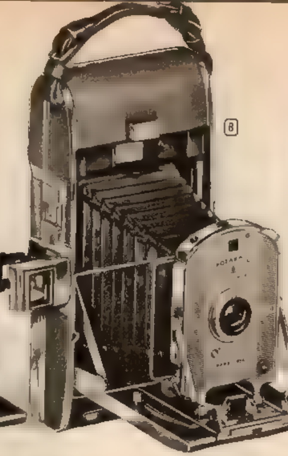
Special Operating Features—Automatic film stop and counter operate for all exposures after first one. Lever on front releases film wind for next exposure. Film type indicated on camera back Fast loading and unloading.

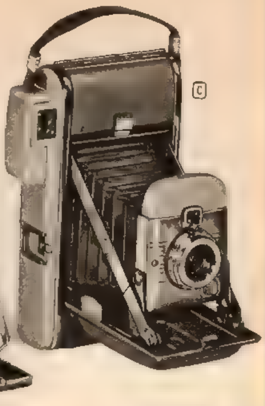
Film—No. 620—color or black-and-white, size 2¼ x2¼ in.

Construction—Metal with Kodadur plastic covering. 4¼ x 6⅝ x 4½ in.

14783V18103—Kodak Chevron camera. 2 lbs...............Retail **$198.50**
14784A1578—Leather field case..........................Retail **$17.50**
14788A807 B-C Kodak flash holder.......................Retail **$9.95**







SNAP IT! A single setting adjusts lens and shutter. No calculation, no memory work. Carefree picture taking. Perfect results.

SEE IT! One minute later, see the finished picture, sharp and clear in black and white—just like standard photographs.

ENJOY IT! Have your picture when it means the most—while everyone is there to share it. See the results immediately.

Get Prints in 60 Seconds with a Polaroid

[A] POLAROID PATHFINDER CAMERA

The fabulous picture-in-a-minute camera—ideal for business or pleasure! Pictures are developed in the camera—no waiting. Fast lens and shutter—take professional quality pictures, stop fast action.

Lens—coated f/4.5 Wollensak Raptar anastigmat; stops down to f/32, focuses from 3 feet to infinity.

Shutter—Wollensak Rapax with nine speeds from 1 to 1/400 second, plus time and bulb. Synchronised at all speeds with No. 5 or No. 25 bulbs. Use flash unit below. (X) zero delay for strobe. **View-finder**—combined optical and open-frame sports type. **Range-finder**—coupled Kalart for sharp pictures from 3 ft. to infinity. **Operating controls**—large focusing knob; body clip holds flash attachment or light meter Takes eight 3¼ x 4¼ deckle-edge pictures. All metal leather-covered body, brushed chrome trim, 5½ x 9½ x 3 in. Lens-mount diam. 1⅓ in.

14567V21000	—Camera. Shpg. wt. 5 lbs	**$249.50**
14572V880	—Box of 6 rolls of film	**$10.50**
14569V1130	B. C. Flash Unit	**$13.95**
14462A10S95/101	—Sleeve of 12 G-E #5 bulbs	**$1.44**

[B] POLAROID SPEEDLINER CAMERA

Turns out 8 black-and-white prints 3¼ x 4¼ in. with smart deckle edge—you have them to show or to mail a minute after you snap them. Three-element, color-corrected lens, coated to eliminate glare. Focuses from 3½ ft. to infinity. Synchronized for No. 5 flash bulbs and strobe. Eye-level viewfinder Self-cocking shutter, speeds from ⅛ to 1/60 second. Built-in flash contact Metal folding case; 4½ x 9½ x 2½ in.

14559V7540	—Camera. Shpg. wt. 4½ lbs.	**$89.75**
14572V880	—Box of 6 rolls of film	**$10.50**
14560A1130	—B. C. Flash Unit	**$13.95**
14561V1185	—Exposure meter	**$14.25**
14562A125	Leather exposure meter case	**$1.50**
14462A10S95/101	Sleeve of 12 G-E #5 bulbs	**$1.44**

New Polaroid Polapan Land Film for cameras (A) and (B). 2 speeds to give 60-second pictures more clearness, depth, better tone. Choose high-speed Polapan "200" for better all-around photography indoors or out; or extra high-speed Polapan "400" for indoor pictures without flash (either in daytime or at night with good room lighting). Eight 3¼ x 4¼ exposures.

14753A995	—Box of 6 rolls Polapan "200"	**$11.88**
14754A1100	—Box of 6 rolls Polapan "400"	**$13.14**

Polapan "200" film for use in the Highlander camera.

14980V765	—Box of 6 rolls Polapan "200"	**$9.18**

[C] POLAROID HIGHLANDER CAMERA

Similar to Speedliner camera (B), but takes 8 exposures in smaller size, 2¾ x 3½ in. Deckle-edged.

14705V5875	—Camera. Shpg. wt. 3 lbs.	**$69.95**
14708V650	Box of 6 rolls of film	**$7.74**
14706A1075	—B. C. Flash Unit	**$12.95**
14707V1170	—Exposure meter	**$13.95**
14462A10S95/101	—Sleeve of 12 G-E #5 bulbs	**$1.44**

[D] to [H] POLAROID CAMERA ACCESSORIES

[D] **Compartment Carrying Case**—room for Speedliner camera, flash guns and bulbs, picture rolls, filter kit, close-up kit, and exposure meter—all the equipment you need for any kind of picture-taking. Separate compartments keep everything always within finger-tip reach. Durable, attractive Neolite construction—has attached handle for easy carrying.

14564A2380	—Shpg. wt. 4 lbs	**$29.75**

Carrying case as above but for Highlander camera.

14709A1595	—Shpg. wt. 3 lbs	**$19.95**

[E] **Carrying Case** holds Speedliner camera, picture rolls, exposure meter. Fine cowhide—lightweight, durable, with secure suit-case closing, and with sturdy shoulder strap for carrying

14563A1260	—Shpg. wt. 2½ lbs	**$14.95**

Deluxe case for Pathfinder camera and accessories.

14568A2680	—Shpg. wt. 5 lbs	**$33.50**

[G] **Filter Kit**—for Speedliner and Highlander cameras. Gives exciting effects with clouds, distance shots, reflections. Includes polarizing filter, haze filter, half-stop neutral filter Compact leather case.

14566V475	Kit. Shpg. wt. ½ lb.	**$5.95**

Filter kit as above but for Pathfinder camera.

14571V850	Kit. Shpg. wt. 1 lb.	**$10.95**

[H] **Close-Up Lens Kit**—for Speedliner and Highlander cameras. Clear shots at a distance of 6 in. to 3 ft. 3 precision close-up lenses. Adds to the range of subjects you can photograph. Packed in an attractive leather case with built-in steel measuring tape.

14565V715	Kit Shpg. wt. ½ lb.	**$8.95**

Close-up lens kit as above—for Pathfinder camera.

14570V1195	—Kit. Shpg. wt. 1 lb.	**$14.95**

D

Carrying Case for B, C

E

Carrying Case for A, B

G

Polaroid Filter Kits

H

Polaroid Close-up Kits

SCALE POWER BOATS

THE VECO TUG BOAT

35" overall length for radio control

A Prefab Kit of VECO Quality

CHRIS-CRAFT 63 MOTOR YACHT

[illegible]

DeLuxe

Deluxe 68 pc. Scale Marine Fittings Set B-11F $7.50

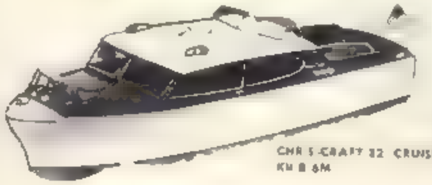
OUTBOARD SPEEDBOAT

SCIENTIFIC

Chris-Craft Riviera

CHRIS-CRAFT 50 CATALINA
Kit B-7M

SEA HAWK $2.50



CHRIS-CRAFT 32 CRUISER
Kit B-6M

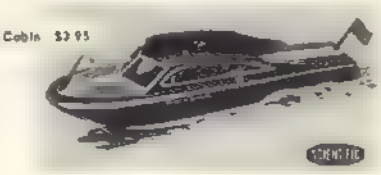
XP 300 DREAM BOAT $1.95

Radio Control

CENTURY SEA MAID 20'

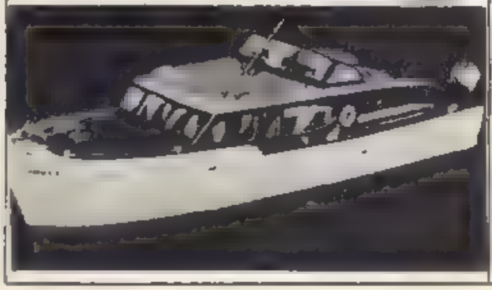
SEA HAWK $2.50

RICHARDSON 27 CRUISER
Kit B-1



Buckeye Jr Cabin $2.95

CENTURY RESORTER 20
Kit B-4



STERLING MODELS

Everyone is familiar with Sterling's reputation for producing authentic exquisitly detailed models. These boats are no exception, featuring quality parts and easy construction. Modeled from original factory plans, they look like the "real thing". May be powered with electric motors or gasoline engines.

B-1	Richardson 27' Cruiser, 17"lg.	5.95
B-2	Higgins 17' Speedster, 16"lg.	4.95
B-3	Chris-Craft 47' Buccaneer, 19"	7.95
B-4	Century Resorter 20', 12½"lg.	3.25
B-5	Century Sea Maid 20', 12½"lg.	2.95
B-6M	Chris-Craft 32' Cruiser, 28"lg.	9.95
B-6F	32' Cruiser Fitting St	3.50
B-7M	Chris-Craft 50' Catalina, 31"	11.95
B-7F	50' Catalina Fitting Set	4.95
B-8M	Century Sea Maid 20', 27"lg.	7.95
B-8F	Sea Maid 20' Fitting Set	3.95
B-9	Higgins 26' Exp. Cruiser, 15"	3.95
B-10M	Harco 40' Deluxe Cruiser 27"	10.95
B-10F	Harco 40' Fitting Set	4.50
B-11M	Chris-Craft 63' Motor Yacht, 40" long	18.95
B-11F	63' Motor Yacht Fitting Set	7.50
B-12	Sea Dart, 16" long Vinyl plastic hydroplane for outboard gas engines.	3.95
B-13M	Chris-Craft 21' Monterey 21"lg., for outboard eng.	5.95
B-14	Chris-Craft 42' Exp. Cru's. Plastic, can be used with electric motors-inboard.	1.98
B-15M	Chris-Craft 42' Corvette 48" lg., worlds largest model boat kit. Ideal for R/C gas or electric, Twin Drive.	24.95
B-15F	Corvette Fittings Set, 62 pcs.	8.95

NEW VECO

Veco "TUG BOAT" Completely prefabricated, formed 1/8" Styrene hull. A deluxe kit-complete with all fittings.	24.95

SCIENTIFIC

FOR ½ A ENGINES

CO 2 Squirt	1.50
XP-300 Dream Boat	1.95
Sea Hawk	2.50
Chris-Craft Riveria	3.50
Chris-Craft Special	3.50
Buckeye Jr.	3.95
Buckeye Jr. Cabin Cruiser	3.95
Little Buckeye	1.95
Torpedo Hydra plane	2.50

FOR A, B, & C ENGINES

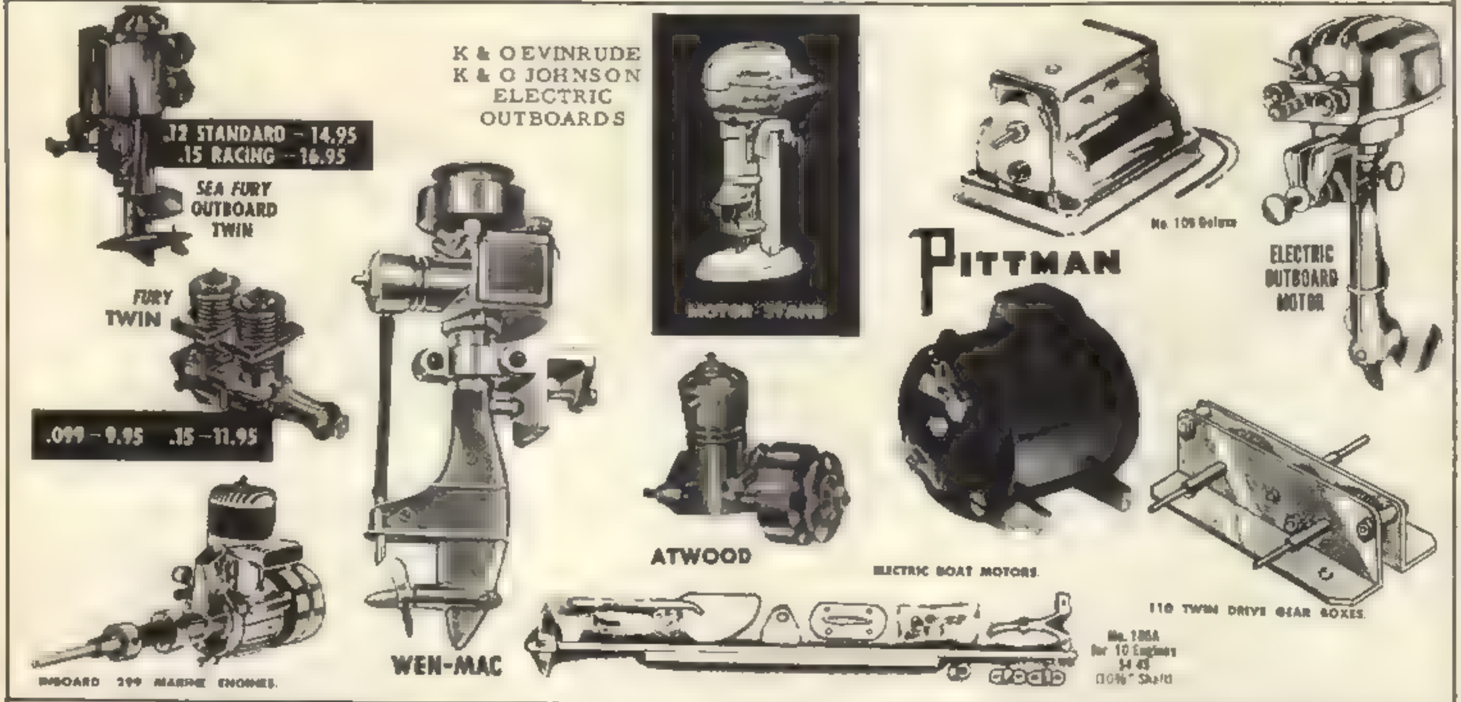
Buckeye Senior	4.95
Buckeye Senior Cabin Cruiser	5.95

WEN-MAC CORPORATION

Ready to go, complete with .049 engine, a 18" Hydroplane made from high impact plastic.

Aquamite with Eng.	9.95
Aquamite Less Eng.	4.95
Corvette with Outboard Eng.	12.95

MARINE ENGINES & ACCESSORIES



OUTBOARD MOTOR

Allyn SALES CO. INC

402 Sea Fury Outboard, .060	9.95
404 Mar-Fury, Inboard .060	5.95
405 Sea Fury Inboard, .060	9.95
408 Mar-Fury, .12 Marine	10.95
409 Sea Fury Outbd. .12 Twin Std.	14.95
4.0 Sea Fury Outbd. .15 TW. Rac.	16.95
411 Sea Fury Inbd. .12 Twin Std.	14.95
412 Sea Fury Inbd. .15 Twin Rac.	16.95

ATWOOD MOTORS

.049 Atwood Aircooled Marine Eng.	5.50
.049 Atwood Watercooled Marine Eng.	5.75

CAMERON

A heavy duty gasoline powered engine that will power boats of just about any size. Complete with water cooled crank-case grooved and slotted flywheel with startling cord. The two speed model designed especially for R/C models.

Cameron .09 Special Marine Eng.	9.95
Cameron .09, 2-speed Marine Eng.	11.95
Cameron Marine Exhaust Stack	1.50
Cameron Marine Accessory Kit	2.50

O&R

O & R MARINE ENGINE

#291M O & R .29 Marine Engine Front end flywheel-heavy duty crankshaft-cushioned universal coupling-roller bearing—mounted crankshaft.	14.95

WEN-MAC CORPORATION

#OE-1AC Marine .049 Outboard Eng Air Cooled.	9.95
#OE-1WC Marine .049 Outboard Eng. Water Cooled.	9.95

K&O Models INC.

K & O ELECTRIC MOTORS

The ideal battery powered electric motors for model boats, race cars etc. Flashlight battery powered and unsurpassed in power output, quality and compactness. Heavily nickle-plated and gray finish. All models reversible

#107 Electric Motor, 6-9 Volts (med.) Size: 15/8 x 3 x 1½"	3.00
#107A Electric Motor 6-12 Volts (lg.) Size: 2½ x 3½ x 1 3/8"	4.95
#108 Electric Motor 3-9 Volts (Sm.) Size. 1 5/16 x 2 x 7/8'	2.00
#109 Deluxe Elect. Motor 3-9 Volts Looks like a Diesel, with a 3½ to 1 reduction gear drive. Size 1 7/8 x 3¾ x 1½"	4.50
#108A Midget Electric Motor, 1½-4½ Volts. Size. 1½ x 1 5/8 x 7/8'	1.50

ELECTRIC DRIVE UNITS

#102 Medium Electric Drive Unit Consists of No. 107 electric motor and #10A Screw Set.	4.95
#103 Small Electric Drive Unit Consists of #108 electric motor and #104 Screw Set.	3.95
#104 Large Electric Screw Set Includes 8" drive shaft, hangers, Screw propeller, spring joint, wire, back plate, universal and rudder.	1.95
#104A Twin Drive Electric Screw Set Twin drive counter rotating gear box, complete with 8" drive shaft.	4.95
#104B Small Electric Screw Set 4" Shaft, spring joint and rudder.	1.00
#110 Twin Drive Gear Box only Operates twin screws from a single motor. Both propellers turn in the same direction. Use either right or left hand propelers.	1.75

Electric OUTBOARD MOTOR

Imp No. 100	2.95
K & O No. 100	3.50
Imp Mercury	3.25
K & O Evinrude Big Twin	4.95
K & O Johnson Sea Horse 25	4.95

PITTMAN

9001 Panther, 3 to 6 Volts	6.50
9002 Super Panther, 3 to 6 Volts	8.50

GAS ENGINE SCREW SETS

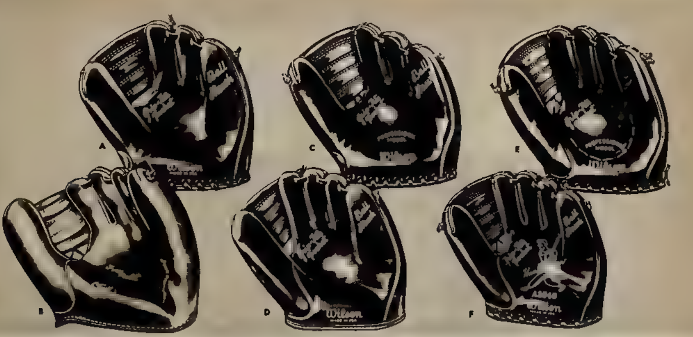
The following marine power drive units are the simplest method of powering your boat either for electric or gas inboard prop-drive shaft-housing-struts-etc.

Berk. ½A Marine Drive Unit	1.00
Berk. A-B Marine Drive Unit	2.95
Ideal #1531 Impy Screw Set, ½A	1.00
O & R #164 Marine Drive Unit, 1/8" Shaft	3.00
O & R #165 Marine Drive Unit, 5/32" Shaft	3.00
O & R #166 Marine Drive Unit, 3/16" Shaft	3.00
Sterl. ½A-Marine Drive, 1/8" Shaft	2.95
Sterl. A-Marine Drive, 3/16" Shaft	3.95
Sterl. A-B Marine Drive, ¼" Shaft	3.95
Sterl. Elect Marine Drive	2.25

K & O GAS ENGINE SCREW SETS

All parts brass, heavily nickel-plated Silver soldered hardened bearing props counter sunk mounting holes, complete instructions.

#105 Class ½A Screw Set, 8¾" shaft	3.95
#105A Class A Screw Set, 10 3/8" shaft	4.45
#106 Class B-C Screw Set 11¾" shaft	4.95
#106A Class C Screw Set, 13" shaft	5.95
#106B Class C-D Screw Set 17½" shaft	5.95



(A) PREACHER ROE MODEL. Here is a four-finger fielder's glove for all future major leaguers. Made of sturdy tan glove cowhide with a half leather lining. Some of the features of this model are streamlined fingers, welted palm and thumb, finger-tip lacing, jute felt pad and vinyl plastic binding. Weight 2½ lbs.
20-5409-330. .... Retail **4.95**

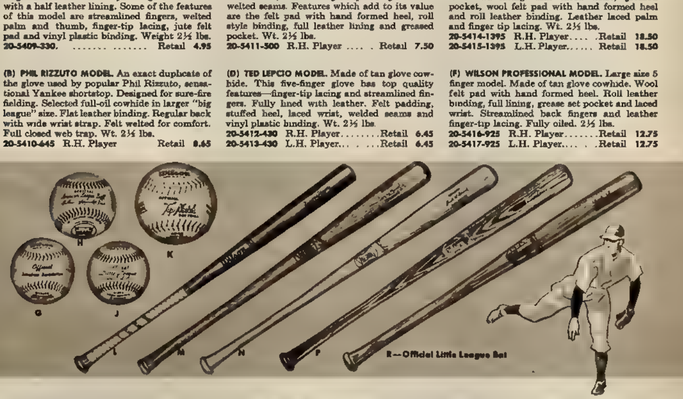
(B) PHIL RIZZUTO MODEL. An exact duplicate of the glove used by popular Phil Rizzuto, sensational Yankee shortstop. Designed for sure-fire fielding. Selected full-oil cowhide in larger "big league" size. Flat leather binding. Regular back with wide wrist strap. Felt welted for comfort. Full closed web trap. Wt. 2½ lbs.
20-5410-445 R.H. Player Retail **8.65**

(C) WILSON DELUXE MODEL. Four-finger fielder's glove made of quality cowhide. Large size with laced wrist, leather finger tip lacing and full welted seams. Features which add to its value are the felt pad with hand formed heel, roll style binding, full leather lining and greased pocket. Wt. 2½ lbs.
20-5411-500 R.H. Player .... . Retail **7.50**

(D) TED LEPCIO MODEL. Made of tan glove cowhide. This five-finger glove has top quality features—finger-tip lacing and streamlined fingers. Fully lined with leather. Felt padding, stuffed heel, laced wrist, welded seams and vinyl plastic binding. Wt. 2½ lbs.
20-5412-430 R.H. Player........Retail **6.45**
20-5413-430 L.H. Player... . ...Retail **6.45**

(E) VERN STEPHENS PROFESSIONAL. Five-finger model. Constructed of high grade tan cowhide with full lining. Has laced wrist, greased pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing. Wt. 2½ lbs.
20-5414-1395 R.H. Player.... .Retail **18.50**
20-5415-1395 L.H. Player...... Retail **18.50**

(F) WILSON PROFESSIONAL MODEL. Large size 5 finger model. Made of tan glove cowhide. Wool felt pad with hand formed heel. Roll leather binding, full lining, grease set pocket and laced wrist. Streamlined back fingers and leather finger-tip lacing. Fully oiled. 2½ lbs.
20-5416-925 R.H. Player.......Retail **12.75**
20-5417-925 L.H. Player.... . .Retail **12.75**



R—Official Little League Bat

(G) OFFICIAL LEAGUE BALL. Made to exact major league specifications. Cushion cork center wound with fine yarn. Horsehide cover.
20-5425-228 Wt. 6 oz.................................Retail **3.10**

(H) OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All-Star, World Series and American League games. Cushioned cork center, wound with fine yarns. Alum-tanned leather cover. Double hand-stitched.
20-5426-244 Wt. 6 oz.........................Retail **3.25**

(J) OFFICIAL LITTLE LEAGUE BALL. Approved by Little League Baseball.
20-5427-150 Wt. 6 oz.................................Retail **2.25**

BOB FELLER FIRE BALL. (Not illustrated). Wt. 6 oz.
20-5428-78...................................Retail **1.29**

(K) 12" OFFICIAL SOFTBALL. Kapok center. Double hand-stitched cover.
20-5429-294 Wt. ½ lb.......................... Retail **4.00**

12" SOFTBALL. (Not illustrated). Official Regulation ball.
20-5430-228 Wt. ½ lb.............................. Retail **3.35**

12" CHAMP SOFTBALL. (Not illustrated) Used by champs everywhere.
20-5431-78 Wt. ½ lb. ....Retail **1.25**

(L) OFFICIAL TOP NOTCH SOFTBALL BAT. Brown hickory bat, white grip.
20-5432-163 Wt. 2 lbs..........................Retail **2.55**

OFFICIAL SOFTBALL BAT. (Not illustrated). Brown finish, tape grip.
20-5433-109 Wt. 2 lbs.............................. Retail **1.65**

(M) PROFESSIONAL MODEL. Autographed league bat. Natural finish
20-5434-231 Wt. 2½ lbs... .... Retail **3.45**

(N) COLLEGIATE MODEL. Autographed by famous stars. Natural finish
20-5435-231 Wt. 2½ lbs.. .... Retail **3.45**

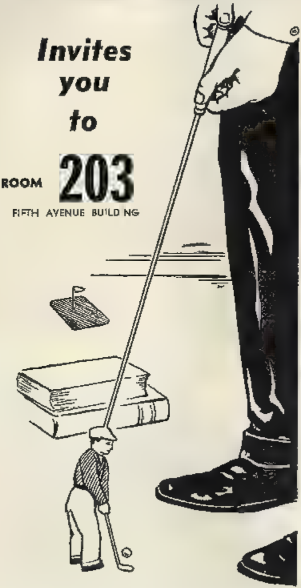
(P) FAMOUS PLAYER PROFESSIONAL MODEL. White ash, natural finish.
20-5436-221 Wt. 2 lbs...............................Retail **3.88**

FAMOUS PLAYER MODEL. (Not illustrated). Made of durable white ash.
20-5437-164 Wt. 2 lbs...............................Retail **2.55**

(R) OFFICIAL LITTLE LEAGUE BAT. Approved by Little League Baseball, Inc. Maximum circumference 2¼" White ash with natural finish
20-5438-210 Wt. 1½ lbs.. .... Retail **2.75**

WILSON BIG LEAGUE BAT. (Not illus.).
20-5439-89 Selected woods. 2 lbs. Retail **1.27**

GOLFER IKE



Invites you to

ROOM 203

FIFTH AVENUE BUILDING

THIS FABULOUS MINIATURE INDOOR GOLF GAME IS OVERWHELMINGLY REALISTIC AND APPEALING

For anybody, anywhere—IN ANY ROOM! Set up the holes, one by one, and play away as though you were at Baltusrol! GOLFER IKE gives the illusion of driving, retrieving, holing in, but YOU control the play, creating your own hazards, aiming for Par, enjoying a game whose thrill never fades! For all the family—for shut-ins—a wonderful pastime that anyone can play without "coaching"—and GOLFER IKE, in an attractive gift box with directions, retails for only **$5.95**

Come see . . . come play . . .

U. S. GAMES CORPORATION
42-14 Greenpoint Ave., Long Island City 4, N. Y.
SHOWROOM: 200 Fifth Ave., N. Y. City

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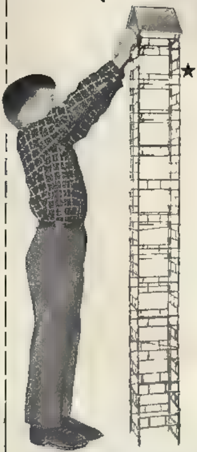
the sky's the limit!



★ **FOR FUN**

★ **FOR SALES**

★ **FOR PROFIT**

with this NEW

Wannatoy CONSTRUCTION SET

An authentic scale model of the famous Brainard Scaffolding System used and seen all over the world in the construction of skyscrapers, dams, bridges, apartments, schools, offices and factories.

Fits together quick and easy—no bolts, nuts or clips. Comes apart just as easily. Dozens of arrangements shown in illustrated sheet in each set.

Enough parts to construct scaffolding over 5 ft. high.

Priced for profit at $3.98 suggested retail.

6 boxes to shipping case. Weight 14 lbs.

Dozens of fast-selling items
POLYETHELENE TRUCKS
DOLLS • DISHES
CARS • TRAINS

Wannatoy
CONSTRUCTION KIT
QUICK
& EASY
TO BUILD

Write for illustrated color catalog or see your jobber
DILLON-BECK MFG. CO.
HILLSIDE, N. J.

National Sales Representative:
Smith-Benny Sales Co., 11 W. 42nd St., N. Y. 18, N. Y.

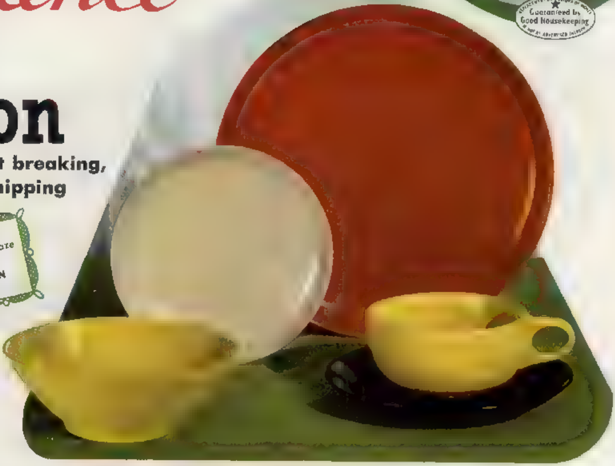
Florence
by
Prolon

Guaranteed against breaking, cracking and chipping

molded of Melmac

Guaranteed by Good Housekeeping

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co.



modern serving

STYLE . . . COLOR . . . BEAUTY

"FLORENCE"—designed by George Nelson one of America's foremost designers, selected for the 1954 GOOD DESIGN exhibition by the New York Museum of Modern Art, is matchless in style, design and beauty. Twelve pieces, four matching colors . . . the perfect dinnerware for modern casual living.

Colors that never fade. Can be washed in boiling water or automatic dishwashers. Odorless . . . non-toxic . . . non-inflammable. Hot foods stay hot longer—cold foods remain cool. Light in weight, yet strong and easy to handle and clean. Longer life . . . costs less . . . Truly the finest in modern molded dinnerware. SPECIFY COLORS

OPEN STOCK PRICE LIST AVAILABLE ON REQUEST.

20-Pc. Dinner Set. Setting for 4—consists of 4 10″ plates, 4 - 6¼″ plates, 4 bowls, 4 cups and 4 saucers. Wt. 9 lbs.

		Retail
6505B1303	High Noon Yellow and Black..	$19.95
6506B1303	Sunset Red and Dawn Gray	19.95
6507B1303	Rainbow Assortment Equal pieces above 4 colors	19 95

SPECIFY COLORS

6-Pc. Service Set. Smartly styled serving pieces. Includes 12½″ platter, two vegetable dishes (1 open, 1 divided), creamer, covered sugar bowl. Wt. 4½ lbs.

		Retail
6503B781	High Noon Yellow	$11 95
6504B781	Midnight Black	11 95
6502B781	Dawn Gray	11 95
6501B781	Sunset Red	11 95

SPECIFY COLORS

42-Pc. Dinner Set. Setting for 6 includes 6 each 10″ plates, salad plates, bread and butter plates, bowls, cups, saucers, two vegetable dishes (divided and open), platter, creamer and covered sugar bowl Wt. 19½ lbs.

		Retail
6508B3072	Sunset Red	$49.50
6509B3072	High Noon Yellow	49.50
6510B3072	Down Gray	49 50
6511B3072	Fiesta Pack	49 50

SPECIFY COLORS

—ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.

Prolon
FOR *Casual* SERVING

Guaranteed by Good Housekeeping

1-YEAR GUARANTEE
Will not break, crack chip or craze
under normal household use
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co

- **16-Pc. Breakfast or Luncheon Set** Here's the ideal starter set . perfect for "foursome" serving. 16-piece set includes: four 9-in. plates, four 6½ in. plates, four cups and four saucers Available in choice of two smart decorator's color combinations. Wt 6 lbs.

		Retail
6512B846	Cranberry Red and Stone Gray	$12 95
6513B846	Forest Green and Chartreuse	12.95

- **20-Pc. Prolon Dinner Set.** Set consists of four place settings including four 10¼ in. large dinner plates, four 6½-in plates, four 9-oz. bowls, four cups and four saucers. Wt 9 lbs.

		Retail
6514B1159	Cranberry Red	$17.75
6515B1159	Forest Green	17.75
6516B1159	Stone Gray	17 75
6517B1159	Chartreuse	17.75
6518B1159	Rainbow (equal pieces above 4 colors)	17.75

- **5-Pc. Service Set.** Modern, functional design . . . match and fit any table setting. The five-piece set consists of large 15" platter, 11" vegetable serving dish, cream pitcher, sugar bowl with cover Wt 3 lbs. Solid colors only.

		Retail
6523B651	Cranberry Red	$9.95
6524B651	Forest Green	9.95
6525B651	Stone Gray	9.95
6526B651	Chartreuse	9.95

PROLON — CONVENTIONAL STYLE . . . EVERY DAY DINNERWARE

Prolon's china-like texture . . informal styling and velvet, soft colors blend perfectly to grace any table setting.

Prolon's conventional styling has a "sculptured" look for lasting beauty . . . shatter-free and clatter-free . . Can be washed in boiling water or automatic dishwashers. Practical for every day use. Surely the perfect durable dinnerware for breakfast, kitchen nook, camp, cottage and for out-of-door eating. **SPECIFY COLORS**

OPEN STOCK PRICE LIST AVAILABLE ON REQUEST.

- **35-Pc. Dinner Set.** Service for six includes six 10¼' large dinner plates, six 6½" plates, six 5-oz vegetable dishes, six cups, six saucers, cream and sugar set, 15" platter, 11" vegetable serving dish. Wt. 11 lbs.

		Retail
6519B2232	Cranberry Red and Stone Gray with red serving pieces	$35 95
6520B2232	Forest Green and Chartreuse with green serving pieces	35.95

- **53-Pc. Dinner Set.** Service for eight contains eight 10¼" large dinner plates, eight 6½' plates, eight 5-oz. vegetable dishes, eight cups, eight saucers, eight 9-oz. bowls, cream and sugar set, 15" platter, 11" vegetable serving dish. Wt. 17 lbs.

		Retail
6521B3038	Cranberry Red	$48.95
6531B3038	Stone Gray	48.95
6522B3038	Forest Green	48.95
6532B3038	Chartreuse	48.95
6533B3038	Rainbow (equal pieces above 4 colors)	48.95

- **Salad Bowl Set** 5-Pc excitingly beautiful and richly colorful Of long lasting *Melmac* Unaffected by food acids, detergents, boiling water, etc. A perfect gift with a multitude of uses Salads, Popcorn, Spaghetti, Stews, Fruit, etc. Set consists of a large 11" bowl and 4 individual serving bowls. Gift packed Wt. 3 lbs

		Retail
6528B651	High Noon Yellow	$9.95
6530B651	Midnight Black	9.95
6529B651	Dawn Gray	9.95
6527B651	Sunset Red	9.95

Florence
by
Prolon

Guaranteed against breaking, cracking and chipping

molded of Melmac
Guaranteed by Good Housekeeping

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co

modern serving

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20-Pc. Dinner Set. Setting for 4—consists of 4 10" plates, 4 - 6¼" plates, 4 bowls, 4 cups and 4 saucers. Wt. 9 lbs.

		Retail
2359H1303	High Noon Yellow and Black	$19 95
2359H1303	Sunset Red and Dawn Gray	19 95
2359H1303	Rainbow Assortment Equal pieces above 4 colors	19 95

SPECIFY COLORS

6-Pc. Service Set. Smartly styled serving pieces. Includes 12½" platter, two vegetable dishes (1 open, 1 divided), creamer, covered sugar bowl. Wt. 4½ lbs.

		Retail
2358H781	High Noon Yellow	$11 95
2358H781	Midnight Black	11.95
2358H781	Dawn Gray	11 95
2358H781	Sunset Red	11 95

SPECIFY COLORS

42-Pc. Dinner Set. Setting for 6 includes 6 each 10" plates, salad plates, bread and butter plates, bowls, cups, saucers, two vegetable dishes (divided and open), platter, creamer and covered sugar bowl. Wt. 19½ lbs.

		Retail
2357H3072	Sunset Red	$49.50
2357H3072	High Noon Yellow	49.50
2357H3072	Dawn Gray	49 50
2357H3072	Fiesta Pack	49.50

SPECIFY COLORS

Prolon

FOR *Casual* SERVING

1-YEAR GUARANTEE
Will not break crack chip or craze
under normal household use
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co

- **16-Pc. Breakfast or Luncheon Set.** Here's the ideal starter set . . perfect for 'foursome' serving. 16-piece set includes. four 9-in. plates, four 6½ in. plates, four cups and four saucers. Available in choice of two smart decorator's color combinations. Wt. 6 lbs.

		Retail
2363H846	Cranberry Red and Stone Gray . .	$12.95
2363H846	Forest Green and Chartreuse	12.95

- **20-Pc. Prolon Dinner Set.** Set consists of four place settings including four 10¼-in large dinner plates, four 6½-in. plates, four 9-oz. bowls, four cups and four saucers. Wt. 9 lbs.

		Retail
2364H1159	Cranberry Red	$17.75
2364H1159	Forest Green	17.75
2364H1159	Stone Gray	17.75
2364H1159	Chartreuse	17.75
2364H1159	Rainbow (equal pieces above 4 colors)	17.75

- **5-Pc. Service Set.** Modern, functional design . . match and fit any table setting The five-piece set consists of large 15" platter, 11" vegetable serving dish, cream pitcher, sugar bowl with cover Wt. 3 lbs. Solid colors only.

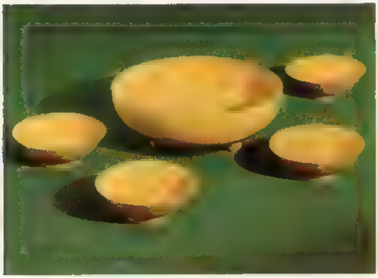
		Retail
2362H651	Cranberry Red	$9.95
2362H651	Forest Green	9.95
2362H651	Stone Gray	9.95
2362H651	Chartreuse	9.95

PROLON — CONVENTIONAL STYLE . . . EVERY DAY DINNERWARE

Prolon's china-like texture . . . informal styling and velvet, soft colors blend perfectly to grace any table setting.

Prolon's conventional styling has a "sculptured" look for lasting beauty . . . shatter-free and clatter-free . . . Can be washed in boiling water or automatic dishwashers. Practical for every day use. Surely the perfect durable dinnerware for breakfast, kitchen nook, camp, cottage and for out-of-door eating. SPECIFY COLORS

OPEN STOCK PRICE LIST AVAILABLE ON REQUEST.



- **35-Pc Dinner Set** Service for six includes six 10¼" large dinner plates, six 6½" plates, six 5-oz vegetable dishes, six cups, six saucers, cream and sugar set, 15" platter, 11" vegetable serving dish. Wt. 11 lbs.

		Retail
2360H2232	Cranberry Red and Stone Gray with red serving pieces	$35.95
2360H2232	Forest Green and Chartreuse with green serving pieces	35.95

- **53-Pc Dinner Set.** Service for eight contains eight 10¼" large dinner plates, eight 6½" plates, eight 5-oz. vegetable dishes, eight cups, eight saucers, eight 9-oz. bowls, cream and sugar set, 15" platter, 11" vegetable serving dish. Wt. 17 lbs.

		Retail
2361H3038	Cranberry Red	$48.95
2361H3038	Stone Gray	48.95
2361H3038	Forest Green	48.95
2361H3038	Chartreuse	48.95
2361H3038	Rainbow (equal pieces above 4 colors)	48.95

- **Salad Bowl Set.** 5-Pc excitingly beautiful and richly colorful Of long lasting Melmac Unaffected by food acids, detergents, boiling water, etc A perfect gift with a multitude of uses Salads, Popcorn, Spaghetti, Stews, Fruit, etc Set consists of a large 11" bow and 4 individual serving bowls. Gift packed Wt 3 lbs

		Retail
2466H651	High Noon Yellow	$9.95
2466H651	Midnight Black	9.95
2466H651	Dawn Gray	9.95
2466H651	Sunset Red	9.95

Daisy Red Ryder Air Guns

(Items 1 to 7 shown on facing page)

- Offer real competitive fun for the entire family
- Safest of their kind; power limited at factory

① RED RYDER MODEL 94 CARBINE OUTFIT

- 1000 shot repeater with new "lightning" loader
- Kit has 2 tubes of shot, 25 targets and scabbard

Real Western beauty, just like hard ridin' cowpunchers carry! Secondary "lightning" loader barrel holds extra 850 shots. Realistic bright finish hammer and cocking lever. Open or peep rear sight, adjustable for windage and elevation. Checkered forepiece with engraved Indian design carbine band. 35 in. long. Scabbard is genuine leather with handsome studs.

R50 J 1460M. Outfit. Mailable (4 lbs.) 7.95
R50 J 1461M. Gun only. Mailable (3 lbs.) 7.69
50 J 1459M. Scabbard only; for all Daisy rifles. (1 lb.)..... 1.98

② FAMOUS RED RYDER "CORK-BALL" CARBINE

- Safest gun you can give . . . it shoots soft cork balls
- Permitted in most cities where air guns are banned

Here's competitive indoor winter fun for whole family. Gun makes loud bang. Dummy secondary barrel gives it a realistic appearance. Full-fashioned stock with checkered forearm and carbine band like a regular gun. Swivel sling. Gun is 35 in. long. 12 cork balls. Mailable. Shipping weight 4 lbs.

R50 J 1456M. Gun 4.69
R50 J 1475M. Extra cork balls. (2 oz.) .... 36 for 69¢

TARGET SET—SHOOTIN' GALLERY FUN

③ "TWO GUN" DAISY TARGETEER KIT

Daisy kit with 2 "Targeteer" pistols, 2 cans of BB ammunition (smaller than regular size), 25 targets, 2 cowhide holsters, 1 cowhide belt. 400-shot low power pistol—accurate up to 12 feet. 10 in. long. Open end rear sight. Shpd. frt. or exp.

B50 J 145[illegible]M. Pistol Kit. Shipping weight 4 lbs. 7.95

ONE PISTOL KIT. Includes holster, belt, targets and BB's.
B50 J 1451M. Pistol Kit. Exp. only. (2 lbs.) 4.69

FAMOUS DAISY AIR RIFLES

④ DAISY PUMP MODEL 25 AIR RIFLE

- Sturdy 50-shot rifle—accurate pump action

Fine Daisy quality—always dependable—priced to save. Combination peep and open sight with adjustment for windage and elevation. Has new "ramp type" front sight. Handsome gold filled engraving on receiver jacket with checkering on grip of stock. Easy takedown for carrying in car or suit case. 37 in. long. Includes BB loader wallet and 2 packages of BB's.

R50 J 1463M. Mailable (5 lbs.) 8.69

⑤ FAMOUS DAISY MODEL 80 CARBINE

- 1000 shot rifle—trimmed like a real gun
- Double-notch rear sight adjustable for elevation

A gun that looks as real as Dad's. Fast lever action with plated trigger and carbine band. Checkered forearm for better gripping. Adjustable sling with swivels. Full 35 in. long. Includes BB loader wallet and 2 packages of BB's.

R50 J 1462M. Mailable. Shpg. wt. 4 lbs.................. 6.69

⑥ DAISY MODEL 75 FRONTIER SCOUT RIFLE

- 400 shot lever action air rifle—with adjustable sight

Priced low, yet with many features of higher priced guns. Has adjustable sight. Full fashioned checkered forearm. Bright plated carbine band and trigger. Yellow sling with swivels. 32-in. long. Mailable. Shpg. wt. 4 lbs.

R50 J 1465M 5.29

⑦ POPULAR DAISY MODEL 102 CUB RIFLE

- 400 shot air gun at an outstanding low, low price

Looks like grown-up's high power gun. Bright plated trigger, blued metal parts, full size checkered hardwood stock.

R50 J 1464M. Mailable (4 lbs.) 4.29

AMMUNITION FOR AIR GUNS (not shown)

.22 Caliber Pellets For Crosman. Shipped Postpaid
R50 J 1486M. .... One can of 500 for 2.15

Regular Daisy BB's. (1 lb.) R50 J 1472M 1600 for 49¢	Targeteer Daisy BB's. (12 oz.) R50 J 1474M. 3 cans 49¢

CHECK LOCAL LAWS ON SALE OF AIR GUNS BEFORE ORDERING

MARKSMAN
Air Pistol BB's pellets, target and box
5.95

5 PC. MARKSMAN AIR PISTOL SET—PRICED LOW

- It looks, weighs and feels like a .45 cal. automatic
- Only gun made that shoots darts, pellets and BB's
- Set contains targets, BB's, pellets, darts and box

This is the Christmas "gun-buy" of the year! Just look at the value in this kit. Here's an air pistol that's man-sized, that feels and looks like a U.S. "45". It's easy cocking, noiseless and accurate too! Single shot . . . pistol shoots once with every trigger pull. Both front and rear sights for quick target alignment. All metal construction with copper lined barrel takes hard wear. Comes complete and ready-to-use with air pistol, targets, BB's, pellets and darts (.177 caliber). Shipped freight or express only. Shipping weight 3 lbs.

B50 J 1440M............ 5.95

CROSMAN AIR RIFLE AND PISTOL SETS

Air Rifle Outfit 17.05
5-Pc. Pistol Outfit 14.19
Can of pellets, bell target and inserts included in both sets

AIR RIFLE KIT includes 22 cal. rifle, can of 250 pellets, bell target with 4-in. gong and 100 target inserts. Hammerless bolt action; 19½-in. rifled barrel. Enclosed loading chamber. Adjustable rear "V" sight, ramp front sight. Walnut finished stock. Powerful—pressure can be built up by additional strokes on pump. Valve cannot air lock regardless of pressure. Postpaid.

R50 J 1421M. Outfit 17.05
R50 J 1420M.... Gun only 14.49

PNEUMATIC PISTOL KIT includes 22 cal. pistol, bell target, 100 paper inserts, leather holster, 250 pellets. 8-in. precision rifled barrel. Hammerless action. Extremely accurate. Enclosed loading chamber. Fingertip cocking. Newest designed valves and pump mechanism . . . valves cannot air-lock regardless of pressure. Freight or express. Sh. wt. 7 lbs.

B50 J 1432M. Outfit 14.19
B50 J 1433M. (3 lbs.) Gun 9.45

Combination Offer

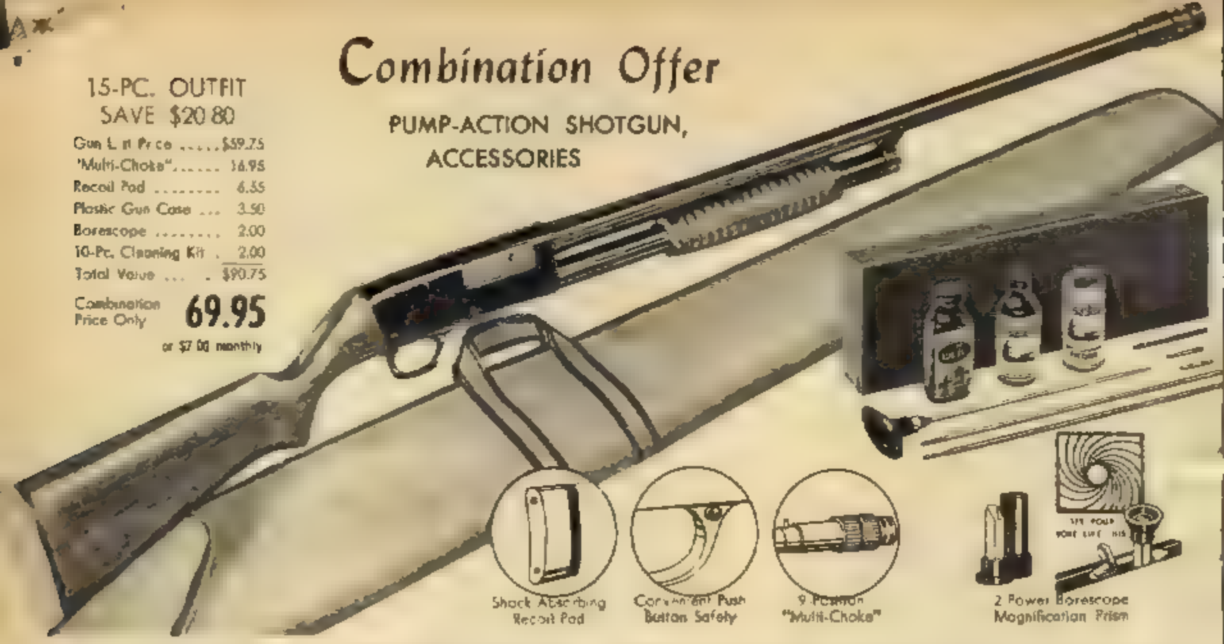
PUMP-ACTION SHOTGUN, ACCESSORIES

15-PC. OUTFIT SAVE $20 80

Gun List Price	$59.75
"Multi-Choke"	16.95
Recoil Pad	6.55
Plastic Gun Case	3.50
Borescope	2.00
10-Pc. Cleaning Kit	2.00
Total Value	$90.75

Combination Price Only **69.95**

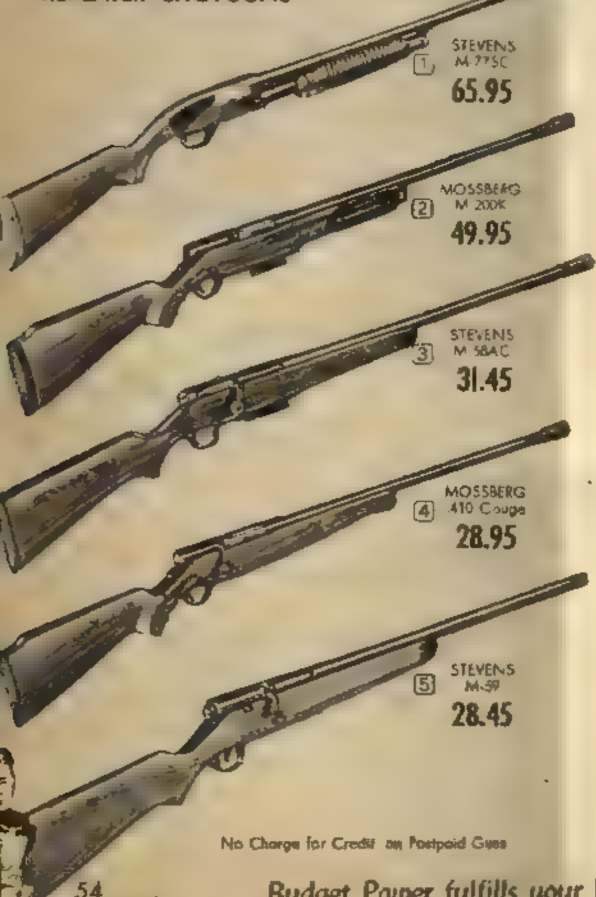
or $7 00 monthly


Shock Absorbing Recoil Pad
Convenient Push Button Safety
9 Position "Multi-Choke"
2 Power Borescope Magnification Prism

SPIEGEL M-45 6-SHOT REPEATER OUTFIT. Perfectly balanced, smooth operating shotgun. Extremely short hammerless slide action for fast performance. Solid steel frame for trouble free alignment. 28-in. proof tested steel barrel with "Multi-choke" adjusts to 9 positions; beaded sight. Gas escape to reduce recoil. Tubular magazine takes standard shells; wood plug incl. American Walnut stock, pistol grip. Overall 48-in.; weighs about 7½ lbs.
S50 J 1015W M-45 Outfit. 12 gauge Repeater. Postpaid ... 69.95
S50 J 1016W M-45 Outfit 16 gauge Repeater Postpaid ... 69 95

SPIEGEL M-55 OUTFIT As above. Without Multi-choke or recoil pad.
S50 J 1020W. 12 gauge Repeater Outfit. Full choke. (17 lbs.) . 59 95
S50 J 1021W. 16 gauge Repeater Outfit. Full choke. (17 lbs.) . . 59 95

FAMOUS QUALITY REPEATER SHOTGUNS



No Charge for Credit on Postpaid Guns

[1] STEVENS M-77SC OUTFIT WITH SUPER CHOKE. 6-Shot Repeater. Outfit would sell separately for $85 50 Save $19.55 . . . regular $59 00 shotgun, $19.95 Savage Super Choke and $6.55 recoil pad. Extremely fast hammerless slide action; Super Choke for instant selection of any choke pattern; gas vents reduce recoil; gold bead front sight 28-in. proof-tested steel barrel. Tubular magazine holds standard shells; plug included American Walnut stock; pistol grip; fluted comb. Overall 48-in Weighs about 7½ lbs. Postpaid.
R50 J 1057M. 12 gauge Outfit with Super Choke... .... 65.95
R50 J 1058M. 16 gauge Outfit with Super Choke.............65.95
R50 J 1056M. 12 gauge Shotgun Only Full Choke only....... 55.95
R50 J 1059M. 16 gauge Shotgun Only Full Choke only...... 55.95

[2] MOSSBERG M-200K WITH C-LECT CHOKE. 12 ga. pump shotgun with disconnecting trigger that makes "doubling" impossible; thumb operated safety; firing position indicators. 28-in. tapered blued steel barrel; dovetail sight. 3-shot detachable clip magazine; chambered for standard shells. Monte Carlo style American Walnut stock, rubber recoil pad Overall 49-in ; about 7½ lbs. Postpaid.
R50 J 1080M With "C-Lect Choke" 49.95
R50 J 1081M M-200D. As above. Full, improved cylinder tubes. 46 95

[3] STEVENS M-58AC—3-SHOT REPEATER. If bought separately $46 90 Save $15.45 . . . regular $29 95 shotgun and $16 95 Savage Adjustable Choke that instantly selects any setting. Self-cocking bolt action; thumb safety Precision machined. 3-phase trigger unit for crisp, clean pulls. Proof-tested alloy steel barrel; sighting rib. Detachable clip magazine Selected Walnut stock; full pistol grip Easy takedown for cleaning and oiling Postpaid

Catalog No.	Gauge	Barrel	Shell Size	Length	Weight	Price
R50 J 1023M	12	26-in.	2¾-in.	47-in.	Abt 7½ lbs.	$31.45
R50 J 1024M	16	26-in.	2¾-in.	47-in.	Abt 7¼ lbs.	31.45
R50 J 1025M	20	26-in.	2¾-in.	47-in.	Abt 7 lbs.	28.45

[4] MOSSBERG 3-SHOT BOLT ACTION REPEATERS. Fast, self-cocking action fires on upstroke; "C-lect-Choke", instantly selects any setting; thumb safety, double extractors. Proof-tested steel barrels; ventilated muzzle; removable dovetail sight 3-shot detachable clip magazine. (.410 is 4-shot), Easy takedown, Hand rubbed Monte Carlo style Walnut stock Rubber recoil pad (except 410) Postpaid

Catalog No.	Model No.	Gauge	Barrel	Length	Shell Size	Price
R50 J 1036M	195	12	26-in.	47-in.	2¾ in.	$32.95
R50 J 1027M	183K	410	25-in.	45-in.	3 in.	28 95
R50 J 1028M	190	16	26-in.	46-in.	2¾ in.	31.95
R50 J 1031M	185K	20	26-in.	46-in.	2¾ in.	29.95

[5] STEVENS M-59—.410 GA. REPEATER. Lightweight bolt action repeater . . . extremely safe, smooth operating Self-cocking bolt; positive extraction and ejection; independent safety. 24-in. steel barrel; full choke; crowned muzzle Tubular magazine holds six 2½-in shells or five 3-in. shells plus one in chamber; plug included 1-pc selected Walnut stock, full pistol grip hard rubber butt plate. Easy takedown. Overall 44-in., weighs about 6 lbs.
R50 J 1032M. Postpaid 28.45

Test Your Skill!

Items 1 thru 7 on facing page

① ELECTRO-MAGNETIC BASEBALL GAME

- Operate pitcher with electric push-button
- Test batting eye with spring-operated bat
- Game scores balls, strikes, runs and outs

"Play ball"! Win the pennant right in your own home. Push the button pitcher throws ball to batter—opponent 'swings' spring-operated bat, hits ball for base hit or an out. Place players for best defensive play. Runs hits, errors show on 2 big league scoreboards. Play on colorfully lithographed steel diamond, backed by grandstand and bleachers. 9 metal players in field 2 magnetic balls, wood bat, base markers. Measures 23x23x8 inches high. Sure to please your youngster.
E35 J 3361 Mailable. (10 lbs.) 8.95

② SPINNING TARGET GAME TESTS AIM

Hit the bull's eye! Throw darts at brightly colored revolving target . . . use it indoors, outdoors, on wall or floor. Sturdy masonite target on wood tripod, spins on axle. Comes with 3 weighted, balanced darts with unbreakable polyethylene plastic feathers, safe rubber suction-cup tips. Target measures 24-in. diameter. Instructions for 3 games included. Mailable.
E35 J 3339. Shpg. wt. 5 lbs....... Set 2.69

③ PLAY FIVE-GAME ELECTRIC PINBALL

Electric scoring pockets light up when you score! Play "Poosh 'M Up," "21," "Put and Take," "Baseball" and "Pennants" on colorfully lithographed playing surface. Strong spring action trigger release select lacquered wood frame with recessed glass top. Game measures 23x13x2 inches high. Comes complete with batteries and instructions.
E35 J 3364 Mailable. (.1 lbs.) 4.98

④ "BAS-KET" . . . REAL GAME THRILLS

Fast, action-packed basketball game has all the excitement of real game. Flip control lever shoot for basket from anywhere on the court. As many as six people can play. Net baskets attached to two colorful 15x12-in. backboards at ends of the court, rotating scoreboard on each backboard. Plastic ball. Court 21x13x3-in. high. Complete with instructions.
35 J 3383. (3 lbs. 8 oz.)........................3.59

⑤ PLAY ELECTRIC FOOTBALL, BASEBALL

Real football in miniature! Players run, tackle, pass, kick. Set up offensive, defensive plays, score touchdowns. Teams actually move by electrical vibrations, ball-carrier "runs" down field until he is "tackled"! 11 men teams, include kicker passer. Enameled metal field, yard markers, goals. 25x15 in. wide.
E35 J 3362 Mailable. (6 lbs.) Guide book, ...6.39

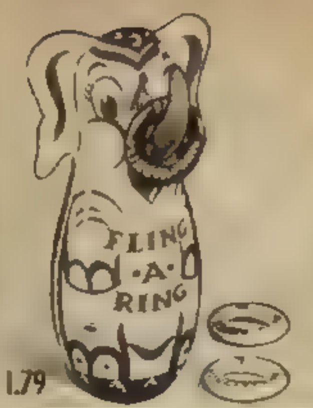
ELECTRICAL BASEBALL (See small picture). Players run, steal bases, hit etc. All by electric vibration. Same size as Electric Football.
E35 J 3315 Mailable. (6 lbs.) Guide book 6.39

⑥ EXCITING ICE HOCKEY FOR THRILLS

All the speed and excitement of a professional hockey game. Takes real skill cause you actually control the players . pass puck, shoot goals, play forward, defense, and goal. Players 'skate,' turn in any direction by controlling levers at either end of the rink. Hard wood frame bright ice-color surface of tough masonite. 12 metal "players" stand 2½ in. high. Set includes 1 in. rubber puck 2 scoreboards and hour-glass for timing play periods. Instr. 29x18x4 in. high.
E35 J 3378 Mailable. (15 lbs.) . 11 95

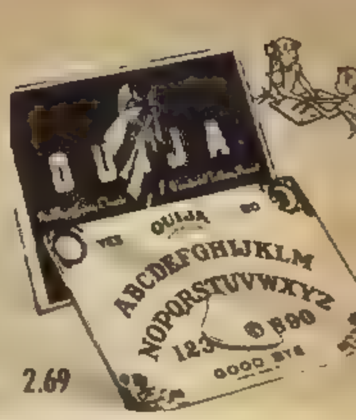
⑦ NEW! ELECTRIC BASKETBALL GAME

Action—Speed—all the thrills of the real game! Actually shoots baskets from any position on basketball court. "Teams" move by electric vibration, really pass ball back and forth . . . block, foul one another. Player shoots for his "man" with basket shooter. Lithographed steel backboards, scoreboards. 5 Red, 5 Blue "players," plastic basketball, 2 styrene plastic basket shooters with trigger action. 25x15 in. wide. Rules.
E35 J 3354 Mailable. (8 lbs.) 6 39



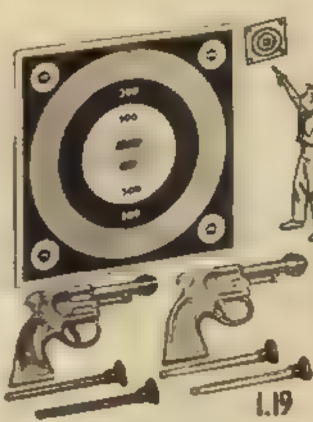
FLING-A-RING GAME

Test your aim—toss the plastic "life savers" over smiling Jumbo's trunk highest score wins the game. Inflated Jumbo stands 22 inches tall is made of brightly colored plastic. Set comes with 3 soft plastic throwing rings with different point values won't mar furniture. Everyone will play!
35 J 3387 (1 lb. 6 oz.) ..1.79



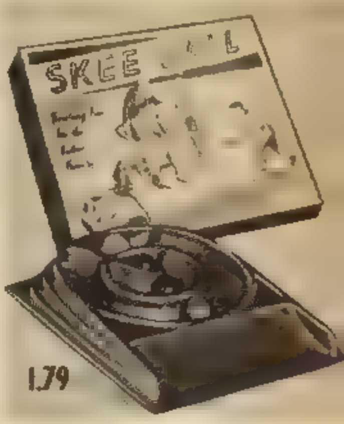
JUST ASK OUIJA . . .

How does it work? We don't know . it seems to possess supernatural powers. Place hands on heart-shaped pointer, ask a question, pointer will move from letter to letter spelling your answer. Be sure to follow instructions. High gloss masonite surface board, plastic pointer. 22x15-inches wide.
35 J 3358. (4 lbs.).............2.69



HIT THE BULL'S EYE

Try your skill test your aim . . . shoot safe darts from plastic pistol. Red, White, Blue 10-inch sq. target of lithographed steel with easel stand. Set it on the floor, or hang it on the wall. Two 6½ inch spring-action pistols. 4 harmless rubber suction-cup darts.
35 J 3342 (1 lb. 9 oz.) 1.19

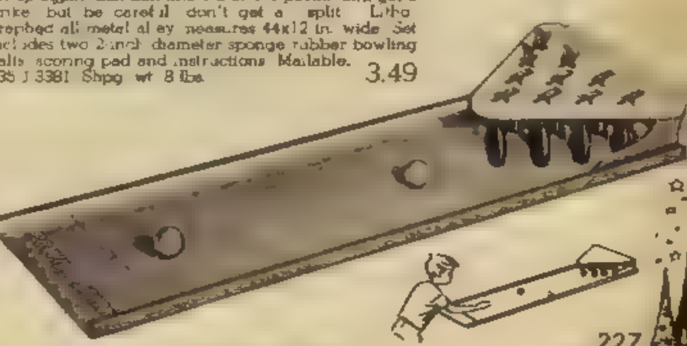


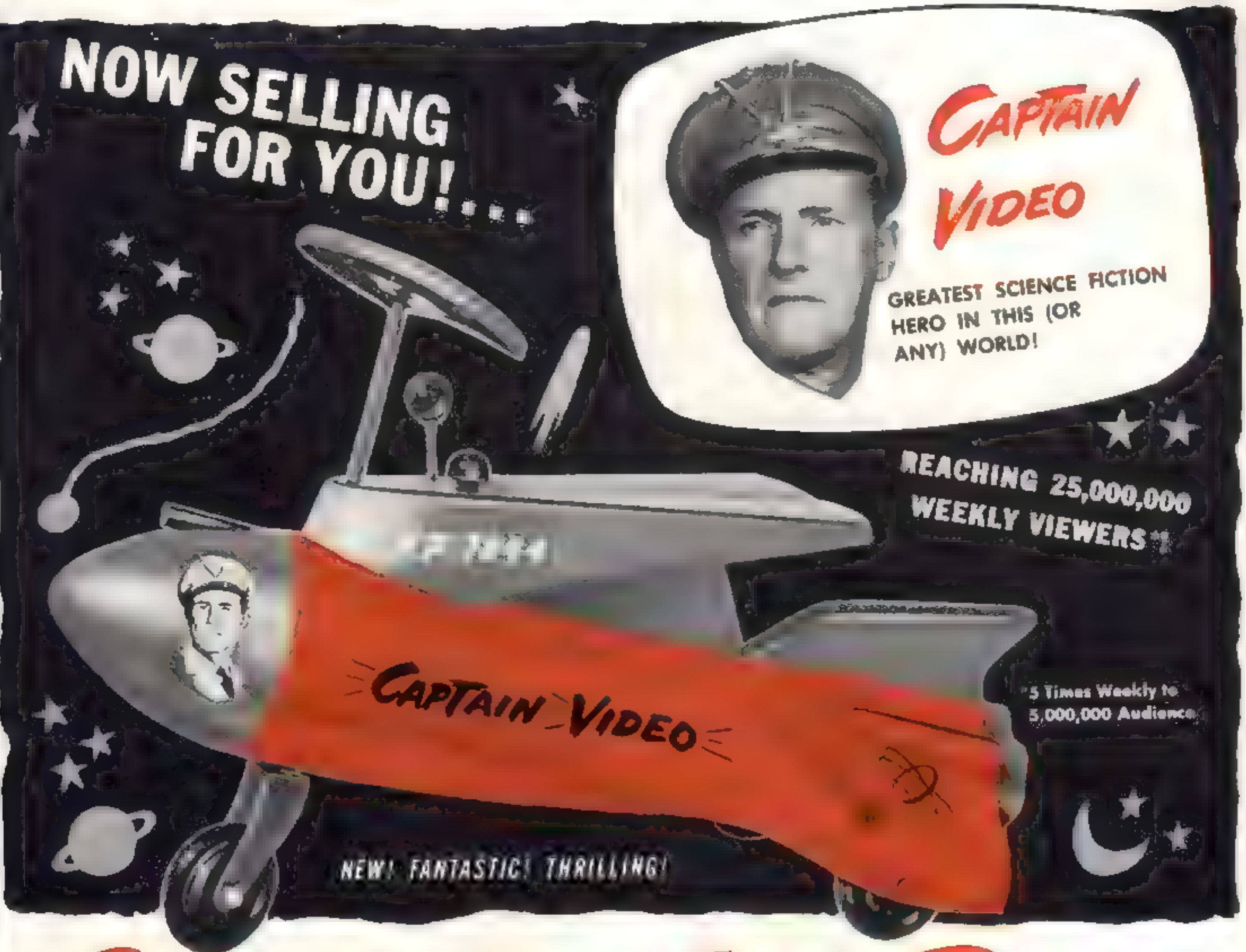
SKEE-BALL'S FAMILY FUN!

Play in your home or on the lawn . . . the whole family will want to join in! Takes skill to win. Roll 2-inch bright wood balls into 4 recessed pockets with different point values. Plastic goal stand 16x12-in. wide. Three bowling balls 2-inches in diameter.
35 J 3393. (1 lb. 10 oz.) .1.79

LEARN TO BOWL IN YOUR OWN HOME

Knock 'em over make a strike. Score tabs pop up when each pin is hit press them down and pins are set up again. Roll ball into 1 2 or 1 3 pocket and get a strike but be careful don't get a split. Lithographed all metal alley measures 44x12 in. wide. Set includes two 2-inch diameter sponge rubber bowling balls scoring pad and instructions. Mailable.
R35 J 3381 Shpg. wt. 8 lbs. 3.49




NOW SELLING FOR YOU!...
CAPTAIN VIDEO
GREATEST SCIENCE FICTION HERO IN THIS (OR ANY) WORLD!
REACHING 25,000,000 WEEKLY VIEWERS*
*5 Times Weekly to 5,000,000 Audience
CAPTAIN VIDEO
NEW! FANTASTIC! THRILLING!

CAPTAIN VIDEO SPACE RIDER

by Roberts

While Captain Video builds excitement and thrills among his millions and millions of listeners, he's building more and more sales for you. Roberts' CAPTAIN VIDEO SPACE RIDER is capturing the imagination of youngsters everywhere.

It's smart, streamlined; 25" long overall. Sturdily built—can support over 200 lbs; tricycle construction. Brilliantly colored; baked enamel. Rubber tires. Intriguing Secret Code Clicker Key; action throttle. Priced to *SELL* . . . @ $5.95. Cash in!—stock this "22nd Century" wonder toy.

ROBERTS MANUFACTURING COMPANY • ELLWOOD CITY, PA.

SHOWING AT ROOM 521 . . . 200 FIFTH AVE., AND ROOM 1160 . . . HOTEL McALPIN; NEW YORK

BIG . . .
in Play Value
. . . in Eye Appeal
. . . in SELL . . .
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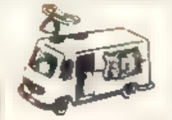
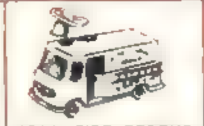
RIDER TRUCKS



#501—CIRCUS



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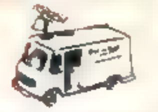

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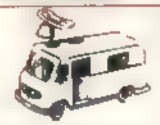

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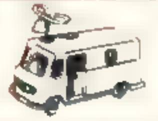

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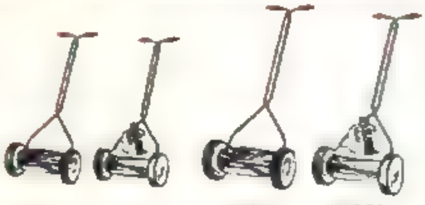
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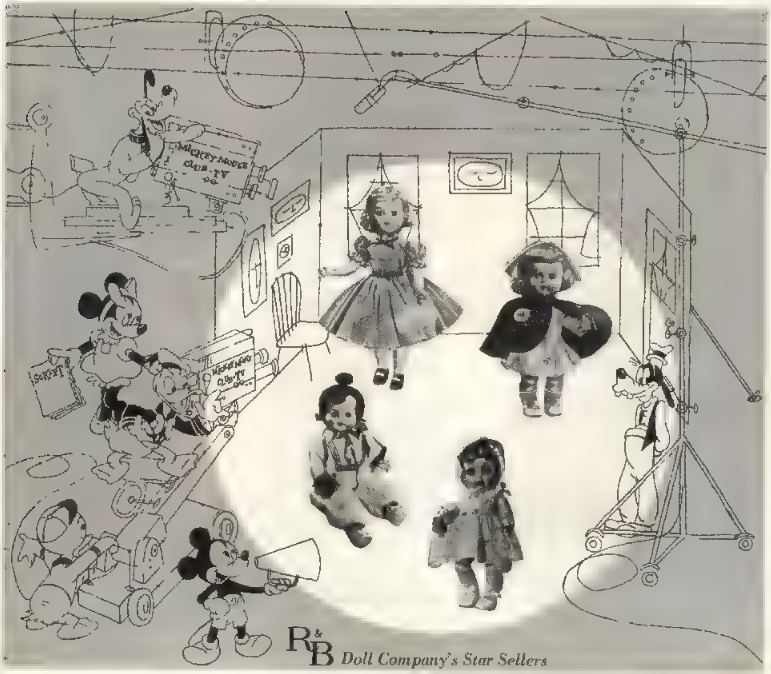
TOY LAWN MOWERS



R&B *Doll Company's Star Sellers*

LITTLEST ANGEL, SWEET PEA, NANETTE, *and* ANGEL FACE

Will Be Starred On WALT DISNEY'S **"MICKEY MOUSE CLUB"**

*each week in major markets coast-to-coast**

*Participations have been purchased in these cities: San Francisco, Los Angeles, Chicago, Washington, D.C., Detroit, Atlanta, Pittsburgh, New Orleans, Boston, Minneapolis, Indianapolis, Milwaukee. Other markets being purchased, too!

Certain to be the nation's #1 TV program for kids of all ages starting **October 3rd, 5:00-6:00 p.m.—Monday thru Friday.**

If there's anything sure in this world, it's the certainty that the Mickey Mouse Club with its tremendous five-times a week, full-hour showcase will sell R & B dolls harder, more successfully than they've ever been sold before.

Stock up, be ready for the tremendous demand for R & B's "Littlest Angel", SWEET PEA, Nanette, and Angel Face. Display R & B dolls — you'll sell R & B dolls!

LITTLEST ANGEL

SWEET PEA

NANETTE

ANGEL FACE

R&B
DOLL COMPANY
Inc.

[illegible] 200 Fifth Avenue
New York, New York
Big Beautiful Modern New
Factory Hicksville, Long Island

I'M HOT STUFF!

Sure I'm Your Queen of Repeat Sales, Your One and Only "Littlest Angel"! . . . and only $2.98.

You sell me all year 'round as your sure fire promotional number. And I've got some exciting display surprises in store for you when you see me at the Toy Fair.

Remember R&B turns dolls into doll-ars!

See you at the

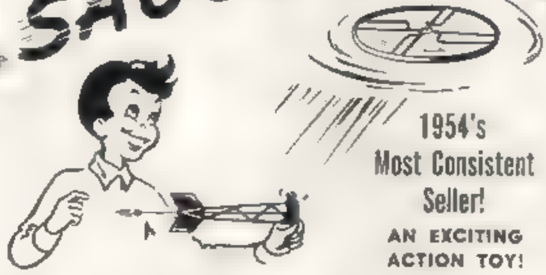
TOY FAIR

200 FIFTH AVENUE
Room 1451

ARRANBEE DOLL COMPANY

Factory: 250 Duffy Avenue, Hicksville, L. I., N.Y.
Nanette, Angel Face, Dream Baby, Nanette Wardrobe Trunks

FLYING SAUCERS



1954's Most Consistent Seller!

AN EXCITING ACTION TOY!

NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Easter Rabbits and CHICKEE Easter grass
Exclusive Distributor

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

Presenting

"SANDEE"

The Wonder Pail Set

An attractive item, consisting of 4 Pails and 1 Shovel, in multiple bright colors, made of sturdy Polyethylene unbreakable material and mounted on a beautiful display card. Is harmless and nontoxic and sealed in a cellophane bag.

A lot for the money! Has great play value for children of all ages! A Hot Spring and Summer item!

CASH IN NOW!

Packed in cartons of 1 dozen.

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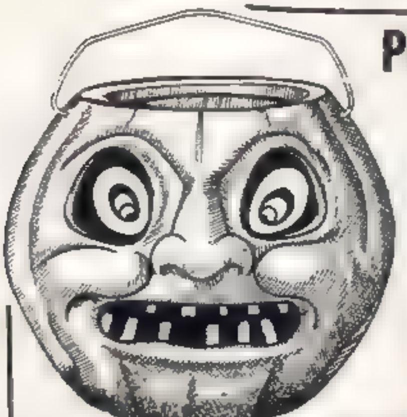

PUMPKINS

FOR HALLOWE'EN

•

JUMP ROPE

with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for SPRING

Write for Illustrated Circulars and Prices

GEO. BORGFELDT CORPORATION
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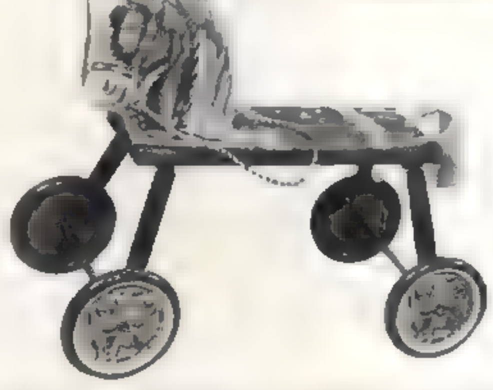
44 York St., Toronto, Ontario, Canada
Los Angeles Merchandise Mart, 712 S. Olive St., Los Angeles, Cal.

STURDY

HORSE RIDER

with

STEERING, TURNING HEAD



ALL METAL CHASSIS

AND WHEELS

¾" Wooden Seat — Suggested Retail $2.98

GEO. BORGFELDT CORPORATION
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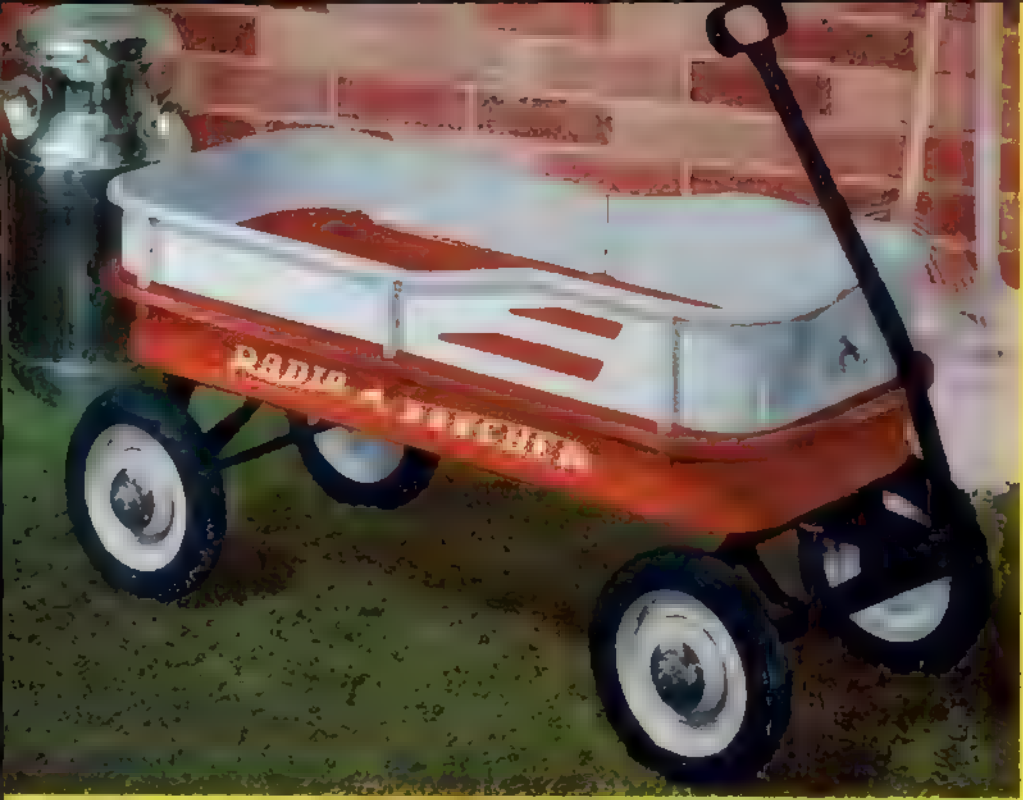
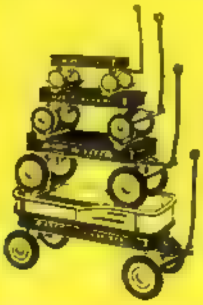


RADIO LINE

No. 20 Radio Rancher

A youngster's dream! Combines utility and play at its very best! Patented convertible features. Steel panels are interchangeable.

BODY *41½"x17¼"x10"—body depth 4½"*
WHEELS *10" double disc*
TIRES *10" x full 1.75" Semi-Pneumatic*
BEARINGS *Congo lifetime bearings*
FINISH *Baked enamel*
AXLES *½" round*
PACKING *One to a carton, 46½ lbs.*



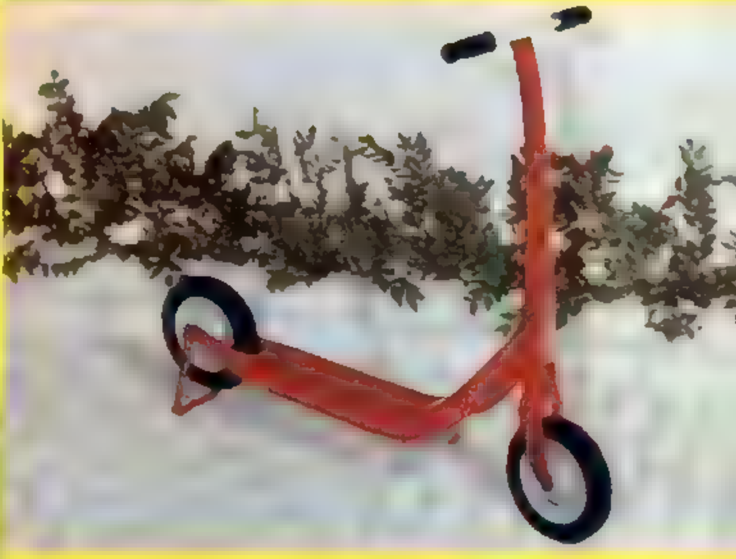
Display Them!

Better display mea
faster turnover! Adju
able display fixtur
show entire line i
minimum floor are
Order Model No.
Wagon Rack. Displa
four wagons. 9 lbs

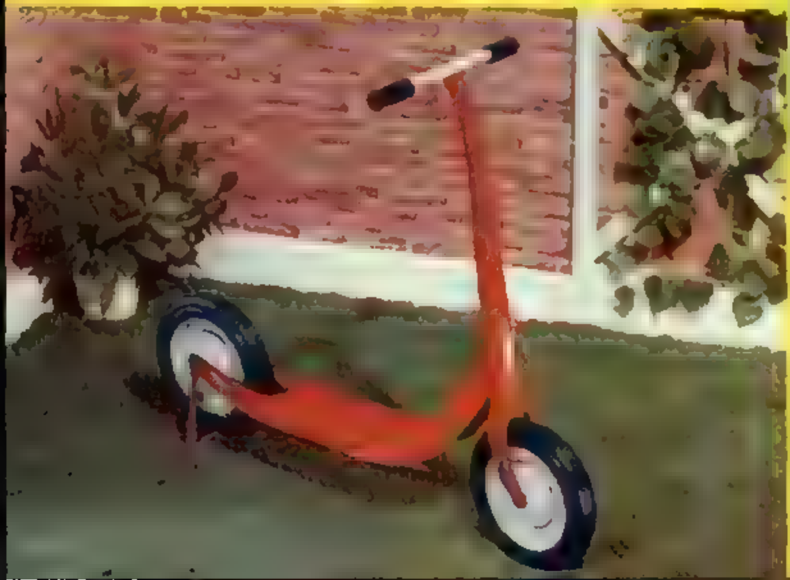
No. 1A Super Scooter

For boys and girls it's fun galore! With parking stand

FRAME *33" length, 30" height—heavy gauge*
WHEELS *7" double disc*
TIRES *7" x full 1.25" Semi-Pneumatic*
BEARINGS *Congo lifetime bearings*
FINISH *Baked enamel*
STEERING *steel handles, rubber grips*
PACKING *One to a carton 8½ lbs.*



Printed in U.S.A.



No. 4 Deluxe Scooter

Breathtaking speed and style. With parking stand and brake.

FRAME *38" length, 34" height—heavy gauge*
WHEELS *10" double disc*
TIRES *10" x full 1.75" Semi-Pneumatic*
BEARINGS *Congo lifetime bearings*
FINISH *Baked enamel*
STEERING *13" tubular steel handles, rubber grips*
PACKING *One to a carton, 16 lbs.*

Merchandising

New tags desc
Radio Line fe
and an uncond
guarantee on
Bearings.

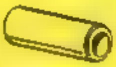
Radio Steel & Mfg. Co. 6515 W. Grand Ave., Chicago 35

RADIO LINE

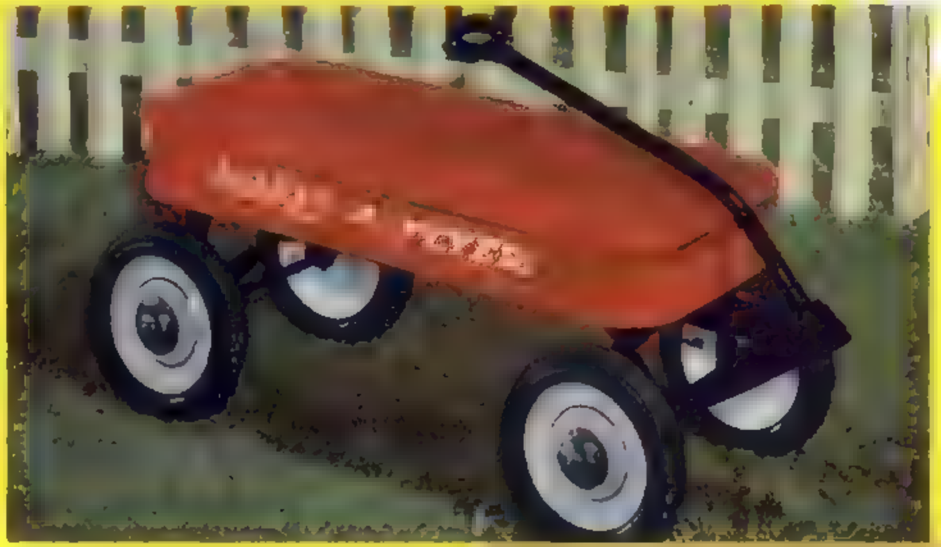
AMERICA's finest coaster Wagons and Scooters! For quality, style, craftsmanship and value the Radio Line has no equal. That's why it's "Young America's" most popular choice.

Young America's first choice – the RADIO LINE

COMMENDED PARENTS



LIFETIME CONGO BEARINGS *are nconditionally guaranteed for the life of every wagon and scooter*



No. 18 Radio Flyer

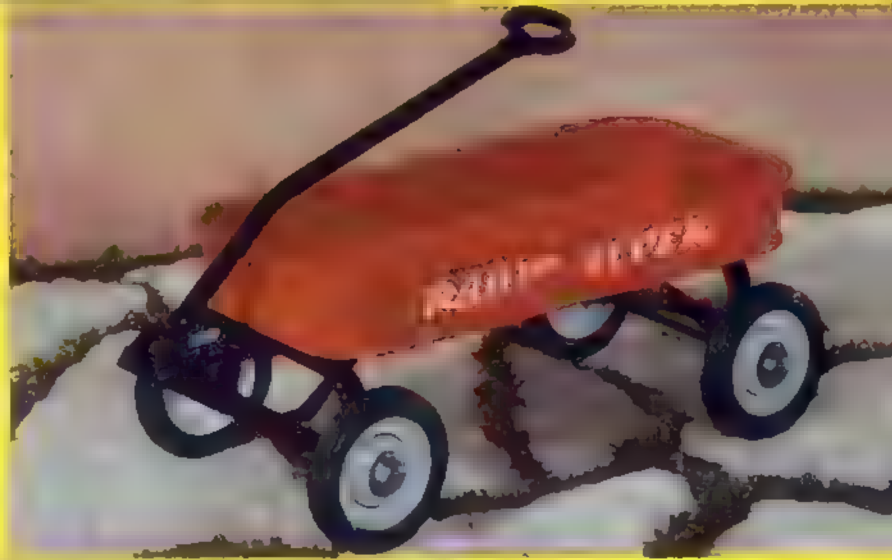
The young speedsters delight! It's the leader in the field

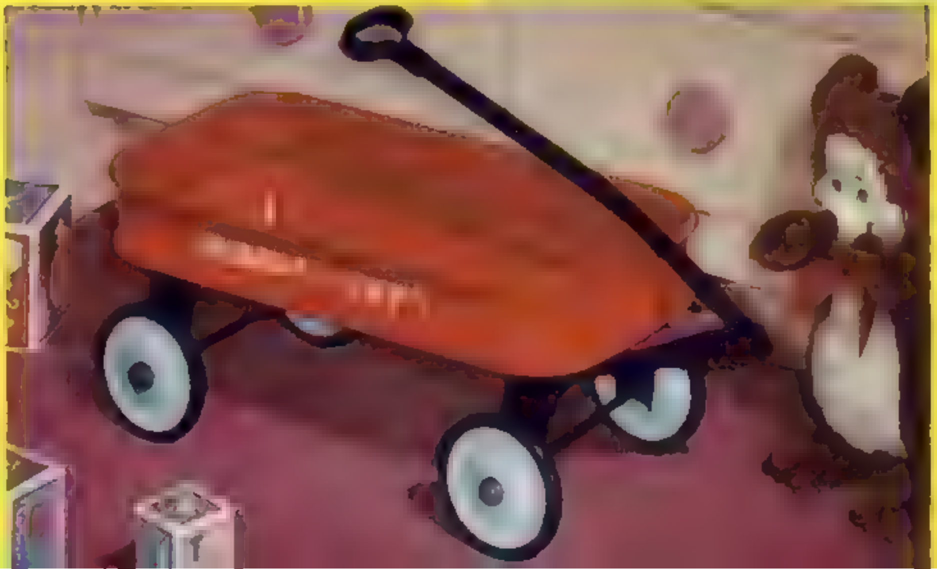
BODY *34" x 15½" x 4½"*
WHEELS *10" double disc*
TIRES *10" x full 1 75" Semi-Pneumatic*
BEARINGS *Congo lifetime bearings*
FINISH *Baked enamel*
AXLES *½" round*
PACKING *One to a carton, 33½ lbs.*

No. 9A Radio Super

Handsome and sturdy! It's the "big buy" in its size range!

BODY *28" x 13" x 3¾"*
WHEELS *7" double disc*
TIRES *7" x full 1 25" Semi Pneumatic*
BEARINGS *Congo lifetime bearings*
FINISH *Baked enamel*
AXLES *⅝" round*
PACKING *One to a carton 19 lbs.*





World's Largest Manufacturer of oaster Wagons and Scooters

No. 7 Radio Tot

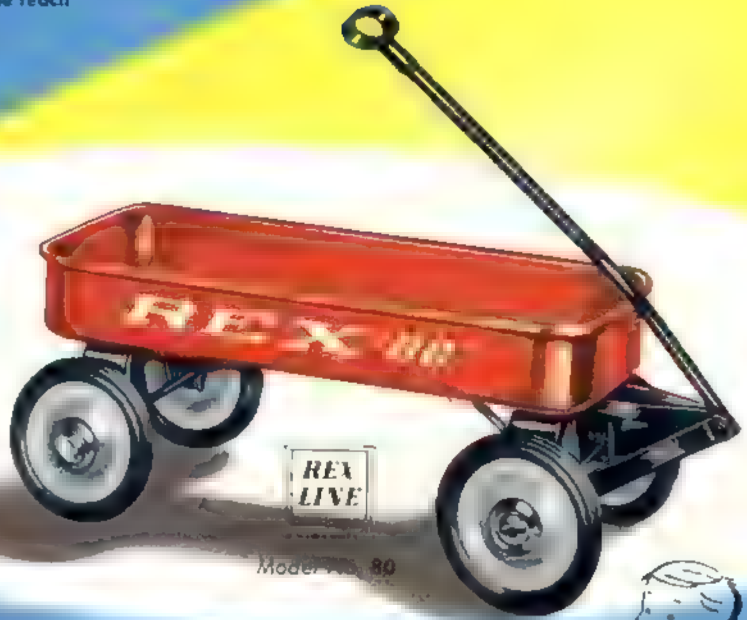
"Tiny Tykes" love it Rugged, practical and safe

BODY *20" x 10" x 3"*
WHEELS *5" double disc*
TIRES *½" molded rubber*
BEARINGS *Plain*
FINISH *Baked enamel*
AXLES *¼" round*
PACKING *Six to a carton, 41½ lbs.*

No 7/1 (Single Packing)
One to a carton, 7 lbs

Builders of Young America's Finest Coaster Wagons

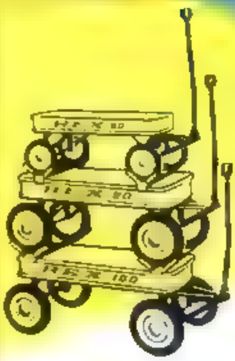
Youngsters and Parents alike approve! From the tiny tyke to the newsboy there is a wagon or scooter for each age group. Radio Steel can justly say it serves Young America not only with the best quality but at a price within the reach of everyone.



REX "80"

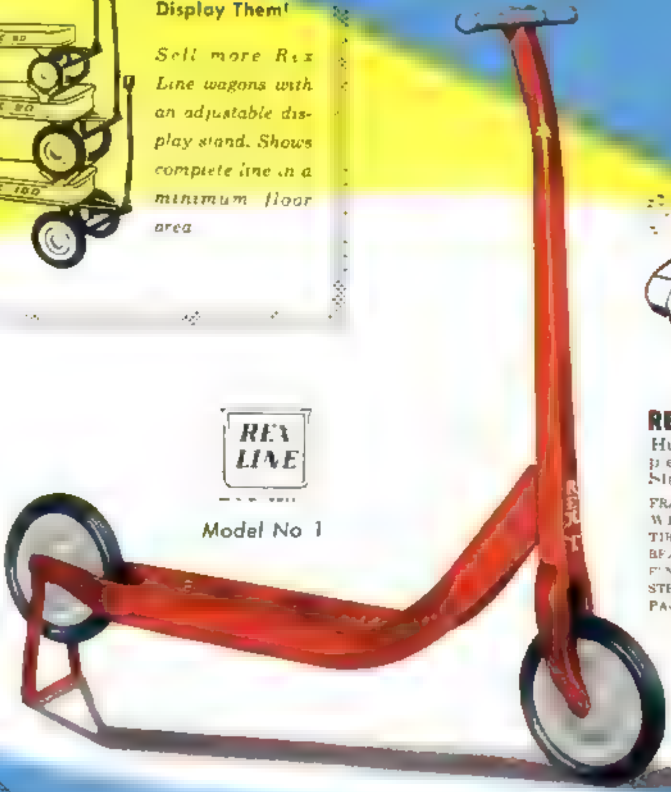
For dollar value and play value it can't be beat!

BODY *21⅝" x 12" x 3¼"*
WHEELS *6" Double disc*
TIRES *1" Semi Pneumatic*
BEARINGS *Steel*
FINISH *Baked Enamel*
AXLES *⅜" round*
PACKING *One to a carton 12 lbs*



Display Them!

Sell more Rex Line wagons with an adjustable display stand. Shows complete line in a minimum floor area



REX LINE

Model No 1

REX "1"

Husky, durable construction One piece heavy gauge frame Parking Stand too.

FRAME *33" length 30" height*
WHEELS *6" double disc*
TIRES *6" x 1" Semi Pneumatic*
BEARINGS *Steel*
FINISH *Baked enamel*
STEERING *Varnished wood handle*
PACKING: *One to a carton 7 lbs*

Radio Line

RADIO STEEL & MFG. CO. 6515 West Grand Ave. Chicago 35

REX LINE

PRINTED IN U S A

REX LINE

COASTER WAGONS *and* SCOOTER

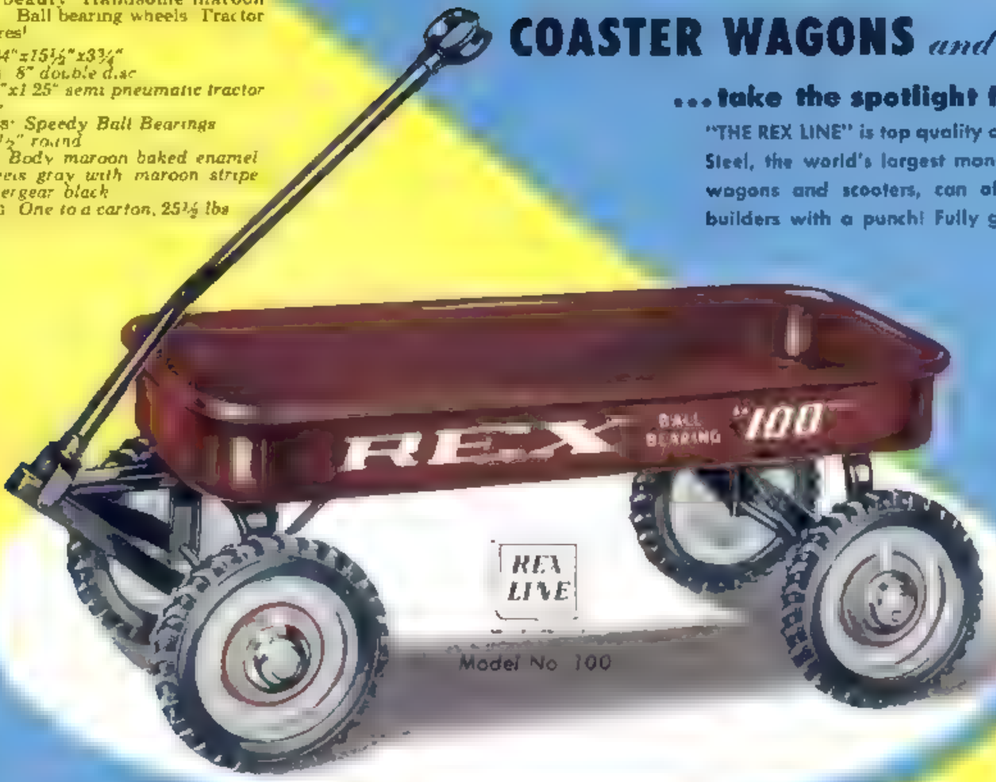
...take the spotlight for Top Value!

"THE REX LINE" is top quality at a price only Radio Steel, the world's largest manufacturer of coaster wagons and scooters, can offer! They're traffic builders with a punch! Fully guaranteed, too!

REX BALL BEARING "100"

A real beauty! Handsome maroon body Ball bearing wheels Tractor style tires!

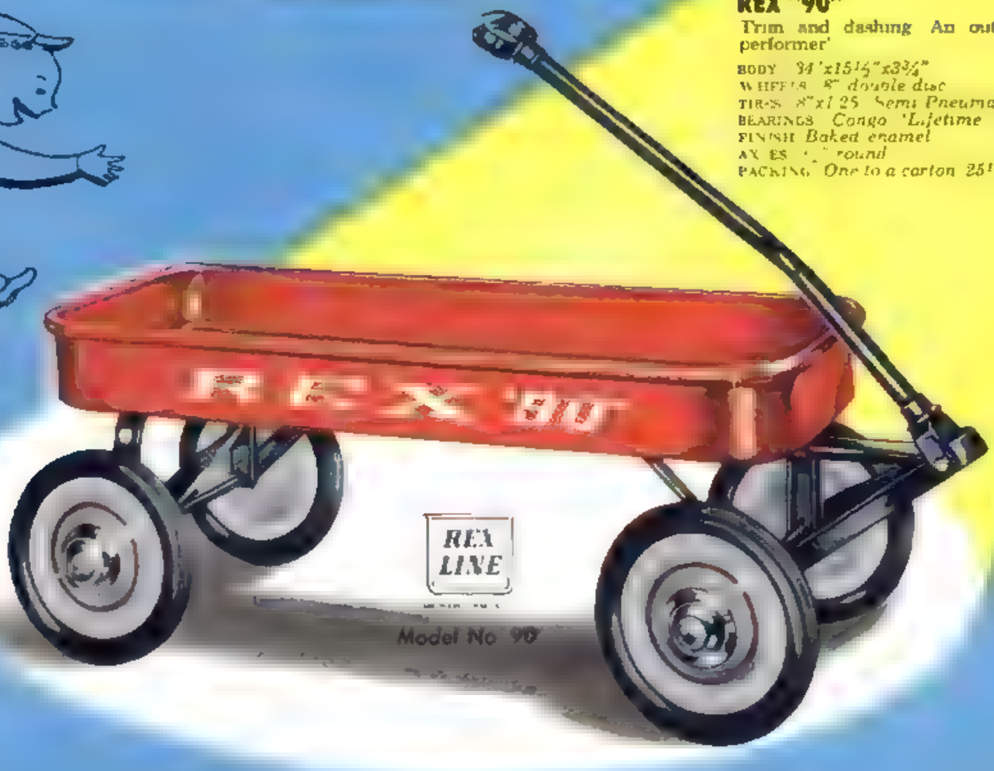
BODY *34"x15½"x3¾"*
WHEELS *8" double disc*
TIRES *8"x1 25" semi pneumatic tractor style*
BEARINGS: *Speedy Ball Bearings*
AXLES *½" round*
FINISH *Body maroon baked enamel Wheels gray with maroon stripe Undergear black*
PACKING *One to a carton, 25½ lbs*



REX "90"

Trim and dashing An outstanding performer!

BODY *34"x15½"x3¾"*
WHEELS *8" double disc*
TIRES *8"x1 25 Semi Pneumatic*
BEARINGS *Congo 'Lifetime' Bearing*
FINISH *Baked enamel*
AXLES *½" round*
PACKING *One to a carton 25½ lbs*



WORLD'S LARGEST MANUFACTURERS OF COASTER WAGONS AND SCOOTERS

ROOT "WHIZ" Power Units

2.5 H.P. AND ATTACHMENTS
OR
5 H.P.

Designed for safe, easy one-man operation. It's self-propelled. All attachments are front mounted for visibility and safety alloy steel plate protects operator from the working tool Clutch and throttle are mounted on the handle for positive control. Clutch permits disengaging of the working unit for safe, easy starting and stopping Steel disc-type wheels are ball bearing mounted, have puncture-proof tires. High tensile steel reinforces the heavy gauge steel tubing chassis All Items on This Page F.O.B. Kansas Factory.

2657XF11600—20" **WHIZ Mobile Power Unit with B&S 4-cycle, 2½ H P engine and self-propelling attachment.** Ship. wt 144 lbs Mfr's Sugg Retail $1[illegible] 00

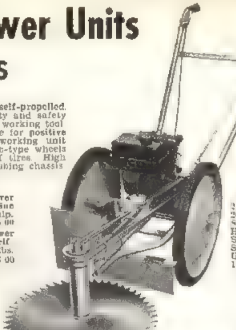
2658XF17500—20" **WHIZ Mobile Power Unit with B&S [illegible] H P engine and self propelling attachment** Ship wt 216 lbs. Mfr's Sugg Retail $2[illegible] 00

Briggs and Stratton gasoline engine equipped with oil bath air cleaner shipped with every **WHIZ** Power Unit. Select the horsepower unit that best suits your needs.

WHIZ POWER UNIT

All **WHIZ** attachments [illegible] and your work require them. Do more and better work at less cost with **WHIZ.**

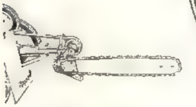
WHIZ POWER SAW



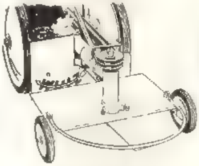
2682XF14050 — 20" **WHIZ Power Saw** with 2½ H.P engine, 20" Saw Blade and Self Propelling Unit Ship wt 170 lbs Mfr's Sugg Retail $189 00

Here are the Nine time and labor saving **WHIZ** attachments, available for both the 2½ H.P. and 5 H.P. Mobile Power Units. Easy to install, easy to use and economical to own

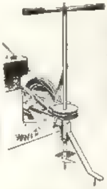
ROOT
Makes Work Easier



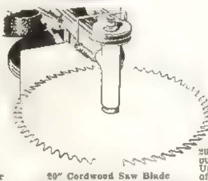
Disston Chain Saw
2660XF5675—For 2½ H.P Unit. Cuts horizontal or vertical 30° or 60° angle Cuts left or right or top to bottom Will fell trees up to 8" Ship. wt approx. 10 lbs.
Mfr's. Sugg. Retail $76.50
2661XF6475 Same for 5 H P Unit. Ship. wt approx. 13 lbs
Mfr's. Sugg. Retail $86.50



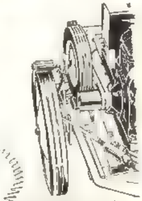
Mower and Leveling Platform
2550XF1050 For 2½ H P Unit Adjustable height—mows lawn, weeds and brush Has 2 leveling wheels, shoe, housing and bumper guard, Ship. wt. 12 lbs.
Mfr's. Sugg Retail $13.90
2662XF1290 Same for 5 H P Unit. Ship. wt 15 lbs
Mfr's. Sugg. Retail $16.90



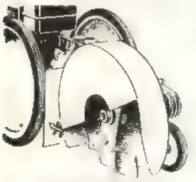
7" Post Hole Auger
2554XF2800—For 2½ H.P Unit Drills 2 ft. deep hole in 60 seconds. One-man front end operation Ship. wt. 30 lbs.
Mfr's. Sugg Retail $37.50
2663XF3550—Same for 5 H P Unit. Ship wt 35 lbs.
Mfr's. Sugg. Retail $47.50



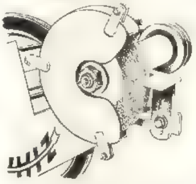
20" Cordwood Saw Blade
2664XF650 For 2½ H P Unit Cuts trees to 16" adjusts to 4 positions horizontal or 30 60, or 90 degree angles 13 gauge alloy saw steel blade has 62 teeth Ship. wt. 11 lbs.
Mfr's. Sugg. Retail $8.75
2665XF[illegible]50 For 5 H P Unit, 26" blade Ship. wt 19 lbs
Mfr's. Sugg. Ret. $13.50



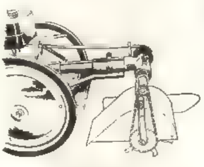
Self-Propelling Unit
2666XF1800—For previously purchased 2½ H P Unit. Takes the work out of mowing brush clearing and moving the Power Unit from job to job. Finger tip control for the operator Ship wt 15 lbs.
Retail $24 50
2667XF1800—Same for 5 H.P. Unit. Ship wt. 18 lbs.
Retail $24.50



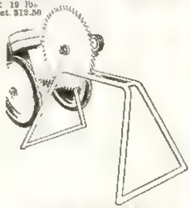
Lawn Edging Attachment
2668XF2550—For 2½ H P Unit Makes quick work of trenching and trimming around walks and driveways Has heavy duty edging knives and adjustable depth gauge wheel. Ship wt 20 lbs **Mfr's. Sugg. Retail $33.75**
2669XF2550—Same for 5 H P Unit. Ship wt 22 lbs
Mfr's. Sugg Retail $33 75



8" x ½" Grinding Wheel Unit
2670XF835 For 2½ H P Unit Carborundum Grinding Wheel fully protected has tool rest Keeps farm and garden tools sharp Ship wt 15 lbs.
Mfr's Sugg Retail $11 75
2671XF875—Same for 5 H.P. Unit. Ship. wt. 15 lbs.
Mfr's. Sugg. Retail $11.75



Tiller Hoe Attachment
2672XF3300—For 2½ H P Unit. Works in all types of soil Cultivates full 10" row 2 to 4" in depth Has 14 tines, propels itself Ship wt 35 lbs
Mfr's. Sugg Retail $44 50
2673XF3900—Same for 5 H P Unit. Ship. wt. 35 lbs. **Mfr's. Sugg. Retail $44.50**



Cordwood Cut Off Unit
2674XF1500—For 2½ H P Unit. Provides rigid support for saw and wood to be cut Lets one man cut cordwood safely Ship. wt 20 lbs
Mfr's Sugg Retail $19 75
2675XF1500—Same for 5 H P Unit. Ship. wt. 22 lbs.
Mfr's. Sugg. Retail $19.75

RANGERIDER-24" *Rotary Mower*

- Finger-Tip Throttle Control
- Forward—Neutral—Reverse
- 2½ H.P. Briggs & Stratton Gas Engine
- Adjustable Cutting Height
- Safety Hinge-Type Blade
- Puncture-Proof Tires

RANGERIDER—24"

2676XF19950—This heavy-duty mower is a precision machine specifically designed to do a better job for any type of mowing—and in less time. Best of all, your work is easier too. Provides operational safety, yet it's easy to start and control. The **Rangerider** cuts a clean and smooth 24" wide path. Requires practically no mechanical maintenance. The cutting device is a rotor disc with **FOUR** reversible swinging blades. Should the blades strike any uncuttable object, they will hinge easily from it, preventing damage to blade, mower or engine. Cutting height adjustable—2¼", 2¾" or 3¼". Puncture-proof tires front wheels 10 x 2, rear wheel 16 x 4. Steel bars reinforce the heavy walled steel tubing chassis. By disengaging the mowing blade (throwing out the clutch), the **Rangerider** becomes a rugged garden tractor. Especially recommended for industrial plant grounds, parks, cemeteries, schools or wherever control of brush and weeds is a problem and where large lawn areas must be mowed Ship. wt 280 lbs. F.O.B. Kansas Factory. Mfr's. Sugg. Retail **$269.00**

All Power Equipment on This Page F.O.B. Kansas

mowa M matic

Nothing can be finer

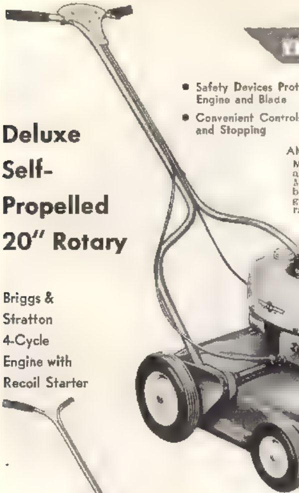
- Safety Devices Protect User, Engine and Blade
- Convenient Controls for Starting and Stopping
- Perfectly Balanced for Easy Handling
- Made From Quality Materials, Designed for Efficiency and Long Service

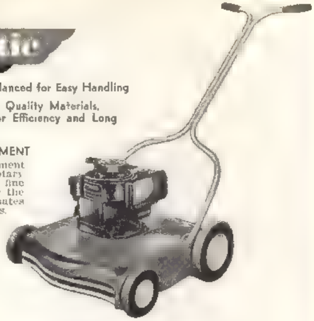
AMAZING GRIND-A-LEAF ATTACHMENT

MOWAMATIC Grind A-Leaf attachment available for use with gasoline Rotary Mowers. It pulverizes leaves into fine bits and scatters them evenly over the ground as valuable fertilizer. Eliminates raking, hauling or burning of leaves.

Deluxe Self-Propelled 20" Rotary

Briggs & Stratton 4-Cycle Engine with Recoil Starter





DeLuxe 21" Rotary Mower

2694XF7838—Powered by the dependable 2 H.P. 4-cycle Briggs & Stratton gasoline engine with Recoil Starter for quick, effortless starting. Strong double-tubular handle floats within the operating range—easier handling and better control. A combination front-and-side trimmer, has four cutting heights from 1¼" to 2¾". One-piece high carbon, heat-treated steel cutter bar with curved ends for suction lift. Safety blade-mounting to absorb shocks, protects blade and engine. Cuts a full 21" path. Double-tubular bar in front and safety ring in the rear protect the base of the machine. Semi-pneumatic tires roll smoothly on full-length Oilite bearings. Ship. wt. 55 lbs.

Established Retail $104.50

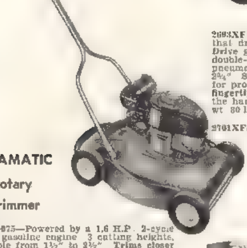
2701XF596—Grind-A-Leaf attachment. Ship. wt. 7 lbs. **Established Retail $7.95**

Self Propelled 20" Rotary Mower

2693XF11775—2½ H.P., 2-cycle Power-Pak gasoline engine with recoil starter. Power that drives the wheels come directly from the engine—no belts involved. **Direct Drive** gives maximum driving power even through heavy growths. Floating type double-tubular handle is adjustable. 6" wheels in front, 8" in the rear with semi-pneumatic tires . . . differential wheel action. Four cutting heights from 1¼" to 2¾". Safety guards front and rear. One piece spring steel blade is **safety mounted** for protection of operator, engine-shaft and blade. No reaching or stooping with **fingertip control.** To engage Direct Drive and accelerate just move the levers on the handle. There's no work for you with this mower, just guide it along. Ship. wt. 80 lbs.

Established Retail $157.00

2701XF506—Grind-A-Leaf Attachment. Ship. wt. 7 lbs. **Established Retail $7.95**



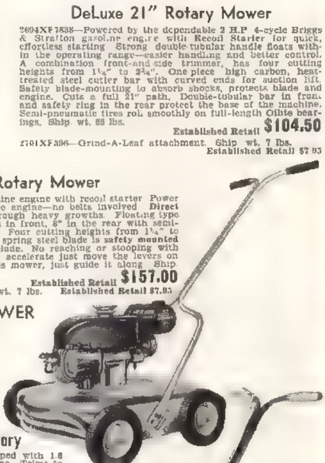
MOWAMATIC 18" Rotary Side-trimmer

2695XF6875—Powered by a 1.6 H.P. 2-cycle Clinton gasoline engine. 3 cutting heights, adjustable from 1½" to 2½". **Trims closer than ½" on the side.** Equipped with high speed spring steel blade—safety mounted. Cuts 18" swath. Strong two-piece tubular handle. Has Safety Guards for more care free mowing. Six inch steel disc-type wheels with sure traction semi pneumatic tires roll effortlessly on full-length Oilite bearings. Ship. wt. 50 lbs.

Established Retail $81.00

2700XF446—Grind-A-Leaf attachment. Ship. wt. 5 lbs. **Established Retail $5.95**

MOWAMATIC POWER
MOWERS
SHIPPED
FROM
NEW YORK
OR
WISCONSIN



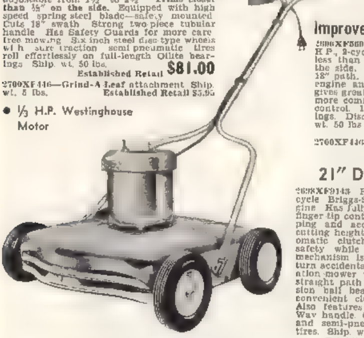
Improved 18" Gasoline Rotary

2696XF5603—This mower is equipped with 1.6 H.P., 2-cycle Clinton gasoline engine. Trims to less than ¾" in front, less than 2 inches at the side. Has 3 cutting heights from 1½" to 2½". Cuts 18" path. Safety blade-mounting absorbs shocks, protects engine and blade. Spring steel blade is longer lasting, gives greater cutting efficiency. Semi-floating handle gives more comfortable operating, easier handling and positive control. 16-gauge steel base and reinforced wheel mountings. Disc type wheels with semi pneumatic tires. Ship. wt. 50 lbs.

Established Retail $75.90

2700XF446—Grind-A-Leaf attachment. Ship. wt. 5 lbs. **Established Retail $5.95**

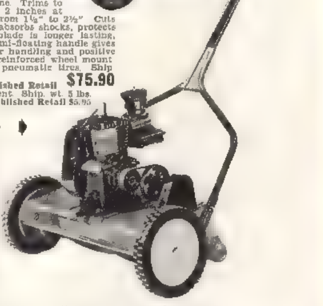
- 1/3 H.P. Westinghouse Motor



21" DeLuxe Reel Type ◆

2698XF9143 Powered by 1.5 H.P., 4-cycle Briggs-Stratton gasoline engine. Has fully automatic drive with finger-tip controls for starting, stopping and acceleration. Adjustable cutting heights from ½" to 2". Safomatic clutch neutralizer insures safety while idling engine, drive mechanism is locked so reel can't turn accidentally. Straight line operation mower will not wander from straight path. Reel rolls on precision ball bearings, drops out for convenient cleaning and servicing. Also features floating-type Stor-A-Way handle. Grass Deflector Guard and semi-pneumatic, Non-Clogging tires. Ship. wt. 105 lbs.

Established Retail $121.90



18" Electric Rotary

2697XF4268—1/3 H.P. Westinghouse Electric Motor has toggle type switch with an overload cut-out to protect motor. Four cutting blades fold back when hitting obstacles. Has 3 cutting heights from 1½" to 2½". Double-tubular bar in front and safety ring in the rear. Has semi-pneumatic tires, spring steel blade, safety blade mounting and semi floating handle. 60 feet of weather-proof cord furnished. Ship. wt. 55 lbs.

Established Retail $56.90

Mowamatic 18" DeLuxe Reel Type

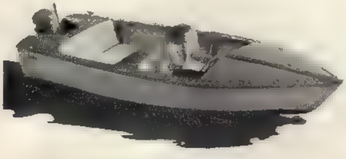
2699XF8063—Equipped with 1.1 H.P., 4-cycle Briggs-Stratton gasoline engine with **fully automatic drive** and finger tip control. Floating-type handle absorbs shock and vibration, fits both tall and short people. Handle stands upright for storing. Grass Deflector guard keeps grass from twining on reel shaft. Also has Safomatic Clutch neutralizer, Straight-Line operation and Drop-Out Reel. Magnesium alloy wheels and puncture-proof, traction-type tires. Ship. wt. 100 lbs.

Established Retail $107.50

Mowamatic Mowers F.O.B. New York or Wisconsin

Nowhere will you find greater value than in

RAVEAU BOATS

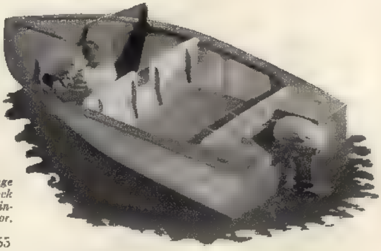


RAVEAU 15½-FOOTER

Here's a real fast outboard runabout for six, with lots of stowage space. It has husky framing for hard service, natural finished deck and foam rubber upholstered back rests. Optional equipment includes wrap-around windshield. Does 27 m.p.h. with 25 H.P. motor.

In addition to the two models illustrated the Raveau 1955 fleet includes 12½′ and 14′ center deck runabouts, 20′ outboard cruiser and racing utilities for all classes A to F.

The ever increasing popularity of Raveau boats does not spring alone from Raveau's long list of outstanding records and race victories but also from the greater all around basic value and satisfaction these boats give to their owners.



EIGHTEEN-FOOT RUNABOUT

Here's a real big 18-footer with space to spare for a party of eight. Makes an ideal overnight boat with optional hide-away bunks, navy top and marine toilet. Foam rubber back rests standard. Will do 23 m.p.h. with 25 H.P. motor.

Write today for complete information, or see the new 1955 Raveau Fleet at the Long Island Sportsmen's Show, Jamaica Armory, February 12th to 19th.

DEALER INQUIRIES INVITED

RAVEAU BOATS, 2551 MERRICK ROAD, BELLMORE L. I., N. Y.

The Perfect Timepiece for Yachtsmen!

HAMBURG SHIP'S BELL CLOCK

. . strikes the regulation ship's bells correctly on the hour and the half hour. Telling the time by the ship's bell code has a wonderful romantic background and for hundreds of years this has been used on shipboard the world over.

Check These Features:

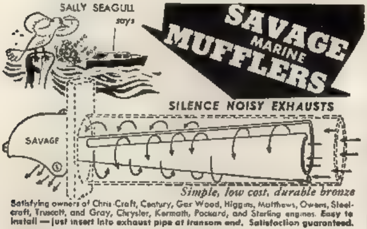
6″ DIAL • SOLID BRASS CASE
17 JEWELS • 8 DAY MOVEMENT
FULLY GUARANTEED

Only $89⁵⁰
F. O. B. Annapolis

A Complete Line of Navigation Items
Dealer Inquiries Invited

WEEMS & PLATH, INC.
DEPT. MB-1 • ANNAPOLIS, MARYLAND

SAVAGE MARINE MUFFLERS



SILENCE NOISY EXHAUSTS

Simple, low cost, durable bronze

Satisfying owners of Chris-Craft, Century, Gar Wood, Higgins, Matthews, Owens, Steelcraft, Truscott, and Gray, Chrysler, Kermath, Packard, and Sterling engines. Easy to install — just insert into exhaust pipe at transom end. Satisfaction guaranteed.

With your boat in the water or out, it's a cinch to install.

SAVAGE MARINE COMPANY BOX 772
BOSTON, MASS.

FOR 1955
INSIST ON

"GOLD MEDAL"

Yacht Furniture
Since 1892

No. 35Y
Yacht Chair

The original and genuine. For 63 years recognized for quality, design, and comfort by discriminating boat builders and owners.

Sturdy frames, finished in Mahoganitone and spar varnish; solid brass hardware or chrome over brass, patented removable canvas seats and backs in optional colors; exclusive built-in rubber cushioned feet.

All items fold easily and compactly.

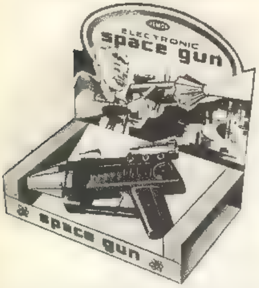
See the dealer of your choice or write us for details about "Gold Medal" furniture for your boat, club, lawn, porch or home.

GOLD MEDAL FOLDING FURNITURE CO.
1754 Packard Avenue, Racine, Wisconsin

Yacht Chair
Table
No. 29Y
Yacht Stool

Remco Industries

ELECTRONIC SPACE GUN



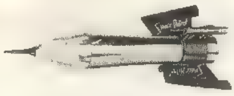
Includes batteries and bulb. Child pulls trigger, hears atomic sound waves, high speed atom smasher rotates, gun throws electronic beam. Adjustable turret for choice of 5 colors, In an attractive display box.

No.	Retail	L.P.L.	P.L.
EG190-600	$1.89		

Pkd. 12 ea. - 9 lbs.

Ray-O-Vac

SPACE PATROL ROCKET LITE



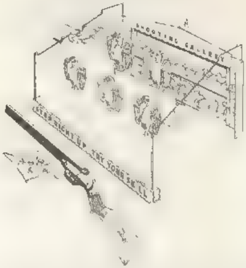
An unusual toy, a useful light. Clear shatterproof styron hood throws a piercing beam ahead, a side glow for safety. Chrome plated steel barrel, supersonic nose of ethocel, rocket fins and launching tubes of blue styron. 3-position space button switch; off, on or flash for signaling. The hollow tubes in fin section can be used as space drone launching tubes by inserting paper straws with wings attached and blowing on opposite end. Batteries included.

No.	Retail	L.P.L.	P.L.
EG190-SP-1	$2.98		

Pkd. 12 ea. - 14 lbs.

Daisy Mfg. Co.

DOUBLE ACTION SHOOTING GALLERY



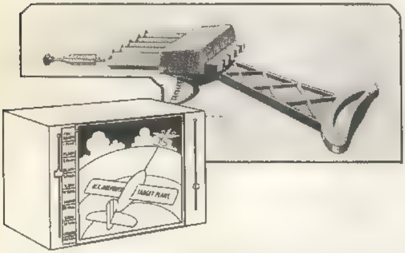
Gallery has litho'd steel back and heavy wire frame, is 14 inches wide, 9 inches high, 13½ inches long. Six molded birds are mounted in a double row on a wire frame which rolls down ramp creating "flight" of birds. 21 inch double barrel cork gun and 10 corks included.

No.	Retail	L.P.L.	P.L.
EG190-931	$2.98		

Pkd. 12 ea. - 36 lbs.

Kenner Products

ROCKET-SOCK-IT DART GAME

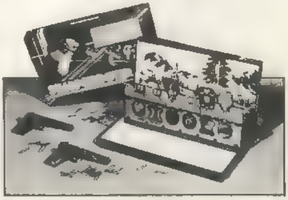


Gun shoots 5 rocket darts at once, or any 1, 2, 3 or 4 of them at a time. Each rocket barrel has its own trigger key. Gleaming 13 inch gun of high impact plastic. New type of self scoring target automatically keeps track of the score on the indicator. Comes complete with 5 safety suction cup darts, target already set up. In a 2-piece box.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG190-344	$2.98	6 each	9 lbs.		

Cadaco-Ellis

SHARPSHOOTER TARGET GAME



Fast-shooting fun for all ages, for 2 or more players. The players shoot at Bear, Buck, Mountain Sheep. When hit, the targets reverse to show the score. Handsome display box 19 x 12¼ x 1½ inches with trophy target range, 2 unbreakable plastic automatic repeating pistols, rubber bands to shoot.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG190-193	$2.98	12 each	20 lbs.		

Newell Mfg. Co.

DELUXE 6-SHOT AIRFIRE REPEATER

With Smoke Attachment

This deluxe model shoots 6 table tennis balls at one loading. Stock, firing grip, stationary trigger and trigger guard are made of strong plastic, finished in light grained walnut. Barrel and air pump are of durable aluminum, strong yet light in weight. Convenient front end loading, positive action and 6-shot loading insure maximum fire power. Each gun is packed in an attractive display carton that commands the toy shopper's attention.

No.	Retail	Packed	L.P.L.	P.L.
EG189-500	$4.98	6 each		

P.L. weight 14 lbs.

Newell Mfg. Co.

AIRFIRE THUNDER GUN

With Smoke Attachment

A dual-action single-shot gun. Shoots table tennis balls in the regular manner or, by attaching the special muzzle compensator, a series of rapid reports can be made without expelling the ball from the gun. Heavy-duty coil spring in compensator assists forcing the ball back in the chamber. The gun barrel, ammunition chamber and guide rod are made of heavy duty aluminum. The other parts are of molded Tenite plastic in light walnut. Each gun in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG189-300	$2.98	12 each		

P.L. weight 25 lbs.

Newell Mfg. Co.

JUNIOR 3-SHOT REPEATER

With Smoke Attachment

A repeater designed for the youngster who would experience difficulty handling a gun with full-length barrel. Front loading. Stock and grip are of durable plastic finished in realistic light walnut. Barrel and air pump are of light, sturdy aluminum. In an attractive display carton.

No.	Retail	Packed	L.P.L.	P.L.
EG189-400	$3.98	12 each		

P.L. weight 25 lbs.

Newell Smoke Attachment

"Smoke" powder is added through filler hole in top of attachment. One loading lasts for over 100 shots, giving realistic smoke at end of barrel each time gun is fired.

All Metal Products

PLASTIC CORK PISTOL

No 82
Cork Gun
With 3 Corks
100
25

7½ inches long. Shoots harmless cork ammunition. Made of durable plastic in 2-tone red and black. Each on an attractive display card with 3 corks.

No.	Retail	L.P.L.	P.L.
EG189-82	$0.49		

Pkd. 24 ea. - 7 lbs.

All Metal Products

PLASTIC DART PISTOL

Hi-Score
Dart Pistol
3 Darts

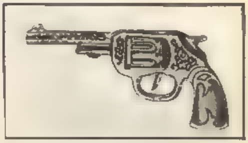
7½ inches long. Exciting target fun with this colorful pistol in 2-tone red and black plastic. Realistically designed. Pistol and 2 darts on an attractive display card.

No.	Retail	L.P.L.	P.L.
EG189-83	$0.39		

Pkd. 24 ea. - 6 lbs.

All Metal Products

METAL CLICKER PISTOL



8¼ inches long. Made of heavy gauge metal and colorfully lithographed. Pulling the trigger produces a loud clicking sound.

No.	Retail	L.P.L.	P.L.
EG189-24	$0.25		

Pkd. 72 ea. - 22 lbs.

Cruisette
Cartopper

Eye-Catchers

Whether you choose the smart *Cruisette*, the feather-lite *Cartopper*, or any of the many popular models, you'll always look ship-shape in a Feather Craft. Soundly built of durable aluminum, Feather Craft boats look better longer, require less maintenance . . . and carry a *10 year guarantee*. Write for catalog of complete line ranging from 8' dinghy to 22' luxury outboard cruiser.

Feather Craft, Inc.
440 BISHOP ST., ATLANTA, GEORGIA

◆ ◆ ◆

the finest in

AUTOMATIC STEERING

for your boat . . .

Compact, trouble free, dependable units. Easy to install. Models and prices to meet your requirements.

Get complete details from

A. RICHARDSON & SON
development engineers
2563 POST ROAD, WARWICK, RHODE ISLAND

◆ ◆ ◆

Don't buy any boat until you see the revolutionary new Striker

DESIGNED BY PHILIP C. BOLGER

WRITE FOR FULL INFORMATION TO
SPORT FISHING BOATS CO.

OFFICE: 39 Fairwater Avenue
Massapequa, L. I., N. Y.

SHOP: 2655 Merrick Road,
Bellmore, L. I., N. Y.

WATER-JACKETED EXHAUST FITTINGS

Since last February, Welded Products & Manifold Corp., of 86-02 130th St., Richmond Hill, N. Y., has been conducting the copper manifold and water jacketed exhaust system business formerly owned by Joseph Van Blerck of Freeport, N. Y.

Frank De Hayes and Patrick Ressa are owners of this business and they have retained the services of several of the key personnel who were with Van Blerck for many years.

Frank J. Malis continues as office manager and Charles W. Hanna as manufacturing superintendent.

This company specializes in the manufacture of all copper water-jacketed exhaust manifolds, elbows, exhaust pipes, goosenecks, etc., for any make engine and to suit any installation. These products are also available in other non-corrosive metals, such as monel and cupro-nickel.

HOLD THOSE FISHING RODS

For the fisherman who tires of holding his fishing rod while he awaits the strike of the big one he hopes for, Fish-A-Matic of Westville, New Jersey, have a solution. This consists of a swivel action fishing rod holder which will hold your rod firmly and play the fish until you arrive to take over. Made of stainless steel with nylon bearings and cast corrosion-proof aluminum parts, this holder can be clamped to the side or stern of any boat, large or small. It is made to hold the handle of any rod and will protect the rod against breakage or loss. The rod can be removed quickly when the strike comes. One fisherman can watch over several rods with the result of a greater catch. It serves to take the work out of fishing and increases the fun. The Fish-A-Matic Holder will add prestige to your boat and is available from dealers everywhere.

Fish-A-Matic is a handy swivel action fishing rod holder which clamps to the gunwale. It's made of stainless steel and aluminum and uses nylon bearings

NEW FIVE-O-FIVE INTRODUCED

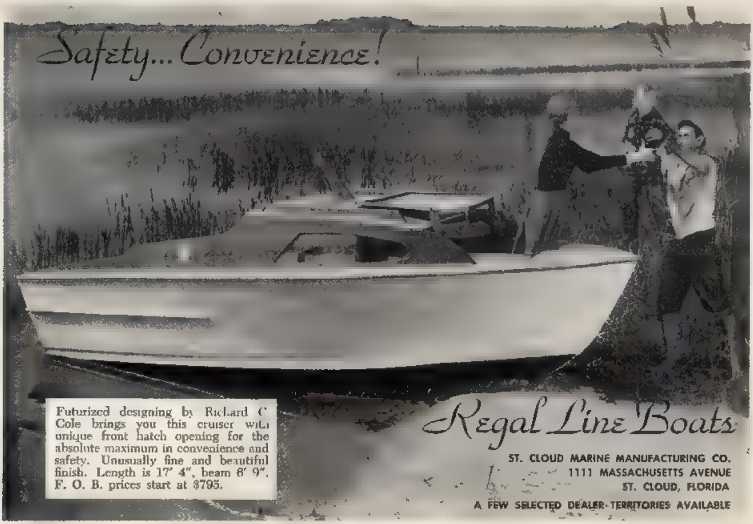
Three winners, each a thoroughbred in its class are being featured for the '55 sailing season by George D. O'Day Associates of Boston, Massachusetts. There are the well established Firefly and the 18-foot Jolly . . . plus an interesting new 16 foot 6-inch Five-O-Five by Fairey Marine. It's a fast boat, design of which was patterned after the 18-foot Coronet which proved fastest in a fast fleet of two-man boats at La Baule. The one-design Five-O-Five was created in response to demand for a somewhat smaller, lighter boat suited to the average man.

The hull is of moulded plywood which affords design characteristics not before possible in conventional models. There are three large buoyancy tanks, making it possible to right the boat and sail on almost immediately in the event of capsizing.

Fairey Marine's British Firefly is a fast, trim 12-foot one-design dinghy. It is a magnificently crafted boat with laminated, varnished mahogany hull . . . and is delivered fully rigged, including aluminum mast and Ratsey-of-Cowes sails.

There are enthusiastic reports about Firefly's ease of maintenance, and its suitability for younger members of the sailing fleets. Firefly is now a year 'round favorite, having proved ideal for frostbite sailing.

Uffa Fox's 18-foot Jolly boat is another Fairey Marine British one-design winner that offers exceptional value. This decked moulded mahogany Jolly comes complete with Ratsey sails (including main, genoa, and parachute spinnaker) and roller reefing boom, boom vang, and rubber air tanks.



Futurized designing by Richard C Cole brings you this cruiser with unique front hatch opening for the absolute maximum in convenience and safety. Unusually fine and beautiful finish. Length is 17' 4", beam 6' 9". F. O. B. prices start at $795.

ST. CLOUD MARINE MANUFACTURING CO.
1111 MASSACHUSETTS AVENUE
ST. CLOUD, FLORIDA

A FEW SELECTED DEALER-TERRITORIES AVAILABLE

FOR SALE

Four 63' Air-Sea Rescue Vessels
(with Hall-Scott Gas Engines or GMC Diesels)

also

72' Motor Torpedo Boat
Power: 3 1250-HP Packards

All vessels in excellent condition.

LELAND MARINE CO., INC.
252 W. First St., Reno, Nevada — Tel.: 3-0351
Cables: Roband

Don't Miss THE PEEGEE...

... a brand new 16-foot inboard that's unsinkable!

CHICAGO NATIONAL BOAT SHOW
February 4 through 13

SPACE 757 - 758

Polyglas Products Corporation
COLUMBUS, OHIO

an **ACCO** product

HAZARD KORŌDLESS RIGGING

Back Again!..

and...Better than Ever!

• Now you can get HAZARD Korōdless strand, wire rope, and fittings in all favorite types including the famous **RA-2980** illustrated above. Korōdless is the modern alloy containing chromium and nickel along with the finest electric furnace steel. It has high strength, high resistance to corrosion.

• Check your boat now and then see your HAZARD dealer for further information. He carries popular items in stock and can get any others you may need.

ACCO **Hazard Wire Rope Division**
AMERICAN CHAIN & CABLE
Wilkes-Barre, Pa., Atlanta, Chicago, Denver, Houston, Los Angeles, New York, Odessa, Tex., Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Bridgeport, Conn.

for All Boats

For Girls and Boys

A GIRL'S HOPALONG OUTFIT

Official Hopalong Cassidy outfit with white plastic fringe bordering black Sanforized twill skirt. Two patch pockets have pictures of Hoppy and his horse, Topper. Matching black poplin shirt piped in white, Hoppy's picture on pocket. With leatherette holster, six-gun, yellow kerchief, and steer-head tie-holder. In even sizes 4 to 12—specify.

87402A333—Shipping weight 4 lbs.......Retail $5.00

B BOY'S HOPALONG OUTFIT

Just like the suit Hopalong Cassidy wears. Black Sanforized twill chaps are vividly screened in colors showing Hoppy and his great horse, Topper. Poplin shirt piped in white, matches trousers—has Hoppy's picture on pocket. With belt, leatherette holster, pistol, yellow kerchief, and steer-head tie-holder. In even sizes 4 to 12—specify.

87399A333—Shipping weight 4 lbs........Retail $5.00

C DAISY PUMP-ACTION BB GUN

Trains youngsters in good shooting habits. Pump-action repeater, forced feed—provides rapid accurate fire. Combination peep-and-open sight—adjusts for windage and elevation. Ramp-type front sight. Blued barrel—bright plated trigger. Full oval stock—gold-filled engraving on jacket. 37 in. long. Packed with tube of BB's.

81267A530—Shipping weight 4 lbs.......Retail $7.95

D PERSONALIZED HOLSTER SET

Deluxe in every detail—a holster you can monogram yourself! Personalize belt in 23-kt. gold by writing name with pen or pencil on the "Golden Magic" tape. Natural tan leather holster set is tool-embossed—gleaming conchas and "jewels". Has Lone Ranger marking. Belt adjusts in front and back. Fringed holsters are 10½ in. long. Complete with two Texan Jr. "break-open" repeater guns.

87109A333—Shipping weight 3 lbs........Retail $5.00

E FRITZEL'S EASY-TO-ASSEMBLE 4-IN-1 TOY

A junior-size do-it-yourself kit. Basic pieces make four different toys—a sand pail, beach box, sailboat, or pull toy. So simple, the child can make them himself! No parts to cut out; nothing mechanical. Wooden pieces fit together easily. Smooth hardwood with red and natural permanent-lacquer finish, yellow trim. Perfectly safe, non-toxic—pieces can be chewed without injury; won't break.

87618A133—Shipping weight 1½ lbs.....Retail $2.00

G KIDDEE DRIVETTE CAR SEAT

Perfect for long automobile trips or short Sunday afternoon jaunts. Keeps tots 2 to 6 years comfortable. Hooks over front or back seat of automobile. Safety strap keeps child from tumbling out. Sturdy 12-in. steering wheel with directional signals that really light, horn that beeps and hydramatic shift—like Dad's. Flat metal frame. Uses standard flashlight batteries (not included).

81378A399—Shipping weight 6 lbs........Retail $5.98

H ROLL KING DELUXE ROLLER SKATES

America's finest roller skates—start faster, roll faster, turn sharper, stop quicker. Give non-skid, noise-free, more comfortable rolling. Axles are mounted on resilient rubber blocks to take the shock out of bumps. Ball-bearing wheels. Hard-rubber tires outwear usual wheels. Rubber toe and heel plates for firmer footing. Sponge rubber ankle guard. Strong welded steel construction. In luggage-type carrier.

81283A530—Pair. Shpg. wt. 5 lbs.........Retail $7.95

J GLOBE SPECIAL ROLLER SKATES

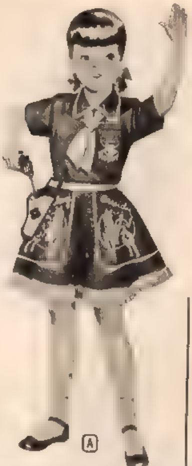
Truly special—top-skate features at a reasonable price! Gets everybody into the swing of the favorite springtime sport. Sturdy skates have smooth fast-riding, ball-bearing steel wheels. Long-lasting welded steel chassis. Mounted on rubber shock absorbers that take all the jar out of bumps. Sponge rubber strap pads give additional comfort.

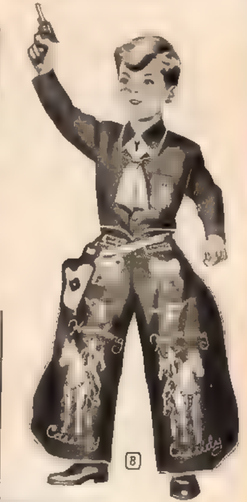
81284A245—Pair. Shpg. wt. 4 lbs.........Retail $3.69

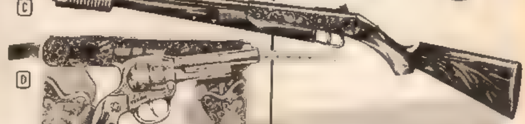
K ELECTRONIC RADIO STATION

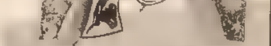
A Remco miniature radio station that really works! Educational, too! Kids love it—let's them talk to each other in different rooms, different houses. Sends and receives up to ½ mile. Two microphones, switchboard-type transmitter, telegraph key, remote control searchlight, signal detector, automatic decoder, log book. High-impact plastic case. Set includes batteries, wire, and accessories.

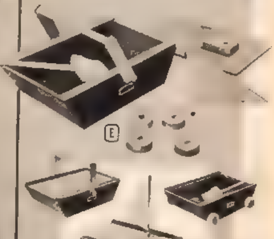
87579A463—Shipping weight 2½ lbs.......Retail

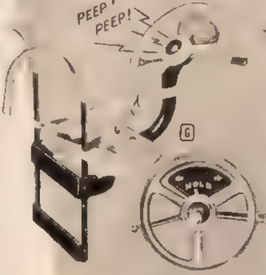


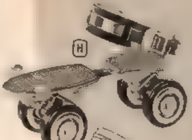


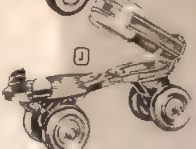


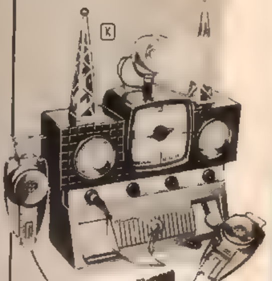






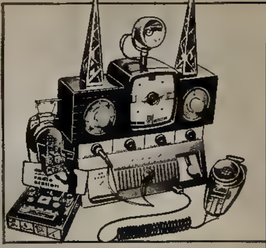




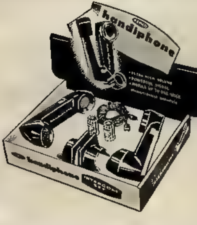


SPACE HELMET AND GUN SET. Shatterproof helmet with elastic headband. Pull trigger of gun—light flashes and magnetic motor makes gun sound. Motor driven by 2 batteries (not incl.).
21-6319-391 (Each) Wt. 4 lbs.
21-6319-360 (6 or more) Retail **5.95**

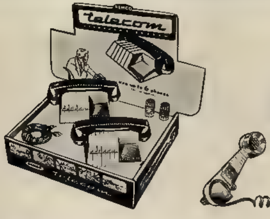
OFFICIAL SPACE PATROL HELMET. Shatterproof "see through" plastic . . . lightweight and rugged. Has two inflated astral jet pack "tanks" and "Space Patrol Commander" on front, Fits every size head.
21-6324-343 (Each) Wt. 2½ lbs.
21-6324-316 (6 or more) Retail **4.95**



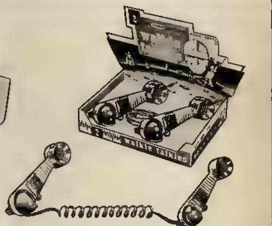
REMCO ELECTRONIC RADIO STATION. Sends and receives messages up to ⅛ mile! With two microphones . . . transmits voice and telegraph codes. Deluxe switchboard type transmitter with individual plug-ins for search light, telegraph click, telegraph buzz and a hold plug. The professional telegraph key buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel. Batteries included. Weight 3 lbs.
21-6775-478 (Each) **21-6775-440** (3 or more)........Retail **6.95**



REMCO HANDIPHONE INTERCOM SYSTEM. With a built-in 2-way signal buzzer system. Two complete battery operated phones. Will work up to 1 mile. Modern design plastic phone hangers for walls, desks, etc. With 2 batteries and 25 feet of electric wire with plug-in connections.
21-6778-343 (Each) Wt. 1½ lbs.
21-6778-312 (6 or more) . . . .Retail **4.95**



REMCO BATTERY INTER-PHONE SYSTEM. A complete six phone system! Plug 1 to 4 auxiliary phones into basic telecom set. Every phone is a master . . . each individual telecom contains signal buzzer. Two regulation size phones with bases and 50-ft. of wire; just plug into telecom and use. Wt. 2½ lbs.
21-6776-478 (Each) **21-6776-440** (3 or more). Retail **6.95**
AUXILIARY PHONE AND BASE. With 50-ft. of wire, battery.
21-6777-240 (Each) **21-6777-221** (3 or more). Retail **3.49**



2-WAY WALKIE TALKIE. Powered by electronic magnets—needs no batteries. Two big regulation sized telephones have secret message compartments, dual controls and retractable antennas.
21-6332-209 (Each) Wt. 2 lbs.
21-6332-191 (6 or more). **2.95**

ELECTRONIC
space gun
space gun

SPACE GUN. Aim through two telescopic sights, pull trigger and you hear atomic sound waves as gun shoots out powerful light beams—in 5 colors! With battery and bulb.
21-6318-129 (Each) Wt. 1 lb.
21-6318-117 (6 or more). .**1.85**

SPACE FLASHLITE. Most exciting flashlight ever made for kids. Has powerful built-in siren whistle, secret code key and red head for flashing messages to explorers and patrolmen.
21-6312-65 (Each) Wt. 1 lb.
21-6312-60 (12 or more) Retail **98¢**

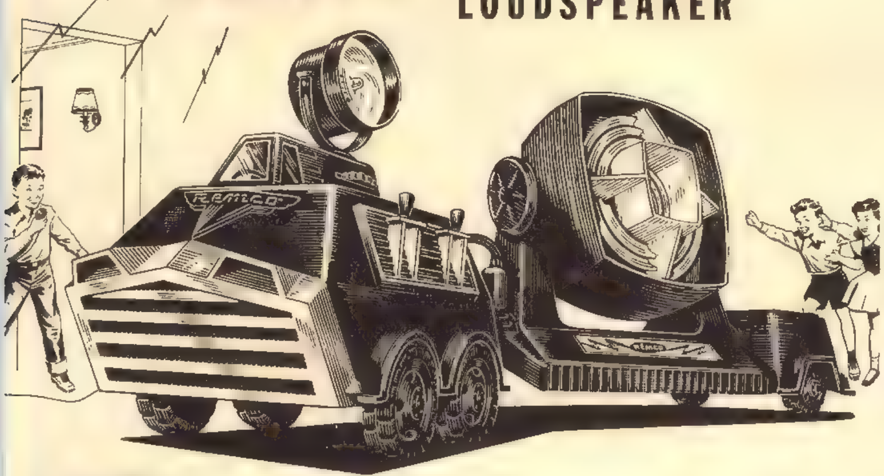
AIR-CHAMP
crystal radio

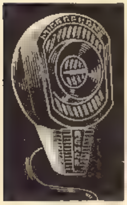
CRYSTAL RADIO KIT. Makes a real radio, complete with earphone! Kit is assembled with only 6 screws. No batteries or electric plug-in required. With antenna, 2 crystals.
21-6543-200 (Each) Wt. 2 lbs.
21-6543-180 (3 or more).... **3.00**

WESTERN UNION
De Luxe
Radio-Telegraph Signal S

WESTERN UNION TELEGRAPH SET. Buzzes, flashes, clicks! 2 signal sets send, receive. Parts included.
21-6492-226 (Each) Wt. 2 lbs.
21-6492-208 (3 or more)....**3.29**

REMCO MOBILE RADIO LOUDSPEAKER





America's Newest . . . Most Awe-Inspiring Toy By Remco.

A dramatically beautiful 2-foot long, trailer and cab electronic Radio Loudspeaker.

Move the vehicle silently . . . steadily . . . on its 6 sturdy heavy rubber wheels . . . Ease it into position for action. Rotate the long-beam searchlight, throw the electronic switch on the control panel to opérate, swing the beam up to the skies. Activate The Deep-Throated Buzzer Signal System. Throw the signal control switch on the panel. Through the wire surges the power and from the amplifier come the loud, business-like signals.

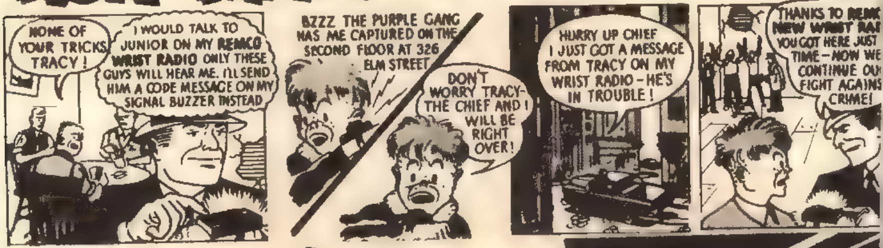
Now For The Main Action!!! With the mike in your hand, move away from the vehicle and relocate yourself in a remote spot. Speak into the mike and listen to your voice unbelievably booming out of the loudspeaker . . . clearly . . . loudly . . powerfully amplified! This is a toy of great and powerful impact. Includes 4 batteries, wire, ready to operate.

$9.95 retail

REMCO

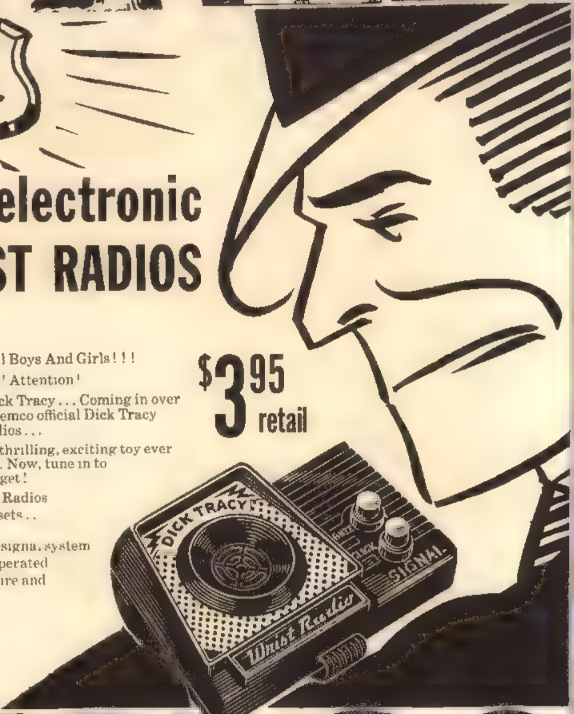
REMCO Ind., Inc.
113 N. 13th ST.
NEWARK 7, N. J.

DICK TRACY AND HIS A PRODUCT OF REMCO INDUSTRIES ELECTRONIC WRIST RADIO


NONE OF YOUR TRICKS TRACY !
I WOULD TALK TO JUNIOR ON MY REMCO WRIST RADIO ONLY THESE GUYS WILL HEAR ME. I'LL SEND HIM A CODE MESSAGE ON MY SIGNAL BUZZER INSTEAD
BZZZ THE PURPLE GANG HAS ME CAPTURED ON THE SECOND FLOOR AT 326 ELM STREET
DON'T WORRY TRACY- THE CHIEF AND I WILL BE RIGHT OVER!
HURRY UP CHIEF I JUST GOT A MESSAGE FROM TRACY ON MY WRIST RADIO - HE'S IN TROUBLE !
THANKS TO REMC NEW WRIST RA YOU GOT HERE JUST TIME — NOW WE CONTINUE OU FIGHT AGAINS CRIME!

OFFICIAL

DICK TRACY electronic 2-station WRIST RADIOS


DICK TRACY
BUZZ
CLICK
SIGNAL
Wrist Radio

DICK TRACY
Wrist Radio

Calling All Boys And Girls ! ! !

Attention ! Attention !

This is Dick Tracy . . . Coming in over the new Remco official Dick Tracy Wrist Radios . . .

The most thrilling, exciting toy ever conceived. Now, tune in to what you get !

$3.95 retail

- 2 complete Official Dick Tracy Wrist Radios
- Voice communication between both sets . . sound powered
- Battery operated secret code buzzer signal system
- Telegraph click system . . battery operated
- Comes complete with 2-conductor wire and battery all ready to operate

This is it, boys and girls . . . the same wrist radios used by me every day in my fight against crime. Signing off now, until you get one.

REMCO

REMCO Ind.,
113 N. 13th ST.
NEWARK 7, N. J.

REMCO

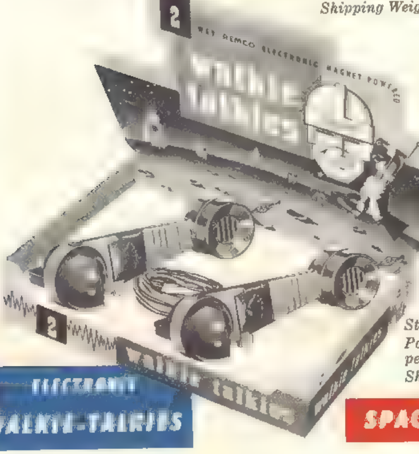
REMCO
ELECTRONIC
space gun
space gun

ELECTRONIC SPACE GUN (with buzzer)

- Aim thru dual telescopic sights.
- Pull trigger—hear electric buzzer.
- High speed atom smasher rotates.
- See powerful electronic color beam.
- Adjust turret for choice of 4 colors.
- Includes 2 batteries, bulb and electric buzzer.

$1.85 retail

Style No. 600
Packaging 1 Doz.
per Carton
Shipping Weight 9 lbs.


2
WAY REMCO ELECTRONIC MAGNET POWERED
Walkie Talkies
2
walkie talkies

TWO WAY ELECTRONIC WALKIE-TALKIES

- De luxe two-way communication system.
- Electro-magnetically operated—no batteries.
- Long distance working range.
- Big-regulation telephone size.
- Secret message compartment.
- Complete with two-conductor wire—ready to operate.

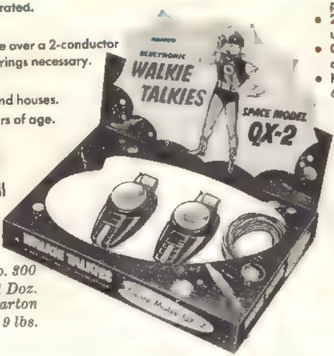
$2.95 retail

Style No. 500
Packaging 1 Doz.
per Carton
Shipping Weight 12 lbs.

ELECTRONIC WALKIE-TALKIES

- Electro-magnetically operated.
- Works up to ½ mile.
- Operates like a telephone over a 2-conductor electrical wire—no taut strings necessary.
- No batteries required.
- Perfect between rooms and houses.
- For children above 6 years of age.

$1.98 retail


REMCO
ELECTRONIC
WALKIE
TALKIES
SPACE MODEL
QX-2
WALKIE TALKIES

Style No. 300
Packaging 1 Doz.
per Carton
Shipping Weight 9 lbs.

SPACE COMMANDER WALKIE-TALKIES

- Operates on tight string principle.
- 2 beautifully molded plastic units.
- Complete with reel of communication line.
- Perfect for children below 6 years of age.

REMCO
walkie talkies

Style No. 800
Packaging 2 Doz.
per Carton
Shipping Weight 9 lbs.

69¢ retail

REMCO

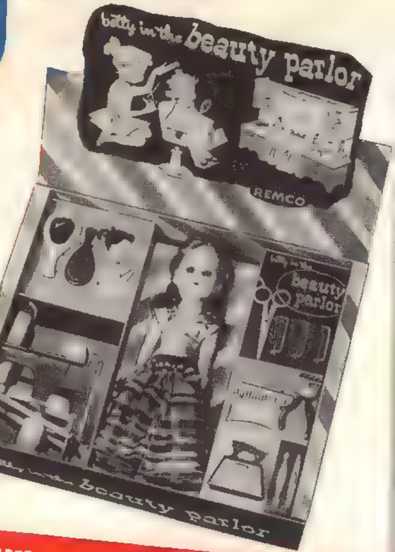
BEAUTY PARLOR AND BARBER SHOP SETS COMPLETELY RE-PACKAGED! NEW LOW PRICES!

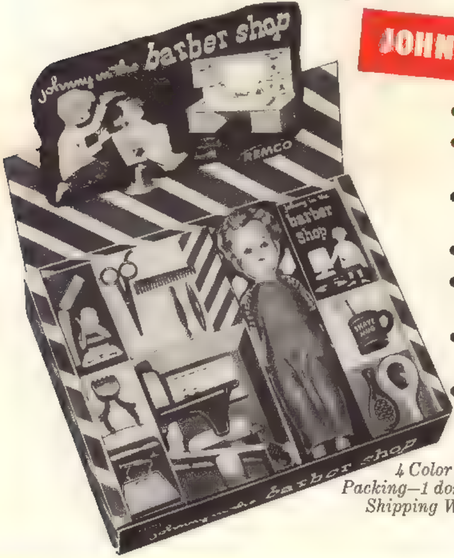
BETTY IN THE BEAUTY PARLOR

- Complete Beauty Shop with Doll.
- Beautiful 10½" Doll with moving eyes and wig that can be washed, combed and curled. Completely dressed in new, stylish, bright prints.
- Curlers, comb and brush set, scissors, manicure set, mirror . . . everything for styling Betty's hair-do.
- Genuine functional Beauty Parlor Chair that revolves, moves up and down, reclines.
- A toy that will be endeared by every little girl.

$2.95 retail

Style #102
4 Color Display Box
Packing—1 dozen to carton
Shipping Weight 10 lbs.


betty in the beauty parlor
REMCO
betty in the beauty parlor
betty in the beauty parlor

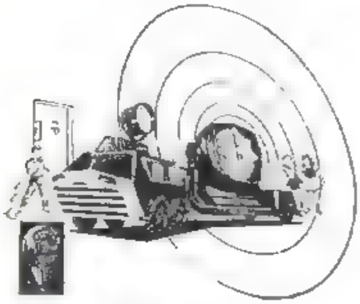

johnny in the barber shop
REMCO
johnny in the barber shop
SHAVE MUG
johnny in the barber shop

JOHNNY IN THE BARBER SHOP

- Complete Barber Shop with Boy Doll.
- Handsome 10½" Boy Doll with moving eyes and wig that can be washed
- Comb and brush set, scissors, mirror and clippers for cutting Johnny's hair.
- Shaving Mug and Razor for shaving Johnny.
- Shoe-Shine Box and Brush for polishing Johnny's shoes.
- Genuine Barber Shop Chair that revolves, moves up and down . . . reclines.
- A completely new and fascinating toy for little boys.

Style #103
4 Color Display Box
Packing—1 dozen to carton
Shipping Weight 10 lbs.

$2.95 retail



No. 104

REMCO

"Makers of Toys That are just right"

No. 101
ELECTRONIC RADIO STATION.
Sends and receives up to 1/2 mile. 6.98

No. 104
ELECTRONIC MOBILE LOUDSPEAKER AND SIGNAL SYSTEM. Powerful michrophone transmits voice over amplified loudspeaker. 10.00

No. 105
OFFICIAL DICK TRACY ELECTRONIC TWO-STATION WRIST RADIO. Loud, clear, 2-way voice transmission. 4.00

No. 500
2-WAY ELECTRONIC WALKIE-TALKIE. A deluxe 2-way communication system, electromagnetic operated - no batteries. 3.00

No. 300
ELECTRONIC WALKIE-TALKIE. Electromagnetically operated, works up to 2 1/2 miles. 2.00

No. 600
ELECTRONIC SPACE GUN. Pull trigger and hear electric buzzer. 1.85

No. 900
TELECOM INTER-PHONE SYSTEM. 2 regulation size professional telephones with bases. 6.98

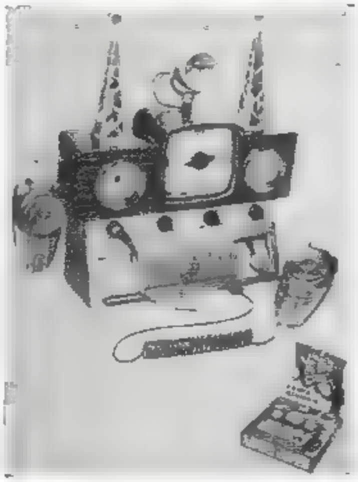
No. 700
HANDIPHONE. Built-in 2-way signal buzzer system - 2 complete battery operated telephones. 5.00

wrist radio

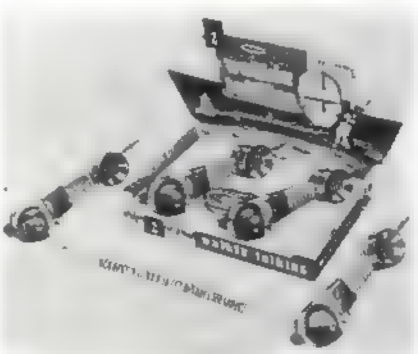
No. 105

handiphone

No. 700

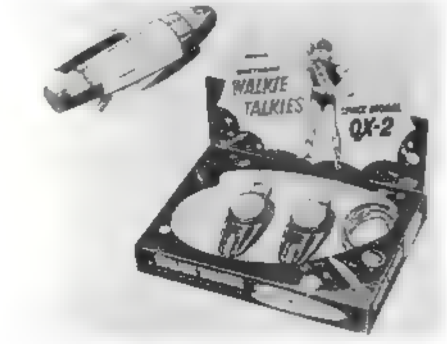


No. 101



No. 500

No. 900

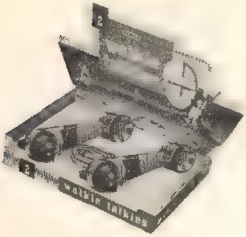


No. 300

ELECTRONIC
space gun
space gun

No. 600

TOY RADIOS, PHONES, ETC.



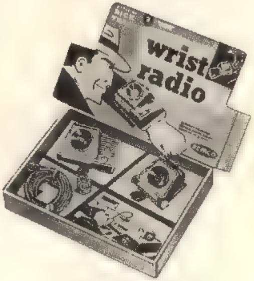
WALKIE TALKIES

A deluxe two-way communication system. Electro-magnetically operated. No batteries required. Regulation size with long working range. A dial controls antenna, wave length channel selector, secret message compartment. 24 to carton. No. 500.

STOCK No. 71—86075★
REMCO INDUSTRIES, INC

X81-95 R Retail $2.95 ea.

Inv ______ Pur ______



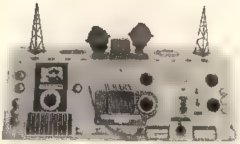
WRIST RADIO

Has two-way voice transmission, electro-magnetically powered. Secret code buzzer, battery operated. Operates up to ½ mile. Telegraph click system included. Has two Dick Tracey wrist radios, battery and wire. 12/ctn., wt. 12 lbs. No. 105.

STOCK No. 71—86076★
REMCO INDUSTRIES, INC

C82-60 P Retail $3.95 ea.

Inv ______ Pur ______



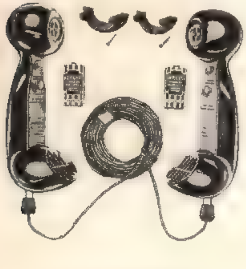
RADIO AND TV STATION

Massive monitor board of all steel construction. Detailed to simulate an actual monitor board as seen in radio and TV stations. Has TV screen, sound wave control, transmitters, decoder and many other items of play. Measures 27" long, 10½" wide, 14¾" high. 1/ctn., wt. 4 lbs. No. 7050

STOCK No. 71—86077
LOUIS MARX & CO.

N32-80 K Retail $3.98 ea.

Inv. ______ Pur. ______



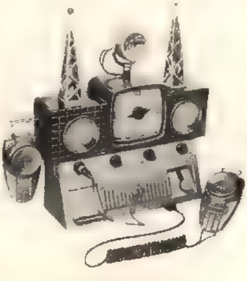
ZIMPHONE SET

This is an inter-com 2-phone set, complete and ready to use. Includes two 2-way phones, two C batteries, two wall hangers, 50' of double wire. Comes in self display three color carton. No. 600.

STOCK No. 71—86078★
VINTAGE PRODUCTS CO.

H73-25 E Retail $4.98 ea.

Inv. ______ Pur. ______



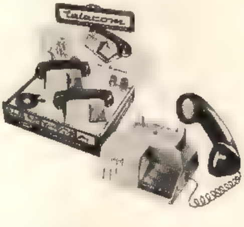
RADIO STATION

Sends and receives up to ½ mile. Two microphones transmit voice and telephone codes, switchboard has individual plug-ins for each activity. Telegraph key buzzes, clicks and lights. Plastic and includes batteries. 4/ctn. Wt 19 lbs. No. 101.

STOCK No. 71—86080★
REMCO INDUSTRIES, INC.

B24-55 X Retail $6.95 ea.

Inv ______ Pur. ______



INTERPHONE SYSTEM

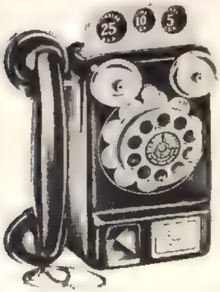
Includes two regulation size professional telephones with bases. New 5-times booster circuit in calling and hearing units. Each individual telecom contains signal buzzer. Includes 50' of wire. Comes in display box. No. 900.

STOCK No. 71—86081■★
REMCO INDUSTRIES, INC

A34-55 V Retail $6.95 ea.

Inv ______ Pur. ______

TOY TELEPHONES



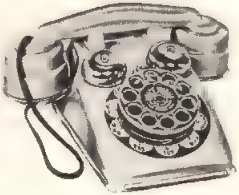
WALL TELEPHONE

All metal pay phone with gongs that strike when coins are deposited. Suction cups on back for attaching phone to smooth surface. Has spring return dial and sound device actuated by blowing into mouthpiece. 8½" high, 2½" deep. 12/ctn., wt. 19 lbs. No. 0700.

STOCK No. 71—86069
GONG BELL MFG. CO.

S31-17 X Retail $1.79 ea.

Inv.__________ Pur.__________



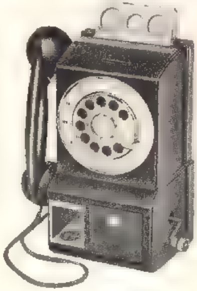
VOICE PHONE

Brightly enameled metal toy phone with voice in receiver and spring return dial. Shiny plated bells. Revolve dial, bells ring; invert receiver, voice sounds. No. 0687.

STOCK No. 71—86070★
GONG BELL MFG. CO.

V3-97 K Retail $1.49 ea.

Inv.__________ Pur.__________



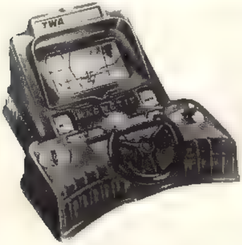
TALKING PAY PHONE

Plastic replica of wall telephone with record inside that sounds like operator talking. Turn crank and record plays. Has clicking dial, coin return that really works. Size 9⅝" x 6⅜" x 4" No. 4263

STOCK No. 71—86071
IDEAL TOY CORP.

S52-60 R Retail $3.98 ea.

Inv.__________ Pur.__________



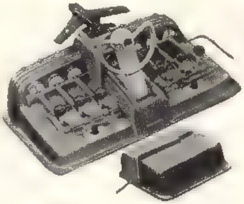
PILOT TRAINER

The TWA pilot trainer features a radar screen with airplanes and real working controls. Duplicates flights of TWA to foreign countries. Has radio beam signal, altitude meter, power switch and all the other controls a pilot uses in flying modern TWA planes. Operates on two standard flashlight batteries and bulbs. Case is made of high impact plastic.

STOCK No. 71—86072★
MAGNETIX, INC.

Z34-55 X Retail $6.98 ea.

Inv.__________ Pur.__________



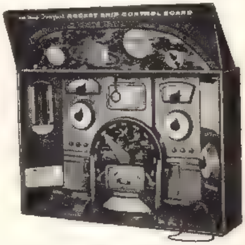
FLIGHT TRAINER

Consists of flight panel and electronic brain unit. Operated by pushing a flight trainer through the electronic brain unit, reading the printed commands, and at the same instant a light will appear on the flight panel, which will be put out when a control is moved to the correct position. Teaches basic understanding of flight. Operates on 2 type D flashlight batteries. No. 1060.

STOCK No. 71—86073
PLASTIC TOY ART CORP.

R76-49 K Retail $9.98 ea.

Inv.__________ Pur.__________



DISNEYLAND ROCKET SHIP CONTROL BOARD

An eduactional toy with lights, buzzers, controls and lots of action. Simulates control boards found in modernistic rocket ships as featured on the famous Disney T.V show. Size is 20" x 20" x 5" open. 6/ctn., wt. 18 lbs. No. CB-101

STOCK No. 71—86074
BAXTER COMPANY

B34-55 T Retail $6.98 ea.

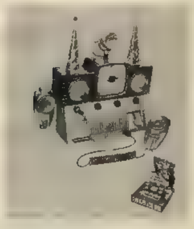
Inv.__________ Pur__________

OUTSTANDING TOYS

BEL-COM TWO-WAY INTERCOM

FOR USE IN HOME, FARM, OFFICE. Fun for the kids! A step-saver for adults. A full-size intercom. Self-contained power, no buttons, switches, or plug-in necessary. Can be heard anywhere in average room. Cabinets of Dow 475 high-impact Styron Full 4-inch Alnico Speaker gives clear, understandable tones. Batteries have long life. Standard 90-day Electronic Manufacturers Guarantee. Complete package includes: Two BEL-COM stations, complete with microphones; One Coil 3-Conductor Wire, Four Size "C" Batteries. Color: Deep Burgundy Red. Sh. wt. 3 lbs.

6T103X663 . . List **$9.95**



REMCO RADIO STATION

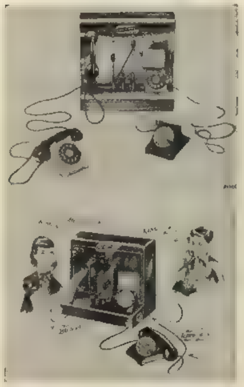
Sends and receives up to ½ mile. Two microphones . . . transmits voice and telegraph codes. Switchboard type transmitter . . . individual plug-ins for each activity Professional Telegraph Key . . . buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360° radius from transmitter panel. Radio Signal Detector registers transmitted impulses. Sturdy High Impact Plastic construction. Includes batteries and all accessories. Automatic Decoder Permanent Log Book. Sh. wt. 3 lbs.

6T104X463 List **$6.95**

AIR CHAMP CRYSTAL SET

Entire kit assembled with only six screws. No batteries or electric plug-in, no soldering—Parts firmly anchored. Includes antenna for easy radio wave pick-up plus two long-lasting crystals. Every Air Champ kit can be assembled in a jiffy with just a screw driver. All replacement parts are readily available on the open market. Sh. wt. 1 lb.

6T105X200 List **$3.00**

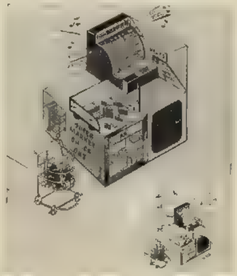


RING-'N-BUZZ SWITCHBOARD

Rings! Buzzes! Plugs In! Dials! Clicks!

KEEPS 3 KIDS BUSY! This true-to-life all metal RING-'N-BUZZ SWITCHBOARD has 6 Plug-Ins and RINGS and BUZZES like real! Two colorful plastic telephones connected with 3 yards of cord, plus a plastic dial on switchboard are included. The dials are numbered and lettered like real telephone dials, and they MOVE and CLICK! Mechanically simple . . . sturdily built . . . all working parts completely enclosed, for safety in handling and longer life. Flashlight batteries are easily put in or replaced. Complete with 2 standard flashlight batteries. Dimensions 11⅞" long, 11⅞" high, 6¼' wide. Sh. wt. 4 lbs.

6T76X597 ....List **$8.95**



Super Market CHECK-OUT COUNTER

Red, heavy gauge steel cash register has action mechanism. Bell rings, drawer opens, when bar is pushed—There's metal play money, too! Sturdily built, colorful Check-Out Counter has a lever that moves back and forth to gather in purchases. The back panel depicts the entire store in perspective. The brightly finished shopping cart, just like Mother's, rolls easily on rugged black wheels. Complete with 24 true-to-life miniature boxes of real products . . . even paper bags to wrap up the sale! Check-Out Counter comes to you as a self-contained unit, with toy cash register and shopping cart packed securely inside the check-out counter Child "buys" miniature boxes of real products . . . wheels toy shopping cart to counter . . . "clerk" uses lever to pull purchases toward him . . . rings up sale on toy cash register. Sh. wt. 8 lbs.

6T106X463 List **$6.95**

TELEVISION'S MR. WIZARD SCIENCE SECRETS SET

Mr Wizard's Science Secrets Set—teaches the principles of science as it entertains. The set includes the equipment to perform 150 dramatic experiments and a cloth bound 254 page edition of Mr Wizard's Science Secrets by NBC-TV's famous Don Herbert. Applauded by noted educators Mr. Wizard's program is rated in top three of all children's TV shows. Sh. wt. 6 lbs.

6T73X530 ....List **$7.95**

TOM THUMB TOY TYPEWRITER

New ribbon shift . . . New finger tip spacer . . . Letters arranged same as standard keyboard . . . Individual key operation . . . Shift Keys Ball bearing carriage . Standard ½" ribbon Attractively finished . Black trim . 10" deep, 10 /4" wide, 6" high. Sh. wt. 9 lbs.

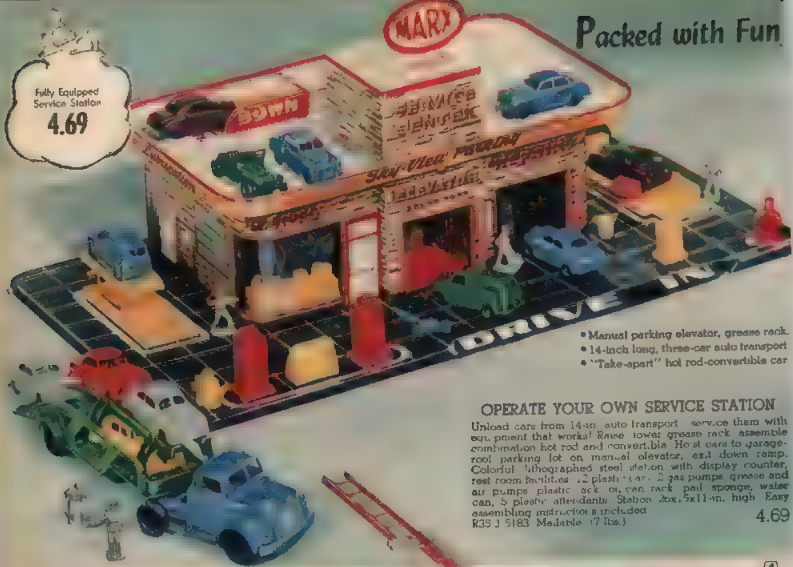
6T68X1397 . .List **$20.95**

GOLDEN JR. HARP

THE GOLDEN JR. HARP is a beautifully constructed instrument that has a truly professional tone and appearance. It is made of hardwood throughout and has a deep lustrous gold finish. Contains two full octaves—15 strings. Each Golden Jr. Harp is furnished with ten song sheets and music holder that will permit everyone, even the youngest, to play favorite songs immediately. These song sheets are placed behind the harp strings and the indicators on the sheets immediately show which strings are to be plucked. Each Harp includes: Instruction Manual for Tuning and Playing - Pick — Extra strings—Tuning Key Size 12"x7"x2". Sh. wt. 2½ lbs.

7T36X665 List **$9.98**

Packed with Fun



- Manual parking elevator, grease rack.
- 14-inch long, three-car auto transport
- "Take-apart" hot rod-convertible car

OPERATE YOUR OWN SERVICE STATION

Unload cars from 14-in. auto transport . service them with equipment that works! Raise, lower grease rack, assemble combination hot rod and convertible. Hoist cars to garage-roof parking lot on manual elevator, exit down ramp. Colorful lithographed steel station with display counter, rest room facilities. 12 plastic cars, 2 gas pumps, grease and air pumps, plastic rack, oil can rack, pail, sponge, water can, 5 plastic attendants. Station 26x.5x11-in. high. Easy assembling instructions included.
R35 J 5183. Mailable. (7 lbs.) 4.69

Meters, windows, gues "work"

⑤
36-in Hook n ladder Truck
9.98

BUILD-EM CARS AND "EMERGENCY" SPEEDSTERS

- Construction-kit sport car replicas
- Detailed plastic—inside and out
- Assemble, take-apart for "repairs"

① JET CORVETTE. 61 pcs. incl. headlights (battery incl.), 2-pc body, metal axles, "silvered" grille, accessories, 5 plastic wheels, light switch, tools. 16x7x3-in. high.
35 J 5161 (2 lbs. 14 oz.) 3.29

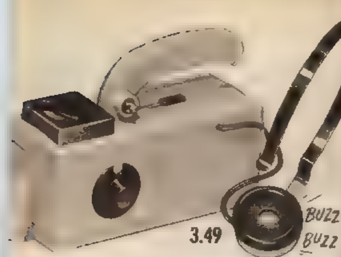
② ENGLISH JAGUAR. 50 Pieces in Kit include 2-piece body, removable seats, 6-piece "engine," windshield wipers, license plates, fender skirts, "silvered" accessories. 7 tools. 12x5x4-inches high.
35 J 5162. (2 lbs.) . 2.79

③ 12 ACTION AUTOS . . taxis, police, fire chief cars, ambulances, etc. Push car for action. Lithographed steel, rubber tires, 4 inches long. (1 lb. 10 oz.)
35 J 5169 . 2.69

8 ACTION AUTOS. Shpg. Wt. 1 lb. 6 oz.
35 J 5170 . . 1.79

④ CAR WASH . . pump the handle, cars automatically move on rubber conveyer belt, nozzle sprays, washes car, water returns to large reservoir. Two cars, rubber hose, pump. Plastic base, clear plastic top. 13 inches long. (1 lb. 8 oz.)
35 J 5116. . 1.79

⑤ 36-INCH FIRE TRUCK. Hook and ladder engine you can "repair." Dual control 44-in. ladder raises, swivels 360°. Rotating, removable searchlight throws beam. High impact plastic body, aluminum ladder supports, axles, windshield. Removable vinyl tires, tool box, wrench, jack. 7x36-in. long.
R35 J 5183. (8 lbs.) Mailable. Battery not incl. 9.98

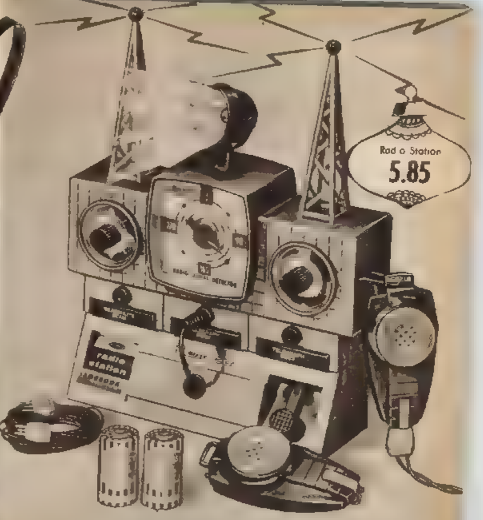


NEW! TOY GEIGER COUNTER—finds hidden metal! Search for "precious" ore—don earphone headpiece, turn on switch . . . hold battery controlled unit over "field" Light flashes buzzer sounds—meter records degree of find Delights young "prospectors."

Streamlined varicolor high impact plastic 5x3x7 in. long. Set includes battery, sample of ferrous metal and "Gold Star Mine" stockholders' bond.
35 J 5002. Shipping weight 2 lbs. 3.49

TWO "DIAL" PHONES really work, priced extra low! Push button, other phone rings—carry on a clearly audible conversation Wonderful to use from room to room, house to barn Phones of high impact plastic about 6x4x4 in. high Realistic marked play dial turns

Two receivers each about 8 inches long Takes four flashlight batteries (not included.) 25 feet of double conductor wire, instructions included.
35 J 5001. Shpg. wt. 3 lbs. 14 oz 4.98



RADIO-TELEGRAPH STATION—"BROADCAST," SEND CODE

- Speak into the microphone—hear your voice clearly transmitted
- Send messages, plug-in cords for clicker, buzzer, flashing light
- Built-in decoder makes sending, deciphering code messages easier

Live "mike" carries your voice also "buzz" or "click" of code messages. Simply plug in set to "buzz" or "click"—tap out message on sending key

Telegraph key also controls flashing signal light Decoder dial makes Morse code simple Fun to watch big needle register electrical impulses on center dial while you send code messages.

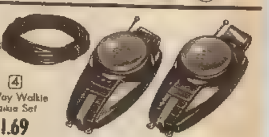
Control knob rotates light a full 360 degrees. Sturdy high impact plastic abt 11x4x13 in high. 2 plastic microphones, 3 plug ins 1 each for searchlight telegraph buzz clicker

Use log book to make record broadcasts 25 ft. of microphone wire. 2 dry cell batteries included.
35 J 5042. (3 lbs. 6 oz.) Outfit 5.85

① 11.95
Air Champ
two tube radio kit with cabinet

② 6.49
RADIO KIT

③ Telegraph Signal Set 2.98


④ 2-Way Walkie Talkie Set 1.69

① 2-TUBE RADIO KIT—4-in. permanent magnet speaker gives good listening! Handsome Red and "silver" fiber cabinet 11x7x6 in high. Easy to build, takes no expensive tools—wiring plan printed on mounting base. Clip connections, no soldering.

2 tubes, red dial knobs, hardware, instr. included. (Battery not included.)
35 J 5049. (3 lbs 7 oz) .11.95

② 2-IN 1 RADIO KIT Tune in local stations, "transmit" voice thru other radios up to 50 ft.—hook to phono, hear records. Speak and hear thru mike-earphone. No solder—just assemble regular radio parts with clips follow wiring plan printed on mounting board.

50 ft wire board, instr incl Use 2 batteries (not incl)
35 J 5048 (3 lbs.) 6.49

③ TELEGRAPH SIGNAL SET Send code messages like professionals' use clicking telegraph key, radio buzz or flashing light! Exciting way to learn International or Morse Code by eye and ear! Dk Brown plastic housing 6x4 in. embossed with complete Morse Code.

Also Signal Corps message book, 4 batteries, 15 ft. wire.
35 J 5003 (3 lbs) Set 2.98

④ 2-WAY WALKIE TALKIE. Talk or listen to your pal while out on "maneuvers"—voice transmits over wire!

Operate without current or battery—just speak into red mouth piece Black plastic body has tiny red top antenna Red band fits over hand. easy to hold while playing Each 2x5 in long 25 ft. wire Included.
35 J 5054 (1 lb 6 oz) 1 69

TYPEWRITERS AND OFFICE MACHINES

R. C. ALLEN OFFICE TYPEWRITER

759N11337 Fully standard in every respect, brand new with regular factory guarantee, offers many "plus" features at less than standard cost. Has 11" carriage, 11" paper capacity, standard 42-key, 84-Character keyboard. Features instant sight-set margins with the exclusive "wonder window" which lets you see the margin setting. Keyset tab mechanism, simple paper adjustment, automatic ribbon reverse, two-color ribbon control, 1-2-3 line spacing, perfect grip feed rollers, quick release for all tab stops, 3-position touch control plus individually adjusted key tension controls, visible margin and carriage scales. Soft green color. Available in pica or elite types—SPECIFY TYPE CHOICE. Wt. 40 lbs. **Established Retail $148 37**

WEIGHS ONLY 15 lbs. 2 oz.

NEW REMINGTON TRAVEL-RITER

761N5684—Remington's brand new model with the following excellent features

- Beautiful printwork
- Full 42-key keyboard—4 row—84 characters including 5 educational characters
- Segment shift for capitals and upper case characters
- Single and double line space selector
- Adjustable left hand margin
- Writing line 8½
- Permanent and secure card finger
- Line finder for typing out of regular spacing
- Automatic and manual ribbon reverse
- Shift lock, left and right shift keys
- Carriage centering and locking device
- 90-day Warranty

All these, plus sturdy, lightweight construction and many other features. Non-glare grey finish, black grained fabric case with removable cover. Be sure to specify **PICA** or **ELITE** type

Established Retail $74 33

R. C. Allen Cash Register

(at right)

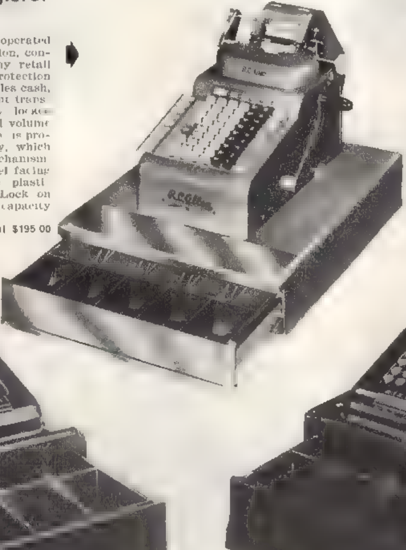
760N14625—Simple, easy to use, hand-operated cash register giving maximum information, convenience and protection. Ideal for any retail operation. Combines cash register protection with adding machine convenience. Handles cash, charge, paid-out and received on account transactions. Detail tape is protected by locked paper housing. Answer dial shows total volume without printing total on tape. This total is protected by dial shutter locked with key, which also locks the total and sub-total mechanism. All-steel cash drawer has stainless steel facing plate and breaker strip. Removable plastic money till with movable separators. Lock on cash drawer. Ice-green finish. Totaling capacity—[illegible] Wt. 55 lbs.

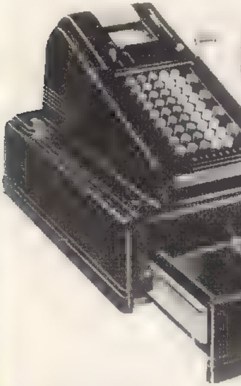
Established Retail $195 00

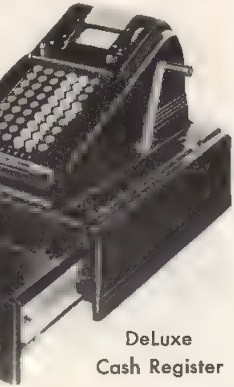
758N9539—R. C. Allen "Checker" Adding Machine

R. C. Allen "Checker" adding machine, hand-operated, with direct subtraction and many features of larger machines. Ideal for home or office use. 2½" carriage, full, flexible keyboard; repeat and correction keys; two-color ribbon; visible keyboard, visible printing. Large, visible answer dials always show accumulated total. Zeros print automatically. First item, subtotal and total print in red. Totaling capacity—$9,999.99. Wt. 25 lbs.

Established Retail $124.64







VICTOR-McCASKEY

DeLuxe Cash Register

766N14718—Cash Register

Big business effectiveness for the small business. Visual keyboard for accuracy—contrasting keys for ease of operation. Error key, non-add key for listing charge sales and paid outs. Total key for grand total and control. Four

757N13838—Cash Register

Entirely new compact key arrangement offering additional control benefits. **Four designation letter keys**—Exempt key for non-taxable sales, Received on Account key and three non-adding listing keys for Charge, Tax and Paid

TYPEWRITERS AND OFFICE MACHINES

WEIGHS ONLY 15 lbs. 2 oz.

R. C. ALLEN OFFICE TYPEWRITER

759N11337 Fully standard in every respect, brand new with regular factory guarantee, offers many "plus" features at less than standard cost. Has 11" carriage, 11" paper capacity, standard 42-key, 84-Character keyboard. Features instant sight-set margins with the exclusive "wonder window" which lets you see the margin setting. Keyset tab mechanism, simple paper adjustment, automatic ribbon reverse, two-color ribbon control, 1-2-3 line spacing, perfect grip feed rollers, quick release for all tab stops, 3-position touch control plus individually adjusted key tension controls, visible margin and carriage scales. Soft green color. Available in pica or elite types—SPECIFY TYPE CHOICE. Wt. 40 lbs. **Established Retail $148 37**

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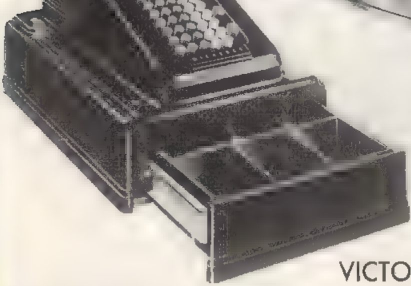
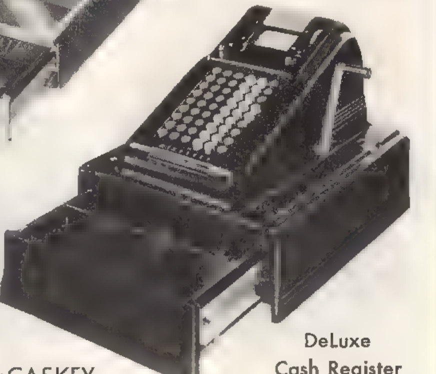
Established Retail $195 00





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Sun Rubber

GERBER BABY FEEDING SET

The Gerber Baby Feeding Set

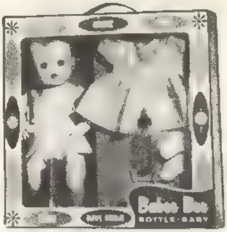
The cute Gerber Baby Food Baby in warm-toned, skin-soft vinyl. Entirely washable, jointed to allow freedom to assume lifelike poses. 12 inches tall. Drinks, wets, cries and blows bubbles. In a carrying case with a real silver baby spoon, bottle rack and bottles, funnel, bottle brush, plus real Gerber Baby Food in doll sized packages.

No.	Retail	L.P.L.	*P.L.
EG114-10612	$5.95		

Pkd. 6 ea. - 24 lbs.

Sun Rubber

BABEE BEE DOLL



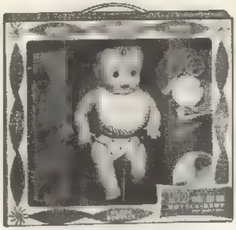
13 inches tall, completely tubbable. Sleeping eyes in a vinyl head, soft rubber body with water proof joints. Sleeps, cries, wets, drinks and blows bubbles. In a windowed box wearing a socque, panties and booties; with bubble pipe, soap, nursing bottle and bib.

No.	Retail	L.P.L.	*P.L.
EG114-10027	$4.98		

Pkd. 6 ea. - 12 lbs.

Sun Rubber

10 INCH SO-WEE DOLL



She drinks, wets, cries and blows bubbles. In a windowed display box complete with hot water bottle, rattle, nursing bottle, bib, teething ring, soap and soap dish. Dressed in a diaper.

No.	Retail	L.P.L.	*P.L.
EG114-10541	$2.98		

Pkd. 6 ea. - 12 lbs.

★

*** LOWEST DOLL PRICES!**

P.L. (Pack Lot) price also applies if all dolls ordered total up to, or surpass, the amount specified on your Toy Order Form.

★

Sun Rubber

CHUNKY-ROMPY SET

All-vinyl playmates, 8 inches tall. Molded in detail, decorated in washable vinyl colors. Blonde Chunky wears a gay pinafore, Rompy wears a T-shirt and bright shorts. Packaged in a fancy windowed display box.

No.	Retail	L.P.L.	*P.L.
EG114-14010	$1.98		

Pkd. 6 sets - 6½ lbs.

Horsman

13 INCH LOVE-ME BABY WITH WARDROBE

An all vinyl baby doll with rooted Saran pony tail hairdo, sleeping eyes with lashes, turning head, coo voice, superflex legs. Beautifully dressed in a "tweedy" 2 piece suit and felt crown hat, knit panties, vinyl shoes, rayon socks. She also has a dress with pinafore, silk hat and coat, silk undergarment, swim suit, pajamas, mirror, curlers, comb, brush, soap and sponge. Attractive suitcase.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG114-515	$9.95	3 ea.	12 lbs.		

Rempel Mfg.

LATEX RUBBER TOYS

The "Little Folk from Sunnyslope" are made of pure natural latex rubber, sanitary, squeezable, washable and durable. Carefully detailed and gaily decorated with harmless colors. Each toy has a whistle or reed "voice."

JOSIE THE LAMB

Josie is 10¾ inches tall, has a gay ribbon around her neck. Packaged in a colorful display box.

No.	Retail	L.P.L.	P.L.
EG113-R-14	$1.98		

Pkd. 6 ea.-7½ lbs.

MUGGER THE MONKEY

Comical Mugger is 10¾ inches tall and wears a funny hat. Each in a display carton, colorfully printed.

No.	Retail	L.P.L.	P.L.
EG113-R-19	$1.98		

Pkd. 6 ea.-7½ lbs.

ROOFUS THE ROOSTER

Roofus is 10¾ inches tall with red comb and feet, colorful plumage. In a full color display box.

No.	Retail	L.P.L.	P.L.
EG113-R-18	$1.98		

Pkd. 6 ea.-7½ lbs.

LITTLE COOKIE THE OSTRICH

Little Cookie is 8¾ inches high and 4-1/8 inches wide. Gaily decorated with colorful plumage. In an attractive cellophane window display box.

No.	Retail	L.P.L.	P.L.
EG113-R-33	$0.98		

Pkd. 12 ea.-6 lbs.

LATEX RUBBER TOY ASSORTMENT

12 cute toys of pure latex rubber, 4 each of 3 kinds. "Peeper" the Frog is green with red pants, big froggy eyes. "Fleecy" the Lamb wears a metal tinkle bell on tasseled pastel cord. "Teeny" the Bear is decorated in shades of rich brown with red mouth, black eyes and nose. Animals are from 5 to 6½ inches tall. Each in a colorful carton 7 x 5 x 2½ inches.

No.	Retail Each	Total Retail	Packed	Weight	Asst.
EG113-3	$0.69	$8.28	1 asst. N.L.S.	3¾ lbs.	

"THE LITTLE FOLK
FROM SUNNYSLOPE"

REMPEL TOYS

MADE OF PURE
NATURAL LATEX RUBBER

No. R-20

No. R-33

No. R-100

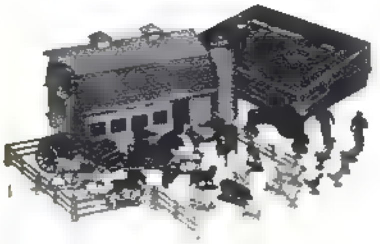
No. R-18

No.		Each
R- 31	– "LANKY" the Giraffe, 9¼" x 6½"	1.00
R- 7	– "FRISKY" the Horse, 8½" x 6¼"	1 00
R- 30	– "TUSKY" the Elephant	1.00
R- 33	– "LITTLE COOKIE" the Ostrich	1 00
R- 14	– "JOSIE" the Lamb, 10½" x 9¼"	2 00
R- 15	– "LONGHOP" the Rabbit, 12¾"	2 00
R- 17	– "SANTA CLAUS", 11" x 9"	2.00
R- 18	– "ROOFUS" the Rooster	2.00
R- 19	– "MUGGER" the Monkey 10½" x 9¼"	2.00
R- 92	– "COOKIE" the Ostrich, 15⅞" x 7⅞"	3 00
R- 20	– "CURLY" the "Cocker", 12⅛" x 8½"	2.00
R- 21	– "SNIFFY" the Hound, 12½" x 8½"	2.00
R-100	– "SPOTTY" the Giraffe	3.98

No. 01 ASSORTMENT: Consists of One Dozen Assorted Animals (4 each Pigs, Dogs, Cats, etc.) in a box. 3 dozen in a Master Carton. .39 value

AUBURN RUBBER

RUBBER TOYS

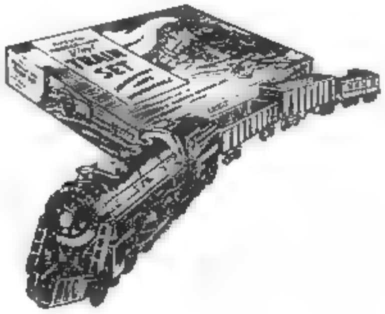


No. 553 – LARGE FARM SET
Contains barn with silo, team, wagon, tractor, a farmer and wife, cows, pigs, sheep and other animals, hens, roosters, turkeys, etc. 3.75

No 525 – VINYL TRAIN
30½" long, consisting of engine-tender, coal car, gondola and caboose in assorted colors 2.00

No. 517 TOOL KIT

Contains 6 colorful Rubber Tools. .95



"THE LITTLE FOLK FROM SUNNYSLOPE"

REMPEL TOYS

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No. R-33

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No. R-18

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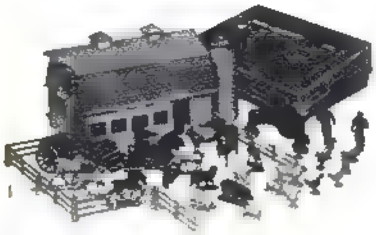

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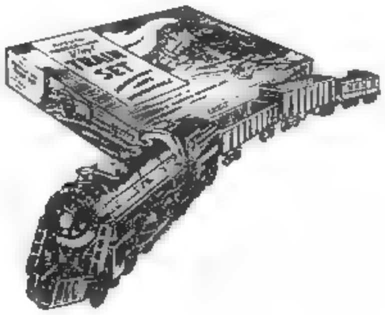


DOLL HOUSES

DOLL STROLLER

Frame is collapsible type made of steel with attached foot well. Adjustable back rest, foot brake and safety strap. Seat is 8½" x 10" x 6", 16½" high. Three-bow folding hood. Finish is blue with pale blue vinyl plastic film. 1/ctn., wt 9 lbs. No 509.

STOCK No. 71—83798

PLAYTIME PRODUCTS, INC.

S75-20 L **Retail** **$7.98 ea.**

Inv.______________ Pur.______________

RANCH TYPE DOLL HOUSE

Completely furnished doll house made of steel, lithographed in modern design. House measures 33" long, 9" deep, 10" high. Completely furnished with scale furniture and accessories, all of which are made of high-impact detailed plastic. Shipped knocked down and easy to assemble without tools. 3/ctn., wt 21 lbs. No. 4739

STOCK No. 71—83815

LOUIS MARX & CO.

T82-60 L **Retail** ______________ **$3.98 ea.**

Inv.______________ Pur.______________

TWO STORY DOLL HOUSE

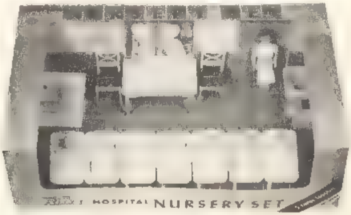
All metal two-story, five-room suburban doll house with with attached den-game room and breezeway. Constructed of sturdy sheet steel and attractively lithographed in modern design. Shipped flat and easy to set up without any tools. Sturdy plastic furniture in appropriate colors is scaled to the house and includes 48 pieces. House measures 31½" long, 15¼" high 9" deep. 6/ctn., wt. 44 lbs. No. 4026.

STOCK No. 71—83817★

LOUIS MARX & CO

A93-25 M **Retail** ______________ **$4.98 ea.**

Inv.______________ Pur.______________



HOSPITAL NURSERY SET

Plastic hospital nursery set includes seven cribs, seven dolls, seven blankets, two tables, two chairs, bath sink, night table and a nurse with painted uniform, scale, tub, pans, bottle tray, seven bottles, five cotton balls and diaper material. Set is attractively boxed in window container. 6/ctn., wt. 8½ lbs. No 214.

STOCK No. 71—83825

RENWAL MFG. CO., INC.

S41-95 M **Retail** ______________ **$2.98 ea.**

Inv.______________ Pur.

DOLL FURNITURE

Cook 'n Serve Set

COOK 'N SERVE TOY SET

Complete kitchen furniture and a family in a kitchen package so little girls can play cooking and serving just as Mother does. Includes tables, chairs, refrigerator, sink, stove, and other items of kitchen utensils such as saucers plates ,cups, pots, kettles, etc. Also Father, Mother and Girl dolls included. A 48-piece set. 6/ctn. No. 247

STOCK No. 71—83826
RENWAL MFG. CO., INC

T31-95 A **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________

Busy Little Mother
play every home making activity!

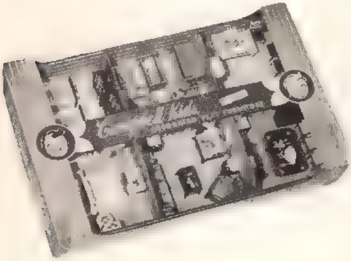
LITTLE MOTHER FURNITURE SET

A 19-piece set consisting of playroom, utility room and toilet room all in a play package so the "busy little mother" can play every homemaking activity. Includes Mother doll, girl doll, baby doll and many items of furniture, such as playpen, sewing machine bathroom, etc. 6/ctn. No. 249.

STOCK No. 71–83827
RENWAL MFG. CO., INC.

D31-95 C **Retail** .... **$2.98 ea.**

Inv______________ Pur.______________



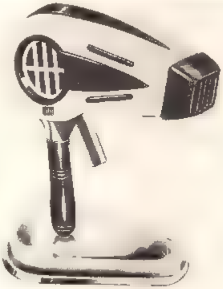
SIX ROOM FURNITURE SET

A whole house full of furniture: Sofa, club chair, end tables, stove, sink, cradle, and many other pieces. This set contains 45 pieces of household furniture, enough for six rooms. Beautifully boxed in window carton. 3/ctn., No. 1140.

STOCK No. 71—83828
RENWAL MFG. CO., INC.

E45-84 K **Retail**........................ **$8.98 ea.**

Inv ______________ Pur.______________



LITTLE DEB HAIR DRYER

Sturdy motor actually blows air. Colorful non-electric replica of real dryer. Detachable metal base and colorful satchel-type carrying case. Size is 3½" x 5½" x 7" 12, ctn., wt. 9 lbs. No. 212

STOCK No. 1—83840
NORTHWESTERN PRODUCTS CO

T4-97 S **Retail** **$1.49 ea.**

Inv______________ Pur.______________

REPLOGLE GLOBES

A treasured gift. These globes are valuable for reference and beautiful home decorations. Illuminated models make excellent television light. Underwriters approved.

MANUFACTURERS OF FINE GLOBES

EXPLORER

Similar in appearance to "Commander" Model [illegible] globe with [illegible] and meridian [illegible] DOES NOT INCLUDE 96 PAGE BOOK [illegible] 3 page description booklet. Height 14"
335001B454 Each . . **$6.95**

GLOBE of the YEAR

"COMMANDER"

Large 12" globe. Has 6410 place names. Type is extra large for quick, easy reference. Large heavy [illegible] base. Steel [illegible] meridian [illegible] globe [illegible] Height 13½". Includes entertaining 96 page book shown at right—contains stories, games and pictures—it unfolds many fascinating new uses for globe. Has index of cities, population, etc. [illegible] color cover. Ship wt [illegible] lbs.
335002B585 Each . . . **$8.95**

STUDENT

Similar to "Commander." All steel 8" globe [illegible] colors. All names in bold type. Brass plated meridian [illegible] brown [illegible] base. Height 10". Shipping weight 3 lbs. DOES NOT INCLUDE 96 PAGE BOOK. Has [illegible] page description booklet
335003B255 Each **$3.95**

Our Finest GLOBE and ATLAS

- **12" Illuminated Globe**
- **375 Page Atlas**
- **Height 19"**

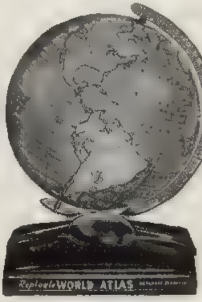
Shows 6410 place names. Atlas has detailed maps for every section [illegible] population figures based on 1950 census. Atlas has specially designed hand rubbed [illegible] base [illegible] brass plated. Ship wt [illegible] Delivery approx. [illegible] days.
335008B2598
Each . **$39.75**

ILLUMINATED GLOBE

A brand new 8" illuminated globe. Has [illegible] half meridian brown and gold [illegible] base [illegible] with 32 page book [illegible] the uses of the [illegible] 40 questions [illegible] its [illegible] makes it extremely attractive. Good size for desk or television. Ship wt [illegible] lbs. An outstanding value at this extremely low price.
335010B835
Each **$12.75**
As above—except 12" globe
335014B1625 Each **$24.75**

STARLIGHT

12-inch globe with water areas in deep midnight blue. Land areas stand out in brilliant contrast. Base and meridian chrome plated. Accurate map shows 6,410 place names in large, readable type. 452 square inches of map surface. Washable 96 page book "See the World on a Globe" includes games and puzzles to test your globe ability. Height 16½". Ship wt [illegible] lbs
335013B713 Each **$10.95**

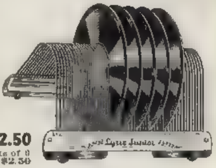


10 INCH ILLUMINATED GLOBE

200 page World Atlas into brass [illegible] plated base, includes domestic and foreign maps, populations, world [illegible] statistics, etc. 10" illuminated globe with brass [illegible] die cast meridian. Ht 13[illegible] Ship wt 10 lbs.
335005B1350 Each. . **$20.75**
Globe and Atlas Combination. 10" standard globe with brass plated meridian. Ht [illegible]" Ship wt 6 lbs.
335004B765 Each **$11.75**

LYRIC JUNIOR RECORD HOLDER

Stores [illegible]0 records in a safe vertical position. Has regular Lyric all steel [illegible] construction, rubber protection feet. Completely indexed.
335011B165 Each . **$2.50**
335011B160 Lots of 6 or more Each . $2.50



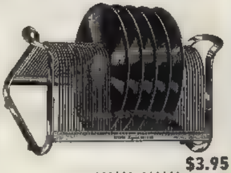
LYRIC RECORD CARRYING CASE

A light gauge, all metal carrying case for fifty 10" records. In two-tone dark brown and beige with clear plastic handle and brass plated clasp. Fully indexed for easy selection. Inside sponge rubber cushions protect records. Ship wt 6 lbs.
335006B454 Each.... . **$7.50**

LYRIC BANTAM CARRYING CASE

A light metal case in two-tone green wrinkle finish with clear plastic handle. Fully indexed for 50 7" extended play and children's records. Records rest on sponge rubber cushion. Ship wt. 3 lbs.
335012B204 Each.. .... **$4.50**

LYRIC DELUXE RECORD HOLDER



Files 5[illegible] 10" or 12" records in only 12" of space [illegible] or long playing envelopes. All steel [illegible] base and separators covered with soft green felt. Can be lifted by the graceful lyre shaped handles. Handy index [illegible] numbering pages. Numbered strip across bottom for easy selection of records.
335009B250 Each **$3.95**
335009B240 Six or more Each **$3.95**
For [illegible] records. Copper finished handles. [illegible] with separators. Two rubber feet [illegible] long, 6" wide, 5" high. Holds 50 records in 9" space. Complete index for instant finger-tip selection. Ship wt [illegible] lbs.
335007B180 Each. **$2.75**
335007B170 6 or more. Each **$2.75**

REPLOGLE
World Globes

Replogle World Atlas
WORLD ATLAS
Replogle WORLD ATLAS

10-In. ILLUMINATED GLOBE-ATLAS COMBINATION

A complete and up-to-date geographical library in one handy unit. The big globe lights up for accurate, detailed easy reading. A brass-plated half meridian is mounted on a smart heavy base shaped to hold the 200-page Atlas. 96 double-page size U.S. Maps, 40 pages of full color foreign country maps, and 64 pages including descriptive Gazetteer, index, populations and other interesting world statistics. Provides any family with a complete geographical reference. Light bulb is easily changed. Ht: 13" Wt. 10 lbs.

31-2561-1245	Retail	**20.75**
31-2553-720 Non-illum. 6 lbs.	Retail	**11.75**

The illustrated 32-page booklet, "The Story of the Globe," accompanies all models but the "Starlight" and the "Commander" which have the deluxe 96-page book, "See the World on a Globe." Both valuable additions to a library.

ILLUMINATED FLOOR MODEL 12" GLOBE

- **Ideal for home, school or office.**
- **Makes geography easy for children.**

Thus is a magnificent appointment for the home, school or office and as useful as a dictionary. 6410 place names line its 452 inches of map surface. Soft, rich glow outlines place names . . . is perfect for Tv viewing. A full meridian makes easy and accurate the location of places prominent in current events. Shows water areas and countries exactly as they are to clearly explain geographical relationships. A solid walnut pedestal holds globe 34½" above the floor—the perfect reading level. With cord, bulb. 14 lbs.
31-2564-2385 Ret. **39.75**

see the world on a GLOBE
Replogle Globes Inc.

THE "COMMANDER" A BIG 12" GLOBE AND 96-PAGE BOOK

A great combination for the use of the entire family.

The globe shows over 6410 place names in easy-to-read print. 10 contrasting colors make it easy to distinguish countries, oceans, etc. Colors are non-fading and washable. Half meridian and time dial are brass plated to match the brown and gold colored base. Ht. 16½". The book, "See the World on a Globe" describes the uses of a globe in pictures, stories, games. Tells how to study world strategy, measure air distances; includes index of cities, populations, etc. Wt. 6½ lbs.

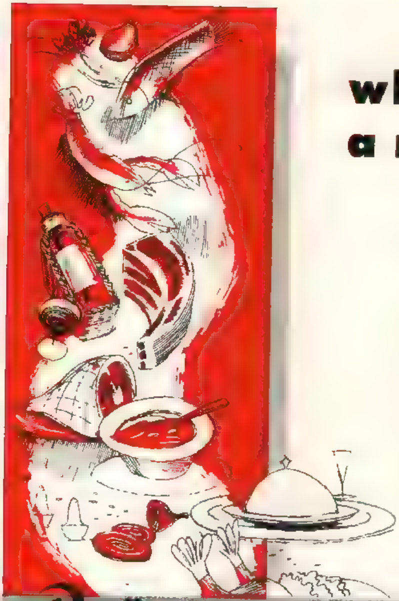
31-2551-537	Retail	**8.95**
31-2550-417 10" World Globe. Wt. 5 lbs.	Retail	**6.95**

12-In. STARLIGHT GLOBE. A fine gift for any occasion . . . A practical furniture accessory . . . a valuable geographical reference for the entire family. The "Starlight" is truly an attractive asset to any home. This handsome 12" globe has a gleaming base and half meridian in bright chrome plate. Its big feature is a dark blue-black color on all ocean areas instead of the conventional light blue. Ocean areas contrast sharply with brilliant land colors for easy distinction . . . Gives accurate relations and true sizes of land and water bodies. "See the World on a Globe" booklet included Wt. 6 lbs.

31-2552-657	Retail	**10.95**
As above except illuminated. Wt. 10½ lbs.		
31-2563-1710	Retail	**28.50**

12-In. ILLUMINATED GLOBE. Here's a real combination of valuable geographical reference and beauty for the home. When lit, the bright, multi-colored globe clearly and distinctly shows its 6410 place names and physical features. Shows all the latest information. Easy to use. Semi-meridian mounting. Meridian and base have a rich brass-oxidize plating. Light bulb easily changed. Ht. 16". Wt. 10½ lbs.
31-2562-1485 . . . . . . Retail **24.75**

8-In. ILLUMINATED GLOBE. Everyone admires this smart colorful globe. It has ample detail for reference, yet is small enough for practical use on desks, television sets and other limited areas of space. 200 square inches of maps. The ordinary light bulb is easily replaced. It has a brass-finished half meridian and decorative brown and gold steel base. A welcome gift for anyone. Wt. 4½ lbs.
31-2560-765. . . . . . . Retail **12.75**



when you plan a menu . . .

— you wouldn't think of serving one item . . . you'd prepare a wide variety to appeal to every taste and desire. So, too, with plastic model kits

Serve up to your customers a varied and diversified selection . . something to appeal to everyone, old and young alike . . . but make sure they have confidence in the items on your bill of fare, that it requires no "selling."

Select products which have established consumer **acceptance**, earned consumer **preference**. There is such a **line** of models — all under ONE instantly recognized trademark. It includes **dozens** of authentic kits in **every** field, cars, bombers, fighters, military and civilian ships, horse-drawn vehicles, firefighters, antique guns

If it's variety you seek, if you're interested in attracting the widest audience, then feature — **REVELL!**

Revell INC. [illegible] 1260, 200 FIFT [illegible]

TO MAKE INVESTED DOLLARS YIELD THE MAXIMUM PROFITS:

1. **PUSH** the brand which moves the FASTEST!
2. **FEATURE** the line with the widest appeal!
3. **PROMOTE** the products which help promote YOUR business!
4. **CONCENTRATE** on the quality which builds REPEAT business!

H-603

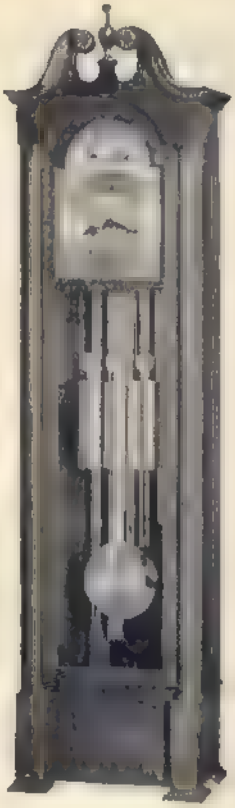
Colt .45 cal. Revolver

Called "Peacemaker" by Wild Bill Hickok — this 1870 .45 cal. 6-shot revolver is a valuable addition to every gun collection. Plastic simulated ivory and steel Display stand, 11" long . . . **98c**

Revere CHIMING ELECTRIC *Clocks*

• With the mellow, lovely Westminster Chimes. Each superbly crafted Revere clock features the authentic music of Westminster Chimes—best known and best loved. Its serene melody is beautifully reproduced on the Symphony Chimatone Rods of the mantel and grandmother clocks, and on the deep toned tubular bells of the floor clocks.

All Revere cases are finished to a fine, mirror-smooth surface which radiates with beauty of design and graceful styling. These different styles offer a wide choice—ideal for matching any modern or traditional decorative setting. Its modern Telechron motor assures time-telling accuracy. All clocks on this page strike the ¼-½-¾ and full hour.



REVERE

Telechron
MOTORED

Contemporary Revere clock styled to meet the highest demands for artistic modern design. Sounds with famed and cherished music of traditional Westminster chimes—5 tubular bells. Polished Blond Maple case, spun brass [illegible] wts., hands and numeral indicators of Black enameled iron. **Size: 63½x16x9½".** Telechron motored—no weights or pendulum. Ship. wt. 200 lbs.
D536C21-31900 .. ..RETAIL $550.00

Beautiful and highly favored Colonial "Pilgrim" design. Honduras Mahogany case with beaded columns, and top and bottom overlay trims. Glass side panels. Gold dial with moving moon. Black hands and numerals. Melodious, traditional Westminster chimes on tubular bells. **Size: 80x20¾x11¼".** Ship. wt. 240 lbs
D536C17-31900.................RETAIL $550.00

Mahogany case with Bird's eye Maple panels—a select combination of beautifully grained woods. Westminster chimes—chime rods. Satin finished dial, with raised numerals. **Size: 8x20¼".** Ship. wt. 12 lbs.
536C8-4200...................................RETAIL $70.00

Traditional ornate styling. White dial and sunburst design in Black and Gold. Select mahogany case polished to a mirror finish. Authentic Westminster chimes. Black numerals, Gold color hands. **Size: 11⅛"x8¼".** Ship. wt. 9 lbs.
536C6-3600..............RETAIL $60.00

Classic Mahogany case with silver finished dial. Sounds beautiful Westminster chimes. Suitable mantel, living room, or study clock. Black Roman numerals and gold color hands. **Size: 10 1/16 high x 7 1/16" wide.** Ship. wt. 8 lbs
536C14-3300 ....RETAIL $55.00

Mahogany case with matched striped front and base displays real decorative harmony. Silver finished center dial. Black numerals and gold hands. Authentic Westminster chimes. **Size: 7¼x19½".** Ship. wt. 1[illegible] lbs
536C9-3300 RETAIL $55.00

Traditionally styled Mahogany case with silver finished dial and cut-out center. Sounds melodious Westminster chimes. Its graceful shape with [illegible] in [illegible] G[illegible] hands and bezel. **Size: 6¾x16½".** Ship. wt. 7 lbs.
536C10-3120 ....RETAIL $52.00

Prices Shown Do Not Include Excise Tax

Modern case of natural Blond mahogany. Polished to a gleaming mirror-finish. Authentic Westminster chimes. Has silver finished dial cut-out center, raised numerals and gold color hands. Worthy styling of high esteem. **Size: 6½x19".** Ship. wt. 1[illegible] lbs
536C7-3720......................RETAIL $62.00

ORDER EARLY for Holiday Delivery

Lux Alarm Clocks and Timers

MINUTE MINDER

New compact "apron-pocket" size minute minder to be carried around from place to place. Gives a clear, loud, "ding" when time appointed is up. Most [illegible] for cooking, baking [illegible] cooking sick room schedules, [illegible] laundry [illegible] work. **White plastic case, red numerals Single ding. Size 3⅝x2 ¼x2¼".** Ship wt [illegible]

534C17 260. RETAIL **$3.95**

LONG-RING MINUTE MINDER

No more forgetting when Minute Minder's long, insistent ring demands attention. Its ring can be heard even in adjoining rooms. Essential for good cooking [illegible] handy in game room, living room or bedroom. Practical for game [illegible] photo developing [illegible] and home per[illegible] timing. **White with red numerals. Size. 3½x4½x3".** Ship. wt. 2 lbs

534C16-325 RETAIL **$4.95**

CLOWN PENDULETTE CLOCK

Colorful clown clock [illegible] will make [illegible] young and old [illegible] **Its bright Red, Green, and Gold ball bounces from seal to seal. Dependable 30-hour movement.** Made of durable, [illegible] plastic in choice of Red, Green Black, Gold, or White **Size: 5⅞x6¼". Packed in colorful circus tent gift box.** Ship wt 2 lbs.

534C19-252 . RETAIL **$3.95**

LUX CHILTON ALARM

Just set it and [illegible] **Lux 30-hour alarm movement.** [illegible] dependable [illegible] with a [illegible] alarm that will [illegible] even the sound sleeper. Attractively designed with metal Ivory color case, and dark brown 4" dial. **Luminous hands and numerals.** Ind boxd Ship. wt 2 lbs

534C8-308 .RETAIL **$4.95**

BOBBING BIRD PENDULETTE CLOCK

Miniature of the ever-popular cuckoo-style clock made of Walnut finished molded wood. Bird bobs in and out of window—does everything but cuckoo. Its swinging [illegible] movement runs for 30 [illegible] Clock [illegible] Size: 7¼x4¼x2⅝". Inc. boxed. Ship wt [illegible]

534C12-233 ... RETAIL **$3.75**

AMERICA'S FIRST ELECTRIC CLOCK CALENDAR

- TELLS THE DAY
- TELLS THE DATE
- TELLS THE TIME

One [illegible] multi-purpose clock [illegible] gives day, date, and time [illegible] offices and institutions. Its clear, easy-to-read dial has raised polished brass numerals and hour dots on an off-White background [illegible] panel finished in after-glow Grey. **Lustrous polystyrene case color-styled for any room: in Bronze, Yellow, White, or Red.** AC only 110-120 V. 60 cycles. Size 6x[illegible] Ship wt 3 [illegible]

534C25-630 .... RETAIL **$9.95**

LUXETTE

America's smallest hand wound alarm only 2⅞" high [illegible] Packed compactly [illegible] in a small [illegible] 2 jewel 48 hour alarm movement [illegible] key winds [illegible] All metal plain dial with spun brass center and white edge **Available in three smart colors: Maroon, Chartreuse, or Powder Blue.** Case approximately 1 deep

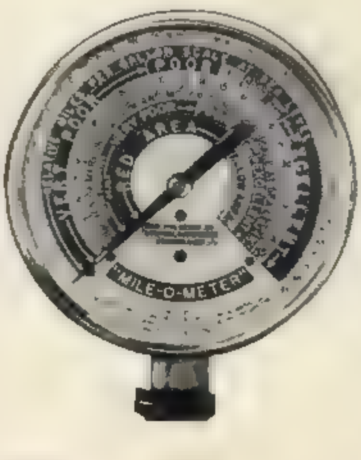
534C20-388 .... RETAIL **$5.95**

As above: With luminous dial that shines out clearly in the dark.

534C21-450 .....RETAIL **$6.95**

NEW, SENSATIONAL "MILE-O-METER"

Check your Automobile's Performance!



The last word in precision instruments! Easy to install for permanent mounting on any car, truck, tractor, bus or boat. **Checks spark plugs, carburetor, and 31 other motor adjustments. Saves 1 gallon of gas out of every 4.** [illegible] easy-to-read dial. Driver [illegible] check gasoline consumption and condition of engine at a glance. **No holes to drill—mounting bracket fits dash or windshield frame. Guaranteed for 100,000 miles or one year.** Movements guaranteed against any hazard for a lifetime except for actual crushing or breaking. **Tested and certified by A.A.R.** Instructions and 16-page booklet included

Standard Model. Black finish. 2½" dia.

59C1-668.......................RETAIL **$9.95**

Deluxe Model. All chrome. 3½" dia.

59C2-995 ... . RETAIL **$14.95**

Electric Horse Clock

Ornamental Western Designing!

[illegible] western style horse stands next to a West[illegible] **Gold-finished 6½' high metal clock case.** [illegible] base **Clock has Sessions self-starting movement.** Ind boxed Ship wt. 9 lbs

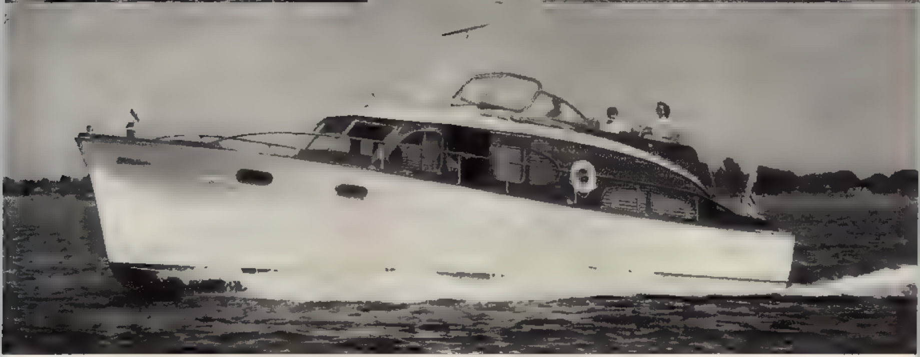
57C15-890 . . . . RETAIL **$13.95**

"37" EXPRESS CRUISER

"37" SEDAN CRUISER

LEFT
"34" EXPRESS CRUISER

RIGHT
"34" SEDAN CRUISER



NEW STANDARDS of COMPARISON for 1955

For 1955, as it has for over 40 years, Richardson presents an outstanding fleet of pleasure craft that again sets new standards of comparison for cruiser value. Whether your requirements call for the luxurious new Double Cabin "41" with walk-around decks or the husky, seaworthy "25", you will find unexcelled value in every Richardson. All are planked with Cedar on the traditional Richardson round bilge hull which, in part, accounts for their unusual sturdiness and well-known seaworthiness. Every inch of space is planned and used for your cruising pleasure and convenience. If you want to enjoy the thrill and healthful recreation of America's fastest growing outdoor sport, get a *good* boat. The best way to do this is to get in touch with your reliable Richardson Dealer or write the factory today.

"25" UTILITY

"25" SEDAN EXPRESS

See the new Richardson Cruisers at your BOAT SHOW or visit your RICHARDSON DEALER

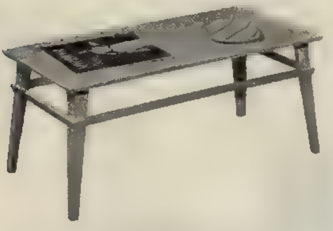
RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

RIDGEWAY TABLES

OAK FINISH TABLE GROUP

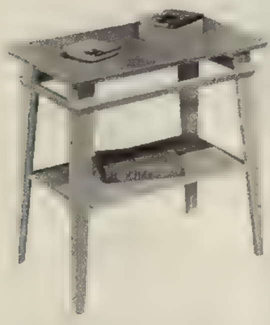
Quality Construction Throughout. 5 Ply Oak Veneered Top and Shelves. Balance Selected Hardwood. High Quality Lacquer Fnish. Shipped Set Up. Single Packed.



COCKTAIL TABLE

38" x 18", Height 16". Ship. Wt. 25 lbs. Oak Finish.

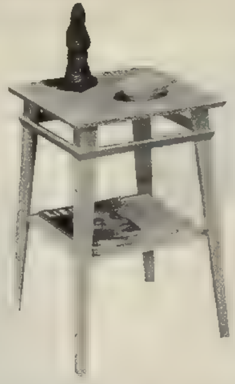
20/191 Y1250 Retail..................$21.50



END TABLE

24" x 14", Height 23", Ship. Wt. 20 lbs. Oak Finish.

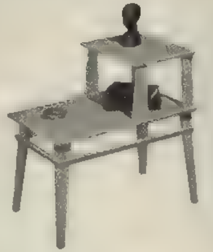
22/191 Y1250 Retail............$21.50



LAMP TABLE

18"x18", height 26". Ship. Wt. 20 lbs. Oak finish.

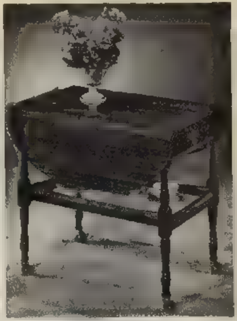
21/191 Y1250 Retail....$21.50



STEP TABLE

26"x18", height 25". Ship. Wt. 25 lbs. Oak finish.

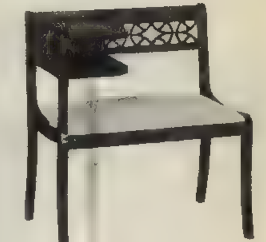
23/191 Y1250 Retail............$21.50



HOSTESS CART

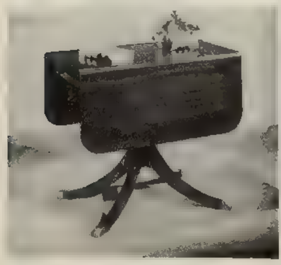
Top 28x18". Height 28". With leaves up. Top 28x35½ in. 5 Ply mahogany or maple veneered top and drawer front. Balance selected hardwood or solid maple. Double strength removable glass tray Large drawer. Free swinging handle. High quality lacquer finish. Finished mahogany or maple. Ship. Wt. 50 lbs.

24/191 Y3060 Retail............$47.50



GOSSIP BENCH. Seat 29x17". Height 17". Overall height 31". Two Mahogany Veneered shelves 16¼x10". Mahogany grill in back. Seat upholstered with duran plastic in off-white color Hand rubbed finish. Weight 40 lbs. Mahogany only.

25/191 Y2070 Retail........$32.95

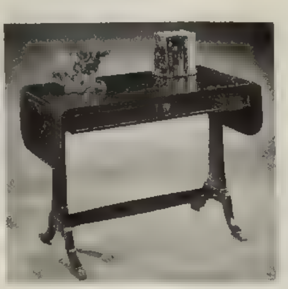


DROP LEAF TABLE. Top 34x18". With leaves up 34x46". Height 29½". Mahogany Veneered top and leaves. Balance clear select hardwood. Weight 60 lbs Mahogany finish.

26/191 Y2770 Retail... ....$43.95

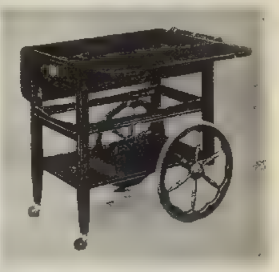
Same as above, with one drawer.

27/191 Y3000 Retail............$46.95



PICTURE WINDOW TABLE. Top leaves down 38½x20". Leaves up 56½x20". Height 28¼". Mahogany only. 5-ply Mahogany Veneered top. Leaves and drawer front One full drawer with Mahogany Veneered drawer bottom. Brass Lion Head pull on drawer. Weight 60 lbs.

28/191 Y3700 Retail............$56.95



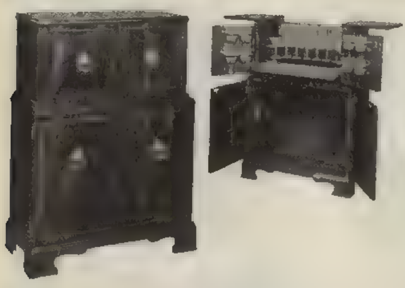
HOSTESS CHART. Top closed 28x18½". Open 28x35½". Height 28½". Mahogany Veneered top, leaves, drawer fronts, drawer bottom and shelf. Removable glass tray. 16½" rubber tired wheels on back, 2" rubber tired casters on front. Satinwood town edges on top finished mahogany.

29/191 Y4630 Retail............$69.95

SHIPPED F.O.B. VIRGINIA FACTORY. ALLOW 2 TO 6 WEEKS FOR DELIVERY.

STYLED & DESIGNED ROCK-OLA PORTABLE BAR FOR HOME OR OFFICE

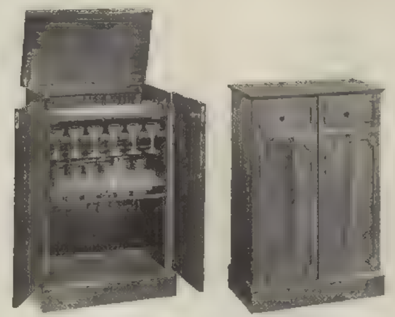
"THE ROCK-OLA CELLARETTE ADDS A DASH OF TASTE AND A TOUCH OF GLAMOUR TO ANY HOME." Imported and domestic woods, choice selections in swirls, crotches, and ribbon stripes, intricately patterned to enhance the richness of each individual cabinet. Each Cellarette is hand-rubbed to a lustrous and mirror-like finish. Modern or Period styles are perfectly planned, designed and proportioned. Efficient and convenient, they fashionably blend in with home furnishings, adding that touch to home entertaining. Excellent for offices. They are appreciated gift items.



18TH CENTURY CELLARETTE

Service for eight. Cut star glassware. Width 31⅜", depth 15¼", Ht. 41¾". Ship. Weight 110 lbs. Mahogany finish.

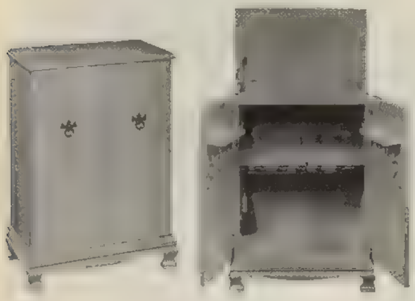
20/193 Y12545 Retail **$193.00**



CELLARETTE

Service for six. Gold decorated glassware. 25¾x14½x37" Ship. wt. 70 lbs. Mahogany finish.

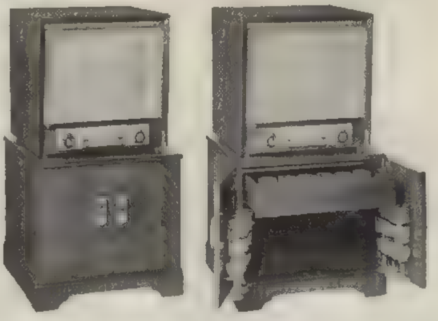
21/193 Y8160 Retail **$125.50**



MODERN CELLARETTE

Service for six. Sham bottom gold rim glassware. Width 22¾", Depth 12¾", Height 30¼". Ship. Weight 58 lbs. Blonde or Mahogany finish.

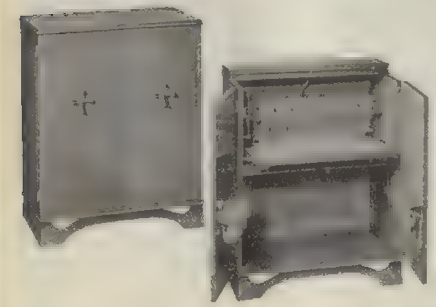
22/193 Y5005 Retail **$77.95**



TELE-BAR

Combination TV base and cellarette. Size 26"x25¼"x24". Beautiful service for 6, gold rim glassware. Mahogany or limed oak finish.

23/193 Y7085 Retail **$108.95**

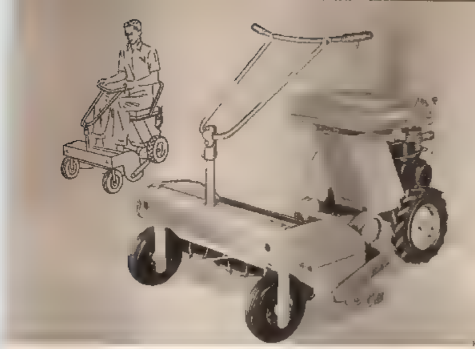


MODERN CELLARETTE

Latest high styled cabinet. Fine service for eight gold rimmed glassware. Black lacquer, walnut or cordovan finish. Size 28⅝"x15¼"x34".

24/193 Y8935 Retail **$137.50**

ALL CELLARETTES SHIPPED F.O.B. ILLINOIS FACTORY

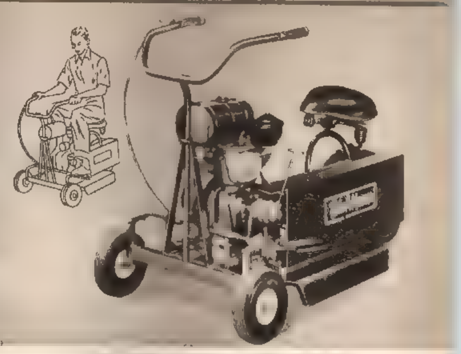


CERTIFIED LAWN TRAVELER RIDING MOWER

- **2½ HP 4-cycle Briggs and Stratton engine, recoil starter!**
- **30 in. cutting width—cuts an acre an hour!**
- **Highly maneuverable—forward, reverse, neutral gearshift!**

Ideal for large lawns, parks, cemeteries, golf courses. Flexible cutting unit operates on rough or hilly ground—climbs 10% grades. Adjustable cutting height. Variable-speed throttle control. New improved clutch. Automobile-type transmission and differential. Wide wheel base. Adjustable spring seat. Swing-over handle. Storage box for tools. Hitching post for attaching accessories. Strong front wheel yokes. F.O.B. Iowa.

55224F30745—Riding Mower. Shpg. wt. 315 lbs......Retail **$409.95**
55312F3717—75 lb. cap. Seeder-Spreader. F.O.B. Mich. 56 lbs. **$49.50**
55313F2217—18 in. diam. Drum-type Roller Shpg. wt. 61 lbs..**$29.50**
55314F3717—4½ cu. ft. capacity Cart. Shpg. wt. 100 lbs.. ..**$49.50**

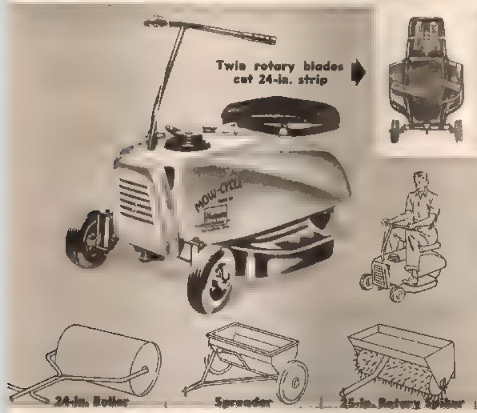


NEW MIDWEST ROTARY RIDE-A-MOWER

- **Powerful 4-cycle Clinton engine, automatic recoil starter**
- **Both forward and reverse speeds, maximum speed 4 m.p.h.**
- **24 or 20 in. models, cutting height 1 to 3 in.**

New rotary Ride-A-Mowers make lawn care so easy, slice through the highest grass! Fingertip gas throttle control. Brake pedal. Hand-operated power take-off clutch. Adjustable cowhide seat. Precision-machined matched gears. 8-in. wheels, semi-pneumatic tires. All-steel construction F.O.B. Missouri.

55306F22467—24 in. blade. 3 HP motor. Shpg. wt. 239 lbs...**$299.50**
55307F19837 -20 in. blade. 2 HP motor. Shpg. wt. 218 lbs. **$264.50**
55308F2997—30 in. drum-type Roller. Shpg. wt. 65 lbs.. ....**$39.95**
55309F2817—4 cu. ft. capacity Cart. Shpg. wt. 47 lbs. **$37.50**
55310F1767—75 lb. capacity spreader. Shpg. wt. 28 lbs. **$23.50**
55311F3747—30 in. wide lawn sweeper. Shpg wt. 40 lbs... **$49.95**

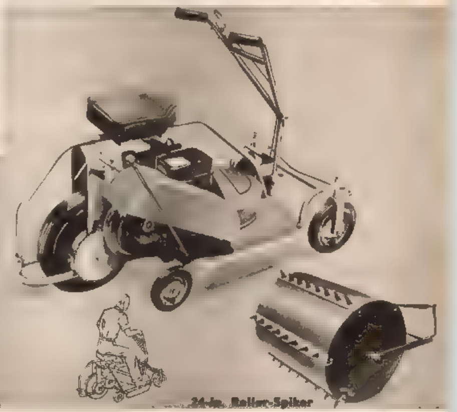


24 IN. RIDING MOW-CYCLE ROTARY MOWER

- **3 HP 4-cycle Clinton engine, automatic recoil starter**
- **Heavy-duty gear box transmission—forward and reverse drive**
- **Twin 12½ in. rotary blades—24 in. total cutting width**

Here's the easy, efficient way to keep yards looking their best! New riding mower trims grass smoothly, clips the thickest weeds, mulches leaves—all in one operation. Travels up to 4 mph—gets the work done in a jiffy. Cuts a full 24 in. strip with speed and safety. Power transmitted by V-belt drive. Final drive to rear wheels by chain and sprocket. Positive clutch controls blade action. Dual rear wheels provide double traction, extra stability on rough terrain. One-piece housing lifts easily for servicing. Shielded exhaust directs fumes to ground. Ventilated basket-type seat. Bicycle-type handle bars with cushion-molded hand grips. 8 in. front wheels with solid rubber tires. 12 in. rear wheels with 3 in. puncture-proof tires. Frame of heavy 1 in. steel tubing welded into rigid one-piece construction. Heavy-gauge automobile-steel housing—die-drawn in one piece and insulated with fiber-glass. F.O.B. Ohio. Convenient attachments available.

55326F20213—Mow-Cycle. Shpg. wt. 200 lbs.........Retail **$269.50**
55293F1946—24 in. wide roller. Shpg. wt. 37 lbs............**$25.95**
55149F1683—50 lb. capacity spreader. Shpg. wt. 38 lbs......**$22.50**



TRAMS 24 IN. ROTARY RIDING MOWER

- **2½ HP 4-cycle Briggs and Stratton engine**
- **Friction-driven suction blade with safety-slip clutch**
- **Shifting lever for forward, reverse or neutral**

A heavy-duty precision-machined mower that really takes over—all you do is ride it and guide it! A practical choice for country lawns, parks, cemeteries, country clubs—for level lawn mowing, cross-slope cutting and terracing. Cuts a full 24 in. strip at 5 mph. Shifts just like an automobile—forward, reverse, neutral. It's both fast and efficient. Cutting blade may be disengaged by the clutch to permit use as a tractor or scooter. Fingertip throttle control and shifting lever. V-belt forward wheel drive, chain final wheel drive. 24 in. contoured spring-steel blade, sharpened on both sides. It reverses for doubled use. Blade is connected to engine by specially designed clutch which protects mower and engine from rocks and branches. Precision-ground ball bearings. Canvas seat cushion lined with foam rubber for riding comfort. 10 in. front wheels, 16 in. rear wheels—with puncture-proof tires. Two extra tandem safety wheels assure balance on every level. Chassis of heavy reinforced steel tubing. Heavy-gauge sheet steel housing. F.O.B. Kansas.

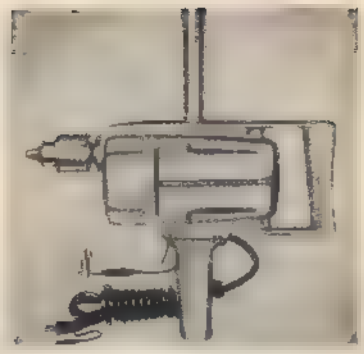
55290F19950—Riding Mower. Shpg. wt. 280 lbs. ..Retail **$269.00**

19-PIECE ½" DRILL KIT

Geared Drill Chuck

Kit contains: ½" portable electric drill with key type geared drill chuck, [illegible] side handle for drill. Spindle adapter, [illegible] wire cup wheel 4" grinding wheel. Horizontal drill stand; Side handle. 5 drill bits (Carbon) [illegible] ⅜" ½" [illegible] countersink drill bit, propeller type paint mixer, Fly cutter, 2 flange washers, Hex nut, Allen wrench, **Heavy duty metal carrying case. Size: 16x11½x5".** Ship. wt. 10 lbs.

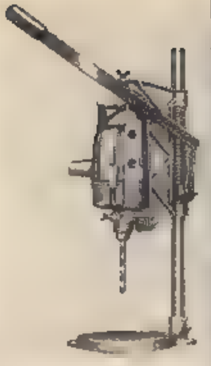
36E31-3992 .... RETAIL $59.88

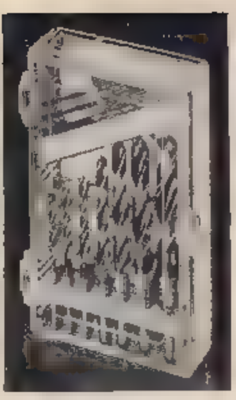


ZEPHYR ½" ELECTRIC DRILL

Ideal drill for mechanics, electricians, maintenance and repair men, sheet metal workers, shop men, farmers, and home repairmen. Aluminum alloy housing and handles. **Specifications: Universal AC-DC motor with blower type ventilation, 110-120V, 4.5 amperes; no-load speed 450 RPM, full-load speed 300 RPM; capacity ½" in steel, 1" in hardwood, ⅞" wood augers, 2½" diameter hole saw.** Removable side handle for close quarter drilling. [illegible] armature. **Jacobs geared drill chuck, Cutler-Hammer trigger switch.** Bronze bearings and alloy steel gears. **Overall length 13½".** 3-wire ground [illegible] 7 ft. [illegible] covered cord and plug. 1 year factory guarantee. UL listed. Ship. wt. 11 lbs.

36E12-2763.. .. .. RETAIL $41.44





(Left) ½" VERTICAL DRILL STAND

Adapts any PET ½" or ⅜" drill to drill press operations. Fits drills at left (36E31 and 36E12). 3-to-1 leverage on handle gives ample pressure for smooth and sensitive drilling. Adjustable for height and radial position. Fastens to bench or wall. Ship. wt. 14 lbs.

36E115-1397 . . . . . . RETAIL $19.95

(Right) 10-PC. DRILL SET

Contains 10 high-speed drill bits from 1/16" to ½". Made from the finest high speed steel and designed with Century's super hard [illegible] black finish to promote longer life and quicker [illegible] faster, easier drilling. **Drills all types of steel and wood.** All drills ¼" or larger have ¼" shanks. Packed in handy plastic case. Ship. wt. 1 lb.

36E113-532 . . . RETAIL $7.98

Rittenhouse Door Chimes

FOR CHARM and BEAUTY

◄ BEVERLY

Popular chime with a beautiful rich tone in either 3 or 4 note sequence. Volume control. Convenient shut-off switch. **Ivory plastic housing, brass tubed 18 volt transformer included. Size: 9x15¾".** Ship. wt. 7 lbs.

48E56-6X1797/1877...RET. $29.95

◄ BUILDER

Low-cost long tube chime. Sounds 2 notes for front entrance, 1 note for rear. Perfectly proportioned housing with hammered brass escutcheon plate, and brushed brass tubes make "The Builder" a chime of modern beauty. Choice of simulated Walnut grain or Eggshell Ivory finish. **Operates on standard 10 volt bell transformer** (Not included.) **Size: 7½x43".** Ship. wt. [illegible] lbs.

48E153-6X630 693 . . RETAIL $10.50

KING EDWARD

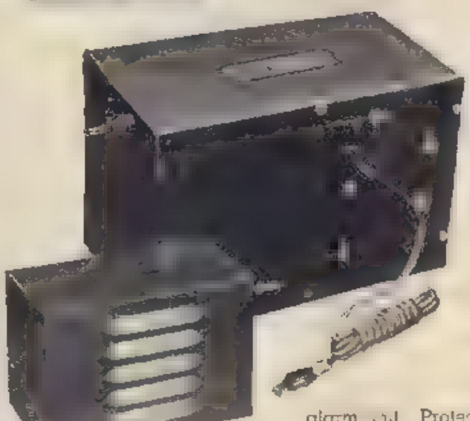
The magnificent Westminster Chime affords a choice of three delightful melodies for 4 and 8 note duration. 1 note signal for rear door, 1 note signal for side door. Melody selector. **Volume control, shut-off switch, and heavy duty transformer included.** Large diameter tubes, brushed brass finish. **Size: 11¼x64".** Ship. wt. 17 lbs.

48E57-3597 RETAIL $59.95

CONCORD

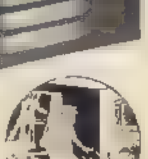
Authentic Colonial-style clock-chime. Exclusive [illegible] sounds [illegible] chime signal for front entrance and single note for rear. [illegible] accuracy and dependability. **Both clock and chime operate on 24V transformer supplied.** Solid Cherry wood cabinet hand rubbed to a satiny finish. **Size: 9¾x61".** Ship. wt. 15 lbs.

48E152-4170 ..RETAIL $69.50
Fed. Excise Tax $4.0[illegible]



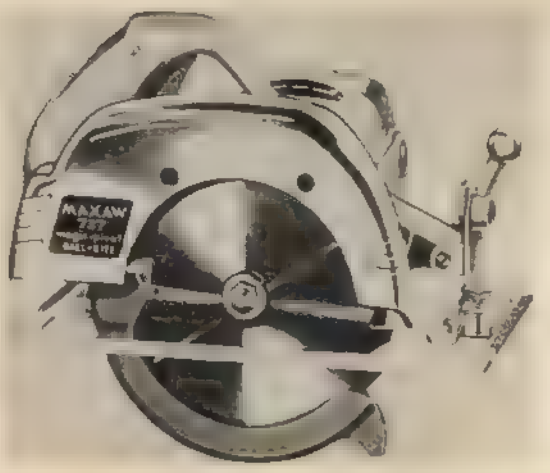
POLICE MASTER

PORTABLE ELECTRIC BURGLAR ALARM



Round the clock protection for home or business. Any intrusion automatically sets off an attention rousing alarm . . . [illegible] lights or outside signal automatically turn on when plugged into the alarm unit. Protects property and personal effects while shopping, vacationing, going to movies or visiting friends . . . protects loved ones. Permanently sealed in metal cabinet. **No special wiring.** Just plug into any electric outlet (110-120V AC). **Easy to conceal, only 9x6x5".** 5 year guarantee. Ship. wt. 6 lbs.

48E187-2865- F.O.B. Factory Ill. . RETAIL $39.95



CUMMINS MAXAW

Maxaw Special Use for everything from bookcases to [illegible] with this portable powerhouse [illegible] to handle [illegible] Cuts 1⅞" at 45°, 2⅛" at 90° **Magic pivot tilts saw blade from 0° to 45°** [illegible] Specifications. [illegible] ble-coil dynam[illegible] sal motor, AC-DC, 115v [illegible] load speed) [illegible] plug. **Die-cast aluminum frame. Complete with 6½" combination blade and wrench.** 11 3/16" overall length Ship wt. 16 lbs

36E96-3X2997 3327 .. RETAIL $49.95

As above: Maxaw Ball-Bite. Scientifically [illegible] bearings, [illegible] lubricating sintered bronze bearings

36E97 3X3597 3993.....RETAIL $59.95

Metal Carrying Case.

36E98-3X600 667 .. RETAIL [redacted]

PORTABLE HAND SAW ATTACHMENT

New, simple attachment for the ¼" drills (see page 801). This Zip-Sawer Junior is fast, easy and safe for trimming, rip or crosscut sawing jobs. **Cuts sheeting, plywood, wallboard, insulation board, etc.** Complete with combination rip and crosscut blade. **4" blade. Depth of cut 0" to 1".** Ship. wt. 2 lbs

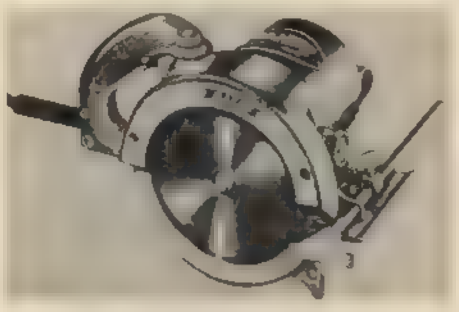
36E15-467..............................RETAIL $7.00

MAXAW HEAVY DUTY 800 SAW

(Complete with Metal Carrying Case)

Whizzes through tougher cutting jobs. Cuts transite, concrete, asbestos pipes, flues, and liners with the suitable blade. Cuts deeper at 45° (2⁹⁄₁₂") than any 8" industrial saw in the same price range. Up to 2¾" at 90°. One turn of the depth adjustment moves blade exactly ¼" Its graduated bevel adjustment tilts saw blade from 0° to 45°. Telescoping guard swings on ball bearings—prevents jamming Features: Gears—hardened steel; Bearings—all ball and roller; Switch—momentary contact with lock button; Frame—die-cast aluminum alloy Blade size 8¼". 115V, AC-DC, 4500 rpm. Complete with 12-ft. cord, one 8¼" blade, wrench, and rip fence guide Ship wt. 14 lbs.

35E53-6965.. ....RETAIL $89.50



MAXAW HEAVY DUTY 700

(Complete with Metal Carrying Case)

Indispensable for the home handy man . . . will cut 2x8's, 2x12's, etc., at both 45° bevel and straight cut with blade to spare. Saws 1⅞" at 45°—2⁷⁄₁₆" at 90° Makes common, hip, valley cripple, or jack-rafter cuts for any pitch of roof. Its magic-pivot graduated bevel adjustment tilts saw blade from 0° to 45° One turn of depth adjustment moves blade ¼" Features Bearings—all ball and roller. Gears—hardened steel. Switch—momentary contact with lock button. Safety Guard—telescopic, rides on ball bearings Frame—die-cast aluminum alloy. Blade size: 6⅝" dia 115V, AC-DC, 5500 rpm. Complete with 12-ft. cord, one 6⅝" combination blade, wrench, and rip fence guide. Ship. wt. 15 lbs.

36E32-3365..............................RETAIL $79.50

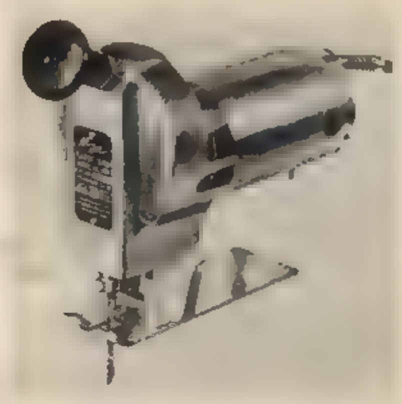
PORTABLE ELECTRIC HAND SAW

Aluminum die-castings for motor housing, frame, and guard. Perfect balance for one-hand operation. **Specifications:** Universal AC-DC fan-cooled motor, 115-120V, 6.0 amperes; no-load speed 5200 RPM, full-load speed 3200 RPM, maximum depth of cut 2⅛"- minimum, 0", angular adjustment 90° to 45°; diameter of saw blade 6¼"; square arbor hole [illegible] precision-cut bronze helical gears self-oiling, sleeve-type bearings; two-pole trigger switch **Size: 11¼x9½" wide.** Complete with blade and 10-ft. rubber-covered cord Ship wt. 12 lbs.

36E12-2982..................RETAIL $44.88

Metal Carrying Case. Heavy gauge steel Hip roof cover. Ship. wt. 9 lbs.

36E19 560 . . . . RETAIL $8.00



PENINSULA SABRE SAW

Cuts all shapes clean and fast . concave convex, around bends, rectangles, circular sharp angles, squares. **Combines 8 saws in one . . .** band, hack keyhole, jig, scroll, coping, rip and cross cut **Saws 2" hardwood, 3/32" steel, and 3/16" aluminum.** Gives high speed, 4100 strokes per minute; high power 1/6 hp; high capacity, saws 2" hardwood continuously without stalling or overheating. **Low cost operation: adjustable blade length (uses broken blades). Specifications:** 4 ball bearing drives, heat treated gears, 115V AC-DC, 60 cycle. Aluminum frame. Ship. wt. 7 lbs.

36E104-4495 ....RETAIL $59.95

PET SUPER-DUTY SAW

Portable powerhouse for high-speed home or professional sawing **Cuts a full 2½" at 90°, and 1¾" at 45°. Adjusts from 0° to 45°. Adjustable ripping guide graduated from ⅛" to 6".** Rotating telescoping safety guard keeps saw [illegible] covered except when cutting, protecting operator at all times. **Specifications:** universal motor, 115V, AC-DC, 60 cycles, three ball and one needle bearings, precision-cut bronze helical gears Speed: no load 4800 rpm; full load, 2800 rpm., 3 wire cord with plug. Lightweight aluminum die casting. **Complete with 6¼" blade.** Ship. wt 14 lbs

36E99-3497..........................RETAIL $49.95

BENCH MODEL SAW TABLE

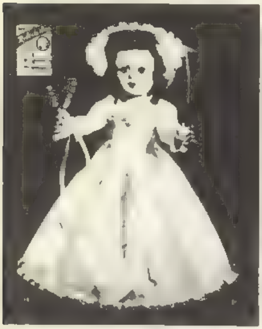
- **Large table surface**
- **Tilting arbor**
- **Miter gauge**
- **Ripping fence**

Handy workshop bench that converts 36E13 electric band saw into a tilting arbor table saw. Just attach electric saw to the underside of the table with four screws. Sturdy table made of steel—well braced. **16x22½" surface—gives plenty of room to work. Maximum depth of cut, 2" Will cut 2x4's on first cut.** Ship. wt 12 lbs

36E41-910 . . . .RETAIL $13.00

Roberta Doll Co.

16 INCH BRIDE DOLL



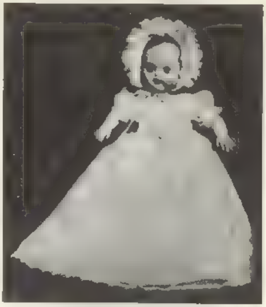
All plastic, fully jointed. Moving glassine eyes with lashes. Saran hair. Bridal ensemble of white rayon taffeta. Lace trim on skirt, neckline and sleeves. Matching lace trimmed bridal crown with long net veil. She holds a bouquet of flowers with ribbon streamer. Underclothing, shoes and stockings. Curlers included.

No.	Retail	1/3	*4/m
EG126-9516	$5.95		

Pkd. 24 ea. - 42 lbs.

Roberta Doll Co.

17 INCH CHRISTENING DOLL



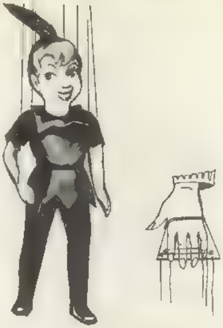
Latex baby with vinyl head. Moving glassine eyes with lashes. Coo voice. Beautiful long ninon dress with lace trim on skirt, sleeves and neckline. Matching bonnet. Full length rayon taffeta slip, panties, rayon socks.

No.	Retail	1/3	*4/m
EG126-602	$4.98		

Pkd. 24 ea. - 55 lbs.

Peter Puppet Playthings

PETER PAN MARIONETTE



Peter is colorfully costumed as seen on T-V and in movies. 1-piece control is easy to use, brings him to life in the hands of a youngster. Mouth is movable as well as joints.

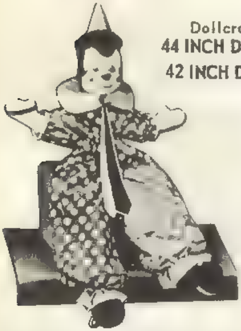
No.	Retail	L.P.L.	P.L.
EG126-378	$2.98		

Pkd. 6 ea. - 7 lbs.

Dollcraft Novelty Co.

44 INCH DANCING CLOWN

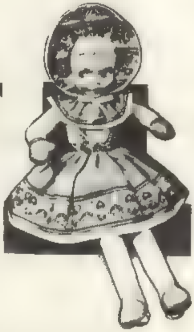
42 INCH DANCING JUDY



Elastic straps on hands and feet so child can dance with him. Washable painted plastic face. Cotton stuffed. Removable percale suit with large size polka dots, felt collar. Duvetyn hat with bell. Long streamer tie.

No.	Retail	L.P.L.	P.L.
EG126-44C	$4.98		

Pkd. 16 ea. - 48 lbs.



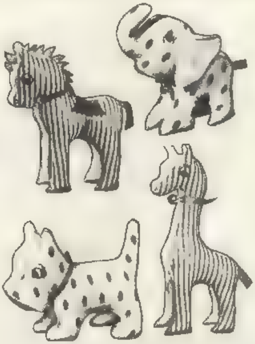
Life size stuffed Judy has elastic attached to hands and bottoms of feet so child can dance with her. Body in assorted plain color percales. Washable painted plastic face. Removable jumper dress and large brim hat in printed percale. Bells on straps of dress. Cotton yarn fringed hair. In a plastic bag.

No.	Retail	L.P.L.	P.L.
EG126-74H	$3.98		

Pkd. 16 ea. - 47 lbs.

Hol-le Toy

STUFFED ANIMAL ASSORTMENT



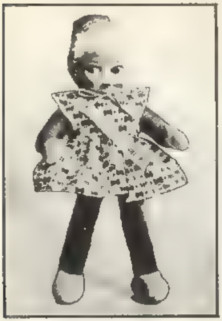
An assortment of 12 animals made of colorful shirred plastic prints with contrasting trim. Sanitary and easy to clean. Horse, giraffe, elephant and scottie in coin dots and stripes. 9 to 13 inches in length.

No.	Retail	Weight	Asst.
EG126-250X	$1.98	11 lbs.	

Pkd. 1 asst. N.L.S.

Ideal Toy Corp.

24 INCH TALKYTOT



Built-in talking device recites nursery rhymes. Vinyl face with painted features. Plush hair. Pinafore can be removed for laundering. Attractive bonnet with ribbon bow. Ideal as a bedtime companion for restless youngsters. Each in a box.

No.	Retail	L.P.L.	*P.L.
EG125-7733	$3.98		

Pkd. 12 ea. - 20 lbs.

Goldberger Doll Mfg. Co.

23 INCH SUSAN STROLLER

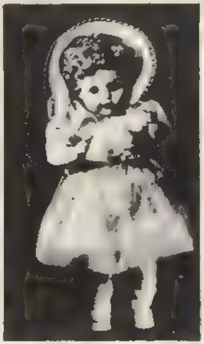
Vinyl head with rooted hair, moving eyes. She turns her head when she is walked, cries when turned over. Legs have bending knee action. Dressed in an embossed pleated cotton frock, a ninon apron trimmed with ric-rac, panties, shoes and socks. Curlers are included. In a box.

No.	Retail	1/2	*3/m
EG125-2170	$9.95		

Pkd. 1 ea. - 4 lbs.

Goldberger Doll Mfg. Co.

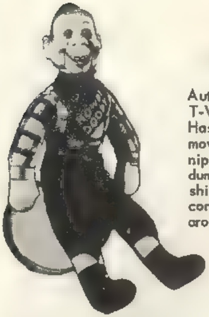
23 INCH ALL VINYL DOLL



Has rooted hair that can be brushed and combed. Moving eyes. Body is cotton stuffed. She cries when squeezed. Wearing a nylon acetate dress trimmed with embroidery, lace and flocking. Matching bonnet. Flowers at her waist. Slip, panties, shoes and socks complete her costume. In a box.

No.	Retail	1/2	*3/m
EG125-9991	$8.95		

Pkd. 1 ea. - 3¾ lbs.



Ideal Toy Corp.

HOWDY DOODY DOLLS

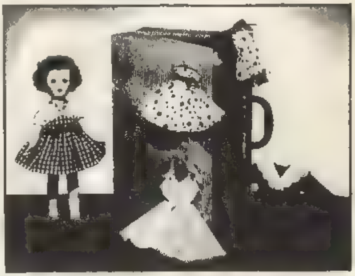
Authentic replica of the famous T-V character. Soft stuffed. Has plastic molded head with movable jaw which can be manipulated like a ventriloquist's dummy. Dress in colorful plaid shirt and twill dungarees with contrasting colored boots. Scarf around neck. Each in a box.

25 inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG125-7846	$7.95	6 ea.	12 lbs.		

20½ inch	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG125-7845	$4.98	12 ea.	18 lbs.		

Valentine Dolls

14 INCH WALKING DOLL WITH SUITCASE

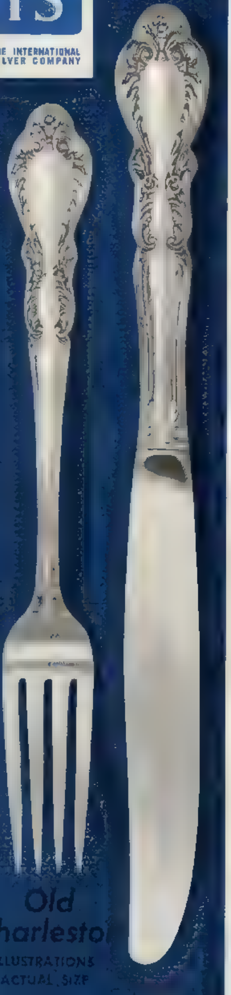


Vinyl head, arms and legs. Rooted hair, bobbed style. Eyes that move. Wearing a beautiful party dress of checked taffeta and net brim hat, panties, shoes and socks. Carrying case with a lovely dress coat, cotton sunback dress with a matching fringed stole and a glamorous nightgown.

No.	Retail	Pkd.	Weight	L.P.L.	*P.L.
EG125-H142	$7.95	6 ea.	20 lbs.		

IS

THE INTERNATIONAL SILVER COMPANY



‡ROGERS‡ STERLING

Proudly Crafted by
THE INTERNATIONAL SILVER COMPANY
NATIONALLY ADVERTISED Sterling Silver 925/1000 Fine

OLD CHARLESTON

Heavier than Regular Weight

Strikingly distinctive . . . sparkling design blends with graceful outlines and rich carving reflecting the pristine charm and elegance of the Old South.

PRICE LIST
PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL TAX

		Retail Each
PLACE SETTING PIECES		
4926B214	Teaspoon	$ 4.00
4927B374	Luncheon Fork	7.00
4928B320	Luncheon Knife (Hollow Handle)	6.00
4929B280	Salad Fork	5.25
4930B280	Cream Soup Spoon	5.25
4931B227	Butter Spreader (Flat Handle)	4.25
4932B227	Butter Spreader (Hollow Handle)	4.25
OTHER PLACE PIECES		
4933B121	Coffee Spoon	2.25
4934B280	Iced Drink Spoon	5.25
4935B201	Oyster or Cocktail Fork	3.75
TABLE SERVING PIECES		
4936B562	Tablespoon	10.50
4937B508	Pastry Server (Hollow Handle)	9.50
4938B320	Sugar Spoon	6.00
4939B320	Sugar Tongs	6.00
4940B387	Butter Knife	7.25
4941B614	Gravy Ladle	11.50
4942B775	Cold Meat Fork	14.50
4943B896	Serving or Berry Spoon	16.75
4944B789	2-pc Salad Serving Set (Olive wood)	14.75
4945B1123	2-pc. Steak Set (Hollow Handle)	21.00
4946B1684	Carving Set (Hollow Handle)	31.50

BRIDAL VEIL

Sculptured with elegant simplicity, traditional garland of scrolls and exquisitely wrought flowers frame a shining mirror panel

PRICE LIST

		Retail Each
PLACE SETTING PIECES		
4947B201	Teaspoon	$ 3.75
4948B348	Luncheon Fork	6.50
4949B294	Luncheon Knife (Hollow Handle)	5.50
4950B268	Salad Fork	5.00
4951B268	Cream Soup Spoon	5.00
4952B214	Butter Spreader (Flat Handle)	4.00
4953B214	Butter Spreader (Hollow Handle)	4.00
OTHER PLACE PIECES		
4954B107	Coffee Spoon	2.00
4955B268	Iced Drink Spoon	5.00
4956B187	Oyster or Cocktail Fork	3.50
TABLE SERVING PIECES		
4957B521	Tablespoon	9.75
4958B481	Pastry Server (Hollow Handle)	9.00
4959B294	Sugar Spoon	5.50
4960B320	Sugar Tongs	6.00
4961B374	Butter Knife	7.00
4962B588	Gravy Ladle	11.00
4963B735	Cold Meat Fork	13.75
4964B856	Serving or Berry Spoon	16.00
4965B735	2-pc. Salad Serving Set (Olive wood)	13.75
4966B1043	2-pc Steak Set (Hollow Handle)	19.50
4967B1577	Carving Set (Hollow Handle)	29.50

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

4968B1470	OLD CHARLESTON	$27.50
4969B1377	BRIDAL VEIL	25.75

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

4970B1697	OLD CHARLESTON	$31.75
4971B1591	BRIDAL VEIL	29.75

52-PIECE "ROMANCE" SERVICE FOR 8

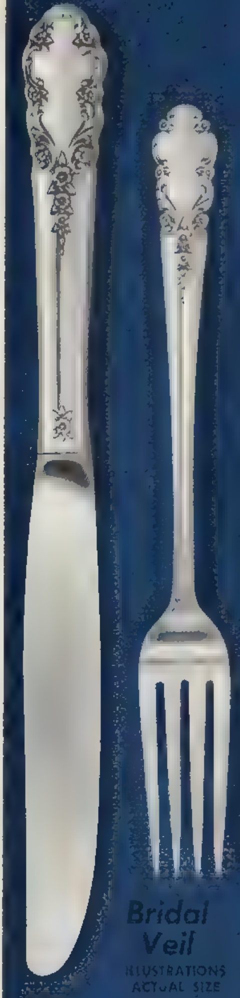
8 Luncheon Knives
8 Luncheon Forks
16 Teaspoons
8 Salad Forks
8 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

4972B15303	OLD CHARLESTON	$286.25
4973B14326	BRIDAL VEIL	268.00

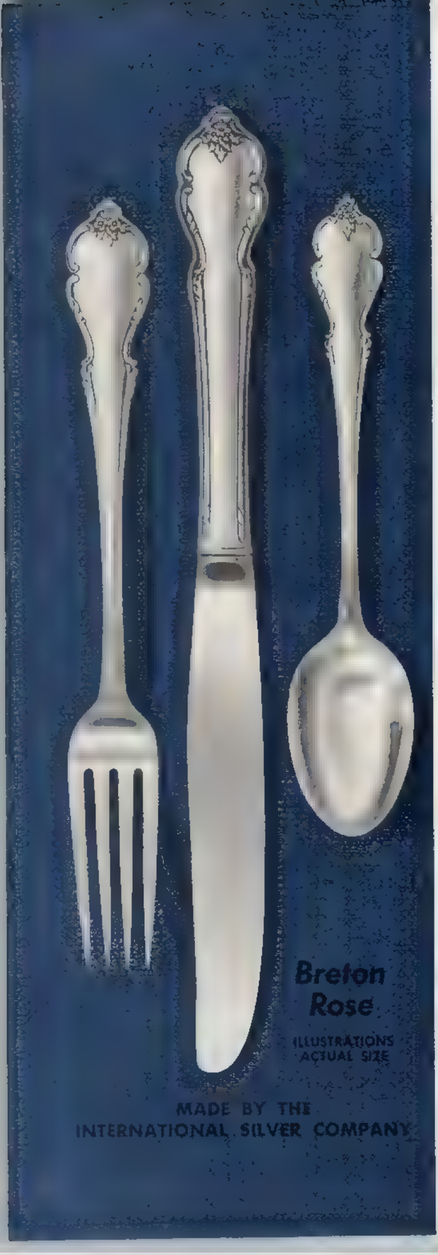
Chest (Illustrated on preceding page)

4925B708	Chest Empty Retail Each	$12.00

(Chest not subject to Federal Excise Tax)



MADE BY THE NTERNATIONAL SI VER COMPANY



ROGERS STERLING

Proudly Crafted by

THE INTERNATIONAL SILVER COMPANY

NATIONALLY ADVERTISED Sterling Silver 925/1000 Fine

BRETON ROSE

A provincial design with the rapture of old world enchantment. The fiddle back handle is crowned with delicately carved flowers and outlined with graceful scrolls. This magnificent contrast with the plain center panel reflects the radiant brilliance of solid silver

PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL EXCISE TAX

5-PIECE PLACE SETTING. Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

4901B1470 .... Retail Each $27.50

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

4902B1697 Retail Each $31.75

52-PIECE "ROMANCE" SERVICE FOR 8

8 Luncheon Knives
8 Luncheon Forks
16 Teaspoons
8 Salad Forks
8 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

4903B15303 .... Retail Each $266.25

PRICE LIST

		Retail Each
PLACE SETTING PIECES		
4904B214	Teaspoon	$ 4.00
4905B374	Luncheon Fork	7.00
4906B320	Luncheon Knife (Hollow Handle)	8.00
4907B280	Salad Fork	5.25
4908B280	Cream Soup Spoon	5.25
4909B227	Butter Spreader (Flat Handle)	4.25
4910B227	Butter Spreader (Hollow Handle)	4.25
OTHER PLACE PIECES		
4911B121	*Coffee Spoon	2.25
4912B280	*Iced Drink Spoon	5.25
4913B201	*Oyster or Cocktail Fork	3.75
TABLE SERVING PIECES		
4914B582	Tablespoon	10.50
4915B508	Pastry Server (Hollow Handle)	9.50
4916B320	Sugar Spoon	6.00
4917B320	*Sugar Tongs	6.00
4918B387	Butter Knife	7.25
4919B614	*Gravy Ladle	11.50
4920B775	*Cold Meat Fork	14.50
4921B896	*Serving or Berry Spoon	16.75
4922B789	2-pc. Salad Serving Set (Olive wood)	14.75
4923B1123	2-pc. Steak Set (Hollow Handle)	21.00
4924B1684	*Carving Set (Hollow Handle)	31.50

Luxury Chest of Solid Honduras Mahogany, lined with new International Silver Company Prevent Tarnish Cloth

Chest Empty

4925B706 ...... Retail Each $12.00

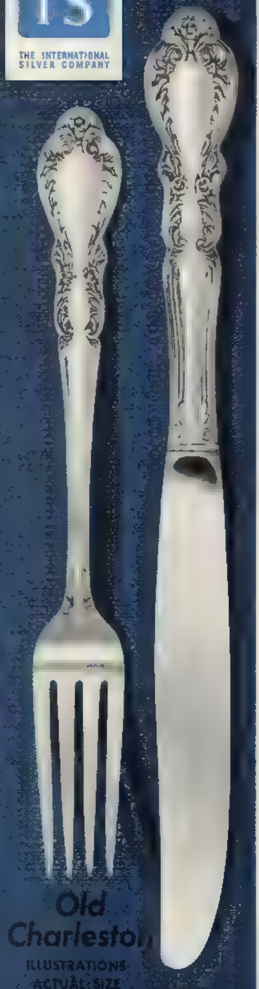
(Chest not subject to Federal Excise Tax)

*These Items Not Available Until January 15, 1955

X454-12RS

ROHDE-SPENCER CO., 18 S. MICHIGAN AVE., CHICAGO 3, ILL.

IS
THE INTERNATIONAL SILVER COMPANY



ROGERS STERLING

Proudly Crafted by
THE INTERNATIONAL SILVER COMPANY
NATIONALLY ADVERTISED Sterling Silver 925/1000 Fine

OLD CHARLESTON

Heavier than Regular Weight

Strikingly distinctive . . . sparkling design blends with graceful outlines and rich carving reflecting the pristine charm and elegance of the Old South.

PRICE LIST
PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL TAX

PLACE SETTING PIECES		List	Dlrs. Ea.
C5116A	Teaspoon	$ 4.00	$ 2.18
C5117A	Luncheon Fork	7.00	3.82
C5118A	Luncheon Knife	6.00	3.27
C5119A	Salad Fork	5.25	2.86
C5120A	Cream Soup Spoon	5.25	2.86
C5121A	Butter Spreader F. H.	4.25	2.32
C5122A	Butter Spreader H. H.	4.25	2.32
OTHER PLACE PIECES			
C5123A	Coffee Spoon	$ 2.25	$ 1.23
C5124A	Iced Drink Spoon	5.25	2.86
C5125A	Oyster or Cocktail Fork	3.75	2.05
TABLE SERVING PIECES			
C5126A	Table Spoon	$10.50	$ 5.73
C5127A	Pastry Server H. H.	9.50	5.18
C5128A	Sugar Spoon	6.00	3.27
C5129A	Sugar Tongs	6.00	3.27
C5130A	Butter Knife	7.25	3.95
C5131A	Gravy Ladle	11.50	6.27
C5132A	Cold Meat Fork	14.50	7.91
C5133A	Serving or Berry Spoon	16.75	9.14
C5134A	2-Pc. Salad Set H. H. (Olive wood)	14.75	8.05
C5135A	2-Pc. Steak Set H. H.	21.00	11.46
C5136A	2-Pc. Carving Set H. H.	31.50	17.18

BRIDAL VEIL

Sculptured with elegant simplicity, traditional garland of scrolls and exquisitely wrought flowers frame a shining mirror pane.

PRICE LIST

PLACE SETTING PIECES		List	Dlrs. Ea.
C5137A	Teaspoon	$ 3.75	$ 2.05
C5138A	Luncheon Fork	6.50	3.55
C5139A	Luncheon Knife H. H.	5.50	3.00
C5140A	Salad Fork	5.00	2.73
C5141A	Cream Soup Spoon	5.00	2.73
C5142A	Butter Spreader F. H.	4.00	2.18
C5143A	Butter Spreader H. H.	4.00	2.18
OTHER PLACE PIECES			
C5144A	Coffee Spoon	$ 2.00	$ 1.09
C5145A	Iced Drink Spoon	5.00	2.73
C5146A	Oyster or Cocktail Fork	3.50	1.91
TABLE SERVING PIECES			
C5147A	Tablespoon	$ 9.75	$ 5.32
C5148A	Pastry Server H. H.	9.00	4.91
C5149A	Sugar Spoon	5.50	3.00
C5150A	Sugar Tongs	6.00	3.27
C5151A	Butter Knife	7.00	3.82
C5152A	Gravy Ladle	11.00	6.00
C5153A	Cold Meat Fork	13.75	7.50
C5154A	Serving or Berry Spoon	16.00	8.73
C5155A	2-Pc. Salad Set H. H. (Olive wood)	13.75	7.50
C5156A	2-Pc. Steak Set H. H.	19.50	10.64
C5157A	2-Pc. Carving Set H. H.	29.50	16.09

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

C5158A	OLD CHARLESTON	$27.50	$15.00
C5159A	BRIDAL VEIL	25.75	14.05

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

C5160A	OLD CHARLESTON	$31.75	$17.32
C5161A	BRIDAL VEIL	29.75	16.23

52-PIECE "ROMANCE" SERVICE FOR 8

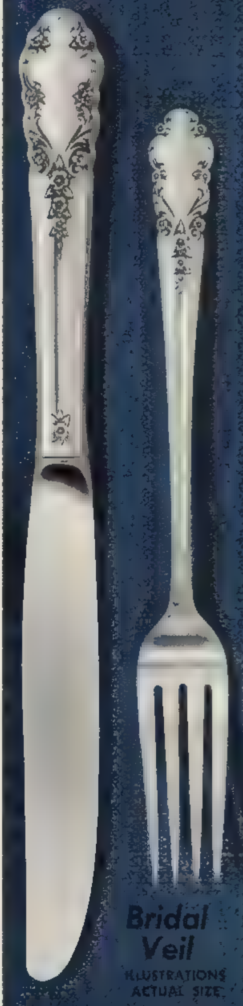
8 Luncheon Knives
8 Luncheon Forks
16 Teaspoons
8 Salad Forks
8 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

C5162A	OLD CHARLESTON	$286.25	$156.15
C5163A	BRIDAL VEIL	268.00	146.18

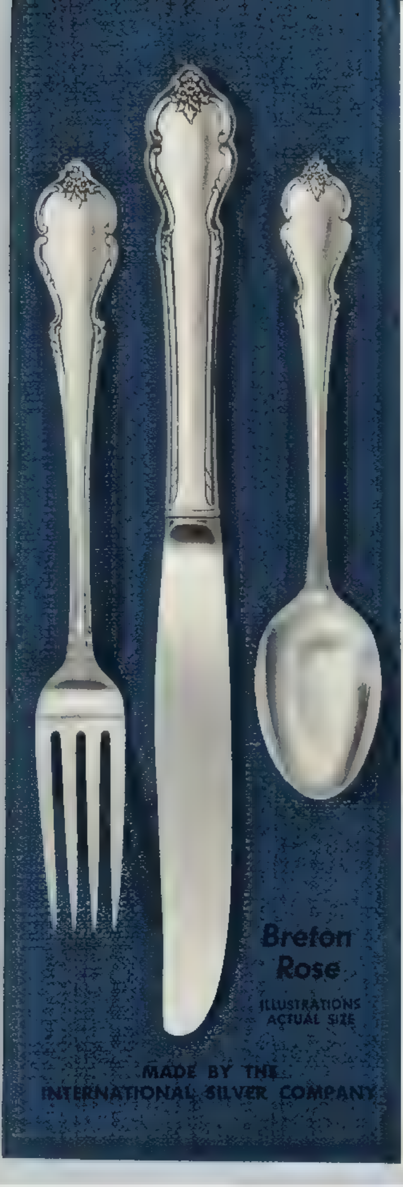
Chest (Illustrated on preceding page)
Chest Empty.

C5115A	$12.00	$ 7.20

(Chest not subject to Federal Excise Tax)



MADE BY THE NTERNATIONAL SI VER COMPANY


Breton Rose
ILLUSTRATIONS ACTUAL SIZE
MADE BY THE INTERNATIONAL SILVER COMPANY

ROGERS STERLING

Proudly Crafted by

THE INTERNATIONAL SILVER COMPANY

NATIONALLY ADVERTISED Sterling Silver 925/1000 Fine

BRETON ROSE

A provincial design with the rapture of old world enchantment. The fiddle back handle is crowned with delicately carved flowers and outlined with graceful scrolls. This magnificent contrast with the plain center panel reflects the radiant brilliance of solid silver

PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL EXCISE TAX

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

C5091A List $27.50 Dealers Ea. $15.00

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

C5092A List $31.75 Dealers Ea. $17.32

52-PIECE "ROMANCE" SERVICE FOR 8

8 Luncheon Knives
8 Luncheon Forks
16 Teaspoons
8 Salad Forks
8 Cream Soup Spoons
2 Tablespoons
1 Butter Knife
1 Sugar Spoon

C5093A List $266.25 Dealers Ea. $156 15

PRICE LIST

PLACE SETTING PIECES		List	Dlrs. Ea.
C5094A	Teaspoon	$ 4.00	$ 2.18
C5095A	Luncheon Fork	7.00	3.82
C5096A	Luncheon Knife (Hollow Handle)	6.00	3.27
C5097A	Salad Fork	5.25	2.86
C5098A	Cream Soup Spoon	5.25	2.86
C5099A	Butter Spreader (Flat Handle)	4.25	2.32
C5100A	Butter Spreader (Hollow Handle)	4.25	2.32
OTHER PLACE PIECES			
C5101A	*Coffee Spoon	$ 2.25	$ 1.23
C5102A	*Iced Drink Spoon	5.25	2.86
C5103A	*Oyster or Cocktail Fork	3.75	2.05
TABLE SERVING PIECES			
C5104A	Tablespoon	$10.50	$ 5.73
C5105A	Pastry Server (Hollow Handle)	9.50	5.18
C5106A	Sugar Spoon	6.00	3.27
C5107A	*Sugar Tongs	6.00	3.27
C5108A	Butter Knife	7.25	3.95
C5109A	*Gravy Ladle	11.50	6.27
C5110A	*Cold Meat Fork	14.50	7.91
C5111A	*Serving or Berry Spoon	16.75	9.14
C5112A	2-pc Salad Serving Set (Olive wood)	14.75	8.05
C5113A	2-pc Steak Set (Hollow Handle)	21.00	11.46
C5114A	*Carving Set (Hollow Handle)	31.50	17.18

Luxury Chest of Solid Honduras Mahogany, lined with new International Silver Company Prevent Tarnish Cloth.

Chest Empty

C5115A List $12.00 Dealers Ea. $7.20

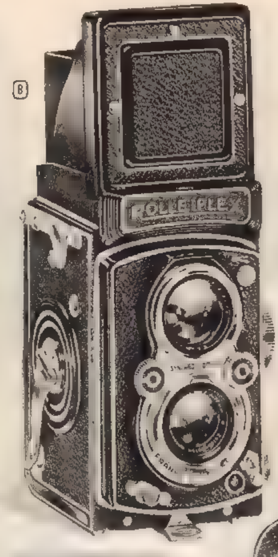
(Chest not subject to Federal Excise Tax)

*These Items Not Available Until January 15, 1955

X454-12RS

A

RICOHFLEX
MODEL VI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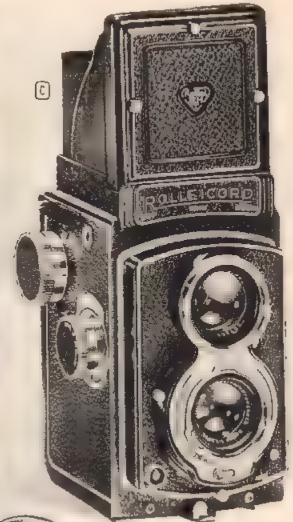

C

D

E

Reflex Cameras for Professional Results

A RICOHFLEX VI—f/3.5 LENS

A doubly useful and popular camera—takes standard 120 pictures—plus 35mm when you use the adapter (D) sold below! Features twin anastigmat lenses—coated 80mm f/3.5 taking lens and coated f/3.5 viewing lens. Single lever cocks and releases shutter—easy and fast. Built-in flash synchronization (A.S.A. terminal). Large ground glass viewer for quick and easy view focusing—you see the full-size finished picture before you click the shutter Folding-focusing hood has giant magnifier that covers the entire focusing area—focuses sharply for copying or close-ups. Precision made—rugged all-metal body with attractive leather-grained vinyl cover. Takes 12 large prints on 120 roll film. Includes handy leather carrying case. See adapter (D) below. Shpg wt. 2½ lbs.

14511A3365—Camera and Case.......$49.95

Kalart Kal-O-Lator Flash unit for above.
14673A750.....................Retail $9.95

Sleeve of twelve #5 G-E flashbulbs.
14462A10S163/109..............Retail $1.56

B ROLLEIFLEX f/3.5 AUTOMAT

Rolleiflex—the top name in reflex cameras! Has coated 75mm f/3.5 Zeiss Tessar taking lens—matched coated /f2.8 viewing lens. Focuses from 36 in. to infinity, stops down to f/22. Synchro-Compur M-X shutter synchronized with speeds from 1 to 1/500 sec. and bulb. "Linear-Lock" on light value scale for diaphragm and speed settings in one easy adjustment with no complicated figuring—accurate exposure guide, too. Self-timer with 10-second delay operates at speeds from 1 to 1/250 sec. Polished glass viewing screen with cross lines—make it easier to keep your pictures level, easier to get good composition. Self-erecting hood has magnifier that covers entire focusing area — direct-vision sports finder. Automatic shutter cocking and film transport. All settings visible from above. Side focusing knob with depth-of-field scale. Rugged all-metal body with black leather cover. Takes twelve pictures 2¼ x 2¼ in. on 120 roll film Includes leather case. See flash attachment(E) below Shpg. wt. 3 lbs.

14520V19363—Camera and Case.....$249.50

C ROLLEICORD IV—f/3.5 LENS

Easy to operate—eliminates mistakes! You can see exactly what you're shooting on the ground glass viewer—you just can't make mistakes! Has coated 75mm f/3.5 Schneider Xenar taking lens—coated f/3.2 viewing lens. Focuses from 35½ in. to infinity, stops down to f/22. Synchro-Compur M-X shutter is fully synchronized with speeds from 1 to 1/500 second and bulb. Film transport knob and automatic exposure counter eliminate guesswork. Folding-focusing hood has magnifier that covers entire focusing area. Built-in eye level view finder assures accurate focusing. All settings visible from above. Side focusing knob has depth-of-field scale. Features the same high quality construction and precision workmanship as the more expensive Rollei reflex cameras. All-metal body, black leather cover—lightweight and compactly styled. Takes 12 pictures 2¼ x 2¼ in. on 120 roll film. Includes leather carrying case. See flash attachment (E) below. Shpg. wt. 3 lbs.

14522V11585—Camera and Case....$149.50

D RICOHKIN 35MM ADAPTER—FOR CAMERA (A) ABOVE

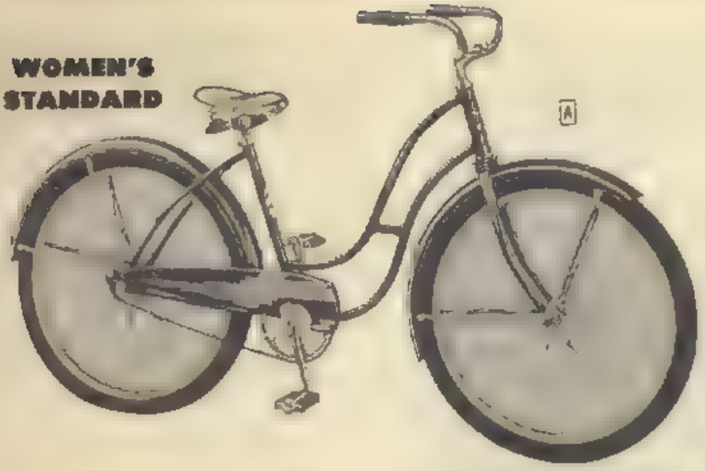
Designed especially for Ricohflex camera (A) above. Lets you take pictures on 35mm film—for more versatile photography Easy to use, quickly installed and removed—easily interchanged with standard film carrier assembly Gives telephoto effect—produces 77% larger image than regular 35mm camera. Automatic exposure counter and film advance lock simplify picture taking and save

E ROLLEIFLASH ATTACHMENT WITH CASE

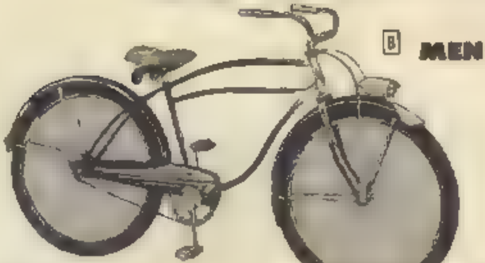
Use with Rolleiflex camera (B) and Rolleicord (C) above—for sunshine-bright pictures at night. B-C type gun attaches to bayonet lens mount—open flash switch with safety lock. Extension outlet, bulb ejector—built-in extension cord reel with long cord and built-in test lamp. Brilliant special reflector finish. Includes handsome zipper case with carrying handle.

14521A3245—Rolleiflash and Case..............Retail $29.95

WOMEN'S STANDARD

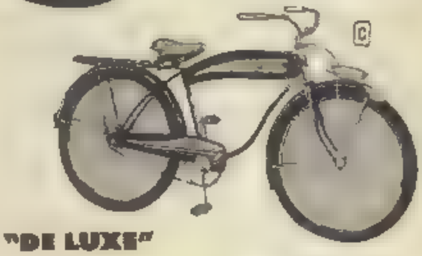


Rollfast

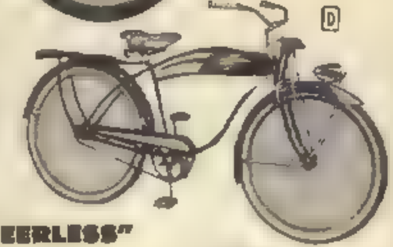


MEN'S STANDARD

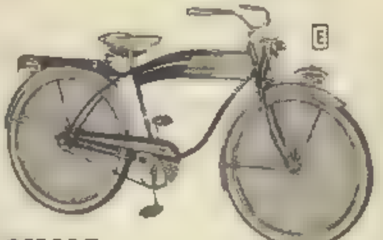
Bicycles F.O.B. Indiana.



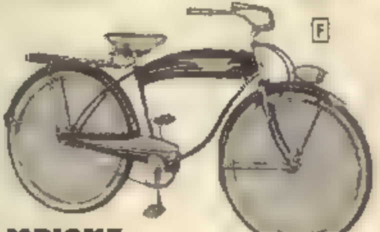
"DE LUXE"



"PEERLESS"



"ROYAL"



"CHAMPION"

Rollfast

BICYCLES

GUARANTEED DURING ORIGINAL OWNERSHIP

Rollfasts Have Everything!

Baked enamel finish over Bonderized Base
All bright parts chromium plated
New Departure and Bendix coaster brakes
Modern styled tanks, chainguards, carriers
Finest U. S. Double Balloon tires
Chrome plated handlebars and stems
Self-contained battery operated equipment
Streamlined frames . . . quadriplate fork crowns
Full crescent mudguards . . . adjustable seat posts
Half-inch pitch sprockets . . . drop-out rear fork ends
Box-type steel rims . . . kick stands . . . Torrington pedals
Tan spring saddles . . . Stimsonite safety reflectors

THE MOST BEAUTIFUL BIKE ON THE ROAD — BUILT TO LAST!

ROLLFAST STANDARDS — 26" FULL SIZE

★ **WIDEST COLOR AND EQUIPMENT SELECTION OF ANY LINE** — Double-bar frame, Coaster-brake, tan spring saddle, 24 x 6 handlebar, full chain-guard, 26 x 2.125 Balloon tires . . . plus special listed equip't and all general Rollfast quality features. (Sh. Wt. 56 lbs.)

(A) ROLLFAST STANDARD

Y-179C3685	WOMEN'S MODEL—Same Equip. . . . Metallic BLUE, ivory trim and rims, striping.	**Retail $59.95**

(B) ROLLFAST STANDARD

Y-375C4192	MEN'S MODEL—Truss Fork, Rocket Lamp, Chrome Rims. Metallic GREEN with ivory trim	**Retail $67.75**
Y-376C4192	WOMEN'S MODEL—Same Equip. and Color.	**Retail $67.75**
Y-377C3900	MEN'S MODEL—Chrome Rims . . . Metallic RED with white trim.	**Retail $63.00**
Y-378C4100	MEN'S MODEL—Chrome Rims, Torpedo Lamp . . . Metallic RED with ivory trim.	**Retail $67.50**
Y-379C3900	WOMEN'S MODEL — Chrome Rims, Scout Handlebar . . . Metallic BLUE with white trim.	**Retail $63.00**
Y-380C4100	WOMEN'S MODEL — Chrome Rims, Scout Handlebar, Torpedo Lamp . . . Metallic BLUE with ivory trim.	**Retail $67.50**
Y-178C3685	MEN'S MODEL—Double-tube Balloon tires, scout handlebar, Metallic RED, ivory trim and rims, striping.	**Retail $59.95**

(C) STANDARD DELUXE — With Truss Fork, Coaster Brake, Balloon tires, chromium rims, tan saddle, tank, torpedo lamp, double-bar frame, built-in horn. (Sh. Wt. 55 lbs.)

Y-373C4475	26" MEN'S MODEL—Metallic RED with ivory trim.	**Retail $73.25**
Y-374C4475	26" WOMEN'S MODEL—Metallic BLUE with ivory trim.	**Retail $73.25**
Y-399C4475	24" BOY'S MODEL—Metallic RED with ivory trim (46 lbs.)	**Retail $73.25**
Y-400C4475	24" GIRL'S MODEL—Metallic BLUE with ivory trim (46 lbs.)	**Retail $73.25**
Y-401C4475	20" BOY'S MODEL—Metallic RED with ivory trim (46 lbs.)	**Retail $73.25**
Y-402C4475	20" GIRL'S MODEL—Metallic BLUE with ivory trim (46 lbs.)	**Retail $73.25**

(D) PEERLESS DELUXE — With Truss Fork, Coaster Brake, 26 x 2.125 Whitewall tires, enameled mudguards, chromium trimmed tank, chrome rims. Deluxe tan saddle with crash rail . . . 26 x 8 handlebars, luxury lamp, built-in horn. (Sh. Wt. 63 lbs.)

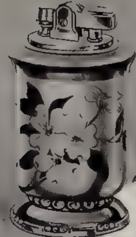
Y-361C5740	MEN'S MODEL—Color Choice: 2-Tone RED with white trim, BLACK with ivory and red trim; BLACK with white and red trim; SUN-GOLD with white and green trim.	**Retail $92.00**
Y-363C6175	SAME—With SPRING FORK and Super Rocket Lamp. (Shown)	**Retail $99.75**
Y-362C5740	WOMEN'S MODEL — 2-Tone Metallic BLUE with white trim.	**Retail $92.00**
Y-364C6175	SAME—With SPRING FORK and Super Rocket Lamp.	**Retail $99.75**

(E) ROYAL SPECIAL — Equipped with Spring Fork, Coaster Brake, 26 x 2.125 Balloon tires, Chromium mudguards and rims . . . tank, carrier and chainguard trim. 26 x 8 handlebar, Super Rocket lamp, built-in horn, flasher tail light. (Sh. Wt. 64 lbs.)

Y-359C6825	MEN'S MODEL—Color Choice: BLACK with red and white trim; Metallic Blue with red, white trim.	**Retail $110.00**
Y-360C6825	WOMEN'S MODEL—Color Choice: 2-Tone Metallic BLUE with white trim; SUN-GOLD with green and white trim.	**Retail $110.00**

(F) CHAMPION DELUXE — With Truss Fork, Coaster Brake, Whitewall balloon tires, enameled mudguards, streamliner tank, Deluxe tan saddle with crash-rail. Chromium rims, built-in horn, Rocket Ray lamp, 26 x 8 handlebar 26, 24 and 20 x 2.125 tires. (Sh. Wt. 55 lbs.)

Y-365C4750	26" MEN'S MODEL—Metallic RED with ivory trim.	**Retail $76.65**
Y-371C5400	SAME with SPRING FORK	**Retail $87.50**
Y-366C4750	26" WOMEN'S MODEL—Metallic BLUE with ivory trim.	**Retail $76.65**
Y-372C5400	SAME with SPRING FORK	**Retail $87.50**
Y-367C4600	24" BOY'S MODEL—Metallic RED with ivory trim	**Retail $75.00**
Y-368C4600	24" GIRL'S MODEL—Metallic BLUE with ivory trim.	**Retail $75.00**
Y-369C4525	20" BOY'S MODEL — Metallic RED with ivory trim.	**Retail $74.00**
Y-370C4525	20" GIRL'S MODEL—Metallic BLUE with ivory trim.	**Retail $74.00**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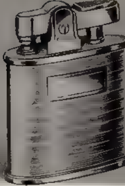
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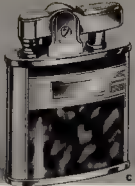
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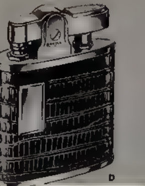
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Butane Gas RONSONS . . . 3 months of lights on 1 filling

Quick flame that's clean and steady. No messy fluids, no bothersome wicks, no offensive odor. Invert the lighter . . . "jet flame" shoots down for lighting pipes as well as cigars and cigarettes. Cartridges easily replaced. Prices shown include two refill cartridges.

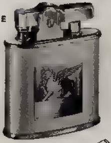
(A) VIOLA. A gas table lighter as dependable as it is beautiful. Lovely floral porcelain, gleaming silver plate. Subject to Federal Excise tax.
30-9530-Z-810. .Retail **13.50**

(B) MAXIMUS. Handsome pocket lighter of durable chromium plate with glistening polished finish. Attractive engine-turned design.
30-9525-Z-717.. Retail **11.95**

(C) MAXIMUS. Gleaming chromium plate contrasted with tortoise enamel finish for a truly distinctive appearance . . . to please any smoker.
30-9526-Z-777. Retail **12.95**

(D) MAXIMUS. Handsome, durable alligator-lizard brightly accented by chromium plate monogram shield and trim . . . beautifully styled.
30-9527-Z-810. Retail **13.50**

BU-TANK. Set of 2 refill cartridges, 6 mos. fuel.
30-9534-Z-45
Retail..**75c**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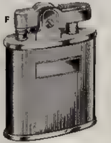
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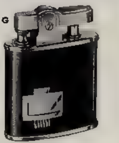
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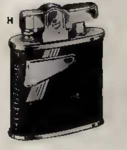
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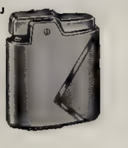
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Handsome, Dependable RONSON Lighters for Men and Women

A select group of Ronson pocket lighters that meet the standards of the most discriminating smoker. Sleek styling plus matchless Ronson performance make them ideal as gifts to that man or woman who tops your list. Lighters (E) through (J) have handy swivel base for fast, convenient refueling.

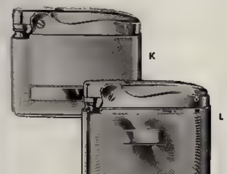
(E) TRIUMPH. Classic winged lion engraved on chromium plated metal.
30-9550-Z-417
Retail **6.95**

(F) TRIUMPH. Engine-turned chrome plate, engraved satin finish.
30-9551-Z-477
Retail **7.95**

(G) TRIUMPH. 24K gold plate monogram shield and trim, Black enamel
30-9554-Z-600 Subject to F.E.T. Retail **10.00**

(H) TRIUMPH. Brown Oriental lizard contrasts with gleaming chrome.
30-9552-Z-477
Retail **7.95**

(J) ESSEX. Two-tone satin and bright bronze finish, engraved design.
30-9553-Z-510
Retail **8.50**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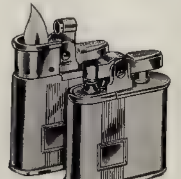
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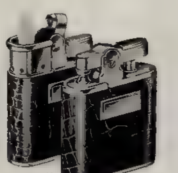

N

ADONIS. The trim, slim lines of a fine watch . . . sure-fire Ronson construction. A popular favorite of both men and women.

(K) 30-9566-Z-537 Satin and polished finish, engine-turned chrome plate . . **8.95**

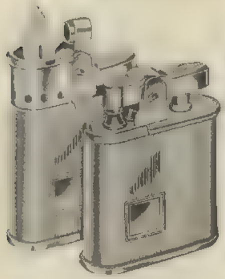
(L) 30-9567-Z-597 Lovely jeweler's bronze finish, engraved design.....Retail **9.95**

WHIRLWIND. Slide the windshield up . . . you have a windproof lighter that's ideal for the great outdoors; slide the windshield down . . . you have a smartly styled lighter that's at home in the nicest indoor setting. Large fuel capacity.

(M) 30-9570-Z-510 Gleaming Butler finished chromium plate...............Retail **8.50**
30-9571-Z-537 Same as above in chrome plate, engine-turned design ....Retail **8.95**

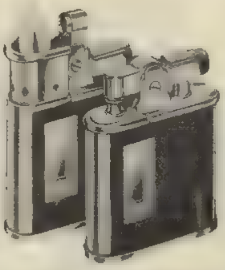
(N) 30-9573-Z-570 Smart, polished alligator contrasts with gleaming chrome plate monogram shield and trim. A favorite among countless men and women......Retail **9.50**

RONSON—WORLD'S GREATEST LIGHTERS



WHIRLWIND. Satin and bright finish. Engine-turned. Windproof.

20/227 Y555 Retail.....$8.50

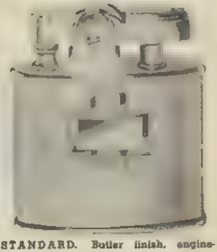


WHIRLWIND. Tortoise enamel, engine turned. Windproof.

21/227 Y585 Retail.....$8.95

WHIRLWIND. Genuine alligator. Windproof.

22/227 Y620 Retail $9.50



STANDARD. Butler finish, engine-turned.

23/227 Y455 Retail.....$6.95

RONSON GAS POCKET LIGHTERS

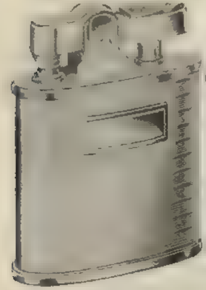
These new, slim models give months of sure lights on just one "Bu-Tank" throwaway gas cartridge . . . refuel quickly and easily . . . use no wicks or fluid. Clean, steady flame shoots straight down when lighter is inverted, making it particularly suited for lighting pipes as well as cigars and cigarettes. All models feature the famous Ronson one-finger, one-motion safety action. Prices shown below include two "Bu-Tank" disposable cartridges.

STANDARD. Tortoise enamel finish, engine-turned.

26/227 Y570 Retail.....$7.95

PRINCESS. Ladies' Dainty Lighter. Genuine alligator.

27/227 Y555 Retail .$8.50



MAXIMUS. Glistening, polished finish chromium plate in handsome engine-turned design.

24/227 Y780 Retail $11.95

MAXIMUS. Distinctive beauty in chromium plate with tortoise enamel finish.

25/227 Y845

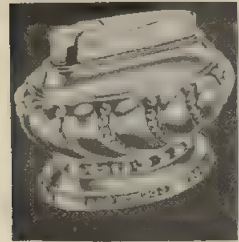
Retail $12.95

ADONIS Genuine alligator.

28/227 Y715 Retail......$10.95

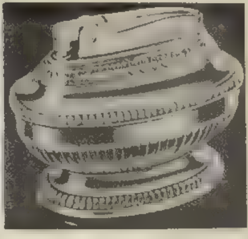
ADONIS. Engine-turned, wafer thin.

29/227 Y585 Retail... ..$8.95



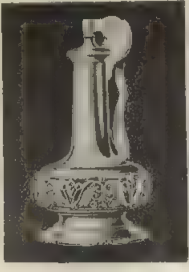
CROWN TABLE LIGHTER. Wrought in high relief reflecting the modern Danish influence. Heavy silver plate.

31/227 Y650 Retail. $10.00



QUEEN ANNE TABLE LIGHTER. Handsomely styled in period design. Gleaming silverplate.

32/227 Y650 Retail.... $10.00



DECANTER. Heavy silver plate.

33/227 Y910 Retail.. $14.00

PRINCESS. Black and floral enamel finish.

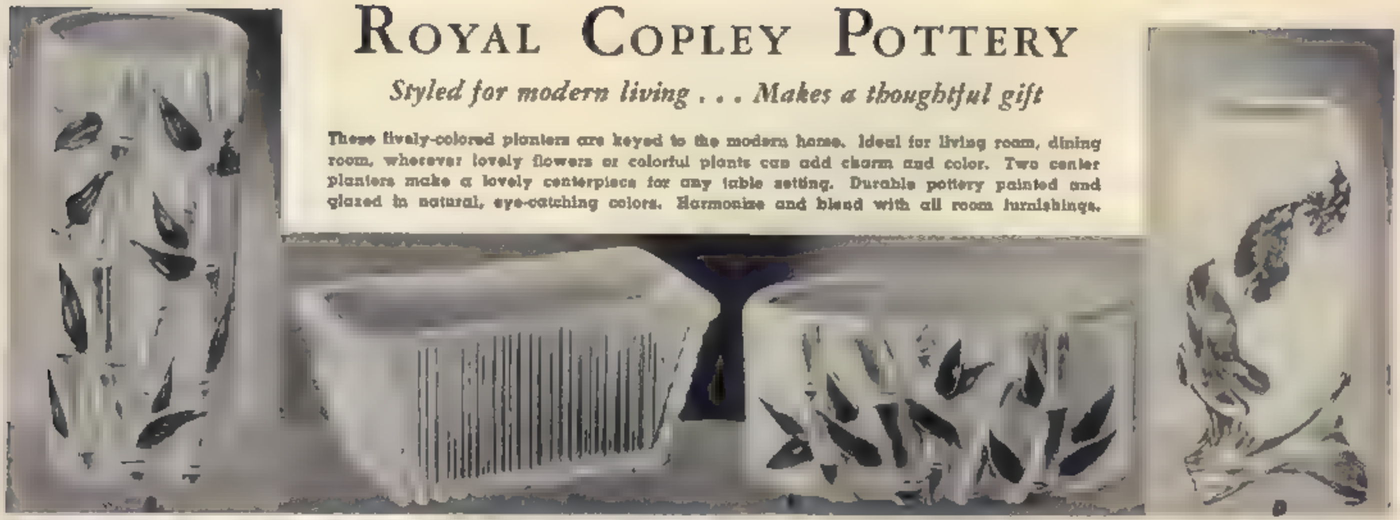
30/227 Y555

Retail $8.50

ROYAL COPLEY POTTERY

Styled for modern living . . . Makes a thoughtful gift

These lively-colored planters are keyed to the modern home. Ideal for living room, dining room, wherever lovely flowers or colorful plants can add charm and color. Two center planters make a lovely centerpiece for any table setting. Durable pottery painted and glazed in natural, eye-catching colors. Harmonize and blend with all room furnishings.



Ⓐ **Bamboo Design Vase** 8" [illegible] vase [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] Raised bamboo design in its natural color with green leaves Ship. wt. 23 lbs. per dozen.
633B69-12X79 90 ....RETAIL EACH **$1.49**

Ⓑ **Brentwood Window-Box Planter.** Decorative planter fits [illegible] or window sill Modern ribbed front in smart light gray [illegible] with contrasting pale yellow colored edge and sides **7½" wide, 3½" high.** Ship wt 2[illegible] lbs per dozen
633B63-12X60 65. ....RETAIL, EACH **$1.10**

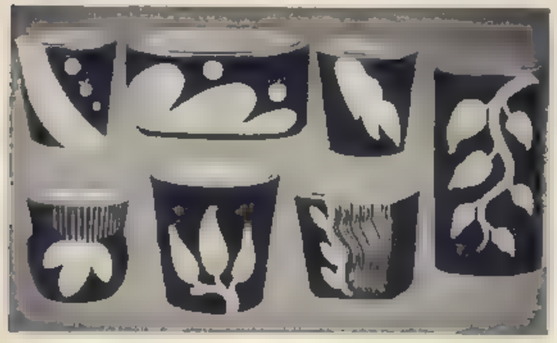
As above: Smaller size, 8" wide, 3½" high.
633B75-12X40/45..RETAIL, EACH **75c**

Ⓒ **Bamboo Design Windox Box Planter** Charming oval shape planter with raised bamboo design in its natural tones of brown and yellow with green leaves. **7½" wide, 3½" high.** Ship. wt. 20 lbs. per dozen.
633B70-12X85 90 ....RETAIL, EACH **$1.49**

As above Larger size, 7½" wide, 5½" high.
633B71 12X115 125 ....RETAIL **$1.85**

Ⓓ **Woodfield Vase.** Styled in the true beauty of nature Footed base looks like natural wood, green leaves have exacting details of real leaves 7" high Ship wt 13 lbs per dozen.
633B73-12X58 85. ....RETAIL, EACH **$1.25**

As above: Smaller size, 4½" high.
633B60-12X40/45..RETAIL, EACH **75c**



ROYAL COPLEY BLACK MAGIC

Lustrous Black pottery with new, bold designs in pure White, high-luster glaze. Their striking colors add gaiety and novelty to a modern room or table setting. Make appreciated gifts for the color-wise housewife.

Buttons Planter. (Top left.) 4" high, dia. at top 4". 2 dozen to a carton. Ship. wt. 22 lbs. per carton
633B90-625 ....RETAIL, DOZEN **$11.50**

Window Box. (Top center.) 7½" wide, 4" high. 1 dozen to a carton. Ship. wt. 22 lbs. per carton
633B95 1100 ....RETAIL DOZEN **$19.75**

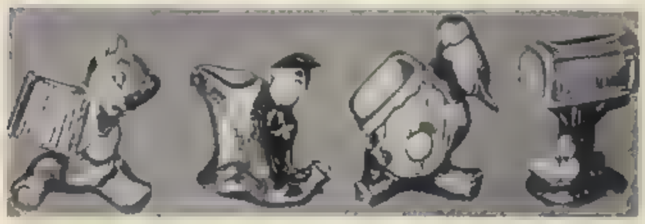
Flower Planter. (Top right.) Raised leaf design. 4" high dia at top 4" 2 dozen to carton Ship wt [illegible] per carton.
633B92-625 ....RETAIL, DOZEN **$11.50**

Fluted Planter. (Bottom row left.) 5" high, dia. at top 4", 2 dozen to carton Ship wt 22 lbs. per carton.
633B91-625............RETAIL, DOZEN **$11.50**

Flower Planter. (Bottom row center.) 5" high, dia at opening 5". 1 dozen to carton. Ship. wt. 22 lbs per carton.
633B94-1100 ....RETAIL, DOZEN **$19.75**

Oblong Planter. (Bottom row right) 4" high 4½" opening 2 dozen to carton. Ship. wt. 22 lbs. per carton.
633B93-625 ....RETAIL DOZEN **$11.50**

Vase. (Extreme right.) 8" high, 4" wide at top. 1 dozen to carton Ship. wt 24 lbs per carton.
633B96 1100............RETAIL, DOZEN **$19.75**



ROYAL COPLEY NOVELTY POTTERY PLANTERS

Darling novelty planters—ideal gift items. Teddy and Accordion. Teddy in light brown with [illegible] [illegible] [illegible] [illegible] [illegible] and white striped 7[illegible]" high 5½" wide 1 dozen in carton. Ship. wt. 24 lbs per dozen
633B103-125 ....RETAIL, EACH **$2.25**

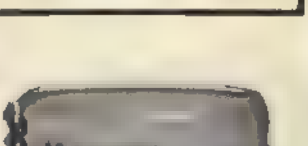
Elf and Stump. Stump of tree, brown, shaded with yellow; Green elf with rose colored cap. 6" high. 5" at base. 1 dozen in carton. Ship. wt 18 lbs. per carton.
633B101-98..RETAIL, EACH **$1.65**

Bird and House. Realistic bird perched on side of house, and bird house set in branch-like base. Yellow breasted brown bird, house shaded Beige with rose and brown base. 8" high. 6" at base. 1 dozen in carton Ship. wt. 24 lbs per carton.
633B104-145. ....RETAIL, EACH **$2.50**

Mailbox and Duckling. Yellow mail box on brown stump with yellow duckling on green base. 6½" high. 5" at base. 1 dozen in carton. Ship. wt. ctn. 18 lbs.
633B102-98..RETAIL, EACH **$1.65**

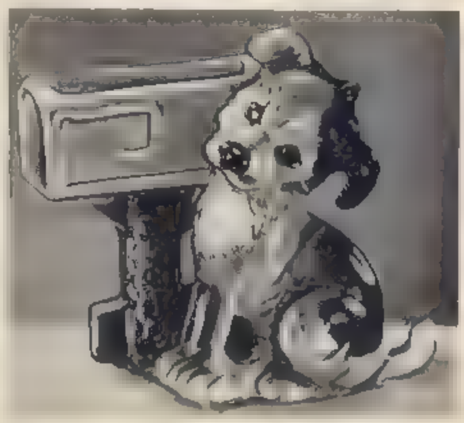
COPLEY PLANTERS
MAKE
WELCOME GIFTS

Hanging Lantern-Shape Planter. Fastens easily to window casement, porch support, or convenient wall. **Black wrought iron lantern with White flower pot, 3¼" high. 14"** bracket Makes an attractive planter for [illegible] garden or patio [illegible] dozen to carton. Ship wt. ctn. 29 lbs
633B105-145 ...RETAIL, EACH **$2.25**



Vase. (At left.) Shaded from smoke gray to light gray to produce a delightful color blend. Decorated with 5 large size dogwood flowers in full natural color Styled to attractively ornament table, buffet piano, or mantel Packed 1 dozen to carton 8" high 3" opening Ship wt. ctn. 20 lbs.
633B97 75 ....RETAIL EACH **$1.35**

Windox Box (At right.) Same distinctive styling [illegible] [illegible] [illegible] [illegible] [illegible] high Packed 1 dozen to carton Ship wt. ctn 20 lbs
633B88-85 ....RETAIL, EACH **$1.65**



Mailbox and Dog Planter. Waiting for the mail . . . a true picture of a lovable and wistful looking dog Dog's pleading look will catch an instant response from visitors or guests. Natural multi-colored [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] 7" high 6" at base. 1 dozen to carton. Ship wt. ctn. 33 lbs
633B99-900 ....RETAIL DOZEN **$18.00**

As above With white mail box and black and white spotted dog.
633B100-900 ....RETAIL, DOZEN **$18.00**

China Novelties

17-PIECE DEMITASSE SET

Finest imported Bavarian [illegible] in the [illegible] grace and beauty of [illegible] design. Charming Moss Rose or Floral Spray decoration and gold trim. A gift item [illegible] hostess. Set contains [illegible] cups and saucers, [illegible] covered sugar bowl, cream pitcher [illegible]. A [illegible] these sets [illegible] low price will sell them on sight. [illegible] lbs.

610B308-875 .... RETAIL, SET $15.00
633B60-750—In lots of 3

3-IN-1 TEAPOT

Imported White porcelain teapot, cream pitcher and sugar bowl [illegible] fashion. Hand painted [illegible] rose decorations [illegible] with gold trim. [illegible] bowl used [illegible] when pouring. Overall height 7", 6½" in diameter. [illegible] Packed 1 set [illegible]. Ship. wt. 3 lbs.

630B16-295 .... RETAIL, SET $4.25

As above 7½" high, 7½" in diameter. Rose decoration [illegible] gold trim and knob top on cover.

630B19-295 .... RETAIL, SET $4.25

VINEGAR
OIL
SALT
PEPPER

4-PC. CONDIMENT SET

Imported 4-piece earthenware set containing oil and vinegar cruets and salt and pepper shaker. Oil and vinegar jugs are [illegible]" high, 3¼" wide. Salt and pepper 2¼" high. Glazed earthenware with cream and brown background and colorful hand-painted barnyard scene. The pure, bright colors of this set add a highly decorative touch to every table setting. Packed 1 set in carton.

630B18-12X65/70 .... RETAIL, SET $1.25

IMPORTED BEER STEINS

High grade German [illegible] ware highly [illegible] Lustre [illegible] background [illegible] and scenery in colors and bold relief. Original [illegible] inscriptions. Hinged pewter cover with ornate [illegible] work and [illegible] Lends a touch of the Old World and [illegible] note [illegible]. Overall height [illegible]" Ship. wt. [illegible]

636B5-475 .... RETAIL, EACH $6.95

As above [illegible] ½ liter (17 oz.). Overall [illegible]" Ship. wt. 3 lbs.

636B4-285 .... RETAIL, EACH $4.25

As above. In [illegible]. Capacity ½ liter (17 oz.). Overall height 8½" Ship. wt. 3 lbs.

636B7-395 .... RETAIL, EACH $6.95

COW CREAMER

(Similar to illustration)

Amusing novelty [illegible] imported [illegible] white with [illegible] decorations [illegible] 5" [illegible] Packed 6 to a carton. Ship. wt. 6 lbs.

611B81-275 ....RETAIL, BOX OF 6 $4.15

8-PC. IMPORTED SPICE SET

7 highly glazed porcelain jars beautifully decorated in [illegible] designs. An [illegible], decorative item for the kitchen that is practical and convenient. Spice jars 4" high, with spices clearly printed on each jar. Complete with polished wood holder 12" long and 5" high. Individually boxed.

632B1-175 .... RETAIL, SET $2.95

IMPORTED SALT & PEPPER SETS

Clown salt and pepper set. [illegible] one in 3 is [illegible] Highly glazed, semi porcelain, artistically decorated in [illegible] yellow, pink and green. These [illegible] cheerful [illegible] desirable for every collection and kitchen. Ship. wt. 6 lbs. per dozen. Ind. boxed.

619B67-12X58, 65 .... RETAIL, SET $1.00

IMPORTED SUGAR, CREAM AND TRAY SET

4-Piece Bavarian China of the [illegible] design. The pure white [illegible] is [illegible] with roses [illegible] and [illegible]. Gold [illegible] on all handles and rims. Tray is approximately 9½" long, [illegible] wide. Overall height [illegible] creamer and sugar bowl, [illegible]". Individually wrapped. Ship. wt. 4 lbs.

630B17-348 .... RETAIL, SET $6.50

Similar to above. 3 different decorations. A [illegible]

630B25-3X255-275 .... RETAIL, SET $5.00

8-PC. IMPORTED SNACK SET

4 cups and 4 plates in this enchanting serving set. [illegible] decorated with Violets or Roses. [illegible] decoration on side of cup. [illegible] glazed [illegible]. Plate size 7½". Sold in sets of 4 only. [illegible]

612B82-295 [illegible] set of 4 .... RETAIL $4.95

[illegible] pattern. Ship. wt. 6 lbs.

612B86-295 [illegible] set of 4 .... RETAIL $4.95

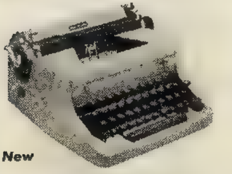
2-PC. IMPORTED SPOON REST SET

Spoon rest with salt shaker. Spoon rest is of shaded green porcelain 7½" long, 3¼" wide. Salt shaker 4" high. Comes with Rhode Island red hen, Mallard duck, or Plymouth Rock hen, all gaily decorated in natural colors. Packed 6 sets asst. to a box. Ship. wt. 6 lbs.

632B2-475 ....RETAIL, BOX OF 6 SETS $9.00

ORDER EARLY for Holiday Delivery

NATIONALLY ADVERTISED TYPEWRITERS



New

ROYAL "QUIET-DELUXE"

The wonderful "Magic Margin" is present at both ends of the machine, enabling you to set margins at either side! Line meter—no need to know depth of paper beforehand . . . just set sheet as directed, and number of typewritten lines to bottom of page is clearly visible. Visible tab set New spacer built like space bar on office Royal minimizes rebound and vibration Carriage release levers newly positioned for faster operation. Insert large envelopes with speed and convenience. Attractive fiberglas-plastic carrying case virtually indestructible. Comes with speed typing booklet. Specify Pica or Elite Type. Sh. wt. 28 lbs.

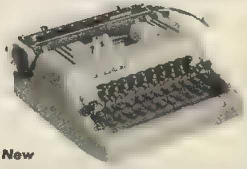
1A15X9569 (Tax Included) . . . . List **$119.70**

New

REMINGTON "QUIET-RITER"

Exclusive Miracle Tabulator sets and clears from keyboard Super strength frame gives vibration-free performance New direct-set visible margins and synchronized paper table scale Patented simplified ribbon changer for fast, easy ribbon change. Large size roller extra long carriage return lever. Full standard keyboard as on office typewriters. New non-glare Finger Speed key tops Locked segment shift for faster positive shifting Two color ribbon with stencil cut out Non-glare, grey velour finish. Sturdy luggage type carrying case. Specify Pica or Elite type Complete with touchtyping instruction book. Sh. wt. 23 lbs.

1A28X9840 (Tax Included) List **$120.50**



New

SMITH-CORONA "SILENT SUPER"

Every bit of the tabulating process is done from the keyboard. No reaching or stretching You set desired tab stops—clear individual stops one at a time—or clear the complete tabulating set-up previously established, as well as tabulate, all from the keyboard and with the same hand. Outstanding features: Page Gage. Full-size Keyboard. Colorspeed Keyboard. Floating Shift. Quickset Margins. Synchronized Carriage Return. Type Bar Speed Booster Rugged All around Frame Dual-drive Paper Release Super-Speed Escapement Double Line Lock. Cushioned Tabulator. Frame-fit Space Bar Ribbon Bi-chrome Lock. Skid-proof Feet. Synchronized Line Space Lever. Self-Aligning Paper Feed. Complete with Carrying Case. Sh. wt. 20 lbs. Specify Pica or Elite Type.

1A51X9300 (Tax Included) List **$116.25**

New

REMINGTON "TRAVEL-RITER

"This new Remington Rand portable typewriter in its gray non-glare finish is equipped with essential typewriter operating features. It has a 42-key, 84-character keyboard that includes five *educational characters* that are important to students for school work. Has adjustable left hand margin and end of line indicator bell. Complete with carrying case. Specify Pica or Elite type. Sh. wt. 16 lbs.

1A48X5844 (Tax Included) ....List **$74.30**

New

SMITH-CORONA "SKYWRITER"

Weighs approximately 9 lbs. in case, occupying less than ¼ cu ft Yet it a full-size, standard keyboard and will take regular business stationery The Skywriter was designed for straight typing and isn't cluttered with the devices for specialized work Like the larger machines, the Skyriter offers the Half-Spacing feature for correcting errors and expanding or contracting words and lines All the essentially important features of a portable typewriter are found in the Skyriter So small, it can actually fit into a brief case! Ideal for air or train travel. Conveniently stored. Specify Pica or Elite Type. Sh. wt. 11 lbs.

1A13X5732 (Tax Included) ....List **$71.65**

New

UNDERWOOD "LEADER"

It has modern features including Balanced Segment Shift, Standard Spaced Keyboard, Family Keyboard, Full 9 Inch Writing Line, Finger Form Keys, Easy Touch Action, 84 Characters including Arithmetic Signs Back Spacer, Right and Left Shift Key, Shift Lock, Carriage and Paper Release Lever, Adjustable Hand Margins with Right Hand Bell Indicator, Automatic Line Finder, Manual and Automatic Ribbon Reverse, Adjustable Paper Fingers, Single, Double, Triple Spacing' Coordinated Carriage Scale, Pica Type, etc., Non-Glare Tan-Tone Crackle Finish with Green Keytops and Attractive Green Carrying Case. Pica type only. Sh. wt. 22 lbs.

1A52X5950 (Tax Included) ....List **$74.40**

FINE RECONDITIONED OFFICE TYPEWRITERS

←

UNDERWOOD MODEL "S11"

Completely reconditioned by expert typewriter technicians. Full length keyset tabulator, 11" carriage and standard roller Touch tension regulator. Quiet operation, standard 84 character keyboard, right and left shift lock keys, card holder, new cushion feet, overhead paper bail, stencil cutter, automatic ribbon reverse, new plastic keyboard, light gray wrinkle finish with chrome plated trim. Specify Elite or Pica type. Sh. wt. 45 lbs.

1A49X7460 ..List **$99.50**

SMITH-CORONA MODEL "1-A"

Completely reconditioned to give you the best possible service; priced at many dollars less than new machines with the same working features. Standard working features include—Floating Shift and Ball Bearing Key Action for easy operation. Variable Line Spacer. Completely enclosed (streamlined). Bar Tabulator with Tab-Set and Clear Keys for Columnar Listing Removable Platen (roller) for ease in cleaning. Adjustable Key Tension; Touch Selector adjusts for light or heavy touch. Automatic Margin Set (left & right).

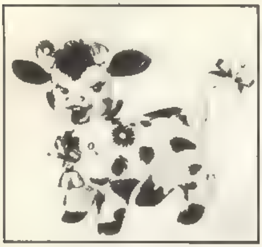
1A50X7085 Sh. wt. 45 lbs.....List **$94.50**

→

WHEN ORDERING SPECIFY STANDARD PICA OR SMALLER ELITE TYPE

Rushton Co.

"DAISY BELLE"



Frisky, flirty cow made of plush in white with hereford brown spots. Face of hand painted vinyl with big brown eyes and pearly teeth. Moo voice and felt hoofs. She wears shiny cowbell tied with a satin bow on a colorful daisy chain. 12 inch size.

No.	Retail	L.P.L.	P.L.
EG128-693/12	$5.98		

Pkd. 6 ea. - 9 lbs.

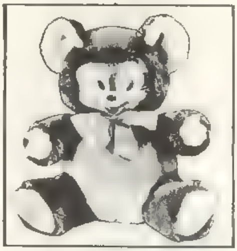
Rushton Co.

"SPARERIBS"

15 inch hound dog of lustrous peach and brown plush. Drooping eyes, big black nose, bright red felt tonque. His long, floppy legs twist into all sorts of comical positions. Boxed.

No.	Retail	L.P.L.	P.L.
EG128-698/15	$2.98		

Pkd. 6 ea. - 6 lbs.



Gund Mfg. Co.

PLUMP BEAR

Foam rubber stuffed, 12½ inch size. Brown and gold plush with vinyl face, feet and forepaws. Ribbon around neck and voicemaker in body.

No.	Retail	1/2	3/m
EG128-9021	$5.95		

Pkd. 28 ea. - 64 lbs.

Rushton Co.

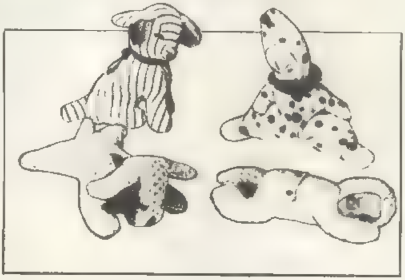
PLUSH ANIMAL ASSORTMENT

Assortment of 12 foam rubber stuffed animals, 10 to 12 inch size. Sleepy Dog in 2-tone brown and peach rayon plush, ribbon bow, felt lashes, pom-pom nose, felt tonque. Lying Down Cat in 2-tone pastel plush with ribbon bow, pom-pom eyes and nose, felt tonque. Cuddle Cat in grey and white rayon plush with satin bow. Sitting Lamb in white plush, pom-pom eyes and nose, felt tonque, satin bow.

No.	Retail	Packed	Weight	Asst.
EG128-20DF	$1.98	1 asst. N.L.S.	9 lbs.	

M & S Doll Co.

WASHABLE SOF-TERRY ASSORTMENT



An assortment of 1 dozen, 3 each of 4 styles; Flippo the Clown, Sleep Doll, Nipper and Fido. Made of soft terry, stuffed with foam rubber. Completely washable, and they float.

No.	Retail	Packed	Asst.
EG128-450	$1.98 ea.	1 asst. N.L.S.	

Asst. weighs 7 lbs.

Rushton Co.

"DAISY BELLE"

Frisky, flirty cow made of plush in white with hereford brown spots. Face of hand painted vinyl with big brown eyes and pearly teeth. Moo voice and felt hoofs. She wears shiny cowbell tied with a satin bow on a colorful daisy chain. 12 inch size.

No.	Retail	L.P.L.	P.L.
EG128-693/12	$5.98		

Pkd. 6 ea. - 9 lbs.

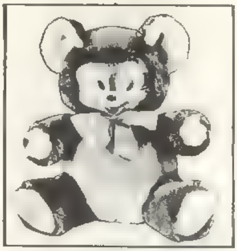
Rushton Co.

"SPARERIBS"

15 inch hound dog of lustrous peach and brown plush. Drooping eyes, big black nose, bright red felt tongue. His long, floppy legs twist into all sorts of comical positions. Boxed.

No.	Retail	L.P.L.	P.L.
EG128-698/15	$2.98		

Pkd. 6 ea. - 6 lbs.



Gund Mfg. Co.

PLUMP BEAR

Foam rubber stuffed, 12½ inch size. Brown and gold plush with vinyl face, feet and forepaws. Ribbon around neck and voicemaker in body.

No.	Retail	1/2	3/m
EG128-9021	$5.95		

Pkd. 28 ea. - 64 lbs.

Rushton Co.

PLUSH ANIMAL ASSORTMENT

Assortment of 12 foam rubber stuffed animals, 10 to 12 inch size. Sleepy Dog in 2-tone brown and peach rayon plush, ribbon bow, felt lashes, pom-pom nose, felt tongue. Lying Down Cat in 2-tone pastel plush with ribbon bow, pom-pom eyes and nose, felt tongue. Cuddle Cat in grey and white rayon plush with satin bow. Sitting Lamb in white plush, pom-pom eyes and nose, felt tongue, satin bow.

No.	Retail	Packed	Weight	Asst.
EG128-20DF	$1.98	1 asst. N.L.S.	9 lbs.	

M & S Doll Co.

WASHABLE SOF-TERRY ASSORTMENT

An assortment of 1 dozen, 3 each of 4 styles; Flippo the Clown, Sleep Doll, Nipper and Fido. Made of soft terry, stuffed with foam rubber. Completely washable, and they float.

No.	Retail	Packed	Asst.
EG128-450	$1.98 ea.	1 asst. N.L.S.	

Asst. weighs 7 lbs.

HAND BLOWN 16-Oz. Glass Tumblers. Skillfully crafted, indented design; textured surfaces. Sets of 8 . . . 2 each in Yellow, Green, Black, Purple. (6 lbs.)
R79 P 2633. . . .Set 3.95

RELISH DISH Lazy Susan. 3 ceramic dishes fitted in circle; wrought iron effect stand 7 in. diam., 7 in. high. Dishes are 1¼ in. deep. Shpg. wt. 2 lbs. 6 oz.
79 P 2623 . . . .1.98

MELMAC DESIGNED BY RUSSEL WRIGHT—SAVE UP TO $13

Graceful new design, new "tone on tone" colors . . . by a famous mfr. Holiday specials . . . 16-pc. set sells for $15.95 elsewhere, 45-pc. set for $49.95. Molded-in never fade colors . . . sets guaranteed against breakage for 1 yr. of normal use. Open stock list with each set. Rainbow or solid color sets. 16-Pc.: 4 ea. cups, saucers, bread and butter, dinner plates. 45-Pc.: 8 each as in 16-pc. set plus 8 soup bowls, 1 each covered sugar bowl, creamer, platter, divided veg. bowl.

Rainbow Assorted Sets. Each set incl. Coral Pink, Gray, Yellow and Turquoise place settings. Mailable.
R79 P 2634 (9 lbs.) . . . 16 Pcs. 11.95
R79 P 2635 (20 lbs.) . . . 45 Pcs. 36.95

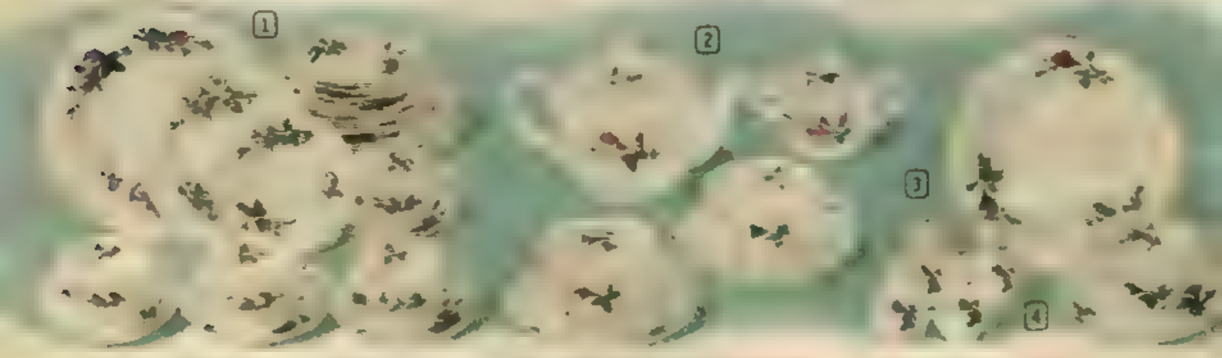
Solid Color Sets. State choice of Pink, Gray, Yellow or Turquoise. Mailable promptly from Boston factory.
F79 P 2637 (9 lbs.) . . . 16 Pcs. 11.95
F79 P 2638 (20 lbs.) . . . 45 Pcs. 36.95

"HOUR GLASS" Salt, Pepper Set. Hand painted Rooster decorations. Matching salt, pepper shakers on stand with 3 min. egg timer. Shpg. wt. (1 lb. [illegible] oz.)
79 P 2627 . . . Set 1.19

SUGAR AND CREAMER with removable tops that are salt and pepper shakers. Hand painted glazed ceramic Rooster designs. Each 5½ in. high. (1 lb. 8 oz.)
79 P 2628 . . . Set 1.19

Genuine Imported "Moss Rose" China . . .

LUXURIOUSLY BEAUTIFUL GIFT SETS AT MODEST COST



[1] 20-PC. MOSS ROSE Imported China Dinnerware Set. Was $11.95 in Fall Catalog. Translucent and lightweight, yet amazingly strong and chip resistant. The classic "Moss Rose" pattern . . . Red roses, dewy Green leaves on White, rimmed in rich 22K Gold. 4 each: cups, saucers, 10-in. dinner plates, bread plates and pie plates. Enjoy the luxury of fine china and pocket [illegible] saving. Open stock listed in Fall catalog. Mailable.
R79 P 4016M (14 lbs.) Was $11.95 . . . 20 Pcs. 9.95

[2] MOSS ROSE TEA FOR TWO. Dainty and translucent imported china for truly gracious serving. Hand painted "Moss Rose" decorations on milk White ground. 22K Gold trim. Highly chip resistant. Teapot, creamer, covered sugar bowl, 2 tea cups and 2 saucers. A gift that any hostess will remember for years.
79 P 2047 (2 lbs. 10 oz.) . . . 3.49

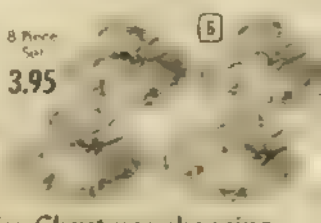
[3] MOSS ROSE Salt and Pepper Shakers, 2 each. Imported china.
79 P 2636 (1 lb.) . . . 4 pcs. 1.19

[4] 18-PC. MOSS ROSE Desert Set. Fine imported china, hand painted design, 22K Gold trim. Set includes 6 each cups, saucers and dessert plates.
R79 P 2046 (11 lbs.) . . . 18 pcs. 4.95

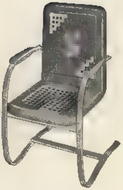
5
Jam Set 2.49

[5] MOSS ROSE JAM SET . . . Fine imported china, translucent and break resistant, **exquisite hand painted decorations.** Red roses, dewy Green leaves on White. 22K Gold trim. Two jam jars with lids, two saucers, two stainless steel serving spoons. Makes a lasting, long remembered gift. Shipping weight 1 lb. 11 oz.
79 P 2637. . . . . . . .Set 2.49

[6] MOSS ROSE Demitasse Set . . . 8 pcs. An unusual gift ideally suited to the person who has everything. Fine translucent and break resistant imported china in same beloved "Moss Rose" pattern as the sets above. 4 unusual leaf shape 8-in. plates, 4 cups. Luxuriously trimmed in 22K Gold. Shpg. wt. 5 lbs.
R79 P 2045. . . . . .8 pcs. 3.95



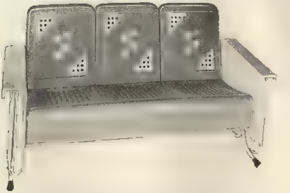
OUTDOOR OR INDOOR USE



"SIMULATED CUSHION"
METAL CHAIR
SPRING STEEL FRAME

Back and seat in choice of green, red or yellow. Frame, white enamel. Arm rests—in color to match chair. Spring steel frame 1-¼" x ⅜". Depth of seat 18". Width between legs 18". Height of seat (from floor) 17". Height of back 19½". No sharp edges. All edges turned on both seat and back. F.O.B. Kentucky Factory. Specify color.

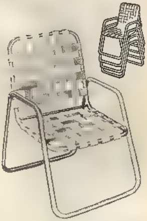
DE9310F-880
Shpg. Wgt. 31 lbs. ... SUG. RETAIL $13.25



"SIMULATED CUSHION" 3 PASSENGER GLIDER

This metal Glider is definitely an asset to your porch, lawn, or patio. Has all the smartness and comfort of an upholstered glider with the added feature of practicability. The 3-piece all steel back and one-piece all steel seat can be wiped clean in a jiffy with a damp cloth. Back and seat in choice of Yellow, Green, or Red with White enameled frame of 1" tubing with rubber tips. Depth of seat 19". Width between arms 54". Height of seat 17". Height of back from seat 20". F.O.B. Kentucky Factory. Specify color.

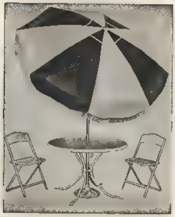
DE9308F-2400—Shpg. Wgt. 90 lbs. .... SUG. RETAIL $35.95



ALUMINUM STACKING CHAIR

Stacking chairs of tubular frame. Frame and arm rests, highly polished aluminum. Seat and back yellow and white woven plastic webbing. Webbing 1⅞" wide, can't stretch or shrink, wears indefinitely, weather and rot resistant. Chairs can be stacked 12 high. Seat 19" wide, 18" deep. Back 19" wide, 18" high. Height of seat from floor 17". F.O.B. Kentucky Factory.

DE9342F—Set of 2. Shpg. Wgt. (carton of 2) 17 lbs. Each Chair ..... SUG. RETAIL $17.95



(Left) OUTDOOR GARDEN ENSEMBLE

UMBRELLA: 7 ft. spread Garden Umbrella of fine twill water repellent material with hanging valance and 4" fringe. Two-piece hardwood pole with chrome tilting device. Colors: Blue-White, Green-White, Yellow-White and Red-White. Specify colors: F.O.B. Illinois.

DE9136F-2670—Shpg. Wgt. 20 lbs. .... SUG. RETAIL $40.00

TABLE: All metal garden table of extra heavy gauge steel. 42". in diameter White baked enamel finish.

DE9137F-1800—Shpg. Wgt. 55½ lbs. .... SUG. RETAIL $27.00

CHAIRS: Leatherette covered seat is padded and upholstered Heavy channeled steel, finished in Bone White, upholstered in Ivory, Seafoam Green, Red or Yellow. Specify color. Packed 4 chairs to a carton. F.O.B. Illinois.

DE9225F-1500—Set of 4. Shpg. Wgt. 42 lbs. .... SUG. RETAIL $21.95

TERRACE PLATE: White enameled finish, metal bolt to hold umbrella more firmly Prevents tilting. F.O.B. Illinois.

DE9138F-1400—Shpg. Wgt. 50 lbs. ... SUG. RETAIL $21.00

8 FT. LAWN UMBRELLA (Right)

Made of finest vat-dyed Army duck with hanging valance and heavy 6" fringe, 12-rib construction, adjustable tilter. All steel chrome pole of aluminum with chrome tilting device. Colors White top with Red, Blue, Green or Yellow wide border Specify color. F.O.B. Illinois

DE9139F-5200—Shpg. Wgt. 30 lbs. .. SUG. RETAIL $86.95

RUSTIC INDIANA HICKORY FURNITURE

The ideal furniture for outdoors as well as indoors. In appearance, strength, comfort and durability, it meets every requirement for service on the porch, lawn or backyard picnic area, or in the recreation room, den, or solarium. Seat and back of the Settee illustrated above are woven of rattan in the natural bamboo color. All of the wood is given a dip treatment to protect it against decay and insect attack, and is finished with a durable spar varnish. F.O.B. INDIANA.

TABLE: Top is oak, natural finish varnished. Size 30" square; height 30".

DE7797F-1390—Shipping Wgt. 70 lbs. SUG. RETAIL $21.95

CHAIRS: Seat size 16" x 17½", sitting height 17" overall height of back 36".

DE7798F-1150—Shpg. Wgt. 15 lbs. ... SUG. RETAIL $17.50

BAR: Woven sides and front. Varnished oak top—Size 42" High; 18" Depth; width 42"—Two shelves in back.

DE7799F-6830—Shpg. Wgt. 145 lbs. ... SUG. RETAIL $99.50

BAR STOOL WITH BACK: Seat size 11½" x 16"; Sitting Height 30", 42" Overall height of back.

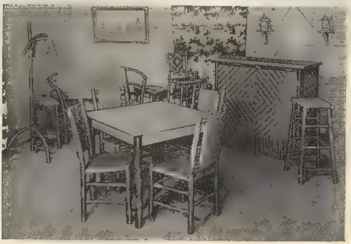
DE7800F-1060—Shpg. Wgt. 15 lbs. ... SUG. RETAIL $16.95

SETTEE: With Arm. Overall Size Height 33", Width 55"; Depth 27".

DE7801F-3185—Shpg. Wgt. 55 lbs. SUG. RETAIL $48.95

BAR STOOL: Less the back Seat size 11½" x 16"; Sitting Height 30".

DE7802F-780—Shpg. Wgt. 13 lbs. ... SUG. RETAIL $11.95



When you sell 'Reach' sporting goods — you're selling the best!

Reach
All Court

REACH FOOTBALLS

4 RUBBER COVERED FOOTBALLS

GOAL STAR OFFICIAL — construct [illegible] aring qualities Rugged [illegible] can take tough scuffing from hard surfaces Official specs
NO. SP-404 LIST $13.95 **NET $8.37**

OFFICIAL COLLEGE · Tough rubber covered ball designed especially for hard play. Official in size and weight.
NO. SP-470 LIST $11.65 **NET $6.99**

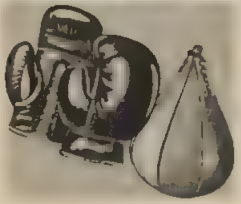
OFFICIAL COLLEGE WHITE BANDED A rugged performer white bands at each end for night play. Official specs.
NO. SP-471 LIST $12.00 **NET $7.20**

OFFICIAL VARSITY Good popular-priced ball with white bands at each end [illegible] rubber cover
NO. SP 472 LIST [illegible] **NET $4 34**

BILL WADE MODELS

OFFICIAL BILL WADE BANDED — a rugged ball designed for aerial accuracy [illegible] play. Double lined. Lock stitched.
NO SP 462 LIST [illegible] **NET $3 60**

BILL WADE OFFICIAL BANDED — [illegible] leather with white bands at each end.
NO. SP-491 LIST $3.85 **NET $2.31**



REACH BOXING GLOVES

Championed by amateurs Fine sheep skin glove leather, wine colored. Single cuff, padded grip. Yellow laces. 8 oz. amateur size; 6 oz. and 4 oz. boys sizes Sets of 4.

NO.	SIZE	LIST	NET
SP-5124	8 oz.	[illegible]	7.33
SP-5128	6 oz.	7.95	5.30
SP-5131	4 oz.	6.25	4.17

REACH STRIKING BAGS

Fast, light weight sheepskin bags. [illegible]
NO SP 5213 LIST [illegible] **NET $8 64**
MEDIUM SIZE—(Boys') 6 panel, lined
NO. SP-5216 LIST $8.65 **NET $5 77**

REACH BASKETBALLS

RUBBER COVERED MODELS — molded for perfect roundness . . . moisture proofed for fingertip control . . . rubber covered to take playground scuffing through many seasons Official size, wt

ALL-COURT OFFICIAL
NO SP-262 LIST $15.25 **NET $9.15**

OFFICIAL COLLEGIATE
NO. SP-272 LIST $12 00 **NET $7.20**

PLA-TRU OFFICIAL
NO SP-263 LIST $ 8.45 **NET $5.07**

OFFICIAL
NO. SP-265 LIST $7.25 **NET $4 35**

ALL RUBBER SHOT KING Double [illegible] this all rubber ball Moisture proofed for finger tip control Molded perfectly round. Takes punishment of any surface through many seasons
NO SP-266 LIST [illegible] **NET $3.60**

IMITATION LEATHER [illegible] dence. Official size and weight.
NO. SP-293 LIST $6.00 **NET $3.60**

VOLLEY BALLS

OFFICIAL LACED 12-panel play ground ball Made of white leather. Lock-stitched, rubber-valve bladder.
NO. SP 688 LIST $9.35 **NET $5.61**

RUBBER COVERED — 18 Panel. Waterproof white cover will not take on weight or get soggy. Official size wt.
NO. SP-655 LIST $11.85 **NET $7.11**

RUBBER COVERED — 12 Panel. OD Official. Rugged waterproof cover for hard surface play. Official size and weight.
NO. SP-658 LIST $7.25 **NET $4.35**

SOCCER BALL

Rubber Covered

Official 12 panel style. Waterproof construction gives top performance under all conditions Especially designed for hard play

NO. SP-642

LIST	$9 35
NET	5 01

Reach
OFFICIAL

REACH LITTLE LEAGUE Equipment

OFFICIAL LITTLE LEAGUE BALL

Made to Little League specifications. Cushioned cork center Top grade horsehide cover, double stitched.

NO.	LIST	NET	12 LOT
SP-273	$2.25	$1.77	$1.50

LITTLE LEAGUE MODEL BAT

Selected ash and hickory woods. In 2- 30", 31" or 32" lengths
SP-1821 LIST $3.00 **12 LOT $2.10**

BOY'S HEAD PROTECTOR

Model 'A' — Protects temples, ears, and base of skull. Molded fibre. Foam rubber padded, covered with leather. Built-in size adjustment
SP-1948 LIST $4.00 **NET $2 98**
Model 'B' — Fits over cap
SP-1965 LIST $6.00 **NET $4.49**

J. T. WOOD LITTLE LEAGUE SHOES

The finest Little Pro shoe made! Provides full support and protection — conforms to all official requirements. Sizes 1 to 8.
S-3019 LIST $7.98 **NET $5.35**

A) SAM MELE FIELDER'S GLOVE

Popular five finger model Oiled glove leather, full lining and welting. Binding is flat imitation leather Finger tip laces.
SP-2153 LIST $6.25 **NET $4.17**

B) TRIPLE PLAY FIELDER'S

Regular size glove made of oiled glove leather . . . is full lined and has regular fingers. Solid web in trap, tied down. Finger tip laces.
SP-2245 LIST $6.25 **NET $4.17**

C) JUNIOR TRAPPER MITT

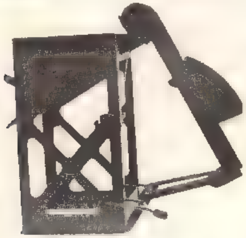
Smaller sized model for the younger player. Made of oiled glove leather. Leather laced and lined.
SP-2335 LIST $7.95 **NET $5.35**

D) JIM HEGAN CATCHER'S MITT

Hinged model made of tan mitt leather. Full molded, oiled face Three finger pockets. Adj. strap.
SP-2451 LIST $7.95 **NET $5.35**

FULL TEAM EQUIPMENT
P[illegible] Bases Masks etc [illegible]

ROAD EQUIPMENT



HOPPER LOADER

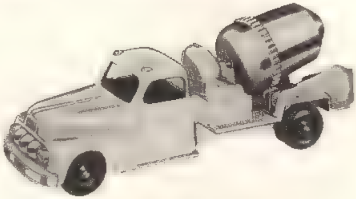
Heavy gauge steel construction. Bucket portion lifts sand or gravel when crank is turned, bucket tips as it gets to top. Chute with door releases for loading into trucks. Simulated steel girder design. 12½" long, 5⅜" square, 11" high. 3/ctn., wt. 10 lbs No. 1722

STOCK No. 71—85274

LOUIS MARX & CO.

N81-56 T **Retail** ______ **$2.39 ea.**

Inv.______________ Pur.______________



CEMENT MIXER TRUCK

All steel cement mixer truck with red cab and green body. Has bright metal revolving mixer on truck bed. Bright metal trim and heavy rubber wheels. 12/ctn. Wt. 16 lbs. No. 483

STOCK No. 71—85284

HUBLEY MFG. CO

D3-97 R **Retail** ______ **$1.49 ea.**

Inv.______________ Pur.______________

HIGH LIFT LOADER

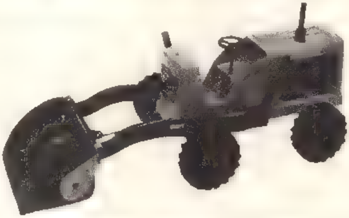
Heavy gauge steel high-lift loader with scoop finished in baked enamel colors. Rear wheels are steerable from steering wheel and lever raises bucket and locks in position. Unit released by trip lever for dumping. Also used for digging, grading and scraping. Equipped with oversized rubber tires. Measures 15½" long, 6⅝" wide, 12" high. 6/ctn. Wt. 24 lbs. No. 1755

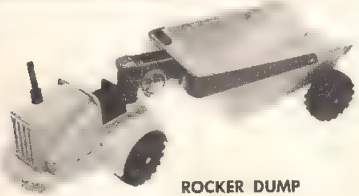
STOCK No. 71—85291

LOUIS MARX & CO

T81-95 C **Retail** **$2.98 ea.**

Inv.______________ Pur.______________





ROCKER DUMP

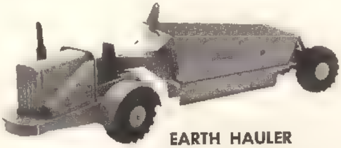
Rugged, realistic rocker dump constructed of stee with baked enamel finish. Heavy duty 2-wheel diesel type hauler, rocker dumping style body attached with swivel mounting to power unit. Body raised by crank behind driver. Has large solid rubber tires. 17½" long, 5¾" wide, 4½" high. 6/ctn Wt 24¾ lbs. No. 1751.

STOCK No. 71—85292

LOUIS MARX & CO.

G31-95 T **Retail** ______ **$2.98 ea.**

Inv.______________ Pur.______________



EARTH HAULER

Heavy duty earth hauler made of heavy gauge steel. New style power unit with spacious bottom-dump type body. Body is swivel mounted to car unit and twists and turns at sharp angles. Bottom doors are operated by a trip lever. Has huge solid rubber tires. 18½" long, 5¼" wide, 4½" high. 6/ctn. Wt. 23¾ lbs. No. 1753.

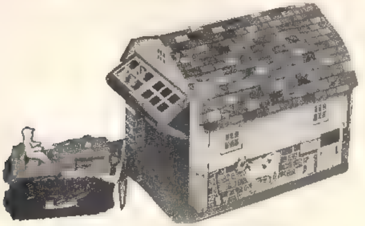
STOCK No. 71—85293

LOUIS MARX & CO

R71-95 F **Retail** **$2.98 ea.**

Inv.______________ Pur.______________

TRACTORS



MAGIC BARN WITH TRACTOR

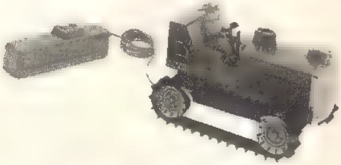
When tractor approaches barn, overhead door on barn raises to permit entry Barn is of lithographed steel. Tractor is made of plastic with rubber threads and clockspring motor with brake. Barn is 10⅝" long, 8¼" wide, 7¾" high. Six per carton. Wt 19¾ lbs. No. 3310.

STOCK No. 71—85204

LOUIS MARX & COMPANY

X81-95 M **Retail**________ **$2.98 ea.**

Inv ________ Pur.________



REMOTE CONTROL TRACTOR

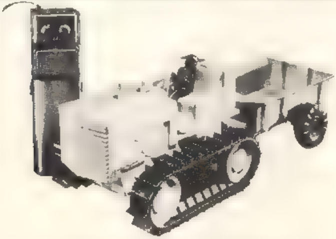
Made of havy gauge steel, finished in bright baked enamel colors. Has headlight and rubber tracks. Activated by powerful battery motor, tractor climbs steep grades and hauls heavy loads. Control box operates on flashlight batteries and makes tractor go forward or reverse. 6½" long, 4½" wide, 4½" high. 12/ctn, wt. 22 lbs. No. J 303.

STOCK No. 71—85205

LINEMAR CO.

X12-00 M **Retail** **$2.98 ea.**

Inv ____ Pur ________



REMOTE CONTROL TRACTOR

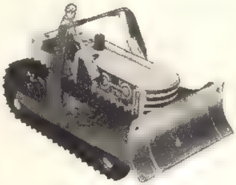
Tractor is made of heavy duty plastic with rubber treads, colorful and accurate in detail. Powered by two flashlight batteries in remote control box. Long control line to tractor By pushing buttons on control box, tractor can be operated. 12 to carton. No. 114.

STOCK No. 71—85218

GENERAL MOLDS & PLASTICS

W63-25 L **Retail** **$4.98 ea.**

Inv ________ Pur.________



HYDRAULIC TRACTOR

Replica of powerful Bulldozer Tractor Has rubber tractor treads and clockspring motor, which enables it to climb steep inclines and push and pull loads. Manually operated hydraulic action lift. Sparks emitted from the exhaust pipe. 10½" long. Six and 12 to carton, wt. 18¼ and 35 lbs. No. 4553

STOCK No. 71—85219

LOUIS MARX & COMPANY

M42-60 G **Retail** **$3.98 ea.**

Inv ________ Pur ________

MARVELOUS MIKE ELECTRIC TRACTOR

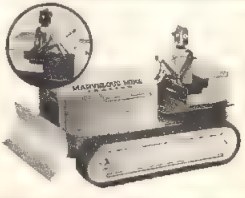
A robot operated tractor that goes forward, backs up, shifts and turns. No buttons, wires or springs. Mike goes forward until he bumps an objects then stops tractors, shifts levers and backs up, turns into the clear and goes forward. Length 14" No. 1000.

STOCK No. 71—85223★

SANDERS-SWADAR TOY CO

B16-49 R **Retail**________ **$9.98 ea.**

Inv.________ Pur ________



You've never seen anything like it! There's never been anything like it!

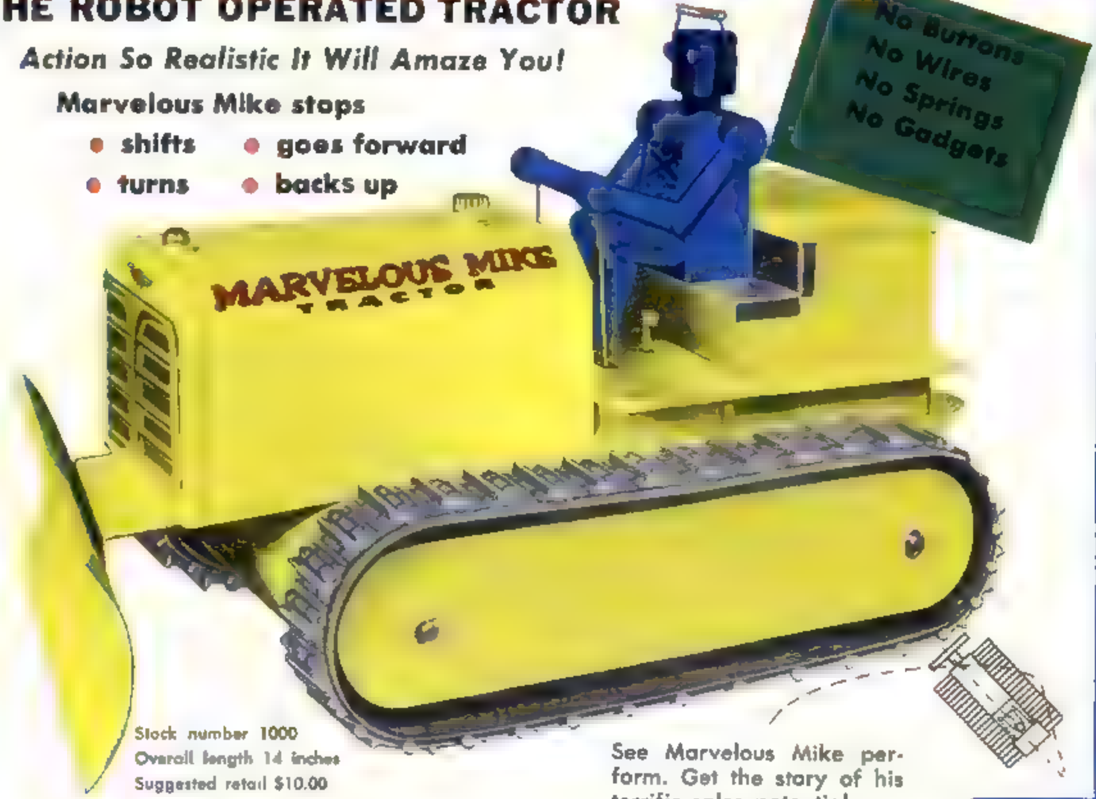
Marvelous Mike

THE ROBOT OPERATED TRACTOR

Action So Realistic It Will Amaze You!

Marvelous Mike stops

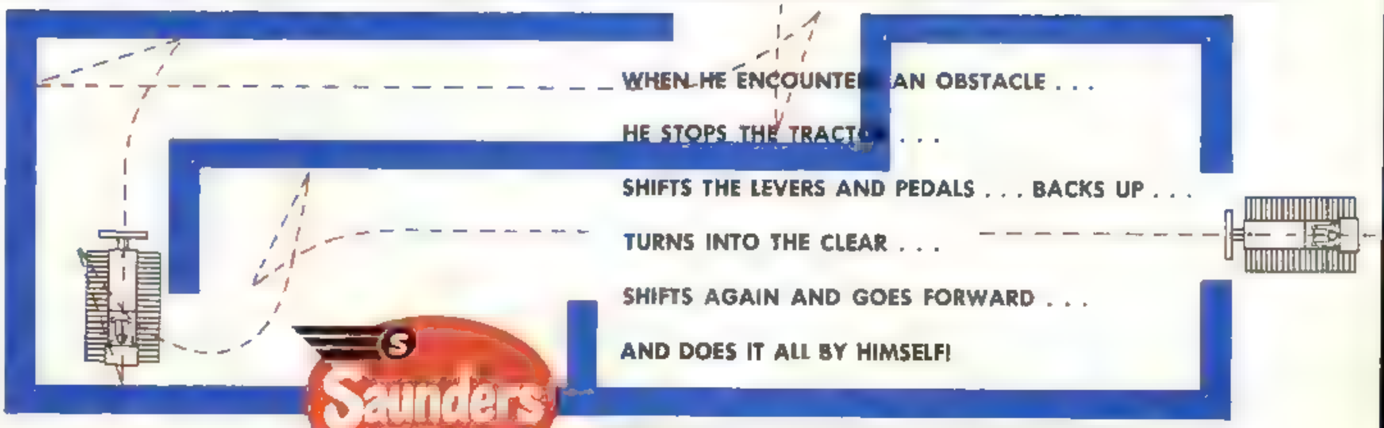
- shifts
- goes forward
- turns
- backs up



Stock number 1000
Overall length 14 inches
Suggested retail $10.00

See Marvelous Mike perform. Get the story of his terrific sales potential . . . at the TOY SHOW, Room 723, Hotel New Yorker

NO MATTER WHAT HE COMES TO, YOU CAN'T STOP MARVELOUS MIKE



WHEN HE ENCOUNTERS AN OBSTACLE . . .

HE STOPS THE TRACTOR . . .

SHIFTS THE LEVERS AND PEDALS . . . BACKS UP . . .

TURNS INTO THE CLEAR . . .

SHIFTS AGAIN AND GOES FORWARD . . .

AND DOES IT ALL BY HIMSELF!

Saunders

SAUNDERS-SWADAR TOY COMPANY, 500 RATHBONE, AURORA, ILLINOIS

Saunders' *latest* construction kits

AN AUTHENTIC, CAREFULLY SCALED

TRACTOR

WITH "PUT-TOGETHER,
TAKE-APART" CONSTRUCTION

Adds to the fun, adds to the sales appeal. Over 30 plastic parts, precision molded in brilliant red. Real rubber tires, front wheels turn.

Stock number TK-150
Overall length—6½ inches
Suggested retail 98c

Pontoon Rescue 'copter
It floats on water!
Stock number 47-D-K
Overall length — 12 inches
Suggested retail 98¢

Bell Aircraft's newest 'copter
U.S.N. Tandem Rotor HSL-1
Stock number HSL-1-K
Length of body — 13 inches
Suggested retail $1.49

Fairchild XC-120
with tank and jeep cargo
Stock number XC-120-K
Wing span — 10½ inches
Suggested retail 98¢

1912 Mercer race car
Stock number 1912-K
Overall length — 9⅓ inches
Suggested retail 98¢

Original combat and rescue
Bell Aircraft Helicopter
Stock number H-13-E-K
Overall length—12⅓ inches
Suggested retail 98¢

U.S.S. Shangri La
aircraft carrier with
plane launcher
Stock number 38-K
Overall length—12¼ inches
Suggested retail 98¢

1914 Mercedes race car
Stock number 1914-K
Overall length — 9½ inches
Suggested retail 98¢

Individually packaged in brand new, full-color, action-picture boxes

SEE THEM AT THE TOY SHOW -- HOTEL NEW YORKER -- ROOM 723

MFD. by SAUNDERS TOOL & DIE CO. Saunders FOR SAUNDERS-SWADAR TOY COMPANY

"Pete"

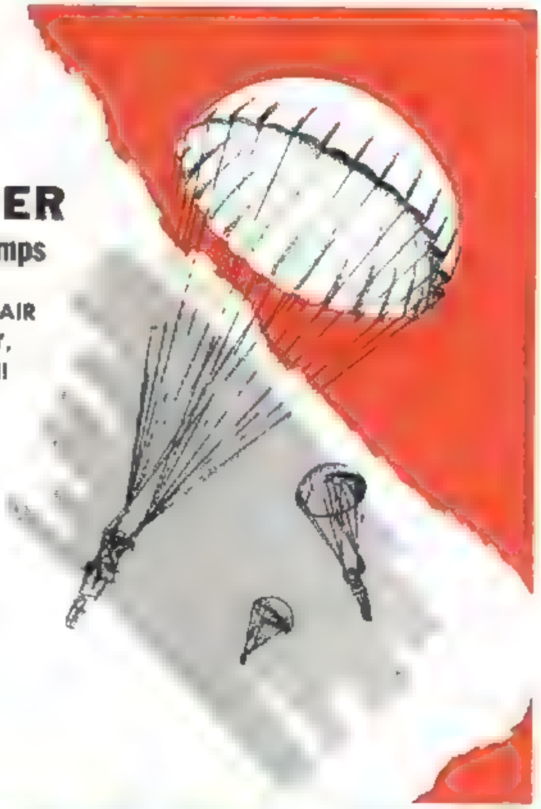
THE PARATROOPER

makes thrilling, life-like air jumps

PACK HIS CHUTE . . . TOSS INTO THE AIR THE PACK OPENS AUTOMATICALLY, AND PETE FLOATS SAFELY DOWN!

Pete is molded of tough, shock-resistant plastic in authentic O.D. color. Big, bright-colored pliofilm chute locks in the pack for throwing, opens when Pete starts down. Terrific for fun and action. Packaged in see-thru pliofilm bags for quick sales.

Stock number 20
Overall height—5 inches
Suggested retail 49c



packaged for sales . . . priced for sales

TARGA-DART game

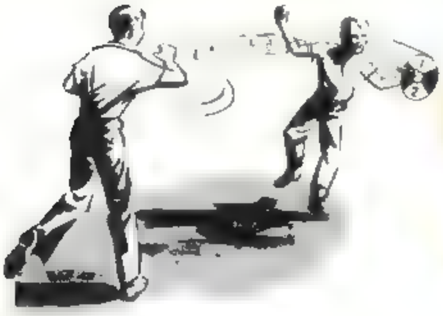
for kids of all ages . . .

play it indoors or out

Targa-Dart is sweeping the country because it's fun, it develops skill and agility, it's safe, and can be played and truly enjoyed by young and old. Black, yellow and red suction-cup dart, two red, white and blue 7½ inch hand targets with elastic holders.

Packaged for quick sales in protective, see-thru pliofilm bags with red, white and blue display tabs.

Stock number 15
Suggested retail 98c



TARGA DART
GA DART
1
3
5
4
2

The CLOCK INNOVATION of the CENTURY

"London Coach" by Schatz

This new Schatz Clock is packed with new features. It's made to be moved—the "Pendulock" lever locks the pendulum for safe transit, then starts it again. Runs over 1 year on each winding. New "Nivarox" suspension wire resists the effect of temperature changes. "Levelator" levelling wheels correct for sloping surfaces . . . jewelled escapement maintains maximum accuracy through the years. Its unique design and unequalled charm make it a gift of distinction—a possession to prize.

IMPORTED AND GUARANTEED by Remington Rand

Original Schatz Clocks are guaranteed by A. Schatz & Sons and by Remington Rand Inc. for one (1) year against all imperfections of workmanship or material (excluding repairs necessitated by accidental damage or abuse). Service is available at 120 Remington Shaver Service Stations in principal cities.

"LONDON COACH" Gleaming lacquered brass and bevelled crystal glass. Raised gilt numerals and hands. 8⅛" high, base 3⅞" square. *Retail* $39.50*

334006B2550

334006B2370 (6 or more)

HAND-CARVED CUCKOO CLOCKS BY Schatz

Exclusive Rack Movement Runs 8 Days on 1 Winding!

"BIRD" A cheerful cuckoo and a soft chime sound the half-hour and hour. Hand-carved, mahogany finish. White numerals and white baroque hands. With realistic pine cone weights. 13" high . . . $29.50*

334008B1900

334008B1750 (6 or more)

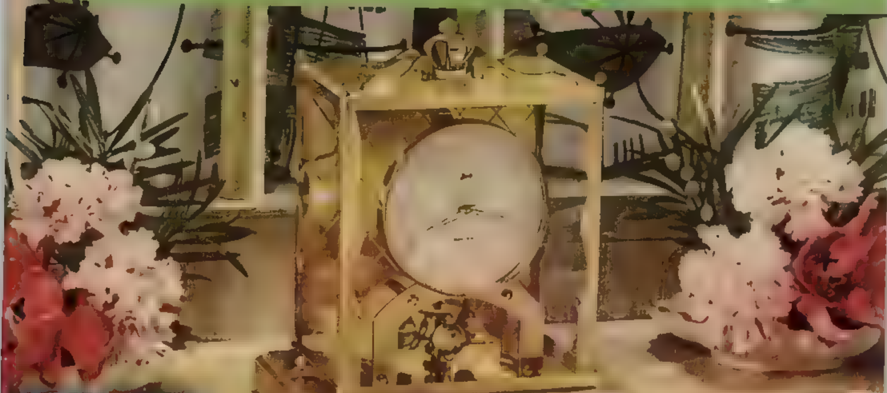
"HUNT" Stag atop carvings of a rabbit, grouse and hunter's sack. Hands may be reset in either direction, cuckoo call remains synchronized. Pine cone weights, mahogany finish, 18" high. $49.50*

334009B3200

334009B2950 (6 or more)

**Plus 10% Federal Excise Tax*

NEW CREATIONS
THAT STAND THE TEST OF TIME–by Schatz



"ROYAL" Satin-finish lacquered brass, enclosed in crystal clear glass. 9¼" high x 7⅞" wide x 5⅞" deep. Raised gilt numerals and hands. *Retail* ..... 49^{50}*

334005B3200 334005B2950 (6 or more)

"CATHEDRAL" Polished lacquered brass with delicate moire pattern on supporting arch. 9" high with removable glass dome. 6¼" base. Gilt numerals and hands. *Retail* ... 35^{50}*

334007B2300
334007B2130 (6 or more)

*Plus 10% Federal Excise Tax

NOW! 1000 Days of Dependable Timekeeping on 1 Winding
...PLUS NEW "PENDULOCK"

Here, to set the clock fashions for years to come, are these exciting new creations by Schatz . . . with the new Schatz *1000-Day Movement* that needs winding only once every 3 years! The eternal fascination of a silently rotating pendulum is made practical by *"Pendulock,"* the new pendulum locking device. It permits the clock to be moved safely and easily. Schatz Clocks are fashioned by the world's most skilled clock craftsmen, with Nivarox suspension wire, jeweled escapement, and "Levelator" levelling wheels in the base. As a gift or in the home, nothing is more gracious than these Aristocrats of all fine timepieces.

INSIST ON THE ORIGINAL

IMPORTED and GUARANTEED by *Remington Rand*

Items listed on this page are subject to 2% cash discount

JAYMAR PIANOS

No. 3015

3015 — 30-KEY DELUXE CONCERT SPINET PIANO With BENCH

Measures approximately 22" high by 20" wide by 13½" deep.

Furnished with bench to match the piano and with a 12-page colored song book "Learn to Play by Color"

No. 3015	32.50

3023 — 30-KEY BABY GRAND PIANO With BENCH

17" high, 20" wide, 16½" deep, with bench to match.

No. 3023	25.00

No. 3023

SCHOENHUT PIANOS

No. 110-C

#110-C – Ivory - Mirror Front.
Size: 11" x 9½" x 5¼".
10 Colored Plastic Keys.
3.00

No. 1025 - Grand Piano with Bench
15.00

SPEC-TOY-CULAR

BAND SETS

No. 6000 MAMBO SET	2.00
No. 50 BAND SET	2.00
NO. 60 RR BAND SET	3.00

No. 6000

JAPANESE PIANO

A well constructed Piano with clear tone

No. 80 - 8 Keys	Each 2.00
No. 120 - 12 Keys	Each 3.00
No. 150 - 15 Keys	Each 3.75

SUBURBAN

BATONS

Bright chrome plating

No. 122	24" long	.75
No. 124	28" long	1.00

BELLE DOLLS

Belle
DOLL

Present for '55

AN OUTSTANDING QUALITY LINE

AT PROMOTIONAL PRICES

ROOTED HAIR DOLLS — VINYL DOLLS

DRINK & WET DOLLS

WASHABLE SARAN WIGS

AN INFINITE VARIETY, EXCLUSIVELY CREATED
EACH DOLL A MASTERPIECE OF BEAUTY

• • • ● • • •

BE SURE TO SEE
THIS SUPERLATIVE LINE
AT THE TOY FAIR

ROOM 1268-9 HOTEL NEW YORKER

ANDY FLEISCHHACKER SOL HIRSCH

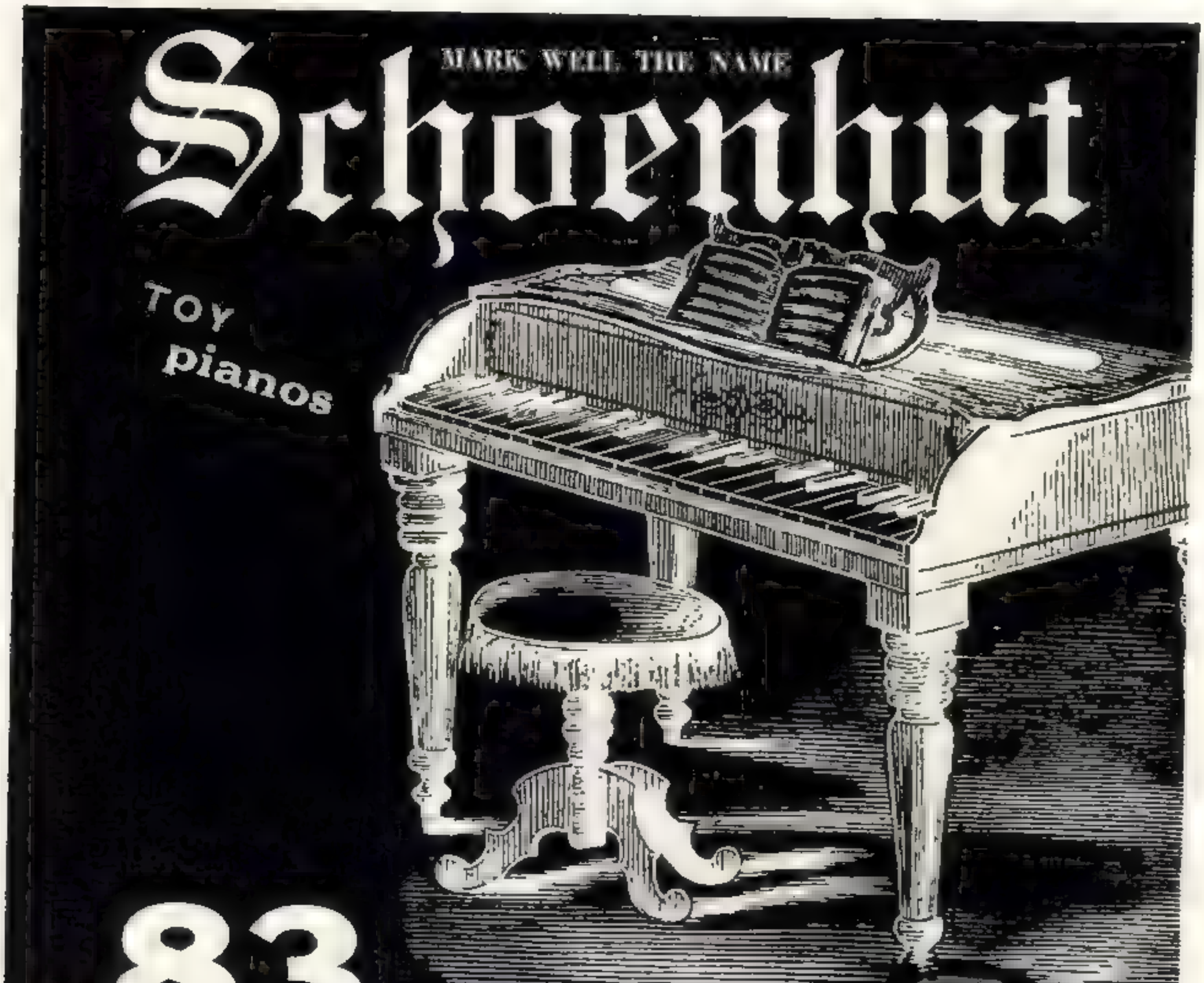
IN ATTENDANCE

AND AT OUR PERMANENT SHOWROOM

ROOM 430 200 FIFTH AVENUE

BELLE DOLL & TOY CORP.

34 HUBERT STREET
NEW YORK, N. Y.



MARK WELL THE NAME

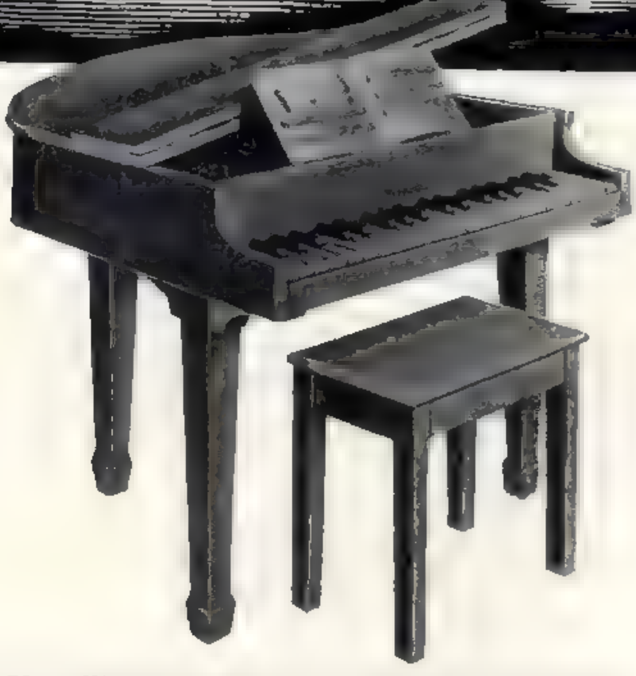
Schoenhut

TOY pianos

83 YEARS

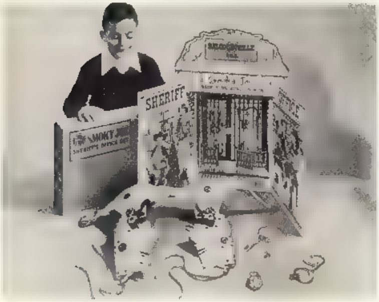
have wrought

vast changes in their appearance, but one thing has stayed the same. As in 1872, today's superbly styled instruments stand for the world's highest quality in toy pianos. We are pleased to present several new models, in time for the Toy Fair



O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILA. 34, PA. • MOSELEY & ABRAHAMS, 200 FIFTH AVE., NEW YORK 10, N. Y.

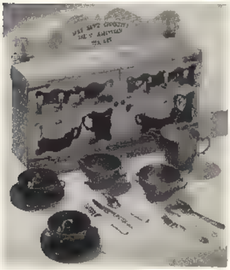
New Toys on **parade**



SMOKY JOE SHERIFF'S OFFICE features a die-cut insert of a sheriff's office and a four-color illustrated story of a western jail break. Included with the set is a top-grain double holster set with western repeating pistols. Finished in natural and white with Halco Swivel-pockets that move with hip action, the holster is elaborately decorated and complete with an adjustable belt.

The holster is supplemented by a complete set of accessories: a sheriff's badge, metal handcuffs, wire key ring and jail keys. It is packaged in a carrying case with a metal handle and snap-fastened leather strap closure, and retails for $8.95. Each outfit comes packaged in an outer corrugated carton for easy mailing.

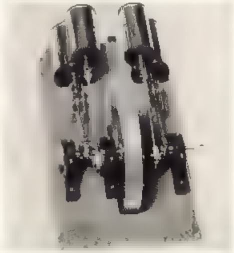
The Smoky Joe Sheriff's Office set is manufactured by J. Halpern Co., 810 Penn ave., Pittsburgh 22, Pa.



MRS. DAVY CROCKETT'S EARLY AMERICAN TEA SET is made of unbreakable polyethylene in eye appealing colors. The set consists of service for two—teapot, creamer, sugar bowl, two cups, two saucers, and two each of knives, forks and spoons. All the items are packed in an attractive usable cupboard display box for additional play value. The suggested retail price is $1.98.

The tea sets, which are stock No. 160D in the line of U. S. Plastic Co., 2570 E. Walnut st., Pasadena, Calif., are packed two dozen to a shipping carton weighing 15 lbs.

* * *

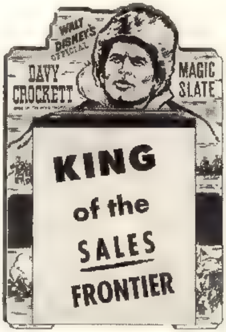


MAGNA-POWER ELECTRIC ENGINE, manufactured by The Cartrol Corp., 2427 Charlotte st., Kansas City 8, Mo., is a pre-assembled unit for operating electric trains and other action toys. It operates from any standard train transformer 75 watt or larger, 6 to 24 volts.

The pull force of the engine is timed through four two-way switches, to cause the pull to start on the crank when it is just past dead center. This timing is similar to the ignition timing in a four cylinder gasoline engine. The engine has a top speed of 1700 rmp; the speed is variable by varying the voltage.

Packaged in a carton which becomes its own display unit when opened, the engine retails for $29.95.

* * *



WALT DISNEY'S DAVY CROCKETT MAGIC SLATE has been introduced by the Strathmore Co., Aurora, Ill.

The slates, which retail at 25c, are packed two dozen to a display box which features the "King of the Wild Frontier." A window streamer is included in the package.

* * *

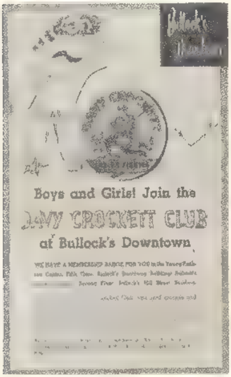
NO. 3 NATIONAL JR. CASH REGISTER is a new item in the 1955 line of Kamkap, Inc., 200 Fifth ave., New York 10, N. Y. Finished with a bright red metal front, it stands 9" high, is 7½" deep and 8½" wide, and retails for $2.98.

This new model is an action toy—press the key and the correct amount, one cent to one dollar or "No Sale" rings up in the window; push the bar and the drawer shoots open and a bell rings.

News of the Pacific Coast

(Continued from page 103)

WE hear that Shida's Babyland at 1327 South Beretania st., Honolulu, Hawaii, is an outstanding example of a modern infants' and toy shop. It is run by Shunzo Shida, who pays tribute to the trade press and hails it for the merchandising information it disseminates. He keeps a library of all publications both trade and consumer

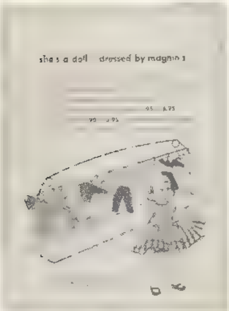


Boys and Girls! Join the

DAVY CROCKETT CLUB

at Bullock's Downtown

LOS ANGELES youngsters were invited to join a Davy Crockett Club at Bullock's Downtown, via a May 9 advertisement in the *Los Angeles Times*. Membership badges were obtainable by the youngsters at several places in the store. To qualify for the club, it was pointed out in the ad, "you need courage and common sense, an adventurous spirit, and the will to succeed."



she's a doll dressed by magnin's

"SHE'S A DOLL . . . dressed by Magnin's" was the piquant copy in this *Los Angeles Times* ad. "Even the tiniest 8-inch doll can have a summer wardrobe from Magnin's," it read.

America's Greatest Christmas Attraction!

Disneyland

© WALT DISNEY PRODUCTIONS

OVER 40,000,000 PEOPLE WATCH THE DISNEYLAND TV SHOW WEEKLY

Millions more will watch his new program "Mickey Mouse Club"

Think of how they will thrill to see Disneyland in miniature in your store!

- For windows or toylands.
- For stores or licensed manufacturers.
- Small, medium or large sizes with or without animation to fit any budget.

IT'S FREE—OUR NEW DISNEYLAND CATALOG
READY LATE IN JUNE . . . WRITE TODAY

WRITE FOR FREE
Illustrations of official Walt Disney Davy Crockett (Fess Parker) display material

25th YEAR

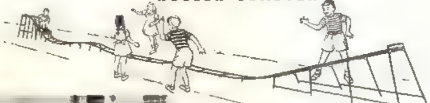
Complete Showing during
DISPLAY MARKET WEEK JUNE 25-29, 1955
W. L. STENSGAARD AND ASSOCIATES, INC.
346 NORTH JUSTINE ST., CHICAGO, ILLINOIS
Specialists in Merchandise Presentation • Demonstration • Displays • Exhibits

NEW! No Other Toy Like It!

IT'S FUN TO RIDE ON THE

SCOTTDEL SCOOTER COASTER

A FULL FORTY FOOT LONG, YARD-SIZE ROLLER COASTER



- SAFE SPEED
- ALL-STEEL CONSTRUCTION
- RUST-PROOF PLATING
- EIGHT 5 FOOT SECTIONS
- EASILY ASSEMBLED
- ADDITIONAL TRACK AVAILABLE

SUGGESTED RETAIL PRICE
$69.50
SHIPPED K. D. 110 LBS.

FOR FULL DETAILS WRITE TO
SCOTTDEL, INC.
SWANTON 4, OHIO

SCRIPPS TWELVE

MARINE ENGINE

THE *Aristocrat* OF MARINE ENGINES

This masterpiece of marine engine design is the direct descendant of that great Scripps engine which drove the motor boat "Detroit" across the Atlantic in 1912, the first trans-Atlantic crossing by a gasoline marine engine.

Today, that same rugged dependability and power are built into the Scripps V-12. Its 350 horsepower at 2600 R.P.M. is *real* horsepower—not a wishful, hopeful rating but an accurate, factual rating. You *get* 350 horsepower. It takes you there and brings you back.

Its 12 cylinders provide the overlapping power stroke so essential to steady, smooth, vibrationless power. Its V-type block and crankshaft are stronger because they are short. Its compactness saves engine room.

It is *not* a conversion of a car engine. It's *all marine*, built to deliver brilliant performance when the faring is fine and bulldog dependability in heavy weather.

It is used in fine boats all over the world—even in areas where dollar exchange is still critically scarce more Scripps V-12 engines are being installed today than any comparable power.

If you are powering or re-powering a fine boat of 30 to 90 feet, give special thought to the engine, the most vital item of your boat's equipment. Your peace-of-mind may depend upon your decision.

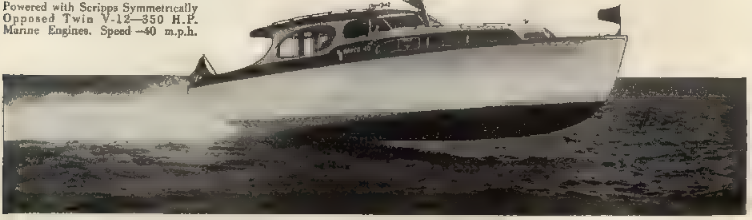
Scripps Marine Power is available for every boat and every budget—gasoline and diesel engines, fifty to seven hundred horsepower, Fours, Sixes, V-Twelves, true right and left V-12 models with symmetrically opposed and synchronized rotation for finest twin installation. May we send you our V-12 Booklet and the name of your nearest supplier? SCRIPPS MOTOR COMPANY, 255 Vinewood Avenue, Detroit 16, Michigan.

SCRIPPS MARINE POWER *Famous Around The World For 50 Years*

SPECIFICATIONS

Series	H.P.	R P M.	Cu. In. Displ.
STANDARD MODELS			
30	50	3200	134
90*	95	3000	230
100*	110	3000	320
6-339*	140	3200	339
150	185	3000	447
160	175	2400	548
170	200	2400	611
200	225	2400	678
300 V-12	**350**	**2600**	**894**
SPECIAL HIGH SPEED			
4-60	60	3400	134
6-95*	95	3000	230
6-110*	110	3600	236
6-130*	130	3200	320
6-145*	145	3200	339
DIESELS			
7000*	79	2600	255
8500*	84	2600	298

*Hydraulic reverse gears optional—extra. Optional reduction gear ratios available for all models.



HARCO 40 by Harbor Boat Building Company
Naval Architects—Dair N. Long and Associates
Specifications: 39'6" x 11'7¼" x 3'3"
Powered with Scripps Symmetrically Opposed Twin V-12—350 H.P. Marine Engines. Speed—40 m.p.h.

A Friend in Need
FITLER

BE SURE WITH FILTER ROPE

Fitler Filament and Spun Nylon Yacht Rope is impervious to mildew and is stabilized to retain its original lay formation

Fitler Waterproofed Manila Rope, identified for your protection with a blue and yellow trademark is excellent for anchor and mooring lines because of its flexibility.

THE EDWIN H. FITLER CO.

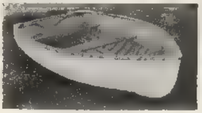
New Orleans 17, La. Philadelphia 24, Pa.

Manufacturers of Quality Rope Since 1804

BOAT COVERS
CURTAINS – COCKPIT COVERS – AWNINGS
DECK CANVAS – SAILS
ALL TYPES OF CANVAS REPAIRS

Chair Canvas In Colors
Convertible Boat Tops Recovered
Also a Complete Line of Tarpaulins
New Fitted and Semi-Fitted Boat Covers

S. J. FISHER, INC.
301 Pearl Street, New York 38, New York
BEekman 3-1188



New clinker-built round-bottom

DINGHY

with exceptionally strong transom to take small outboard motors.

Specifications: Length o. a. 9'. Beam, 53". Depth amidships, 18".

Copper and bronze fastened. Mahogany seats and trim-oak frames. Varnished interior, white exterior. Price $249.50

PRAMS, SKIFFS, RUNABOUTS... **$52.50** UP

Catalogue on request

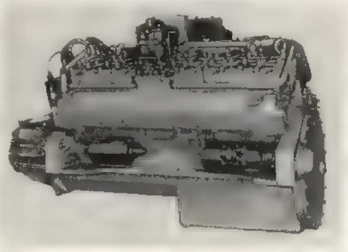
WOODCRAFTERS, *Longcove, Maine*

SCRIPPS 350 H.P. V-12 INCREASINGLY POPULAR

This year the Scripps Motor Company will complete a half-century of continuous specialization in the production of marine engines. So popular in 1954 that a backlog of orders is already piled up for 1955, the Scripps V-12 350 h.p. engine is rapidly extending its popularity with pleasure craft owners.

The Scripps V-12 delivers 350 useable horsepower at 2600 r.p.m with a piston displacement of only 894 cubic inches. It is available in symmetrically opposite construction and rotation for popular twin screw installations. It is an extraordinary power plant for cruisers up to 90 feet, fast runabouts, express cruisers and sport sedans. An overall length of 58½ inches saves valuable engine room space. The Scripps V 12 is an original marine design weighing 1,835 pounds, very little for an engine of its displacement. This motor can be installed with direct drive or with reductions of 1.5:1 and 2:1.

The Scripps Motor Company features conventional designs of proved marine engine principles in all of their marine power plants from 50 to 700 horsepower, both gasoline and diesel. In addition to the above mentioned Model 300, V-12 350 h.p. engine, Scripps features thirteen other standard and special high-speed gasoline models and a complete line of diesel power from 79 h.p. to 500 h.p.



The Scripps V-12 develops 350 h.p. at 2600 r.p.m.

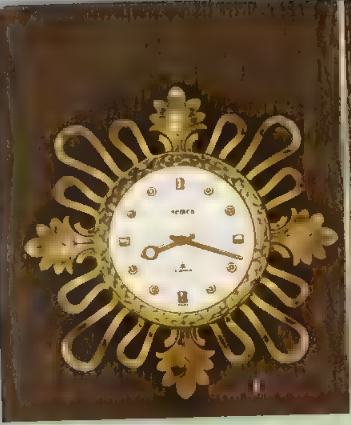
NEW MARINA FOR CHESAPEAKE BAY

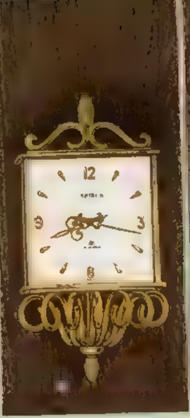
Contracts have been let by John L. and A. Charlotte Milne for the first unit of a yacht basin to be built on historic Kennersley Plantation, one of Maryland's best known farms located near Church Hill, Md. This initial unit will have slips for 25 boats from 25 feet to 50 feet in length besides space for transients and repair work.

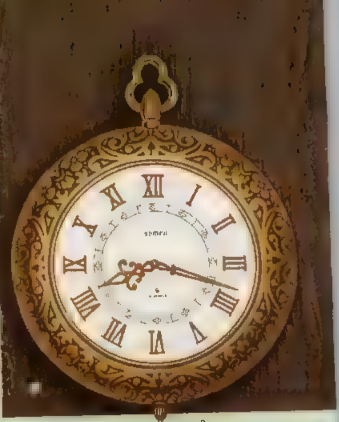
Kennersley has extensive water frontage and the site of the development on Island Creek with depth at low tide of over 10 feet is considered by many authorities as one of the safest harbors on the Eastern Shore, high banks and woodland providing unusual protection to the boats from storm from any direction. A wide approach channel will be made and marked to the Chester River.

Kennersley Yacht Basin will be one of the most modern marinas in America. Each slip will have its individual fresh water connection with an electrical system designed to handle safely the power required to air-condition and heat the modern cruiser. To attract boat owners who live at some distance from the Eastern Shore but want to enjoy the cruising and fishing waters of the Chesapeake Bay, Kennersley has a 2,700-foot paved airstrip with a mile clear approach from the East which is less than 100 feet from deep water. For the convenience of boat owners, a modern coffee shop, overlooking the Chester River, will be built.

In addition to the Marina, Kennersley Yacht Basin will have a complete repair yard and a marine sales department. It has been appointed dealer for Richardson, Jafco, Trojan, Penn Yan and Mercury outboards and will stock a complete line of marine supplies.





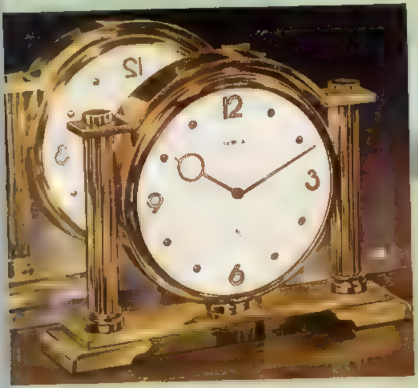


Sparkling semca Wall Clocks

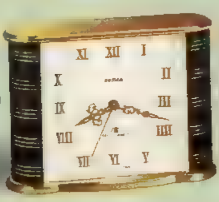
F. 8-DAY 15-JEWEL WALL CLOCK. A striking example of modern design! Raised hour markers and hammered finish case of gilt metal. Cord-pull winds the clock for 192 hours of accurate timekeeping. 12¼" high, 12¼" wide, 1⅜" deep. Dial, 5¼" in diameter
700BB4960 Retail **$79.50** Plus Tax

G. 8-DAY 15-JEWEL WALL CLOCK. Beauty, charm . . . symbolizes this exquisite creation. Gilt case, raised numerals and indicators. Pull-wind feature. Dia., 3¾" x 3¾", Length 8½", Width 4¾", Depth 2½".
700983300 Retail **$55.00** Plus Tax

H. 8-DAY 15-JEWEL WALL CLOCK. Raised Roman numerals and exquisitely fashioned hands of bright gilt metal. Decorative case of hammered antique bronze finish. Cord-pull for easy, on-the-wall winding Overall, 12⅝", 2" deep. Dial, 6⅞" diameter.
701083300 Retail **$55 00** Plus Tax



J



J. 8-DAY 7-JEWEL DESK OR BOUDOIR ALARM. A handsome symphony of gleaming gilt and austere black enamel Gracefully stylized hands and hour dots are luminous to show you the time at night. Classic Roman numerals of gleaming gilt. A single key winds both the alarm and the 7-jewel fine quality movement. Size: 3"x4¼"x1½".
7012B1248
Retail **$19.95** Plus Tax

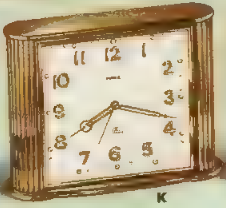
FOR DESK OR BOUDOIR

K. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. Casual elegance in a smartly sophisticated timepiece that's equally appropriate for the desk or bedroom Luminous hands and hour dots tell time at night – raised gilt numerals indicate the hour during daytime. One key winds time and alarm. 4½" x 5½" x 1½"
7013B1710 Retail **$28.50** Plus Tax

L. 8-DAY 7-JEWEL DESK/BOUDOIR ALARM. A good-looking way of getting you up! This superbly practical timepiece is as dependably accurate as it is handsome Fine 7-jewel movement Raised gilt numerals and hour markers. Clicks off the minutes so quietly you'll forget it's in the room Size: 7¼"x4¼"x1¾".
701482250 Retail **$37.50** Plus Tax

M. 8-DAY 15-JEWEL TWIN DIAL CLOCK. Time has a new face! This smartly practical home or executive clock has two dials—two sets of hands—so that you can instantly tell the hour from any angle of view! And the clean simplicity of styling is as up to the minute as the time it keeps! Sleekly streamlined gilt hands and raised gilt numerals contrast vividly with the resplendent silver finish dials. Timeworthy, too, because of the accurate precision of its top quality, 15-jewel movement. $5\frac{13}{16}$" high, 7⅝" wide, and 1¾" deep.
701184770 Retail **$79.50** Plus Tax

Prices on West Coast
Slightly Higher



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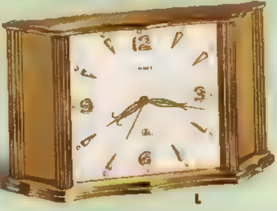
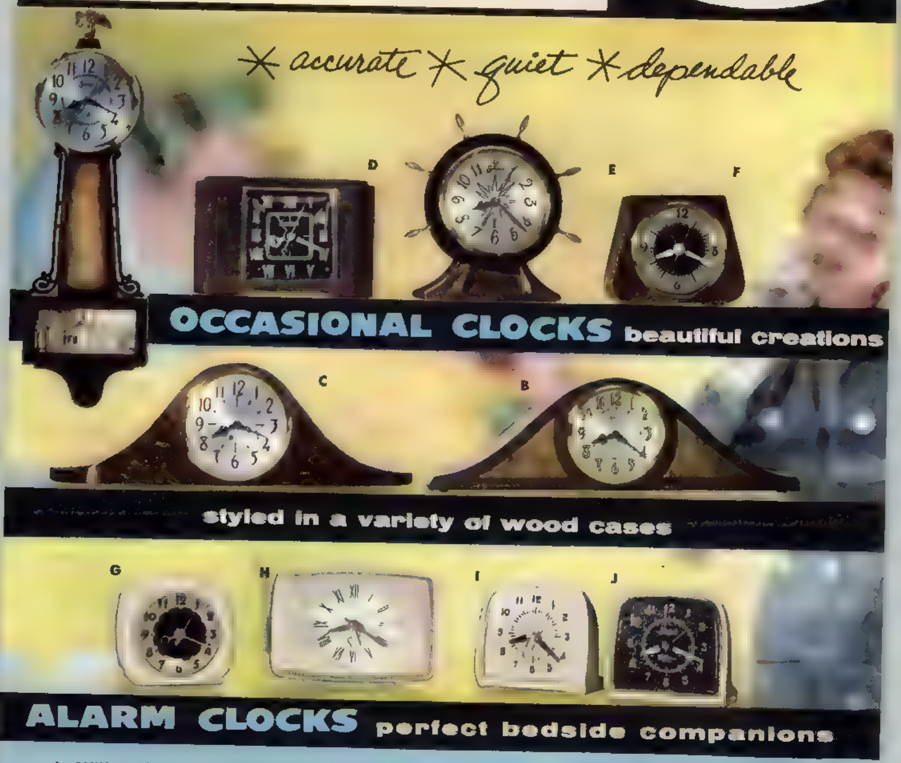


L

beautiful clocks for every room

ROYALTY CLOCKS

BY Sessions



OCCASIONAL CLOCKS beautiful creations

styled in a variety of wood cases

ALARM CLOCKS perfect bedside companions

A. BANJO — Colonial style wall clock with traditional gold eagle and brass side brackets on handsome wood case. 22" high, by 6¾" wide. 5' metal dial with raised numerals.
731581405 731581317 (6 or more) Each $21.95

B. WESTMINSTER — Lovely tambour style mahogany case with burl walnut overlay 19" long by 5¾" high, 4" deep. 4½" dial.
731482697 Each $44.95

C. CAMBRIDGE — Graceful tambour clock for the mantel — 19" long, 6½" high. Mahogany-finished wood case. Has 5" metal dial with raised numerals.
73168893 73168837 (6 or more) Each $13.95

D. CONSOLE — Simple functional lines for office or home. Dark mahogany-finished wood case. Tru-bel alarm, dark metal dial. Luminous numerals and hands. 4½" high by 6¾" wide.
73068637 73068595 (6 or more) Each $9 95

E. PILOT WHEEL — A touch of authentic nautical styling in mahogany finish. Looks like a real pilot wheel 7½" high, by 6¾" wide. 4" metal dial with compass motif.
7313B764 7313B717 (6 or more) Each $11 95

F. ENCORE — New, mahogany-finished wood case, brass bezel, brown center field on gold dial. Tru-bel alarm 4¾" wide by 3⅞" high.
7312B445 7312B426 (6 or more) Each $6.95

G. KITTY-BELLE ALARM — Petite ivory colored plastic case. Tru-bel alarm. 3¼" high, 4" wide
7308B374 (6 or more) Each $5.75

Same as above, luminous dial and hands.
7308B358 (6 or more) Each $5.75

H. NEW CORSAGE — Dainty boudoir alarm. Legible dial against quilted background in delicate pastel colors: pink, blue or ivory-yellow. A garland of flowers surrounds dial in Wedgewood effect. Tru-bel alarm 6¼" wide by 4⅜" high.
7311B509 7311B484 (6 or more) Each $7 95

I BELLAIRE ALARM — Handsome low-priced alarm. Ivory plastic case. Fabric effect metal dial. 4" high by 4½" wide.
7309B331 7309B314 (6 or more) Each $4.95

J. Same as above, luminous dial and hands.
7310B387 7310B365 (6 or more) Each $5.95

KITCHEN CLOCKS all colors for all kitchens

K. NEW FAVOR — Distinctive square tapered plastic case. Circular white dial with black numerals and hands, red sweep second hand. 8½" diameter. Case colors in white or red. Specify color choice.

73048331	Each $5.95
73048314	
(6 or more)	Each $5.95

L. TEA PARTY — America's most popular novelty kitchen clock! 8½" wide, 7" high. 4" metal dial. Plastic case in red, yellow or white. Specify color choice.

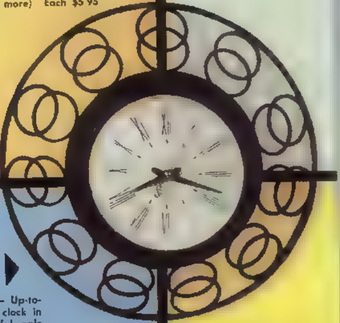
7301B331	Each $4 95
7301B314	
(6 or more)	Each $4.95

M. ELEGANCE—Sleek chrome case, 7½" diameter, with colorful round 5½" metal dial in white, red or yellow numeral band. Specify color choice.

73038387	Each $5.95
73038365	
(6 or more)	Each $5 95

N. PREFERENCE — Eye-catching tapered lines, 7½" diameter colored plastic case with round 5½" metal dial. Case colors in white, red or yellow. Specify color choice.

7302B331	Each $4.95
7302B314	
(6 or more)	Each $4.95



O. NEW FAIRFIELD — Up-to-the-minute decorator clock in wrought iron. Graceful pale yellow metal dial. Black hands, brass sweep second hand. 12" diameter

7305B509	Each $7 95
7305B484	
(6 or more)	Each $7 95

BUSINESS CLOCKS

P. The popular square office clock. Metal case, hammered grey finish. 14½" square metal dial

7317B709	Each $10.95
7317B665	
(6 or more)	Each $10.95

Q. Large and legible. 16" round plastic case with easy-to-read 14" dial. Simple, good-looking design.

73188957	Each $14.95
[illegible]	
(6 or more)	Each $14.95

Prices do not include 10% Federal Excise Tax

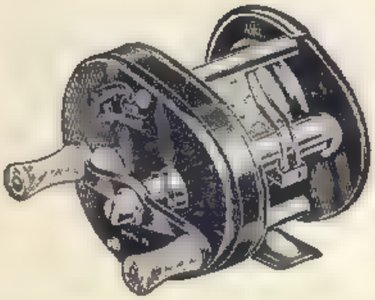
Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

THE SESSIONS CLOCK COMPANY
FORESTVILLE • CONNECTICUT, U.S.A.

Pub. No. CRC-154

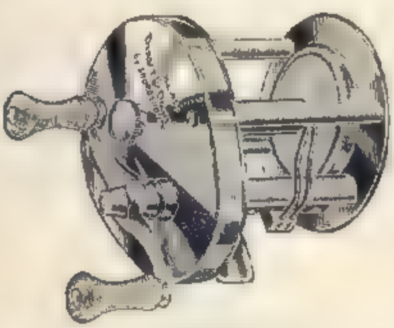
Printed in U.S.A.

Shakespeare Casting Reels



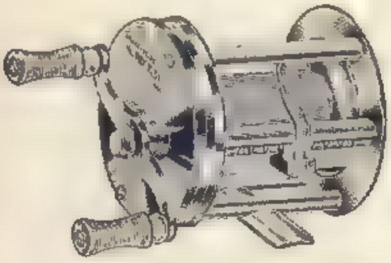
"DIRECT DRIVE SPORTCAST"

Featherweight reel (5 ozs.) with the new L.Q.T. Nylon gears and Carboloy bushing. Balsa wood arbor for less weight. **Capacity:** 50 yds. [illegible] lb. test line. Forest Green, anodized aluminum frame and Chrome plated palm rest. Spool dia. 1½".
717R12-970. . . . . .RETAIL $16.50



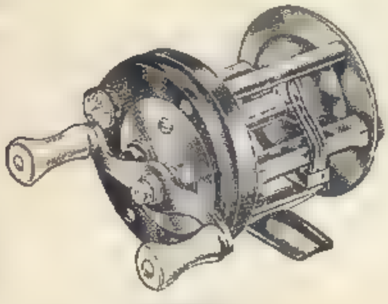
"DIRECT DRIVE"

Quality-built, Chrome plated brass reel at a bargain price. Has "Automatic Thumb" tail spool-cap casting drag, stainless steel bearings with phosphor bronze bushings, and precision-cut gears. Nickeled brass spool. **Capacity:** 100 yds., 15 lb. test line. Weight 8.7 oz.
717R30-517. . . . . .RETAIL $8.80



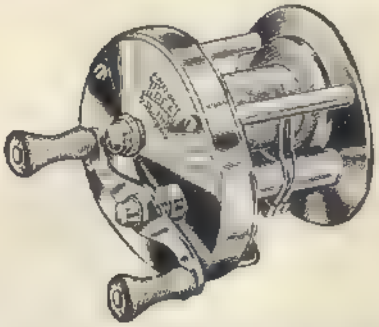
"SPECIAL WONDEREEL"

Perfect for the youngster who is just learning to cast, vacationists or occasional fishermen. Has [illegible] cut brass drive gears, rigidly mounted, chromed level wind, riveted frame. Comes equipped with cork arbor 50 yard capacity with 15 pound test Wexford line. 100 yards without arbor.
717R37-467. . . . . .RETAIL $7.95



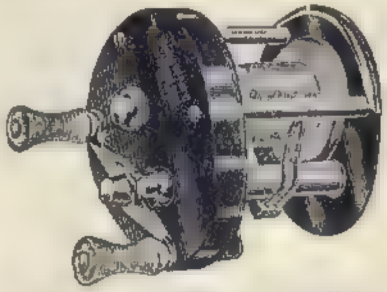
"MARHOFF"

Famous reel with automatic "thumb" casting drag. Has snap-on arbor, phosphor bronze bushings. Stainless steel and anodized aluminum frame. **Capacity:** 100 yds., 15 lb. test line. 50 yds. with arbor. Weight 8 oz.
717R33-882. RETAIL $15.00



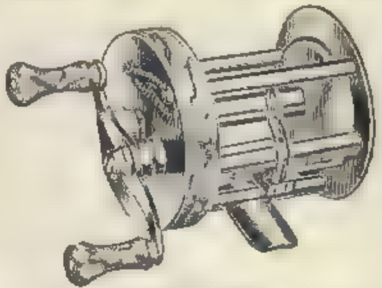
"IDEAL DIRECT DRIVE"

Tear drop design reel with nylon gears which are lighter, quieter, and tougher than ordinary gears. Has Automatic Thumb tail spool-cap casting drag. Corrosion resistant Chrome steel with Smoky Pearl [illegible] head ring and snap-on arbor. **Capacity:** 100 yds. 15 lbs. test line; 50 yds. with arbor. Weight 7.7 oz.
717R48-1176 . . . . RETAIL $20.00



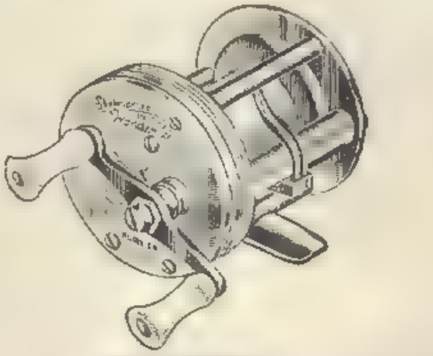
"DIRECT DRIVE WONDEREEL"

Built with the "Spool control" [illegible] helps any angler make long accurate casts without thumbing. **Nylon gears, stainless steel bearings, phosphor bronze bushings, and Chromed brass level wind.** Green anodized aluminum frame. **Capacity:** 50 yds. 15 lb. test line
717R29-735 . . . RETAIL $12.50



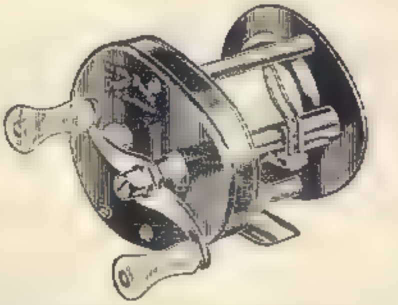
"TRIUMPH"

A true triumph by Shakespeare. Has plastic head ring and [illegible] Tenite handles with adjustable [illegible] spool cap drag, [illegible] bearings and replaceable phosphor bronze bushings. Const. Brass chrome plated [illegible] unit take down design. [illegible] gears are [illegible] drawn brass. Capacity 100 yards of 15 pound test line
717R39-453. . . . .RETAIL $7.70



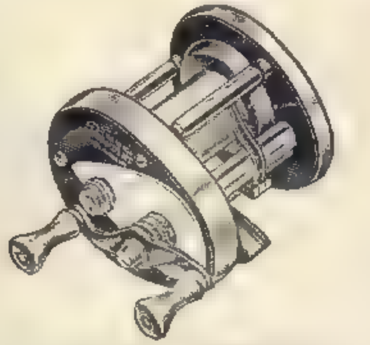
"WONDEREEL"

The only reel made with 3-way Spin Control. Spool spins fast at start, slows [illegible] as bait decreases speed, stops when bait hits water. Requires no thumbing. 4 to 1 spiral gear, [illegible] takedown. **Capacity:** 100 yds., 15 lb. test line. 50 yds. 15 lb. test line with plastic arbor
717R36-647 . . . .RETAIL $11.00



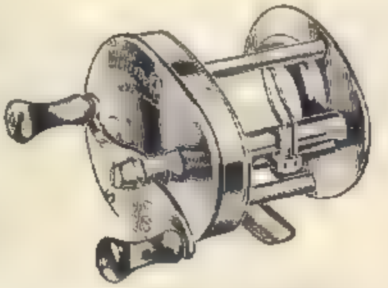
"ALUMINUM DIRECT DRIVE"

Lightweight, inexpensive, tear drop design with all the fine, Shakespeare features. Weighs 5½ oz. Includes famous L.Q.T. nylon gears. Forest Green anodized aluminum frame. Level wind. **Capacity:** 100 yds., 15 lb. test line.
717R46-705. . . . . RETAIL $12.00



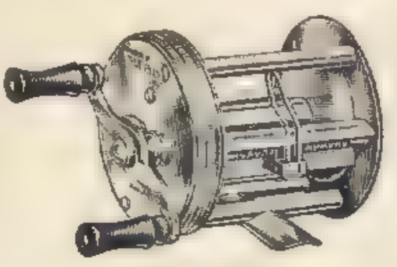
"ALUMINUM PRESIDENT"

Ruggedly-built, lightweight Aluminum reel in handsome tear drop design. Has Carboloy bushings, stainless steel bearings, and L.Q.T. nylon gears. Green anodized aluminum end plates and pearl plastic rings. Pyralin crank grips. **Capacity:** 100 yds. 15 lb. test line. Weight 6 oz.
717R32-1784 . . . . .RETAIL $30.00



"DELUXE DIRECT DRIVE"

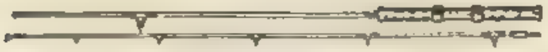
For fresh or salt water . . . a rugged, quiet level winding casting reel. **Has automatic Thumb tail spool cap casting drag.** Chrome plated brass frame with heavy-duty nylon gears. Black and White plastic handles. **Capacity:** 100 yds. 15 lb. test line. Weight 8½ oz.
717R31-705 . . . . .RETAIL $12.00



"TRUE-BLUE"

Low in price, yet quality-made for long service. Chrome-plate brass frame with adjustable jeweled spool caps, 3-unit take down construction. **Capacity:** 100 yds., 15 lb. test line
717R41-387. . . . . .RETAIL $5.60

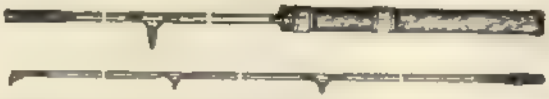
Airex and Shakespeare Spinning Rods



SHAKESPEARE "SUPER DELUXE" SPINNING WONDEROD

Two-piece medium action spinning rod. **Length 7 feet overall. Weight 4.6 oz.** 13 inch cork grip. Anodized aluminum sliding type reel seats. **Wonderod White fiberglass blade. 5 stainless steel guides.** Black anodized aluminum, welted waterproofed ferrules. Carboloy tip top. Complete with cloth sack in waterproof case.

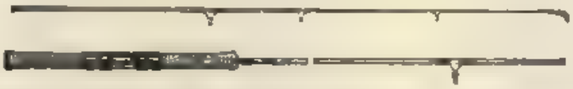
716R71-2440......................................RETAIL **$41.50**



SHAKESPEARE "SUPER SPECIAL" SPINNING WONDEROD

Two-piece spinning rod. **Length 7 feet 6 inches. Weight 4.7 oz.** 13¼ inch cork grip. 1½ inch anodized aluminum locking rings. **Goldenrod blade. 5 stainless steel guides.** Nickel plated brass, welted ferrules. **Carboloy tip top.** Packed in cloth sack with fiber case.

716R21-1470......................................RETAIL **$25.60**



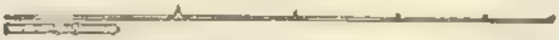
SHAKESPEARE DELUXE SPINNING WONDEROD

The finest value in the Shakespeare Spinning wonderod line. A two-piece "all purpose" rod for live bait and lures up to ⅜ ounce. Finish [illegible] wonderod white with green Perma-winds tipped with double red bands. 13" specie cork handle with green anodized aluminum "sliding-ring lock" reel seat. Ferrules are nickel plated brass rolled welt. Has four stainless [illegible] guides and supported carboloy tip top. Comes packed in plastic bag and fiber case. Ship. wt. 3 lbs.

716R78-1238—6' 6" length Weight 4.6 ozs.......................RETAIL **$21.50**

7' length. Weight 5.1 ounces.

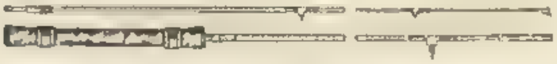
716R79-1323......................................RETAIL **$22.50**



SHAKESPEARE "STANDARD" SPINNING WONDEROD

One-piece 5', 2" spinning Wonderod. Tip weighs 3.4 ozs., handle 4.6 ozs. Has 12" [illegible] collet chuck, cork grip handle, nickeled brass ferrules and anodized locking rings. **4 ring guides with chromed stainless steel tip top.** Translucent Amber finish with Brown. Orange tipped "Perma-Winds." Packaged in plastic sack.

726R70-1176......................................RETAIL **$20.00**



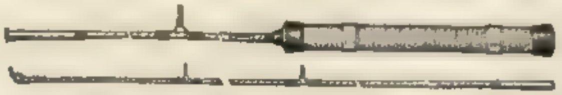
SHAKESPEARE "FAVORITE" SPINNING WONDEROD

Two-piece 6 foot rod in Goldenrod finish with Red resonated nylon winds. 11½" cork grip with aluminum reel locking rings. Black anodized aluminum ferrules, welted and waterproofed. **3 special spinning guides and tip top of stainless steel. Weighs 5.4 oz.** Packed in pliofilm bag.

716R14-940......................................RETAIL **$16.00**

As above: Two-piece 6', 6" rod. Has 4 guides. Weighs 5.6 ozs.

716R26-1009......................................RETAIL **$17.00**



SHAKESPEARE "SPECIAL" SPINNING WONDEROD

The most economical two-piece Wonderod that it is possible to make by the Shakespeare 'Howald Process'. Light, but with amazing strength. 10" cork grip with rubber "dress up caps". Adjusting lock rings. Ferrules are nickel plated brass and welted—3 Stainless Steel guides and supported tip top. Goldenrod finish with dark green "Perma" winds. Each rod comes packed in a plastic carrying bag. 6 Foot length. Weight 5.8 oz.

716R27-644......................................RETAIL **$10.95**

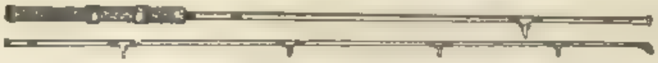
6 Foot 6 inch length. Weight 5.9 oz.

716R28-702......................................RETAIL **$11.95**

AIREX TONKIN CANE SPINNING ROD

Made of selected heat treated tonkin cane. **Features: Nickel silver ferrules hard chrome plated, spar varnish finish, 14" natural cork handles with butt caps.** 6 ft. light bass action 4½ oz. handles plugs and live bait of ⅛ to ⅜ oz. 6 ft. medium bass action 3¾ oz. for bait and plugs ¼ to ⅜ oz. **Specify action.**

716R69-1114......................................RETAIL **$18.95**



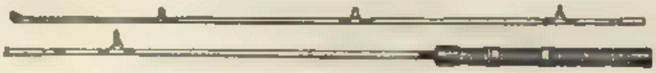
AIREX TUBULAR GLASS SPINNING RODS

6 Foot 6 inch length. Two-piece, light action rod with 4 stainless steel, chromium-plated guides and tip top. Blade is natural color. Has 12" mustard cork grip with 4½" composition insert for durability. Weight 4¼ oz. Packed in partitioned bag. Ship. wt. 2 lbs.

716R43-761......................................RETAIL **$12.95**

7 Foot length. Two-piece, medium action rod with 5 stainless steel chromium-plated guides and tip top. Blade is hard dip natural finish. 12" mustard cork grip with 4½" composition insert. Weight 4¾ oz. Packed in partitioned bag. Ship. wt. 2 lbs.

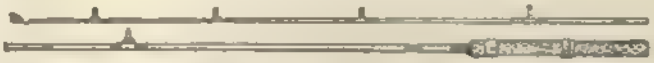
716R44-820......................................RETAIL **$13.95**



AIREX SOLID GLASS ROD

Truly a great rod in the low price field. Made of translucent blue glass, tapered for maximum casting efficiency. Two-piece, 6 foot rod with medium action. Weight 5 oz. Packed in partitioned bag. Ship. wt. 2 lbs.

716R67-676......................................RETAIL **$11.50**



AIREX TUBULAR DELUXE GLASS SPINNING RODS

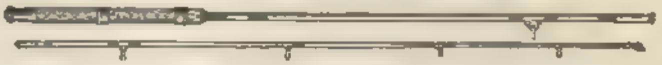
Two-piece rods with 5 stainless steel, chromium-plated guides and tip top. Brass, chromium-plated ferrules. Natural color, hard finish blade. 12" cork grip with 4½" composition insert for durability—with anodized aluminum sliding lock reel seat designed to fit all spinning reels. Black tenite butt end and winding check. Packed in partitioned cloth bag and fibre tube. Ship. wt. 2 lbs.

6 Foot 6 inch Rod. Available in 4¼ oz. light action, or 4½ oz. medium action.

716R45-996—Specify action......................................RETAIL **$16.95**

7 Foot Rod with medium action. Weight 4¾ oz.

716R46-1055......................................RETAIL **$17.95**



AIREX SUPER DELUXE—TUBULAR GLASS SPINNING RODS

Two-piece rod with 5 Stainless Steel black nickeled guides, and carboloy tip top. Blade has hard, deluxe finish in natural color. Black anodized and machined ferrules. 12" Specie cork grip with 4½" composition insert for durability, [illegible] anodized aluminum reel rings. Removable black rubber butt cap suitable for loading with split-shot for balance. Packed in flannel partitioned bag and fibre tube.

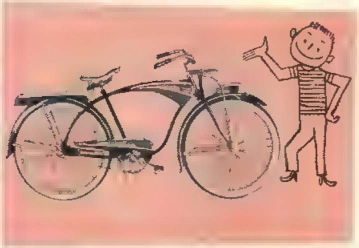
6 Foot 6 inch Rod. Available in 4¼ oz. light action, or 4½ oz. medium action.

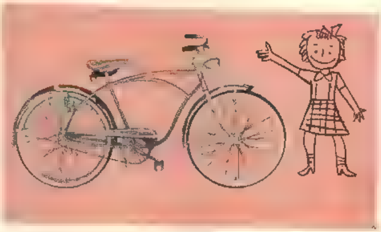
716R47-1349—Specify action......................................RETAIL **$22.95**

7 Foot Rod. Available in 4½ oz. light action, or 4¾ oz. medium action.

716R48-1349—Specify action......................................RETAIL **$22.95**

SHELBY'S "BIG 4" bring you





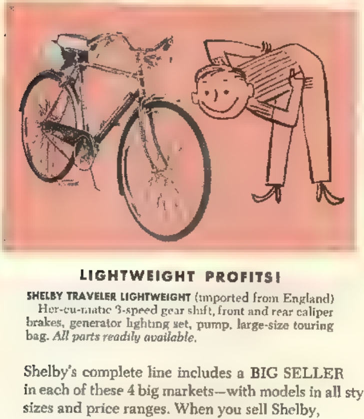
BALLOON-TIRE PROFITS!

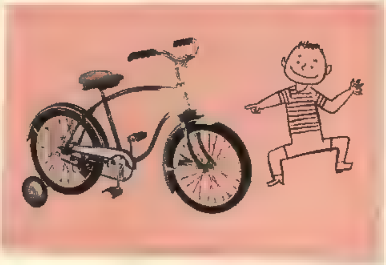
SHELBY AIRFLO SUPER DE LUXE—Dual-action Shelby Spring Fork, Airflo Frame, chrome tank with horn, chrome wide-beam headlight, stop-light tail light, de luxe scuff-guard saddle.

"MIDDLEWEIGHT" PROFITS!

SHELBY GOLDEN EAGLE—Gleaming gold finish, chrome fenders, Bendix *multi-speed* and power brake, special new easier-rolling tires, Rocket Ray headlight.

BIG PROFITS in 4 BIG MARKETS!





LIGHTWEIGHT PROFITS!

SHELBY TRAVELER LIGHTWEIGHT (imported from England) Her-cu-matic 3-speed gear shift, front and rear caliper brakes, generator lighting set, pump, large-size touring bag. *All parts readily available.*

JUVENILE PROFITS!

SHELBY JUVENILE 16" MODEL Standard frame, semi-pneumatic puncture-proof tires, coaster brake, full-length chain guard, SAF-T-RIDER rig

Shelby's complete line includes a BIG SELLER in each of these 4 big markets—with models in all styles, sizes and price ranges. When you sell Shelby, your profit picture is *complete*.

What's more, you make a fair profit on every Shelby you sell, because the Shelby line is competitively-priced and cannot be duplicated.

Shelby supports its dealers throughout 1955 with powerful national advertising and effective local-level newspaper support. Stay independent . . . stay profitable—sell Shelby.

Another AMF Product

SHELBY
BICYCLES

2121 W. 117 Street, Cleveland, Ohio

TOMMY
SALLY

Shelby's free personalized license plates mean extra traffic, extra sales!

Marlin Guns

TEXAN CARBINE (30/30 OR .35 REM. CALS.)

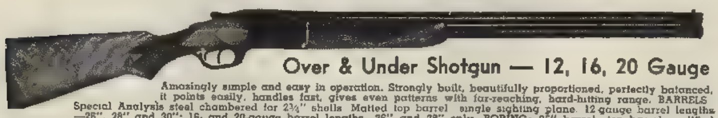
Sportsmen who enjoy big game hunting on the Plains and through the rugged Canyon country of the Southwest, will welcome Marlin's fast-handling "Texan" Carbine. Its straight grip, snug fitting finger lever and bead front sight, make it perfect for carrying in scabbard. Weighs about 6¼ lbs. only and measures 38 inches butt to muzzle. Solid top receiver, automatic side ejection assures smooth performance. The "Texan" chambered for 30/30 ammunition has full magazine holding 7 shots. Same model chambered for .35 Rem holds 6 shots. The "Texan" has all the same fine engineering and design features of Marlin's famous line of 336 Repeaters.

23/96 30/30 Y5295 Retail....................$69.95
26/96 .35 Y5295 Retail....................$69.95

Lever Action Sporting Carbine 30/30 Cal.

Sporting Carbine is a 6-shot lever action carbine with 2/3 magazine. Available in 30/30 or .32 Spl. Cals. New type round breach bolt of alloy steel. It is equipped with new "Huntsman" non-glare ramp front sight with bead and quickly detachable hood. 20" round-tapered barrel of special smokeless steel. Overall length 38"; weight about 6¼ pounds

24/96 Y5794 Retail..............................$74.95



Over & Under Shotgun — 12, 16, 20 Gauge

Amazingly simple and easy in operation. Strongly built, beautifully proportioned, perfectly balanced, it points easily, handles fast, gives even patterns with far-reaching, hard-hitting range. BARRELS Special Analysis steel chambered for 2¾" shells. Matted top barrel single sighting plane. 12 gauge barrel lengths—26", 28" and 30"; 16- and 20-gauge barrel lengths—26" and 28" only. BORING: 26" barrel—top barrel modified choke, bottom improved cylinder. 28" and 30" barrels top full, bottom modified choke. ACTION Hammerless, cocks on opening. Positive, automatic safety. Take-down. Parts easily accessible for cleaning and oiling. Front trigger fires bottom barrel. FRAME Direct-line locking one-piece frame. STOCK AND FOREARM American black walnut, specially finished and hand checkered. Full pistol grip stock length about 14¼", drop at comb about 1⅝", drop at heel about 2¼". Forearm large, hand filling and designed to protect the hand from heat of barrels. WEIGHT: 12-gauge about 7½ lbs., 16- and 20-gauge about 6¼ lbs.

25/96 Y7720 Retail.................. ......$95.50

SHERIDAN "BLUE STREAK" PNEUMATIC RIFLE

Recognized by gun experts as the producer of the world's finest pneumatic rifles, Sheridan proudly offers the famous "Blue Streak" in ever-popular blued finish barrel. The sleek bantam-weight brings Sheridan's famous quality and advanced engineering to the popular price field. Their streamline, "costly" appearance, easy operation, fast handling, accuracy, and power-packed "punch," make the Streak a self-seller in any display

Extra Safety from powderless performance. Controlled Power with indoor and outdoor usability. Take-down design with stock readily removable. Makes flat compact package for suitcase or bike carrier. Rugged, sturdy construction of unchallenged quality. A guarantee backed by manufacturing integrity. Weight 5 lbs.; compact overall length 37". Full length Mannlicher type walnut stock "Over and Under" construction with rigid-mount barrel and adjustable open sights. Rust-proof barrel and piston tube. 5m/m (.20) caliber solid nosed bullet that really packs a wallop. Bolt action. Single shot. Automatic "Fire-proof" Safety. Sturdy valving mechanism with "Locked-in" charge.

22/242 Y1796 Retail..$23.95

The proved, tip-up principle of operation assures users of simplified shooting, years of accurate, trouble-free service.

SHERIDAN LOW COST AMMUNITION

Sheridan Bantam 5's (5 m/m, .20 caliber) ammunition is surprisingly inexpensive. It is solid nosed, super-penetrating, bullet-shaped ammunition, matched to Sheridan's micro-rifled barrel. Packaged in sturdy metal container holding 500 rounds.

23/242 Y313 Per 1000
Retail $4.70

SHERIDAN "KNOCABOUT" .22 Cal. PISTOL

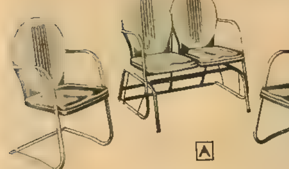
Sheridan's experienced design engineers have created and built an inexpensive pistol that performs beautifully . . . a modern-styled gun that's compact, sturdy and accurate. For hunters, trappers, fishermen, plinkers, campers, and for personal protection. Ideal, too, for home range practice the "Knocabout" will give you a new thrill in leisurely, economical pistol shooting.

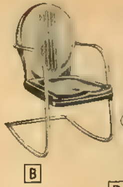
Flat compact design. Sleek-Lined Look. Husky action. Shoots all .22 cal. rim-fire ammunition including High Speeds. Anti-jerk squeeze-type trigger. Oversize rotary bolt safety. Positive extractor. 5" alloy steel barrel. Dependable sights and accuracy. Weight 1½ lbs. Cannot be shipped parcel post due to postal regulations. Must be shipped express.

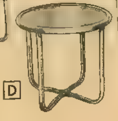
20/242 Y1395 Retail $17.95

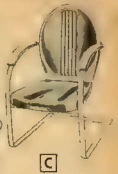
Holster for above. Made of fine quality heavy leather. Open top, belt loop and retaining strap.

21/242 Y180 Retail.......................$3.00

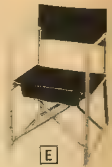








SHOTT Steel Outdoor Furniture



(A) SHOTT 3-PIECE METAL LAWN FURNITURE SET consists of 2-position glider and 2 matching chairs. Comfortable saddle-shaped seats and posture backs are constructed of 20-gauge steel 1" seamless tubular frames. Curled edges, countersunk screw holes assure no jagged edges or surfaces. Rigid lock join attachment of legs and cross bar offer permanent stability Drain holes in seat prevent water accumulation Completely rust and weather resistant Glider has ball bearing suspension, angle iron seat support and tubular back brace Electronically finished in Green "Porceloid" for long lasting lustre All white frame Glider is 36½" high 42½" wide, chairs are 35½" high, 20½" wide. 85 lbs.
No. 20H-2374. (#332). **Index 1-2230.** LIST 33^{50}

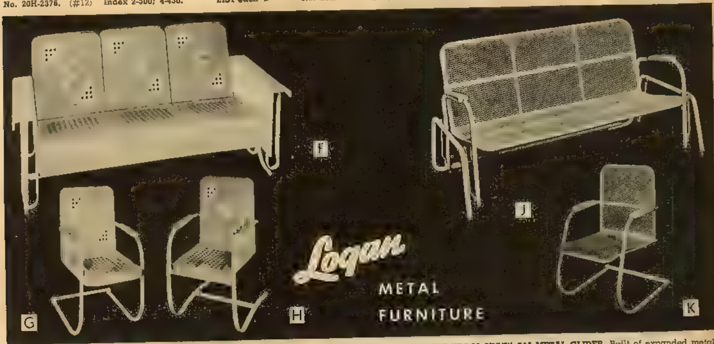
ABOVE CHAIRS ONLY. Lots of 2 and 4 only. 19 lbs.
No. 20H-2375. (#32). **Index 2-463; 4-417.** LIST each 6^{95}

(B) SHOTT ROCKER. Same as above chairs except with rocker base. Green with White frame. 35½" high, 20½" wide. 20 lbs. Lots of 2 and 4 only
No. 20H-2376. (#12) **Index 2-500; 4-450.** LIST each 7^{50}

(C) SHOTT SPRING STEEL CHAIR. Automotive spring steel frame -offers extra spring action. Chair stabilized and braced to eliminate side-sway. Companion piece to Shott chairs and rocker Green with White frame. 37½" high, 22½" wide. 35 lbs. Lots of 2 and 4 only.
No. 20H-2378. .#42A). **Index 2-730; 4-657.** LIST each 10^{95}

(D) SHOTT METAL UTILITY TABLE. Can be used with all summer furniture. Sturdy channel steel frame with heavy gauge steel top Green with White legs. 20" diam. 20" high. 8½ lbs.
No. 20H-2377. (#82).
Index 1-317; 4-285. LIST 4^{75}

(E) SHOTT YACHT CHAIR. Large and comfortable. Folds compactly. Frame rolled from 20-gauge steel 1" wide, 9/16" thick. Electronically finished White "Porceloid" frame. Seat and back of Green extra heavy army duck with reinforced seams for extra long wear. No-tear sewing. Water-repellant and mildew-proof, 32" high, 20" wide. 13 lbs. Lots of 2 and 4 only.
No. 20H-2379. (#35). **Index 2-517; 4-465.** LIST each 7^{75}



(F) LOGAN 3-SEAT SIMULATED CUSHION ALL-METAL GLIDER. Full comfortable arm rests All edges turned on back and seat. 1" tubular steel legs have non-mar rubber tips. Drain holes on seat shrug off summer showers. Seat 19" deep x 17" high back 20" high. Width between arms, 54". Height of seat, 17". White enamel frame Back and seat in Green, Red or Yellow (specify). 75 lbs. F.O.B Kentucky.
No. 20H-2384. (#950). **Index 1-2663.** LIST 39^{95}

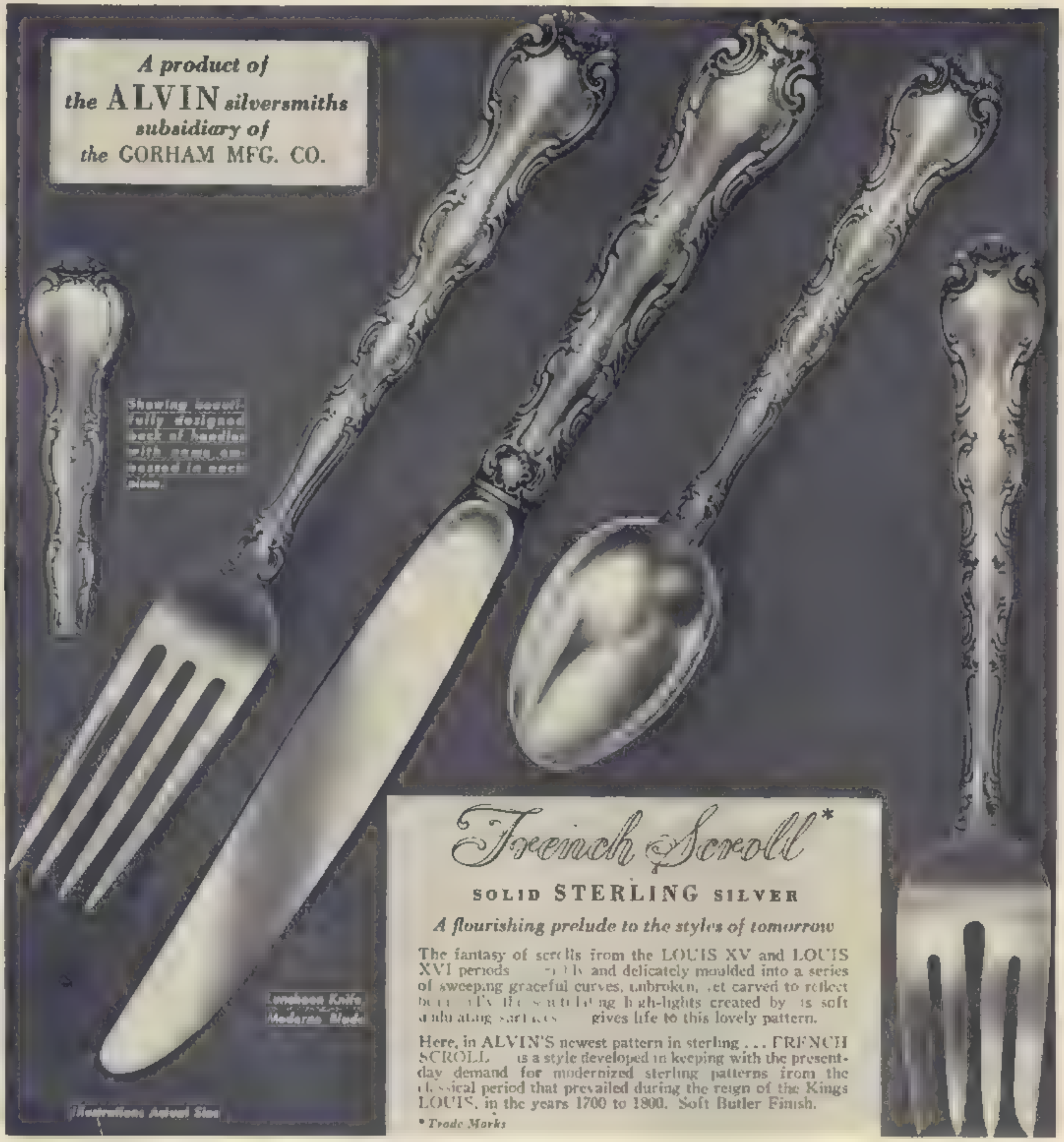
(G) LOGAN SIMULATED CUSHION ALL-METAL CHAIR. Tubular steel frame with closed and shaped ends. All edges on seat and back are turned. Comfortable shaped arm rests. Drain holes in seat. Seat and back 18" wide Seat 18" deep, 17" high; back 19½" high. White enamel frame with Green, Red or Yellow (specify) seat and back. 20 lbs. F.O.B. Kentucky.
No. 20H-2386. (#350). **Index 1-863.** LIST 9^{95}

(H) LOGAN SIMULATED CUSHION SPRING STEEL CHAIR. Frame constructed of spring steel for extra action. All edges turned on seat and back. Comfortable arm rests. Seat 18" wide, 18" deep, 17" high. Back 18" wide, 19½" high. White enamel frame. Green, Red or Yellow (specify) seat and back. 31 lbs. F.O.B. Kentucky.
No. 20H-2385. (#450). **Index 1-997.** LIST 14^{95}

(J) LOGAN 3-SEAT "KOOL-SEAT" ALL-METAL GLIDER. Built of expanded metal withstands the sun's punishing rays and the summer's showers. Legs and frame are made of sturdy 1" tubing; legs equipped with rubber tips. Seat 20¼" deep, 17" high; back 20¼" high. Width between arms, 54". Yellow arm rests. All White or All Black finish (specify). 65 lbs. F.O.B. Kentucky.
No. 20H-2382. (#850). **Index 1-2930.** LIST 43^{95}

(K) LOGAN "KOOL-SEAT" ALL-METAL CHAIR. Made of expanded metal with 1" tubular frame. No sharp edges or rough ends. Seat 20¼" deep, 20" wide, 17" high Height of back 20¼". Yellow arm rests. All White or all Black finish (specify). 22 lbs. F.O.B. Kentucky.
No. 20H-2383. (#250) **Index 1-1033.** LIST 15^{50}

METAL FURNITURE NOT INCLUDED IN OUR PREPAID FREIGHT OFFER . . . MINIMUM ORDER $10.00


Showing beautifully designed back of handles with same embossed in each piece.
Luncheon Knife Modern Blade
Illustrations Actual Size

A product of
the **ALVIN** *silversmiths*
subsidiary of
the GORHAM MFG. CO.

*French Scroll**

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods [illegible] and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect [illegible] the scintillating high-lights created by its soft undulating surfaces [illegible] gives life to this lovely pattern.

Here, in ALVIN'S newest pattern in sterling ... FRENCH SCROLL is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.

* *Trade Marks*

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	1S1-1307T	$23.41
6 Piece Place Setting	1S2-1511T	27.05
With Dinner Size Knife & Fork		
5 Piece Place Setting	1S3 1473T	26.36
6 Piece Place Setting	1S4-1676T	30.00

Place-Setting Contents

5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon
6 Piece Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		PER DOZEN
Teaspoons	1S5-2285T	$40.91
Luncheon-Dessert Knives*	1S6 3504T	62.73
Luncheon-Dessert Forks	1S7 3656T	65 46
Dinner Knives*	1S8 4265T	76 36
Dinner Forks	1S9-4876T	87.27
Salad-Pastry-Fish Forks	1S10-3200T	57 27
Cream Soup Spoons	1S11-3047T	54.55

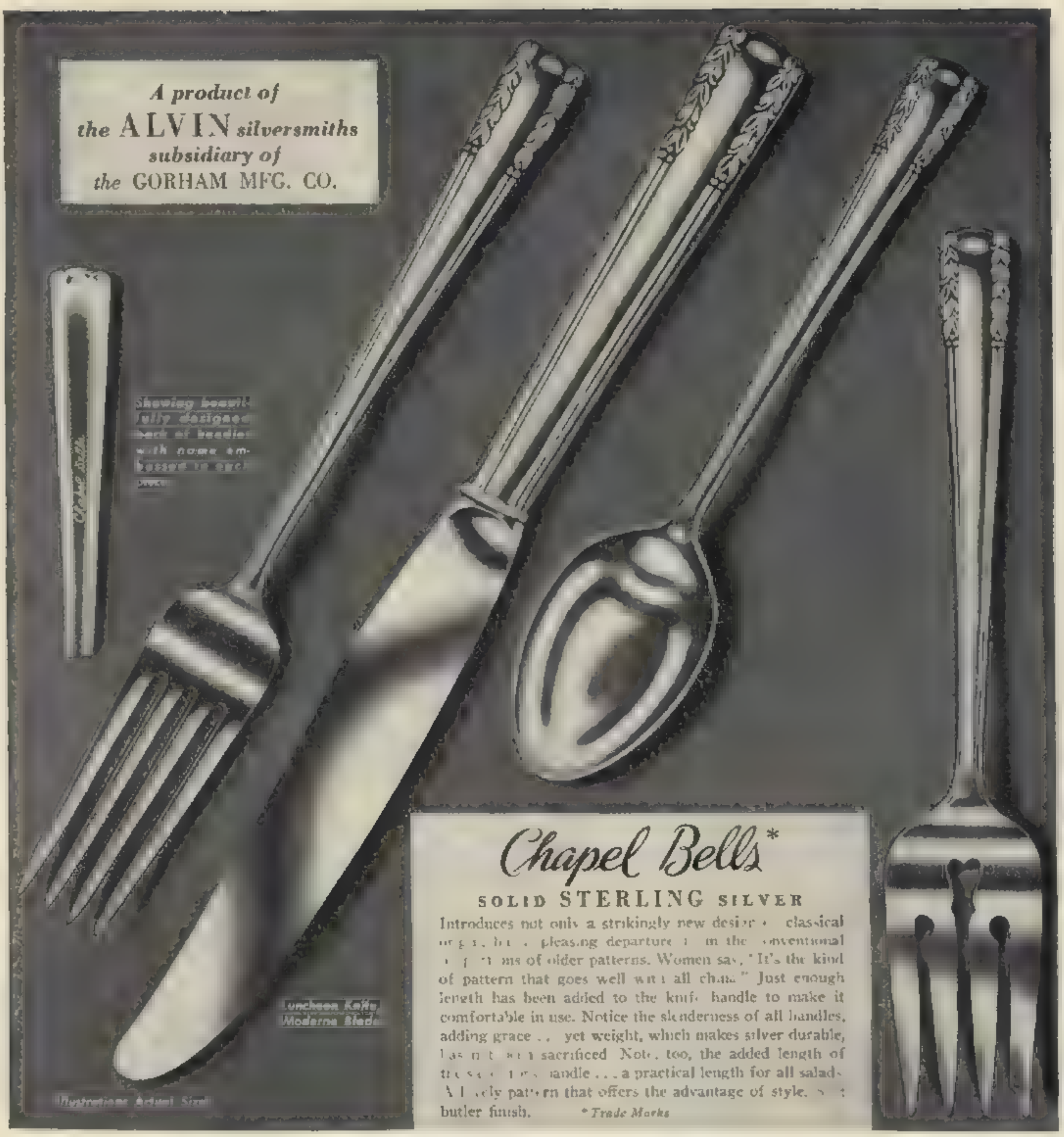
FANCY DOZENS		RETAIL PER DOZ.
Butter Spreaders, Flat Handle	1S12-2437T	$43.64
Butter Spreaders, H.H.*	1S13-3200T	57.27
Coffee Spoons (After Dinner)	1S14-1371T	24.55
Dessert-Cereal-Oval Bowl Soup Spoons	1S15-3656T	65.46
Iced Beverage Spoons	1S16-3047T	54.55
Cocktail-Oyster Forks	1S17-2285T	40.91

CARVING SETS		EACH
Roast Carver & Fork*	1S18-1853T	$33.18
Roast Carver, Fork & Steel*	1S19-2780T	49.77
Steak Carver & Fork*	1S20-1015T	18.18

*Hollow Handle. Mirror Finish—Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21 254T	$ 4.55
Butter Knife	1S22-407T	7.27
Butter Pick-Olive Fork	1S23-241T	4.32
Cheese Server*	1S24-305T	5.45
Cold Meat Fork	1S25 508T	9.09
Cream-Sauce Ladle	1S26 319T	5.68
Gravy Ladle	1S27-597T	10 68
Jelly Server	1S28-316T	5.64
Lemon Fork	1S29-216T	3.88
Pie Server*	1S30-508T	9.09
Salad Serving Fork	1S31-761T	13.64
Salad Serving Spoon	1S32-761T	13.64
Sugar Spoon	1S33-305T	5.45
Sugar Tongs	1S34-381T	6.82
Table-Serving Spoon	1S35-495T	8 86
Tomato Server	1S36-699T	12.50

Prices Do Not Include Excise Tax



A product of
the ALVIN *silversmiths*
subsidiary of
the GORHAM MFG. CO.

Showing beautifully designed back of handles with name embossed in each piece.

Luncheon Knife Moderne Blade

Illustrations Actual Size

Chapel Bells*

SOLID STERLING SILVER

Introduces not only a strikingly new design of classical origin, but a pleasing departure from the conventional proportions of older patterns. Women say, "It's the kind of pattern that goes well with all china." Just enough length has been added to the knife handle to make it comfortable in use. Notice the slenderness of all handles, adding grace . . . yet weight, which makes silver durable, has not been sacrificed. Note, too, the added length of the salad fork handle . . . a practical length for all salads. A lovely pattern that offers the advantage of style, [illegible] butler finish. **Trade Marks*

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Pc. Place Setting	1S1 1307T	$23.41
6 Pc. Place Setting	1S2 1511T	27 05
With Dinner Size Knife & Fork		
5 Pc. Place Setting.	1S3-1473T	26.36
6 Pc. Place Setting	1S4 1676T	[redacted]

Place-Setting Contents

5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon
6 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		PER DOZEN
Teaspoons	1S5-2285T	$40 91
Luncheon-Dessert Knives*........	1S6-3504T	62.73
Luncheon-Dessert Forks	1S7 3656T	65 46
Dinner Knives*..........................	1S8-4266T	78 36
Dinner Forks	1S9-4876T	87.27
Salad-Pastry-Fish Forks	1S10-3200T	57.27
Cream Soup Spoons..................	1S11-3047T	54.55

FANCY DOZENS		RETAIL PER DOZ.
Butter Spreaders, Flat Handle	1S12-2437T	$43.64
Butter Spreaders, H.H.*	1S13-3200T	57.27
Coffee Spoons (After Dinner)	1S14-1371T	24.55
Dessert-Cereal-Oval Bowl Soup Spoons	1S15-3656T	65.48
Iced Beverage Spoons... .	1S16-3047T	54.55
Cocktail-Oyster Forks	1S17-2285T	40.91

CARVING SETS		EACH
Roast Carver & Fork*	1S18 1853T	$33.18
Roast Carver, Fork & Steel*	1S19-2780T	48.77
Steak Carver & Fork*. . .	1S20-1015T	18.18

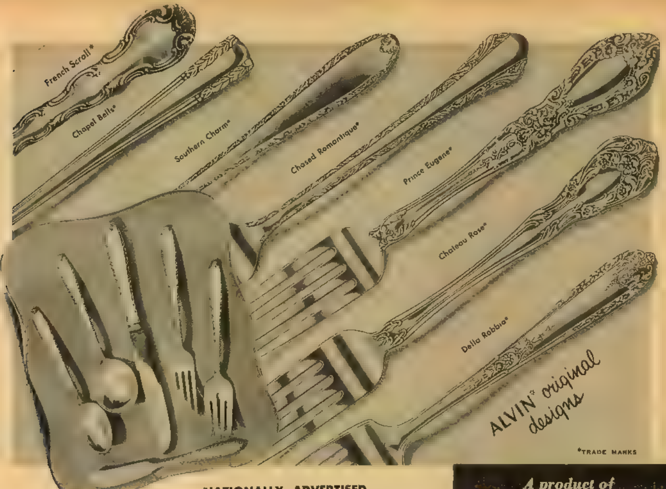
*Hollow Handle. Mirror Finish—Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21-254T	$ 4 55
Butter Knife	1S22 407T	7 27
Butter Pick-Olive Fork............	1S23-241T	4 32
Cheese Server*	1S24-305T	5 45
Cold Meat Fork......................	1S25-508T	9 09
Cream Sauce Ladle	1S26-318T	5 68
Gravy Ladle	1S27-597T	10 68
Jelly Server	1S28-318T	5 68
Lemon Fork	1S29-216T	3 86
Pie Server*	1S30 508T	9 09
Salad Serving Fork . . .	1S3. 761T	13 64
Salad Serving Spoon. . . .	1S32-761T	13 64
Sugar Spoon	1S33 305T	5 45
Sugar Tongs	1S34 381T	6 82
Table-Serving Spoon .	1S35-495T	8.86
Tomato Server . . .	1S36-699T	12 50

MISCELLANEOUS		RETAIL EACH
Baby Spoon, Straight Handle	1S37 127T	$2.27
Baby Spoon & Fork Set..............	1S38-254T	4 54
Child's 3-Pc. Knf., Fk. & Spn. Set .	1S39-749T	13.41

(All Dozen Pieces Sold in Any Quantity)

Prices Do Not Include Excise Tax



NATIONALLY ADVERTISED

Alvin STERLING

A product of
the ALVIN *silversmiths*
subsidiary of
the GORHAM MFG. CO.

French Scroll

A modernized sterling pattern reminiscent of the classical period that prevailed during the reigns of Kings Louis XV and Louis XVI, in the years 1700 to 1800. Richly and delicately moulded into a series of sweeping, graceful curves, unbroken, yet carved to reflect the scintillating high-lights created by its soft, undulating surfaces. Soft butler finish.

Chapel Bells

A contemporary pattern of classical origin styled for the fashion of today. The intonation of the soft musical tones that its name implies best expresses the beauty and simplicity of this lovely pattern. Soft lustrous finish.

Southern Charm

A new, alluring pattern in table silver. Gracefully streamlined, vivid and fashionable. Strong and durable to insure a lifetime of use with pride and satisfaction to its owner. Concaved surfaces beautifully reflect the highlights and shadows. Time-honored motif of enduring charm.

Chased Romantique

Styled to remain in good taste being neither severely plain nor lavish. Scintillating reflections flow freely from the flute-like panels. Deep-Cut chased effect scroll and floral motif borders. Slender contour lends touch of dignity enriched by lustrous finish.

Prince Eugene Pattern

This exquisite pattern is an authentic interpretation of the late 17th and 18th century French Renaissance. A fashion created for the lavish use of Kings Louis XII and Louis XIV and in high favor today as the ultimate in decorative beauty.

Prince Eugene represents the **heaviest weight** pattern ever made by Alvin and uses the most costly set of dies ever cut. No expense has been spared to make this pattern outstanding among the finest patterns on the market today. Beautiful soft butler finish. All blades are Mirror-finish, Stainless Steel.

Chateau Rose

The flowing contour of this lovely pattern is enhanced by the easy-flowing scrolls that embrace the flowers of star-like sparkle. The rich style of Regency and Louis XIV inspired this splendid conception.

Della Robbia

This pattern translates the creative genius of the supreme craftsman, DELLA ROBBIA. The pattern follows the flower-and-leaf garland motif resting beneath the pediment of his architectural masterpiece—the tabernacle. Its sheer beauty, and period charm, make happy those who seek uncommon loveliness.

ALVIN "Silver Maid" CHEST

A vital necessity for the family building up a complete silver service. **Holds up to 134 pieces.** Rich Spanish grain covering. Velveteen and genuine Pamila Silver cloth lining, impregnated with millions of tiny particles of silver. Guaranteed tarnish preventive. 17 in. long. (Mfr's #225).
No. 3J-2250.
Index 1-525. LIST 7^{95}

A grouping of nationally advertised Alvin designs made expressly for today's discriminating hostess. The charm of these patterns is everlasting. Delicately and skilfully created, each is made in substantial service weights to ensure a lifetime of satisfaction. Perfectly balanced for hand comfort. Beautifully finished. Knives have stainless steel blades with high quality mirror-like finish. Alvin Sterling makes the perfect gift for weddings, birthdays, etc. Please state number and pattern when ordering.

PRICES PER SETTING

ONE PLACE 6-PIECE SETTING INCLUDES:

- 1 Dinner or Dessert Knife
- 1 Dinner or Dessert Fork
- 1 Cream Soup Spoon
- 1 Tea Spoon
- 1 Salad Fork
- 1 Butter Spreader

SETTING WITH DESSERT KNIVES AND FORKS

No.	Pattern	Index	Retail Per Setting Without Tax
3J-2003	French Scroll	1-1542	27.05
3J-2011	Chapel Bells	1-1542	27.05
3J-2021	Southern Charm	1-1542	27.05
3J-2031	Chased Romantique	1-1542	27.05
3J-2061	Prince Eugene	1-1881	33.18
3J-2001	Chateau Rose	1-1542	27.05
3J-2041	Della Robbia	1-1542	27.05

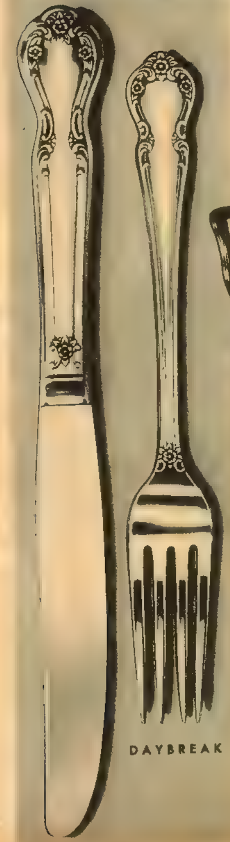
SETTING WITH DINNER KNIVES AND FORKS

No.	Pattern	Index	Retail Per Setting Without Tax
3J-2004	French Scroll	1-1710	30.00
3J-2012	Chapel Bells	1-1710	30.00
3J-2022	Southern Charm	1-1710	30.00
3J-2032	Chased Romantique	1-1710	30.00
3J-2062	Prince Eugene	1-2047	35.91
3J-2002	Chateau Rose	1-1710	30.00
3J-2042	Della Robbia	1-1710	30.00

★ ROGERS & BRO.

REINFORCED PLATE

ONLY THE INTERNATIONAL SILVER COMPANY MAKES ORIGINAL ROGERS SILVERPLATE



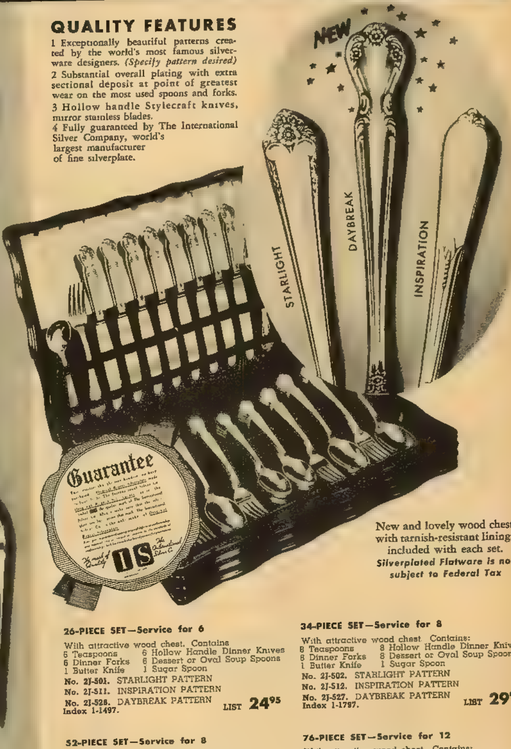
QUALITY FEATURES

1 Exceptionally beautiful patterns created by the world's most famous silverware designers. *(Specify pattern desired)*

2 Substantial overall plating with extra sectional deposit at point of greatest wear on the most used spoons and forks.

3 Hollow handle Stylecraft knives, mirror stainless blades.

4 Fully guaranteed by The International Silver Company, world's largest manufacturer of fine silverplate.



New and lovely wood chest with tarnish-resistant lining, included with each set.

Silverplated Flatware is not subject to Federal Tax

26-PIECE SET—Service for 6

With attractive wood chest. Contains
6 Teaspoons
6 Dinner Forks
1 Butter Knife
6 Hollow Handle Dinner Knives
6 Dessert or Oval Soup Spoons
1 Sugar Spoon

No. 2J-501. STARLIGHT PATTERN
No. 2J-511. INSPIRATION PATTERN
No. 2J-528. DAYBREAK PATTERN
Index 1-1497. LIST 24^{95}

34-PIECE SET—Service for 8

With attractive wood chest. Contains:
8 Teaspoons
8 Dinner Forks
1 Butter Knife
8 Hollow Handle Dinner Knives
8 Dessert or Oval Soup Spoons
1 Sugar Spoon

No. 2J-502. STARLIGHT PATTERN
No. 2J-512. INSPIRATION PATTERN
No. 2J-527. DAYBREAK PATTERN
Index 1-1797. LIST 29^{95}

52-PIECE SET—Service for 8

With attractive wood chest. Contains:
16 Teaspoons
8 Dinner Forks
8 Salad Forks
1 Butter Knife
8 Hollow Handle Dinner Knives
8 Dessert or Oval Soup Spoons
2 Tablespoons
1 Sugar Spoon

No. 2J-503. STARLIGHT PATTERN
No. 2J-513. INSPIRATION PATTERN
No. 2J-528. DAYBREAK PATTERN
Index 1-2397. LIST 39^{95}

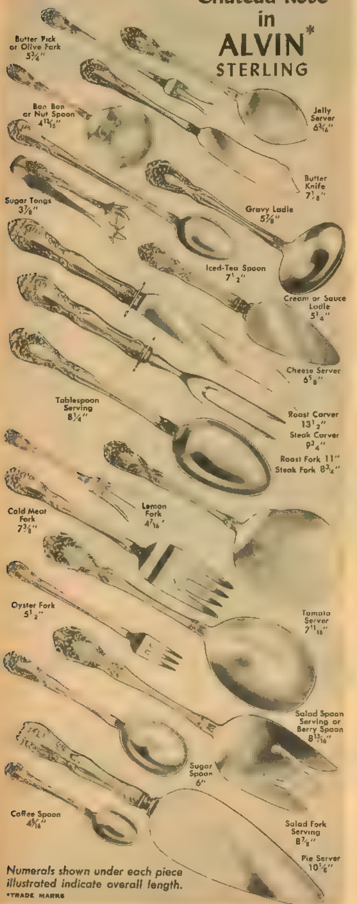
76-PIECE SET—Service for 12

With attractive wood chest. Contains:
24 Teaspoons
12 Dinner Knives
12 Dinner Forks
1 Butter Knife
12 Dessert or Oval Soup Spoons
12 Salad Forks
2 Table or Serving Spoons
1 Sugar Shell

No. 2J-505. STARLIGHT PATTERN
No. 2J-515. INSPIRATION PATTERN
No. 2J-529. DAYBREAK PATTERN
Index 1-3597. LIST 59^{95}

NO EXCISE TAX ON ANY ITEM ON THIS PAGE

Chateau Rose* in ALVIN* STERLING


Butter Pick or Olive Fork 5¾"
Bon Bon or Nut Spoon 4 11/16"
Jelly Server 6 3/16"
Butter Knife 7⅛"
Sugar Tongs 3⅞"
Gravy Ladle 5⅞"
Iced-Tea Spoon 7½"
Cream or Sauce Ladle 5¼"
Cheese Server 6⅝"
Tablespoon Serving 8¼"
Roast Carver 13½"
Steak Carver 9¾"
Roast Fork 11"
Steak Fork 8¾"
Cold Meat Fork 7⅜"
Lemon Fork 4 7/16"
Oyster Fork 5½"
Tomato Server 7 11/16"
Salad Spoon Serving or Berry Spoon 8 13/16"
Sugar Spoon 6"
Coffee Spoon 4 5/16"
Salad Fork Serving 8⅞"
Pie Server 10⅛"

Numerals shown under each piece illustrated indicate overall length.

*TRADE MARKS

ALVIN STERLING

OPEN STOCK and SERVICE PIECES

FOR THE FOLLOWING 6 PATTERNS

CHATEAU ROSE • CHAPEL BELLS • SOUTHERN CHARM
CHASED ROMANTIQUE • DELLA ROBIA • FRENCH SCROLL

PLEASE SPECIFY PATTERN

No.	SERVICE PIECES	Index	Retail Without Tax
3J-2202	Dessert Knife (Shown with Settings)	1-298	5.22
3J-2203	Dessert Fork (Shown with Settings)	1-311	5.45
3J-2207	Dinner Knife (Shown with Settings)	1-363	6.36
3J-2208	Dinner Fork (Shown with Settings)	1-415	7.27
3J-2201	Teaspoon (Shown with Settings)	1-195	3.41
3J-2204	Cream Soup Spoon (Shown with Settings)	1-259	4.55
3J-2222	Jelly Server	1-324	5.68
3J-2223	Butter Pick or Olive Fork	1-246	4.32
3J-2215	Butter Knife	1-415	7.27
3J-2206	Butter Spreader (Shown with Settings)	1-208	3.64
3J-2224	Bon Bon or Nut Spoon	1-259	4.55
3J-2213	Gravy Ladle	1-609	10.68
3J-2226	Cream or Sauce Ladle	1-324	5.68
3J-2210	Iced Tea Spoon	1-259	4.55
3J-2225	Sugar Tongs	1-389	6.82
3J-2227	Cheese Server	1-311	5.45
3J-2219	Roast Carver (Knife)	1-946	16.59
3J-2217	Steak Carver (Knife)	1 518	9.09
3J-2220	Roast Fork	1-946	16.59
3J-2218	Steak Fork	1-518	9.09
3J-2216	Tablespoon Serving	1-505	8.86
3J-2228	Tomato Server	1-713	12.50
3J-2229	Lemon Fork	1-220	3.86
3J-2212	Cold Meat Fork	1-518	9.09
3J-2230	Salad Spoon Serving or Berry Spoon	1-777	13.64
3J-2209	Oyster Fork	1-195	3.41
3J-2205	Salad Fork (Shown with Settings)	1-272	4.77
3J-2231	Salad Fork Serving	1-777	13.64
3J-2214	Sugar Spoon	1-311	5.45
3J-2221	Pie Server	1-518	9.09
3J-2211	Coffee Spoon	1-117	2.05

SPECIFY PATTERN ON THE ABOVE PIECES

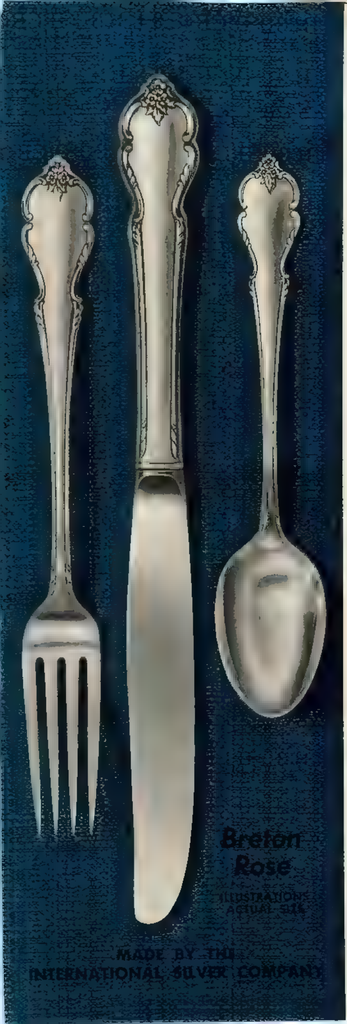
FOR PRINCE EUGENE PATTERN

EXTRA HEAVY WEIGHT STERLING

No.	SERVICE PIECES	Index	Retail Without Tax
3J-2252	Dessert Knife (Shown with Settings)	1-337	5.91
3J-2253	Dessert Fork (Shown with Settings)	1-415	7.27
3J-2257	Dinner Knife (Shown with Settings)	1-389	6.82
3J-2258	Dinner Fork (Shown with Settings)	1-519	9.09
3J-2251	Teaspoon (Shown with Settings)	1-258	4.55
3J-2254	Cream Soup Spoon (Shown with Settings)	1-311	5.45
3J-2272	Jelly Server	1-389	6.82
3J-2273	Butter Pick or Olive Fork	1-285	5.00
3J-2265	Butter Knife	1-453	7 95
3J-2256	Butter Spreader (Shown with Settings)	1-234	4.10
3J-2274	Bon Bon or Nut Spoon	1-311	5.45
3J-2263	Gravy Ladle	1-687	12.05
3J-2276	Cream or Sauce Ladle	1-402	7.05
3J-2260	Iced Tea Spoon	1-311	5.45
3J-2275	Sugar Tongs	1-453	7.95
3J-2277	Cheese Server	1-337	5.91
3J-2269	Roast Carver (Knife)	1-998	17.50
3J-2267	Steak Carver (Knife)	1-557	9.78
3J-2270	Roast Fork	1-998	17.50
3J-2268	Steak Fork	1-557	9.78
3J-2266	Tablespoon Serving	1-648	11.36
3J-2278	Tomato Server	1-829	14.55
3J-2279	Lemon Fork	1-249	4.32
3J-2262	Cold Meat Fork	1-713	12.50
3J-2280	Salad Spoon Serving or Berry Spoon	1-946	16.59
3J-2259	Oyster Fork	1-234	4.10
3J-2255	Salad Fork (Shown with Settings)	1-337	5.91
3J-2281	Salad Fork Serving	1-946	16.59
3J-2264	Sugar Spoon	1-376	6.59
3J-2271	Pie Server	1-544	9.55
3J-2261	Coffee Spoon	1-130	2.28

HOW TO ORDER ALVIN STERLING

1. Select pattern desired.
2. Order 4, 6 or one-place settings (each setting consists of 6 pieces).
3. Order additional pieces from open stock list.
4. Order chest to protect set.
5. **Use stock number** when ordering place settings.
6. **State pattern** when ordering open stock and service pieces.



⚓ROGERS⚓ STERLING

Proudly Crafted by

THE INTERNATIONAL SILVER COMPANY

NATIONALLY ADVERTISED   Sterling Silver 925/1000 Fine

BRETON ROSE

A provincial design with the rapture of old world enchantment. The fiddle back handle is crowned with delicately carved flowers and outlined with graceful scrolls. This magnificent contrast with the plain center panel reflects the radiant brilliance of solid silver.

PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL EXCISE TAX

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon

3J-2343 Index 1-1500 .... Retail Each **$27.50**

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)

3J-2344 Index 1-1732 .... Retail Each **$31.75**

52-PIECE "ROMANCE" SERVICE FOR 8

8 Luncheon Knives	8 Cream Soup Spoons
8 Luncheon Forks	2 Tablespoons
16 Teaspoons	1 Butter Knife
8 Salad Forks	1 Sugar Spoon

3J-2345 Index 1-15615 .... Retail Each **$286.25**

PRICE LIST

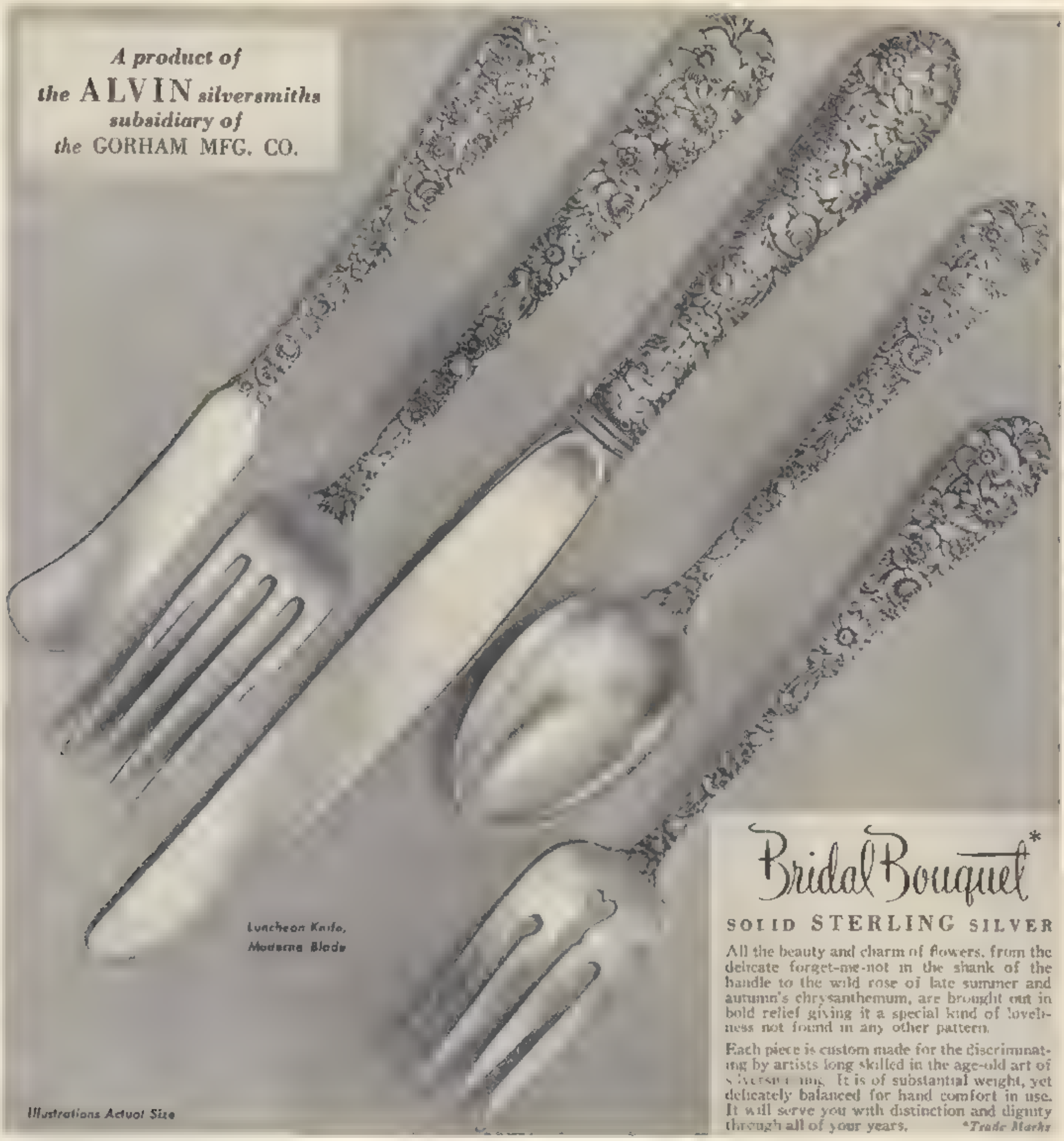
			Retail Each
PLACE SETTING PIECES			
3J-2346	Teaspoon	Index 1-218	**$ 4.00**
3J-2347	Luncheon Fork	Index 1-382	**7.00**
3J-2348	Luncheon Knife (Hollow Handle)	Index 1-327	**6.00**
3J-2349	Salad Fork	Index 1-286	**5.25**
3J-2350	Cream Soup Spoon	Index 1-286	**5.25**
3J-2351	Butter Spreader (Flat Handle)	Index 1-232	**4.25**
3J-2352	Butter Spreader (Hollow Handle)	Index 1-232	**4.25**
OTHER PLACE PIECES			
3J-2353	*Coffee Spoon	Index 1-123	**2.25**
3J-2354	*Iced Drink Spoon	Index 1-286	**5.25**
3J-2355	*Oyster or Cocktail Fork	Index 1-205	**3.75**
TABLE SERVING PIECES			
3J-2356	Tablespoon	Index 1-573	**10.50**
3J-2357	Pastry Server (Hollow Handle)	Index 1-518	**9.50**
3J-2358	Sugar Spoon	Index 1-327	**6.00**
3J-2359	*Sugar Tongs	Index 1-327	**6.00**
3J-2360	Butter Knife	Index 1-395	**7.25**
3J-2361	*Gravy Ladle	Index 1-627	**11.50**
3J-2362	*Cold Meat Fork	Index 1-791	**14.50**
3J-2363	*Serving or Berry Spoon	Index 1-914	**16.75**
3J-2364	2-pc. Salad Serving Set (Olive wood)	Index 1-805	**14.75**
3J-2365	2-pc. Steak Set (Hollow Handle)	Index 1-1146	**21.00**
3J-2366	*Carving Set (Hollow Handle)	Index 1-1718	**31.50**

Luxury Chest of Solid Honduras Mahogany, lined with new International Silver Company Prevent Tarnish Cloth.

3J-2322 Chest Empty.
Retail Each .... Index 1-720 **$12.00**
(Chest not subject to Federal Excise Tax)

*These Items Not Available Until January 15, 1955

A product of
the **ALVIN** *silversmiths*
subsidiary of
the GORHAM MFG. CO.



Luncheon Knife,
Moderne Blade

Illustrations Actual Size

Bridal Bouquet*

SOLID STERLING SILVER

All the beauty and charm of flowers, from the delicate forget-me-not in the shank of the handle to the wild rose of late summer and autumn's chrysanthemum, are brought out in bold relief giving it a special kind of loveliness not found in any other pattern.

Each piece is custom made for the discriminating by artists long skilled in the age-old art of silversmithing. It is of substantial weight, yet delicately balanced for hand comfort in use. It will serve you with distinction and dignity through all of your years. **Trade Marks*

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	1S1-1307T	$23.41
6 Piece Place Setting	1S2 1511T	27.05
With Dinner Size Knife & Fork		
5 Piece Place Setting	1S3-1473T	26.36
6 Piece Place Setting	1S4-1676T	30.00

Place-Setting Contents
5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon
6 Piece: Knife Fork, Teaspoon Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		PER DOZEN
Teaspoons	1S5 2285T	$40.91
Luncheon Dessert Knives*	1S6 3504T	62.73
Luncheon Dessert Forks	1S7 3656T	65.46
Dinner Knives*	1S8 4266T	76.36
Dinner Forks	1S9 4876T	87.27
Salad-Pastry-Fish Forks	1S10 3200T	57.27
Cream Soup Spoons	1S11 3347T	54.55

FANCY DOZENS		RETAIL PER DOZ.
Butter Spreaders, Flat Handle .	1S12-2437T	$43.64
Butter Spreaders, H H.*........	1S13-3200T	57.27
Coffee Spoons (After Dinner) ...	1S14 1371T	24.55
Dessert-Cereal-Oval Bowl Soup Spoons	1S15 3656T	65.46
Iced Beverage Spoons..........	1S16-3047T	54.55
Cocktail-Oyster Forks	1S17-2285T	40.91

CARVING SETS		EACH
Roast Carver & Fork*. . . .	1S18 1853T	$33.18
Roast Carver, Fork & Steel* .	1S19 2780T	49.77
Steak Carver & Fork*	1S20 1015T	18.18

*Hollow Handle. Mirror Finish—Stainless Steel Blades.

Prices Do Not Include Excise Tax

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21 254T	$ 4.55
Butter Knife	1S22 407T	7.27
Butter Pick Olive Fork	1S23 241T	4.32
Cheese Server*	1S24 305T	5.45
Cold Meat Fork	1S25 508T	9.09
Cream-Sauce Ladle	1S26 318T	5.68
Gravy Ladle	1S27 597T	10.68
Jelly Server	1S28 318T	5.68
Lemon Fork	1S29 216T	3.86
Pie Server*	1S30 508T	9.09
Salad Serving Fork	1S31 761T	13.64
Salad Serving Spoon	1S32 761T	13.64
Sugar Spoon	1S33 305T	5.45
Sugar Tongs	1S34 381T	6.82
Table Serving Spoon	1S35 495T	8.86
Tomato Server	1S36-699T	12.50

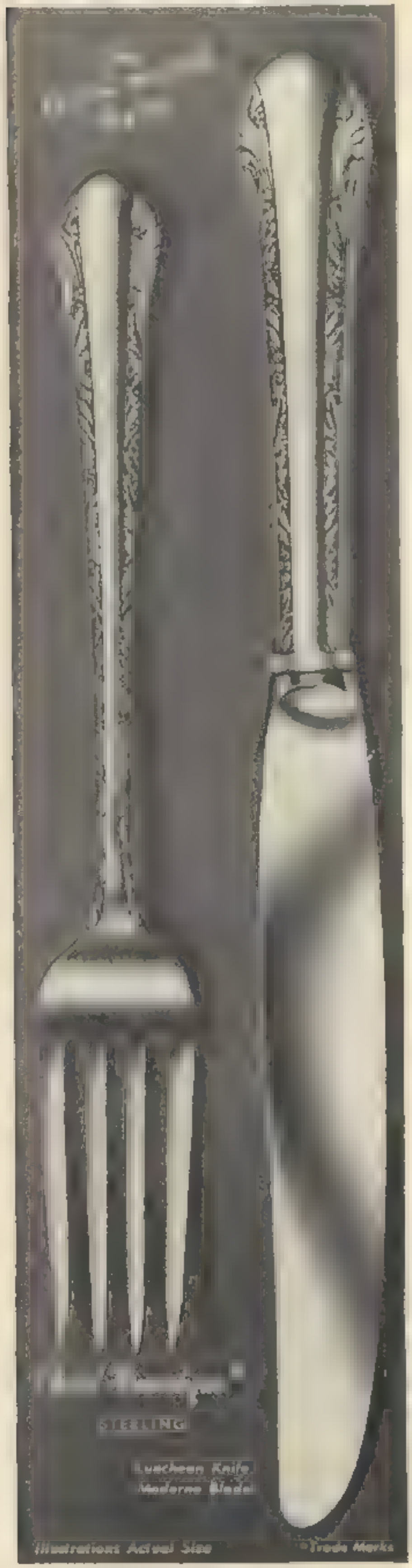
MISCELLANEOUS		RETAIL
Baby Spoon, Straight Handle.....	1S37-127T	$2.27
Baby Spoon & Fork Set	1S38-254T	4.54
Child's 3-Pc. Knf., Fk. & Spn. Set..	1S39-749T	13.41

All Dozen Pieces Sold in Any Quantity)

ALVIN [illegible] GORHAM [illegible] CO.

CHASED ROMANTIQUE

Of LOUIS XV origin, yet styled to remain in good taste. Soft, lustrous butler finish.



Illustrations Actual Size *Trade Marks

Distinctive Romantique Patterns

Nationally advertised ALVIN Sterling Silver flatware is 925/1000 fine and full service weight. Noted for highest standard of workmanship and finish.

PLACE SETTINGS		RETAIL EACH
With Luncheon Size Knife & Fork		
5 Piece Place Setting	1S1 1307T	$23.41
6 Piece Place Setting	1S2-1311T	27.05
With Dinner Size Knife & Fork		
5 Piece Place Setting	1S3-1473T	26.36
6 Piece Place Setting	1S4-1675T	30.00

Place-Setting Contents

5 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6 Piece: Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Flat Handle Butter Spreader

STAPLES		RETAIL PER DOZEN
Teaspoons	1S5 2285T	$40.91
Luncheon-Dessert Knives*	1S6-3504T	62.73
Luncheon-Dessert Forks*	1S7 3656T	65 46
Dinner Knives*	1S8-4266T	76 36
Dinner Forks	1S9-4875T	87.27
Salad-Pastry Fish Forks	1S10-3200T	57.27
Cream Soup Spoons	1S11-3047T	54.55

FANCY DOZENS		RETAIL PER DOZ.
Butter Spreaders, Flat Handle	1S12-2437T	$43.64
Butter Spreaders, H.H.*	1S13-3200T	57.27
Coffee Spoons (After Dinner)	1S14-1371T	24.55
Dessert-Cereal-Oval Bowl Soup Spoons	1S15 3656T	65.46
Iced Beverage Spoons	1S16 3047T	54.55
Cocktail-Oyster Forks	1S17 2285T	40.91

CARVING SETS		RETAIL EACH
Roast Carver & Fork*	1S18-1853T	$33.18
Roast Carver, Fork & Steel*	1S19-2780T	49.77
Steak Carver & Fork*	1S20-1015T	18.18

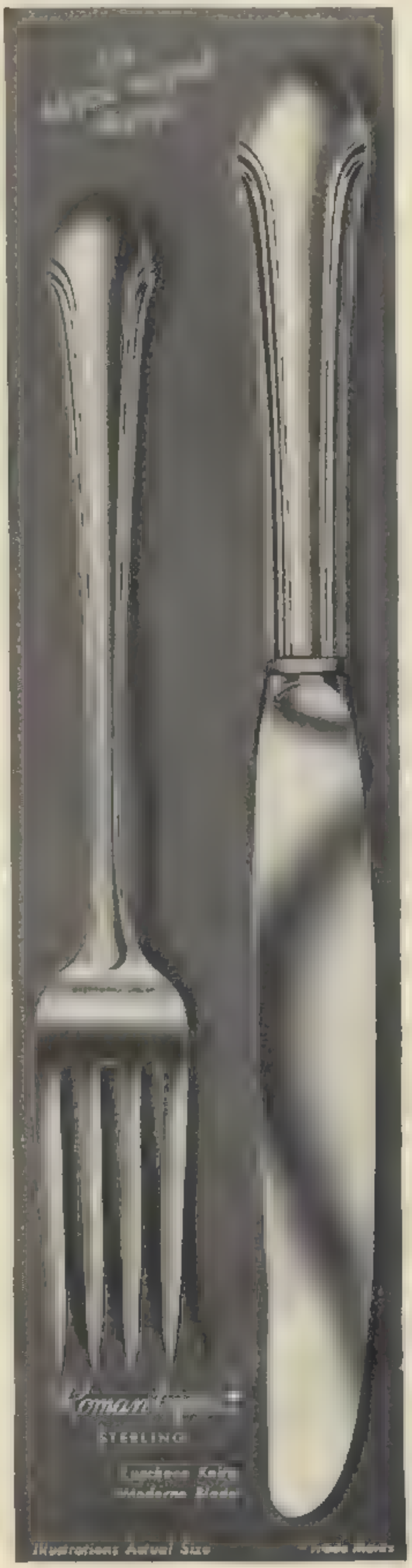
*Hollow Handle. Mirror Finish—Stainless Steel Blades.

FANCY SINGLE PIECES		RETAIL EACH
Bonbon-Nut Spoon	1S21-254T	$ 4.55
Butter Knife	1S22-407T	7.27
Butter Pick Olive Fork	1S23 241T	4.32
Cheese Server*	1S24-305T	5.45
Cold Meat Fork	1S25-508T	9.09
Cream-Sauce Ladle	1S26-318T	5.68
Gravy Ladle	1S27-597T	10.68
Jelly Server	1S28-318T	5.68
Lemon Fork	1S29-216T	3.86
Pie Server*	1S30-508T	9.09
Salad Serving Fork	1S31 761T	13.64
Salad Serving Spoon	1S32 761T	13.64
Sugar Spoon	1S33-305T	5.45
Sugar Tongs	1S34-381T	6.82
Table-Serving Spoon	1S35-495T	8.86
Tomato Server	1S36-699T	12.50

(All Dozen Pieces Sold in Any Quantity)

ROMANTIQUE (Plain)

A classic among fashion's smartest sterling patterns. Soft, lustrous butler finish.



Illustrations Actual Size *Trade Marks

Prices Do Not Include Excise Tax

The Skowhegan Line

CROQUET SETS ✧✧✧ TOY DUCK PINS

Quality Materials plus finest
workmanship plus eye appeal
equals—

MERCHANDISE THAT SELLS!

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NORTH ANSON REEL CO. NORTH ANSON
MAINE

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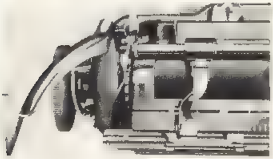
Showrooms:

RIEMANN, SEABREY CO., Inc. 1107 BROADWAY AT 24TH ST.
NEW YORK 10, N. Y.

Smith-Corona

WITH NEW PAGE GAGE



HERE'S HOW IT WORKS . . .

You just turn the platen to the **green figure** corresponding to the length of the paper you are using. Insert a sheet in the usual way and start typing. As you get down to within 2½ inches of the bottom of the page **red figures** show you exactly how much space is left and keep showing you right down to the end! PAGE GAGE eliminates solid pages of spoiled paper, saves re-typing, keeps pages neat. Saves time and paper!

QUICKSET MARGINS

Easiest system Simply press down on pointers and slide them to desired position.

The Super

- **Keyset Tabulator**
- **Miracle Page Gage**
- **Full-Size Keyboard**
- **Floating Shift**
- **Quickset Margins**
- **Adjustable Touch**
- **Synchronized Carriage Return**
- **Frame-fit Space Bar**
- **Aligning Paper Feed**

753N8891—The Super. The completely new-styled portable giving top performance. Non-glare grey-crackle finish, with contrasting green keyboard, paper tables, scales. Blue houndstooth carrying case. Ship. wt. 19 lbs. **Choice of PICA or Elite type—Please Specify.**
Estab. Retail $116.28

The Silent

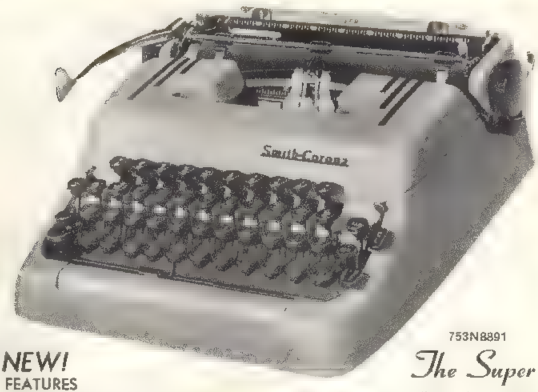
- **Numerous Sound Deadening Devices**
- **Acoustical Vents**
- **Page Gage**
- **Colorspeed Keyboard**
- **Super Speed Escapement**
- **Quickset Margins**
- **Synchronized Line Space Lever**
- **Tip-touch Back Spacer**
- **Typebar Speed Booster**
- **Skidproof Feet**
- **Piano Key Action**
- **Floating Shift**
- **Line Retainer**

727N8081—The Silent. The Silent Platen is easily interchanged with a harder Platen for manifolding or card and label writing. Non-glare grey crackle finish, contrasting green keyboard, paper table, and scales. Blue houndstooth carrying case. Ship wt. 20 lbs. **Choice of PICA or Elite type—Please Specify.**
Estab. Retail $105.68

The Sterling

- **Page Gage**
- **Skidproof Feet**
- **Quickset Margins**
- **Colorspeed Keyboard**
- **Super-Speed Escapement**
- **Synchronized Line Space Lever**
- **3-Position Paper Bail**
- **Tip-touch Back Spacer**
- **Acoustical Vents**
- **Typebar Speed Booster**
- **Adjustable Paper Guide**
- **Floating Shift**
- **Cushioned Tabulator**

729N7676—The Sterling. New and standard features combine to produce an excellent portable. Non-glare grey-crackle finish; contrasting green keyboard, paper tables, scales,

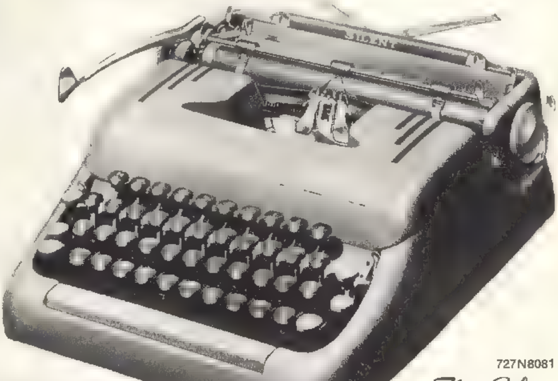


753N8891

The Super

Estab. Retail **$116.28**

NEW!
FEATURES
KEYSET TABULATOR
A REAL TIMESAVER

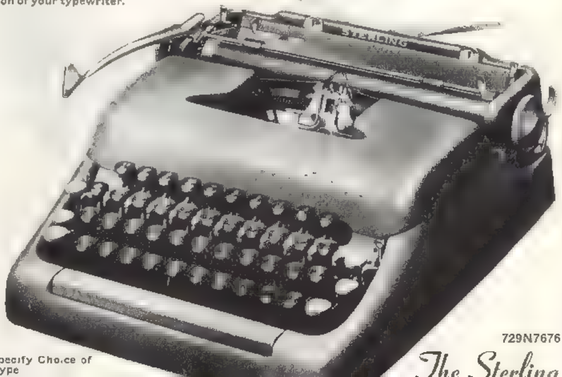


Complete Instruction Booklet and "Touch Typewriting Chart" are included with each machine describing in detail the proper operation of your typewriter.

727N8081

The Silent

Estab. Retail **$105.68**



Specify Choice of Type

729N7676

The Sterling

The Newest In Portable Typewriters

WORLD RENOWNED SMITH-CORONAS

SMITH-CORONA "SILENT-SUPER"

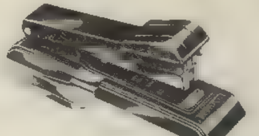
Aristocrat of Portable Typewriters. Featuring automatic key-set tabulator. Has page gage, super-speed escapement, quickset margins, synchronized line space lever, tip touch back spacer, floating shift, skidproof feet, paper bail and fingers, line retainer plus many other Smith-Corona features, with case. Ship. wt. 20 lbs. Pica or Elite type. Specify. **22/219 Y8810 Retail..........$116.28**

SMITH-CORONA "SILENT"

Similar to above, less automatic key set tabulator feature. Pica type only. **21/219 Y8050 Retail..... .... $105.68**

SMITH-CORONA "SKYRITER"

THE FINEST IN LIGHTWEIGHT PORTABLES, weighs only 9 lbs. Designed particularly for people who travel and for use in the modern home, where space is often at a premium. SKYRITER'S many big machine features include Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports, Quickset Margins, Typebar Speed Booster and Touch Selector. Size: 3" high, 11" wide, 12" long. Complete with case. Has regulation 84 character keyboard. Pica or Elite type, specify. Sh. wt. 12 lbs. **20/219 Y5500 Ret. $71.65**



BOSTITCH STAPLER

Amazing to find so many uses and such fine performance in a single small and low priced stapling machine . . . Will penetrate 50 sheets of 16 lb. bond; will clinch the staple through 32 sheets; will staple cloth, leather, cardboard, plastic bags. Operates on the desk, in the hand, as a tacker, and as a staple remover Made to Bostitch quality standards, compact, good looking, economical. With attached staple remover.

20/289 Y190 Retail. $2.85

Staples for above stapler. Per box of approximately 5000

21/289 Y85 Retail $1.25

THE FAMOUS LINE OF UNDERWOOD MODELS

UNDERWOOD
"Finger-Flight
CHAMPION"

UNDERWOOD
Low Price
"LEADER"

THE UNDERWOOD FINGER FLITE CHAMPION PORTABLE TYPEWRITER

Has lightweight, beauty, quality of construction, and "big Standard Machine features." It has the visible "See-Set" Margins which give speed and accuracy in setting margins in scale or inches. Has "Key Set" Tabulation which permits you to set, clear and operate the Tabulator from the keyboard, no more "fussing" with the back. It has Standard spacing, 9" Writing Line, 84 Characters, Segment Shift, Automatic Ribbons Reverse, Left and Right Margin Release Key. Single, Double, Triple Spacing; writes Red, Black, or Cuts Stencils, Automatic Line Finder, Variable Line Spacer, Touch Tuning, Paper Guide and Bail, Centralizing Lock, Finger Form Keys, Non-Glare Grey Finish with a Blue tapered Fashion Flite Carrying Case. Pica or Elite Type, Specify. Ship. Wt. 24 lbs.

50/290 Y8050 Retail....................$105.68

The New Underwood Leader Portable Typewriter

Is an attractive, low price, lightweight, well constructed Family Portable. An outstanding "good buy" in a reliable portable. It has modern features including Balanced Segment Shift, Standard Spaced Keyboard, Family Keyboard, Full 9" Writing Line, Finger Form Keys, Easy Touch Action, 84 Characters including Arithmetic Signs, Back Spacer, Right and Left Shift Key, Shift Lock, Carriage and Paper Release Lever, Adjustable Hand Margins with Right Hand Bell Indicator, Automatic Line Finder, Manual and Automatic Ribbon Reverse, Adjustable Paper Fingers; Single, Double, Triple Spacing; Coordinated Carriage Scale, Non-Glare, Tan Tone Finish with Green Keytops and attractive Green Carrying Case. Pica Type Only. Ship. wt. 18 lbs.

51/290 Y5800 Retail.. . . . . $74.41

AUTO WHEEL

COASTER WAGON

No.		
370	Stake Body Wagon. . .	19.50
372-SP	Aero Flyer. 16" x 36", semi-pneumatic, balloon tires	24.00

PEDAL BIKE

No. 29 – 27" long, 12" high, with $\frac{3}{4}$" rubber tires & spring seat. Each 8.25

OAK HILL

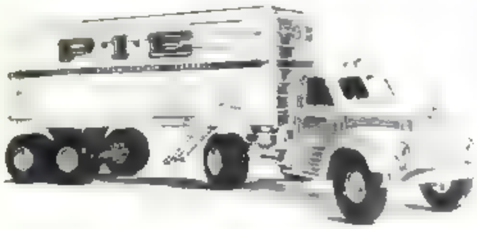
KIDDIE CAR

NO. 650 KIDDIE KAR
6" disc wheels, ½" tires.
Royal Blue with White decorations
Cream colored chassis and handle.
Without Pedals Each 5.00

Not Illustrated
NO. 651 KIDDIE KAR
8¼" front wheel with ⅝" tires. 6"
Red with White decorations White enamel chassis and handle.
With Pedals Each 7.50

SMITH-MILLER

FAMOUS TRUCKS IN MINIATURE



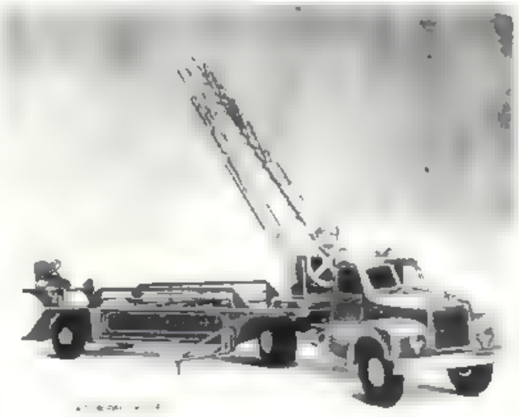
No. 409 – P-I-E
PACIFIC INTERMOUNTAIN EXPRESS
Massive polished aluminum trailer body, length 29"
19 95

No. 533
HYDRAULIC
DUMP
TRUCK

Remarkably realistic - lift action is smooth and powerful

17½" long
7" wide

18.00



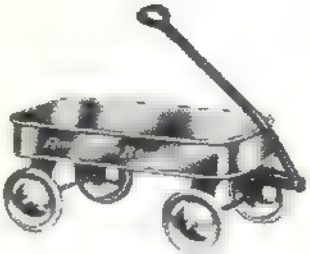
No. 410 – AERIAL LADDER
A 4-alarm sensation, 36" long 27 95

No. 801 – FURNITURE TRUCK	6.98
No. 804 – MACHINERY HAULER	10.98
No. 806 – SILVER STREAK EXPRESS	12.98
No. 808 – TANDEM TIMBER	16.98

No. 705 – WEST COAST TRUCK	13 95
No. 706 – MATERIAL TRUCK	14.95

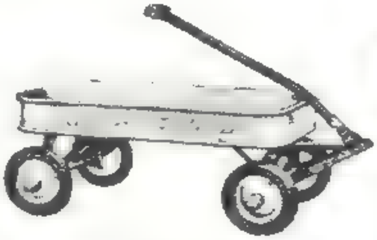
RADIO STEEL

STEEL WAGONS

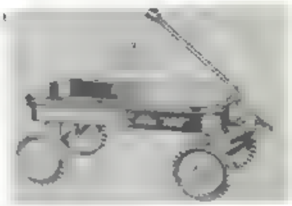


No. 7 - Size 20" x 10" x 3" 5" double disc wheels. 2.25

No. 80 - REX. 24½" x 12" x 3¼". 6" double disc wheels. 3.75

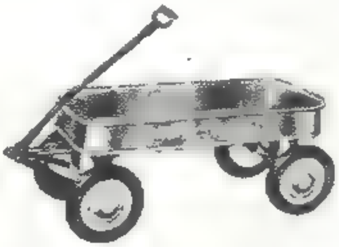


No. 9A - A sturdy "Special" size 28" x 13" x 3¾". 7" double disc wheels. 6.98



No. 100 - REX, 34" x 15½" x 3¾", double disc wheels 9.98

No. 90 - REX. 34" x 15½" x 3¾". 8¼" double disc wheels. 7.98



No. 18 - Full size 34" x 15½" x 4½". 10" double disc wheels 11.50

RADIO STEEL SCOOTERS

No. 1A - Length 33", height 30". 7" wheels. 4.00

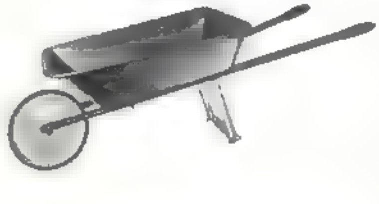
No. 4 - Length 38", height 30", 7" wheels 6.00

No. 5 - Length 38", height 34", 10" wheels 10.00

STEEL STAMPING

ALL-STEEL TOYS

No. 9 - ALL STEEL WAGON
Bed - 14" x 7" x 2".
Height - 6".
Overall Length - 29". Each 1.50



No. 29 - WHEELBARROW. All steel 17⅞" x 6½" x 15", 33" long 7" disc wheel, rubber tire. Finish: red enamel body and wheels, handles and legs black. Each 2.59

No. 26X - WHEELBARROW. All steel. 14" x 12" x 5". 5" disc wheel, rubber tire. 29" long. Each 1.50

AUTO WHEEL SCOOTER

No. 3 - Three Disc Wheels, ½" tires. Size 27" x 26½". Ea. 3.25

AUTO WHEEL

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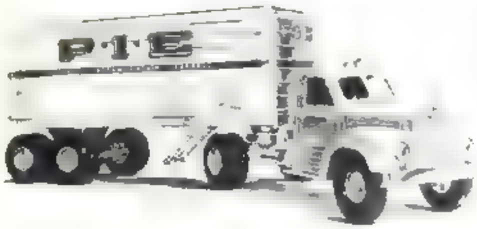

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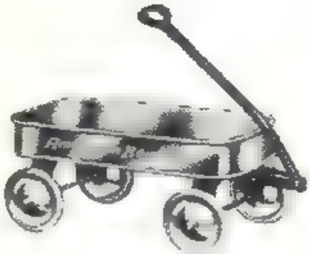

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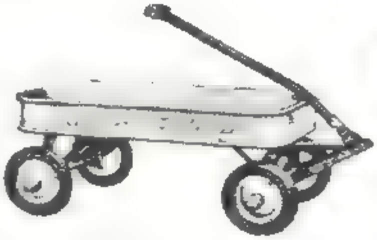

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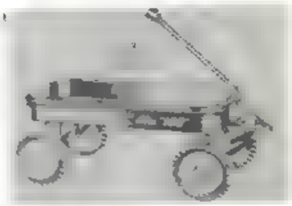

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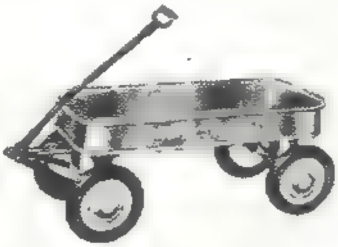

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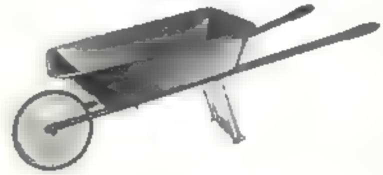

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AUTO WHEEL SCOOTER

No. 3 - Three Disc Wheels, ½" tires. Size 27" x 26½". Ea. 3.25

WE'VE MERGED!

SMITH-MILLER SMITTY TOYS

2932 Nebraska Avenue
Santa Monica, California

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OF CALIFORNIA
MILLER - IRONSON CORP.

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SMITH-MILLER SMITTY TOYS
MIC
OF CALIFORNIA

2500 San Fernando Road
Los Angeles 45, California

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BE SURE AND SEE OUR NEW & EXCITING ITEMS FOR 1955

Two of the biggest names in the Toy Industry are merging to bring you the greatest selection, the best values and the biggest profits ever! Like the recent consolidation of major names in the Auto Industry, by merger Smith—Miller—MIC is now tops! We cordially invite you to see the numbers pictured here as well as many others at the Toy Fair, Hotel New Yorker, Room 650.

Manufacturer's Representatives:

ROBERT PATTERSON & ASSOCIATES
"ACROSS THE NATION"

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LOS ANGELES, CALIF.
TEL.: HOllywood 5-0474

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TEL. ORegon 5-3361

209 SOUTH STATE ST
CHICAGO 4, ILLINOIS
TEL.: WAbash 2-1764

(A)

Powermatic

(B)

(C)

(A) ELECTRIC AUTO — Wonder toy operated by remote control. Sturdy plastic car steers automatically . . . any direction, up hills, in circles, on floor or carpet. Reverses direction upon bumping. Operates on 2 flashlight batteries in hand control unit. 10" long. Brilliant Yellow.

T-245C333 **Estab Retail $5.00**

(B) MORMAC BUS Exciting action toy, colorful bus can be steered in any direction by pushing or pulling plunger rod at rear of hand control unit. Powered by 2 flashlight batteries.

T-247C397 **Estab. Retail $6.00**

(C) "FIX IT" CONVERTIBLE — Model sports car and kit in rugged plastic. Battery operated headlights, wind-up horn, detailed engine under opening hood, 4 interchangeable tires. Has windshield, steering wheel, grille, bumpers, parking and signal lights. Bright red. 15½" long.

T-133C419 **Estab. Retail $6.00**

(D) New . . . Terrific! SABRE 44 PLANE WITH REAL ENGINE — Swept-back wing, jet-fighter designed plane slashes through the air on hand-held control line . . . U-handle for initiating unbelievable maneuvers. Made of stunning black and yellow HIGH IMPACT plastic. Has battery-started ½A Herkimer 049B Gas Engine 14" wingspan, 14½" length. Weighs only 5 oz. Assembled, ready to fly, with full instructions. Truly sensational toy built by famous Comet Hobbycraft.

T-229C662 **Estab. Retail $9.95**

(E) "SNOBOB" TOBOGGAN SLED Built for speed, safety and fun on snow, slush or ice. More maneuverable than ordinary toboggan or sled Waterproof plywood platform, hard birch skis have safety features for foolproof easy steering. Non-skid seat. Easily handled by children . . . sturdy enough for adults.

T-127C1330 45½" (12¼ lbs.) **Estab Retail $19 95**
T-128C1664 53½" (16¾ lbs.) **Estab Retail $24 95**
T-129C1998 60½" (18½ lbs.) **Estab. Retail $29 95**

(F) UNCLE SAM BANK — Educational toy, quality gift for youngsters or adults. Sturdy 3-coin register bank makes saving fun. Rings, registers, adds nickels, dimes, quarters. Takes other coins, bills in special opening. Holds $50, opens every $10. No key to lose. Chrome finish.

T-249C399 **Estab. Retail $6.00**

(G) "ZIMPHONE" 2-PHONE CRADLE SET - Attractive, newly designed inter-comm. system. Use anywhere — youngsters will love it for play Use on desk or hang on wall. Complete with wire and batteries, ready to use Takes only a minute to install.

T-248C419 **Estab. Retail $6.00**

(D)

(E)

(F)

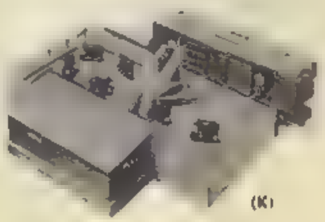
(G)

ZIMPHONE
2-Phone
CRADLE SET

AMERICAN FLYER TRAIN ACCESSORIES

(H)

(J)


(K)

(L)

(M)

(O)

(N)

(H) SAM THE SEMAPHORE MAN — All set to guard against rail accidents by remote control. Press operating button and Sam dashes out to halt train. Press second button and Sam hastes back in, enabling train to resume All metal. 7¼" high.

T-269C597 **Estab. Retail $8 95**

(J) REMOTE CONTROL SWITCHES — Positive action right and left hand electric switches with red and green lights. Remote control box has two switch control levers. Lights remain on even when train is not running. Realistic.

T-265C1064 **Estab Retail $15 95**

(K) OPERATING STOCKYARD AND CAR — Extraordinary After switch is turned action is all automatic. Steers in pens mill about, stock car unloads by remote control. Cattle move up or down ramp. Includes Knuckle Coupler Car, Stock Yard track contact unit, twin button control, cattle. 11" x 10½" x 2⅝" high.

T-270C997 **Estab. Retail $14.95**

(L) PASSENGER STATION — Modeled after stations in rural areas. Sliding baggage door hinged waiting room door, realistic windows . . . fully illuminated. 12" x 8" x 6" high.

T-267C464 **Estab Retail $6.95**

(M) AMERICAN FLYER HANDCAR — Handsome orange and black hand car powered by worm drive electric motor The busy railroaders pump fast or slow, depending on speed 4½" long.

T-266C530 **Estab. Retail $7.95**

(N) BELL DANGER SIGNAL — Fascinating sound, action. Approaching train causes bell to clang while red lights flash A must in safety devices Base, lamp housing die cast, house pressed steel. Track trips included. 5" x 2⅞" x 5" high.

T-268C330 **Estab. Retail $4.95**

(O) REVOLVING AIRCRAFT BEACON — Realistic structure for warning aircraft. Adds interest and fun Beacon revolves automatically swinging alternate red and green rays. Steel girder, molded base. Shanty colorful pressed steel. Stands 12" high on 5" x 6" base.

T-271C264 **Estab. Retail $3 95**

Ideal "Favorite" Dolls

(A)

(B)

(C)

Famous "Best Loved" Dolls

(D)

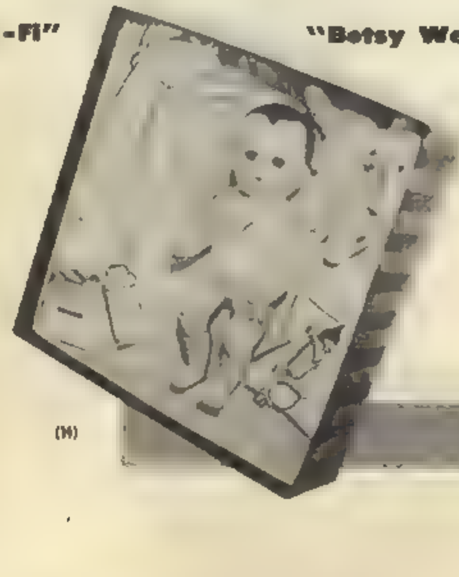
(E)

(F)

"Fi-Fi"

(G)

"Betsy Wetsy"


(H)

(A) "SAUCY WALKER" DOLL — Walking-flirting doll does everything; walks, sits and cries. Turns Saran topped head from side to side and rolls eyes as she walks Fully jointed, no mechanism to go out of order. Hair can be combed washed, waved with her plastic curlers In beautifully styled outfit with slip, panties, socks and shoes

T-227C557 17" DOLL **Estab. Retail $ 8.00**
T-228C899 23" DOLL **Estab Retail $13.00**

(B) "TONI WALKER" IN DELUXE DRESS She walks and turns head gracefully from side to side with every step Goes backwards, sits down. Nothing to wind or break. Exclusive nylon hair can be waved and washed. Complete Toni Playwave Kit, solution, tissues, instructions, comb, shampoo and curlers. In high fashion dress with slip undies, socks, shoes.

T-218C697 14" DOLL **Estab Retail $10.00**
T-219C1046 19" DOLL **Estab. Retail $15 00**

(C) "BABY RUTH" DOLL—Soft vinyl head with sleeping eyes and lashes, vinyl arms, legs and coated body She can be bathed! Has crying voice, cotton filled body. Rooted Saran hair can be brushed, combed, shampooed . plastic curlers incl. Dressed in deluxe organdy dress, ribbon-tied bonnet, slip, undies, socks shoes.

T-220C419 16" DOLL **Estab Retail $6 00**

(D) "JOY" LOVEY DOLL — This saucy tyke will provide hours of fun for little homemakers. Washable soft vinyl plastic with imbedded Saran hair to wash and set. Clothing is bright and gay and she wears panties, shoes and socks. Life-like glassine eyes with real lashes close when sleeping. "Joy" coos when hugged.

T-224C349 15" DOLL **Estab. Retail $5.00**
T-225C489 19" DOLL **Estab. Retail $7.00**

(E) "CINDY STRUTTER" WALKING DOLL — True-to-life walking doll to gladden the heart of every girl. No mechanism to break. Cindy walks when hands are held. In bright colored pinafore trimmed with lace and ruffles, panties stockings, shoes. Made of soft vinyl "Fairy Skin" she has glassine sleeping eyes, deep rooted Saran hair and cooing voice. Completely washable. Hair curlers included

T-215C694 24" DOLL **Estab. Retail $10.00**

(F) BETTY-ANNE BABY DOLL — A delightful doll whose lace trimmed dress matches her beautiful irridescent taffeta coat and bonnet; with cotton pants socks and shoes. Your favorite little girl will love her glassine sleeping eyes, turning head and coo voice. Pliable vinyl plastic, washable, with permanent rooted Saran hair.

Y-223C559 19" DOLL **Estab. Retail $8.00**

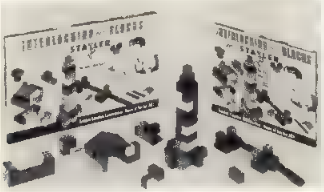
(G) "FiFi" MUSICAL FRENCH POODLE – Perky FiFi is famous everywhere . . . one of the most lovable of all toys. She wears French sailor's garb, beret and big perky bow. Has built-in Swiss Music Box that plays when her pom-pom is twisted. 16" tall . . . made of contrasting shaggy and short pile plush Sewed-in eyes plastic nose, felt tongue, soft floppy ears.

T-110C493 **Estab. Retail $7.00**

(H) "BETSY WETSY" DOLL — America's favorite drinking and wetting doll now cries too. Vinyl body with plastic head. Sleeping eyes and lashes. In case with layette including slip, dress, bonnet, extra diaper, soap powder puff, powder, clothespins, bottle. Ideal's Betsy wears shirt and diaper. When she "drinks" liquid she wets. Press body and lifelike tears flow. Crying baby voice

T-230C837 16" DOLL WITH LAYETTE **Estab. Retail $12.00**

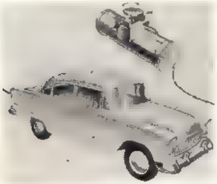
New Toys on Parade



INTERLOCKING PLASTIC BLOCKS have received a new treatment, and now feature realistic roofs and bridges at no extra cost. Made by Statler Manufacturing Co., 349 W. Ontario St., Chicago 10, Ill., they are lightweight, and made in four brilliant colors.

Newly designed, eye-catching boxes are another innovation for both the large and the regular sets, retailing at $2.98 and $1.98, respectively. The large set contains 40 large blocks, 8 regular blocks, 1 roof and 2 bridges. The regular set contains 26 large blocks, 5 regular blocks, 1 roof and 1 bridge. Both are packed 12 sets to a master shipper.

POWER STEERING has been added to some of the Tru-Miniature toys made by Product Miniature Co., 2240 S. 54th St., Milwaukee 14, Wis. The Chevrolet Corvette, Model No. 621, has remote control only, but the other models Chevrolet's Sports Coupe and the Sedan (shown here), and Ford's Country Sedan—have power steering in addition. An additional motor turns the car left or right to any degree when the steering wheel on the remote control box is turned. The car is guided around obstacles and over make-believe roads, emphasizing to the youngster the value of coordination in driving

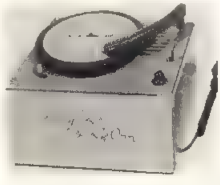


The new cars are two-toned in 1955 colors, and are equipped with tubeless rubber tires, wrap-around windshields, and tinted windows

Product Miniature Co. is also featuring a line of special cars, including a Red Cross ambulance, fire chief's car, city police car, and yellow cab. All except the cab in this line are equipped with a new high-pitch siren driven by the Spin Torque motor.

Also new in the 1955 line is a Ford tractor, the "600" with official gray, red and black colors. The steering wheel turns and the gear shift lever moves. The tractor, Model 3155, has rubber tires and engine details. It is 10" x 5¼" x 4".

ELECTRIC CLOCK AND PHONOGRAPH combination for youngsters has been introduced by B & R Electronics Co., 1701 Boone Ave., New York 60, N. Y. The sturdy table model phonograph, in a Peter Pan design, plays 7", 10", and 12" records in all three speeds: 33-1/3, 45, and 78 rpm. It also has volume control, switch, two-watt amplifier and speaker with Alnico V magnet. A child can operate it independent of the clock, as he would any phonograph.

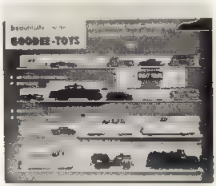


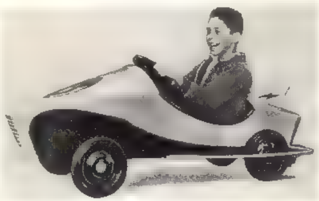
The child sets the clock himself, thus learning by association to tell time. The phono starts playing automatically when it is time to awake. The phonograph is equipped with a new, lightweight tone arm and cartridge with a permanent-type needle that plays all type records in all three speeds.

Designated as model CP-100, the new item weighs 9 pounds, and measures 8¼" x 9½" x 11½"; it lists for $29.95. Model CP-50, with the same clock features but playing only 78 rpm, lists for $24.95.

* * *

SHOWROOM DISPLAYS for Goodee-Toy unbreakable metal cars and trucks are available from Excel Products Co., Codwise Ave., New Brunswick, N. J. The display board, in brilliant colors, is designed to hold a sample of every model in the line. The display can be hung from a wall and is easel-backed for counter use. Copy includes construction details and prices. Suggested retail prices for the Goodee-Toys are 10c, 29c, and 59c (motorized).

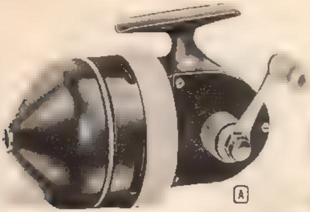




SOAP BOX DERBY RACER KIT is now being manufactured by Fair-Craft Corp., 7691 Washington Ave., West Haven, Conn The kit contains pre-cut parts, front end assembly, ball bearing wheels, puncture-proof semi-pneumatic tires, and step-by step instructions for making an attractive Sport-Car Derby Racer.

Simple hand tools, plus a few hours of educational fun are all that is needed to assemble the car, according to the manufacturer.

The Fair-Craft Racer Kit, retailing for $29.95, is said to cost less than the purchase price of the parts if bought individually, and is claimed to insure safe, positive steering and brakes that stop "on a dime."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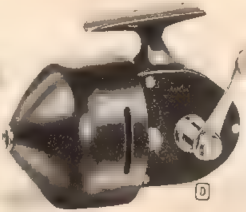
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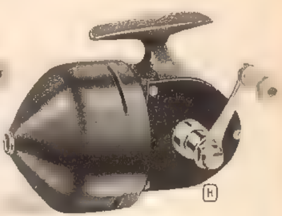
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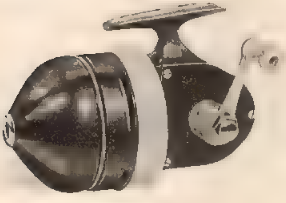
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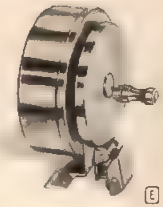
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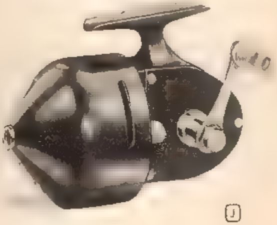
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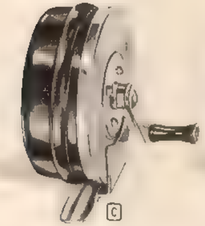
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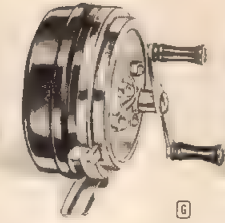
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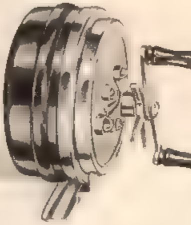
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Popular Top-Quality Spinning Reels—National Brands

A SOUTH BEND "1200" SPIN REEL

South Bend's finest quality Designed for easy operation, dependable long wear. Level wind. Non-reversing crank control. Oversize clutch for accurate line tension. Hardened steel drive shaft. Precision-cut gears—matched and lapped for smooth, quiet operation. Chrome-plated drag adjusting ring. Gear ratio—4 to 1. Capacity—300 yds. of 5-lb. test line. Act. wt. 11 oz.

45298A1650....................Retail **$27.50**

B SHAKESPEARE "1800" WONDEREEL

Deluxe star of the Shakespeare line New type wind guard picks up slack line—prevents tangling. Level spool mechanism and adjustable drag. Reversible crank Anodized aluminum frame—baked enamel finish Made to last a lifetime. Gear ratio—4 to 1. Capacity—300 yds. 4-lb. test monofilament. Actual weight 11 oz.

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C GOOD-ALL "10" AMBASSADOR REEL

Single-handle direct-drive retrieve — so easy to operate Gives long accurate casts—absolutely will not backlash. Never any spool drag on cast. Enclosed spool. Completely rustproof. Hardened bronze bushings. Aluminum cover in rich long-wearing maroon finish. An inexpensive reel—yet it's built to stand up under years of wear. Capacity—100 yds. 6-lb. line. Act. wt. 8 oz.

D SOUTH BEND "1600" SPINCAST

Moderately priced—yet it offers all the quality features of more expensive models. Click-control for non-reversing crank. Oversize clutch with micrometer adjustment keeps line taut. Drive shaft of hardened steel. Cone and gear housing of durable cast alloy. Well-made. Gear ratio 4 to 1. Capacity 150 yds. 5-lb test line.

45329A990—Right-hand model.Retail **$16.50**

45330A990—Left-hand model..Retail **$16.50**

E HUMPHREY'S SPINNING REEL

No backlash no matter how it's used in casting! Produces long, smooth casts with any type lure, light or heavy. Use on any standard fishing rod. Bronze bushings. Hard chrome-plated line guide and pickup arm. Only two working parts—easy to clean and oil. Durably built of finest lifetime stainless steel. Capacity—80 yds. 6-lb. test monofilament line. Actual wt 9 oz.

45232A1197....................Retail **$19.95**

G GOODALL "15A" SUPREME REEL

Popular-priced reel. It's lightweight, yet sturdy; easy to operate, yet efficient. High-speed gear retrieve, sliding click. Fingertip drag control. Automatic braking action. Eliminates backlash completely. Use it with any type of fishing rod. Aluminum case. Capacity—75 yds. 8-lb. test monofilament. Actual wt. 9 oz.

H SOUTH BEND "1400" SPINCAST

Smooth-operating reel at moderate cost. Protective cone design, adjusting line-tension control, automatic crank for release and retrieve. Oversize clutch for accurate line tension. Hardened steel drive shaft. Crackled maroon finish. Gear ratio—4 to 1. Capacity—150 yds. 6-lb. test line.

45331A810....................Retail **$13.50**

Shakespeare "1745" Wondereel Similar to above but with green enameled finish.

45314A810....................Retail **$13.50**

J SHAKESPEARE "1755" WONDEREEL

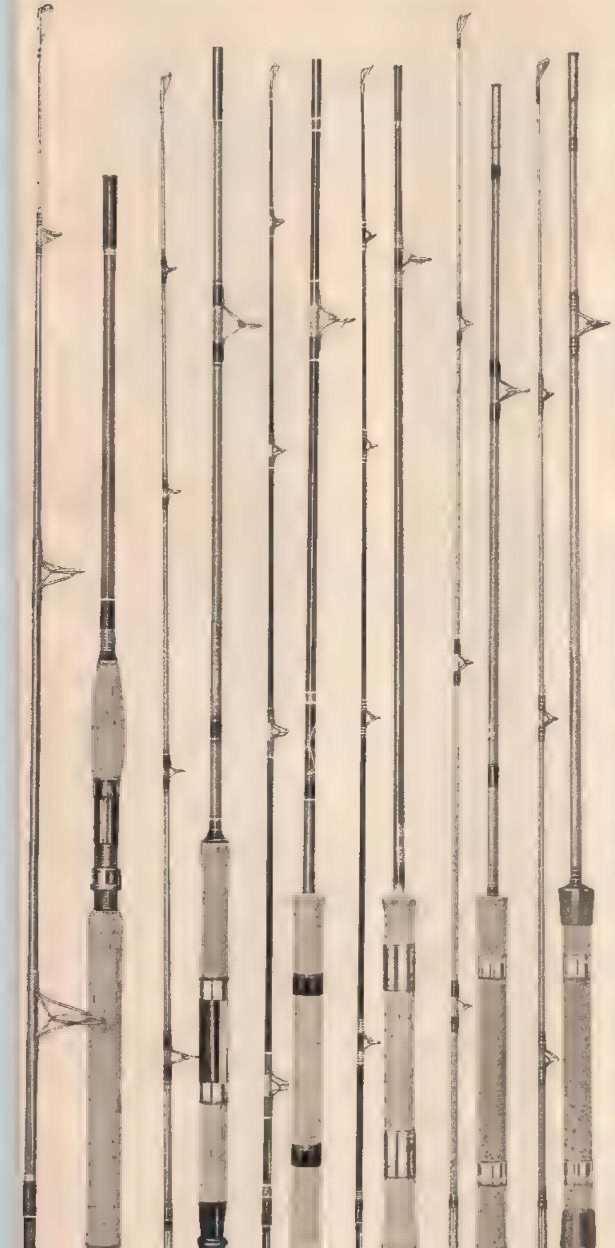
Fine model—designed for smooth performance and long wear. Click device on side plate makes crank non-reversing. Wind-weather guard turns for drag adjustment. Chromed brass crank. Anodized aluminum frame, green enamel finish. Gear ratio—4 to 1. Capacity—150 yds. 6-lb. test line

45315A990—Right-hand model.Retail **$16.50**

45316A990—Left-hand model..Retail **$16.50**

K GOODALL "17" SPIN-MASTER

New star drag—set it and forget it! Stays set for proper line tension. Hi-speed retrieve. Fixed "spinning" spool and sturdy pickup finger Bronze gears and bushings. Anti-backlash with double-offset handle Sliding click. Fits any rod. Stainless steel and aluminum cover. Capacity 70 yds. 8-lb. test monofilament. Actual wt. 9 oz.



Spinning Rods

BY TOP MANUFACTURERS IN LIGHT, STRONG GLASS

A HEDDON'S RIPTIDE SALTWATER ROD

An outstanding value in a remarkably fine rod for saltwater spinning. Plenty of power for distance casting and setting the hook on heavy fish. Two-piece tubular glass rod, natural finish. Featherweight black anodized ferrule. Saltwater V-type durable chrome guides and tip top protect the line. Colorful brown and buff silk windings. ⅞ in. positive-locking reel seat. Selected cork grip. Cloth bag. Medium action. Actual weight 9 oz.

46333A1650—7½ ft............Retail $27.50

B AIREX "265" TUBULAR SPINROD

Strong, flexible for spinning sport at its best! Two-piece tubular glass shaft has backbone for accurate placing of lures. Black and gold-color anodized machined ferrules. Five stainless steel black nickel guides and carboloy tip top. Black and gold-color aluminum reel seat. Removable black rubber butt cap suitable for loading with split shot. 12-in. specie cork grip with 4½-in. composition insert. In bag. Medium action Actual wt. 4½ oz.

46163A1437—6½ ft............Retail $23.95

Airex "266." As above, light action, 4⅜ oz.

46164A1437—7 ft..............Retail $23.95

C HARNELL "641R" SPINNING ROD

Correct, powerful controlled action—delicate balance. Two-piece black tubular glass rod—triple plastic coated, triple fired for rugged weatherproof service and satisfaction. Five hard chrome guides. All guides are double-wrapped with red and gold-color nylon thread—no chipping or peeling. Varmac reel seat made of sturdy gleaming chrome-plated brass—two spinning rings hold reel in place. Retractable hood is keyed for alignment. Comfortable spinning grip of select cork. Cloth bag.

46286A1377 -6½ ft. Medium action..$22.95
46285A1377—7 ft. Medium action....$22.95

D HEDDON'S STANDARD SPINNING ROD

Every inch a Heddon rod, a really fine value! Reasonably-priced rod has the power to play and land the big ones. Two-piece tubular glass rod has medium-tone finish. Featherweight black anodized ferrule. Cradle-type chrome guides and tip top protect line. Maroon windings. Anodized aluminum reel bands on select cork handle. In protective cloth carrying bag

46319A1197—6½ ft. Light action....$19.95
46320A1197—7 ft. Medium action .. $19.95

E AIREX "240" GLASS SPIN ROD

Provides plenty of fresh water spinning sport—more bait casting ease. Two-piece tubular glass spinning rod in shimmering natural glass color. Four chrome-plated stainless steel guides and tip top stay bright, won't snag line. 12-in. cork grip has 4½ in. composition inset for durability. Cloth bag Act. wts. 4¼ and 4¾ oz.

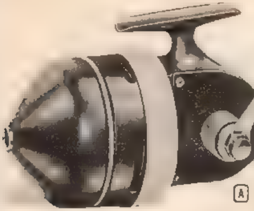
46162A777—6½ ft. Light action.....$12.95
46138A837—7 ft. Medium action.....$13.95

G AIREX "237" GLASS SPINNING ROD

Special taper allows better control, greater backbone—for real sport! Two-piece solid glass rod with translucent blue finish. Nickel silver ferrule. Four stainless steel guides and tip top protect line. Multicolor silk winds. Aluminum reel rings. 12-in. handle with solid cork grip and Vinylite butt give you the right balance and feel for effortless casting. In cloth bag Medium action. Actual wt. 5 oz.

46137A690—6 ft...............Retail $11.50

Actual weight of each rod is only a few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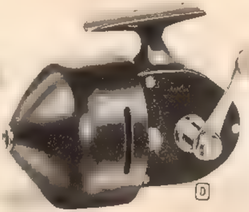
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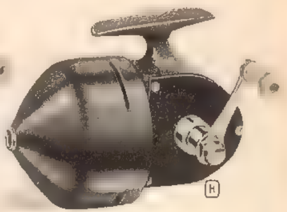
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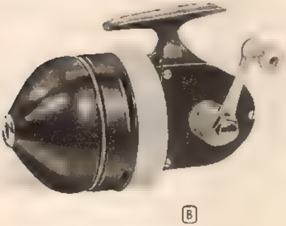
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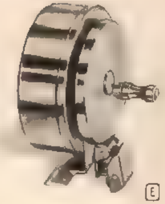
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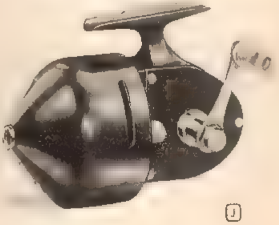
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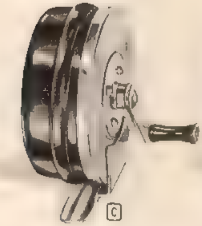
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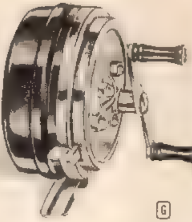
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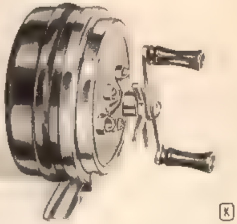
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45298A1650..................**Retail $27.50**

B SHAKESPEARE "1800" WONDEREEL

Deluxe star of the Shakespeare line New type wind guard picks up slack line—prevents tangling. Level spool mechanism and adjustable drag. Reversible crank Anodized aluminum frame—baked enamel finish Made to last a lifetime. Gear ratio—4 to 1. Capacity—300 yds. 4-lb. test monofilament. Actual weight 11 oz.
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Single-handle direct-drive retrieve — so easy to operate Gives long accurate casts —absolutely will not backlash. Never any spool drag on cast. Enclosed spool. Completely rustproof. Hardened bronze bushings. Aluminum cover in rich long-wearing maroon finish. An inexpensive reel —yet it's built to stand up under years of wear. Capacity—100 yds. 6-lb. line. Act. wt. 8 oz.

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45329A990—Right-hand model.**Retail $16.50**
45330A990—Left-hand model..**Retail $16.50**

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No backlash no matter how it's used in casting! Produces long, smooth casts with any type lure, light or heavy. Use on any standard fishing rod. Bronze bushings. Hard chrome-plated line guide and pickup arm. Only two working parts—easy to clean and oil. Durably built of finest lifetime stainless steel. Capacity—80 yds. 6-lb. test monofilament line. Actual wt 9 oz.
45232A1197..................**Retail $19.95**

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45331A810..................**Retail $13.50**

Shakespeare "1745" Wondereel Similar to above but with green enameled finish.
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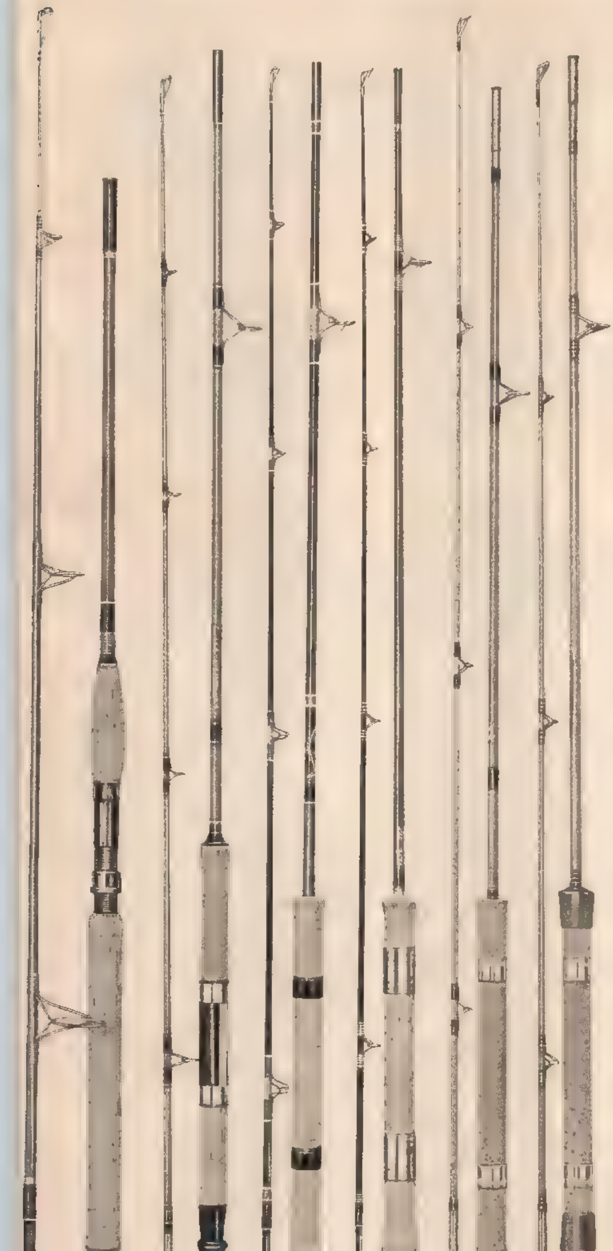

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An outstanding value in a remarkably fine rod for saltwater spinning. Plenty of power for distance casting and setting the hook on heavy fish. Two-piece tubular glass rod, natural finish. Featherweight black anodized ferrule. Saltwater V-type durable chrome guides and tip top protect the line. Colorful brown and buff silk windings. ⅝ in. positive-locking reel seat. Selected cork grip. Cloth bag. Medium action. Actual weight 9 oz.

46333A1650—7½ ft............Retail $27.50

B AIREX "265" TUBULAR SPINROD

Strong, flexible for spinning sport at its best! Two-piece tubular glass shaft has backbone for accurate placing of lures. Black and gold-color anodized machined ferrules. Five stainless steel black nickel guides and carboloy tip top. Black and gold-color aluminum reel seat. Removable black rubber butt cap suitable for loading with split shot. 12-in. specie cork grip with 4½-in. composition insert. In bag. Medium action Actual wt. 4½ oz.

46163A1437—6½ ft............Retail $23.95

Airex "266." As above, light action, 4¾ oz.

46164A1437—7 ft..............Retail $23.95

C HARNELL "641R" SPINNING ROD

Correct, powerful controlled action—delicate balance. Two-piece black tubular glass rod—triple plastic coated, triple fired for rugged weatherproof service and satisfaction. Five hard chrome guides. All guides are double-wrapped with red and gold-color nylon thread—no chipping or peeling. Varmac reel seat made of sturdy gleaming chrome-plated brass—two spinning rings hold reel in place. Retractable hood is keyed for alignment. Comfortable spinning grip of select cork. Cloth bag.

46286A1377—6½ ft. Medium action..$22.95
46285A1377—7 ft. Medium action....$22.95

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46319A1197—6½ ft. Light action....$19.95
46320A1197—7 ft. Medium action .. $19.95

E AIREX "240" GLASS SPIN ROD

Provides plenty of fresh water spinning sport—more bait casting ease. Two-piece tubular glass spinning rod in shimmering natural glass color. Four chrome-plated stainless steel guides and tip top stay bright, won't snag line. 12-in. cork grip has 4½ in. composition inset for durability. Cloth bag Act. wts. 4¼ and 4¾ oz.

46162A777—6½ ft. Light action.....$12.95
46138A837—7 ft. Medium action.....$13.95

G AIREX "237" GLASS SPINNING ROD

Special taper allows better control, greater backbone—for real sport! Two-piece solid glass rod with translucent blue finish. Nickel silver ferrule. Four stainless steel guides and tip top protect line. Multicolor silk winds. Aluminum reel rings. 12-in. handle with solid cork grip and Vinylite butt give you the right balance and feel for effortless casting. In cloth bag Medium action. Actual wt. 5 oz.

46137A690—6 ft..............Retail $11.50

Actual weight of each rod is only a few

Softball And Baseball Supplies

SOFTBALL GLOVE

Popular Hutch custom-built model. Three fingers and thumb. Leather lined. Deep formed pocket. Wide web strap between thumb and forefinger. Selected full grain cowhide with leather lacing through fingers. Laced heel. For right-handed throwers.

10-F-27—East $4.95 **Coast $4.95**
Wt. Ea. 1.4 Lb. Cont. Quantity 24

CONNIE RYAN FIELDER'S GLOVE

Junior size glove patterned after big league gloves. Top grain cowhide with wide web ball trap. For right-handed throwers. Fully padded. Hutch brand. Leather lined.

10-F-56—East $2.98 **Coast $2.98**
Wt. Ea. 1.2 Lb. Cont. Quantity 24

SPALDING FIELDER'S GLOVE—TRIPLE PLAY

Low priced. Popular three finger and thumb glove. Full size, fully oiled glove leather. Fully lined and fully welted with imitation leather binding. Leather laced heel and fingers. Crotch has solid web to hold those "grass cutting" line drives.

10-F-101—East $5.95 **Coast $5.95**
Wt. Ea. 1.87 Lb. Cont. Quantity 24

SPALDING FIELDER'S GLOVE—RIZZUTO MODEL

Large size glove, autographed by "Scooter" Rizzuto. Made of top-grain cowhide glove leather. Fully oiled. Half leather lined and leather-laced fingers. Has a welted face, wide solid-web ball trap. Imitation leather binding.

10-F-106—East $4.45 **Coast $4.45**
Wt. Ea. 1.87 Lb. Cont. Quantity 24

SPALDING FIELDER'S GLOVE PROFESSIONAL MODEL

Selected cowhide glove for league players. Full size. Streamlined fingers interlaced with rawhide. Rolled, imitation leather binding. All seams welted Laced heel and full leather lining. For right hand throwers.

10-F-103—East $8.95 **Coast $8.95**
Wt. Ea. 1.83 Lb. Cont. Quantity 24

***10-F-104—For Left-Handed Throwers—**
East $8.95 **Coast $8.95**
Wt. Ea. 1.83 Lb. Cont. Quantity 24

SPALDING FIELDER'S GLOVE, ALVIN DARK MODEL

Top ranking big league glove. Autographed by Alvin Dark, famous shortstop for the World's Champion New York Giants. Will more than satisfy the desires of league players everywhere. Full size, specially selected cowhide. Wide wrist strap. Full cowhide leather lined, laced "adjusto" heel, hand-made padding. All seams welted, rolled leather binding. Full closed web trap in crotch with streamlined laced finger.

10-F-105—East $10.95 **Coast $10.95**
Wt. Ea. 1.87 Lb. Cont. Quantity 24

BOY'S LEAGUE BALL AND GLOVE—Fielder's glove designed exclusively for youngsters two to five years of age. Made of selected willow glove leather. Padded like a professional model. Has leather web and plastic laced-backed fingers, button-type wrist strap. Includes a boy's league sponge rubber ball. Packed in a cellophane-windowed self-displaying box. Overall size of box 3" x 7" x 7".

10-F-85—East $1.79 **Coast $1.89**
Wt. Ea. .5 Lb. Cont. Quantity 36

10-F-27

10-F-56

10-F-101

10-F-106

10-F-103

10-F-105

FIELDER'S GLOVE
10-F-85

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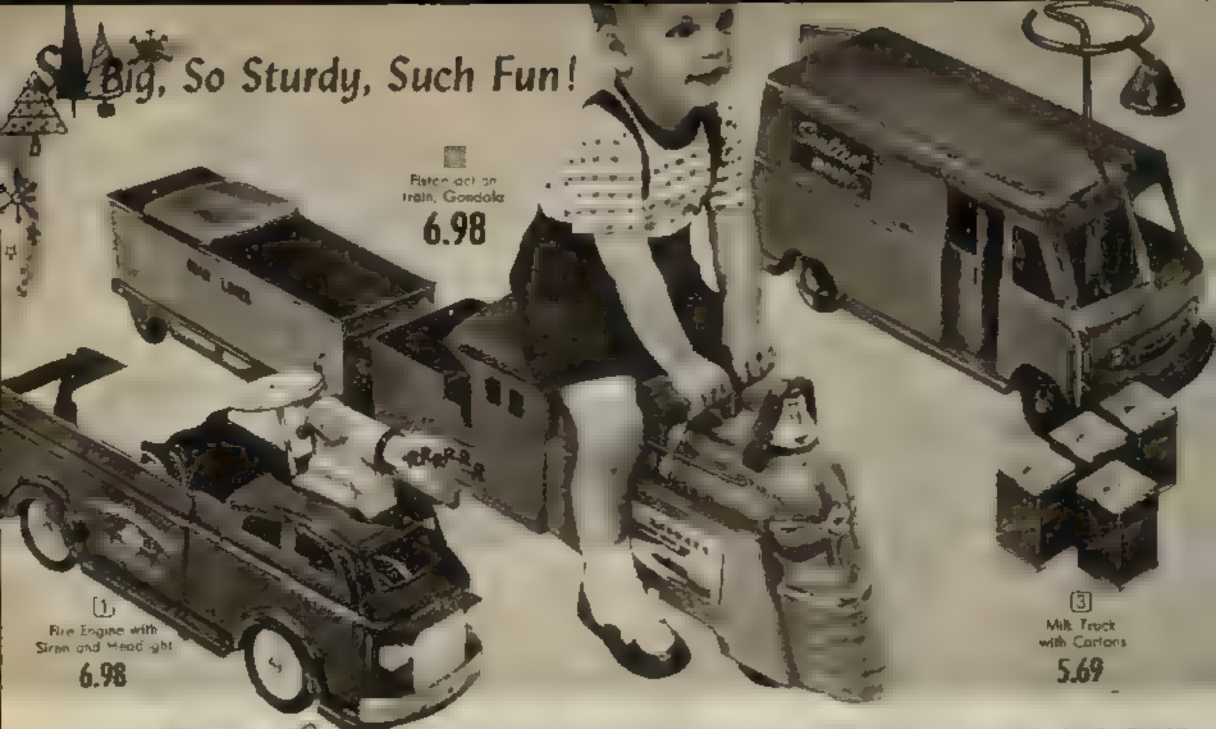
*Firestone stores should not stock.

So Big, So Sturdy, Such Fun!



Piston action train, Gondola

6.98

1 Fire Engine with Siren and Headlight

6.98

3 Milk Truck with Cartons

5.69

1 "RIDER" FIRE TRUCK Light flashes, hand-crank siren wails as he speeds to fire. Heavy gauge steel body has a steel seat 12 inches from ground, auto type steering gear permits easy turning. 4-in diameter steel wheels, ½-inch rubber tires. 31x9x13-inches high. Holds up to 100 lbs. Easy to assemble. Battery for light not included. Mailable

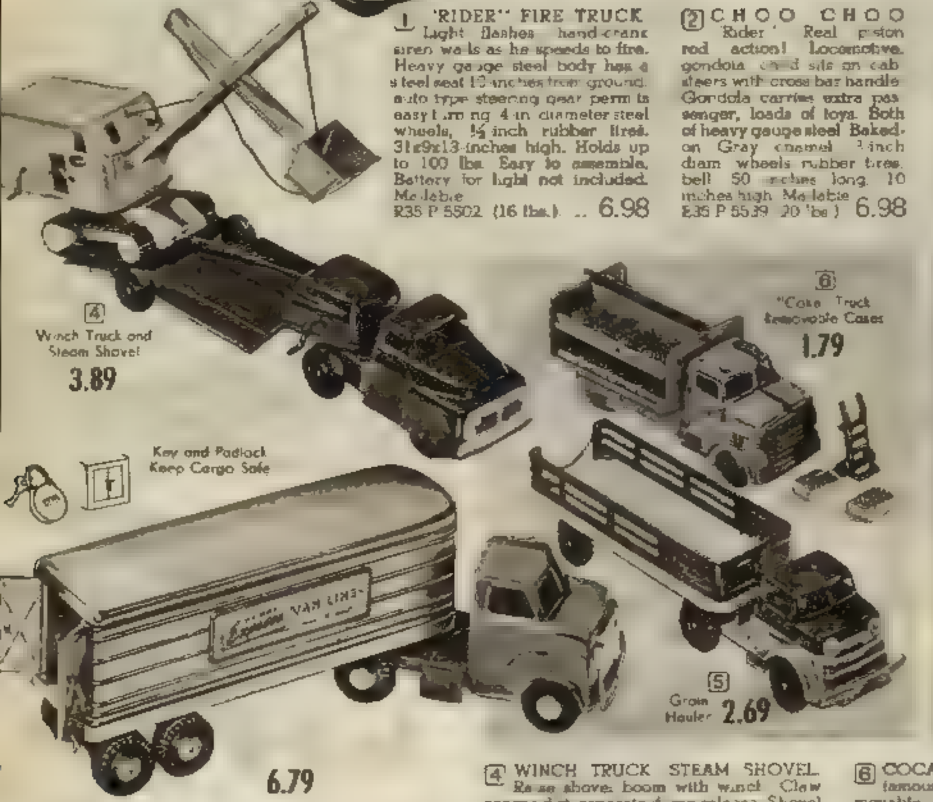
R35 P 5502 (16 lbs.) .. 6.98

2 CHOO CHOO "Rider" Real piston rod action! Locomotive, gondola, child sits on cab, steers with cross bar handle. Gondola carries extra passenger, loads of toys. Both of heavy gauge steel. Baked-on Gray enamel. 3-inch diam wheels, rubber tires, bell. 50 inches long, 10 inches high. Mailable

R35 P 5539 (20 lbs.) 6.98

3 "RIDER" MILK TRUCK Ding ding here comes the Jr. milkman on his Sealtest truck. Sits on top, turns with easy auto-type steering, bell announces his approach. Front, back doors open, back holds eight ½ pint play milk cartons. Heavy gauge steel, rubber bumper saves furniture. 3-inch rubber tires. Gray enamel. 22x9x15 inches high. Mailable

R35 P 5503. (14 lbs.) 5.69



4 Winch Truck and Steam Shovel

3.89

6 "Coke" Truck Removable Cases

1.79

Key and Padlock Keep Cargo Safe

5 Grain Hauler 2.69

6.79

7 Wrecker and Dump Truck

1.98

CROSS COUNTRY TRUCK AND TRAILER Replica of rugged coast to coast express truck. Large storage space in detachable trailer. Driver protects his cargo with padlock and key on back door. Enameled cab has 6 heavy-duty rubber tires, simulated air horns. Bright silver colored trailer has dual tandem wheels with 8 thick rubber tires, lithographed truck line emblems on sides. Sturdy steel construction. 6x29x9 inches high. Mailable

R35 P 5777 Shpg. wt. 16 lbs 6.79

4 WINCH TRUCK STEAM SHOVEL Raise shovel boom with winch. Claw scoops dirt, separate dump release. Shovel turns 360°. Truck winch pulls shovel onto trailer. Orange enameled steel shovel with rubber treads. 21x7x5 in. wide

R35 P 5519 Mailable (6 lbs.) 3.89

5 GRAIN HAULER Remove sides to convert it into a flat-bed steel or lumber truck. Trailer detaches from tractor. Lithographed steel, six 2½-inch rubber tires. 23 inches long

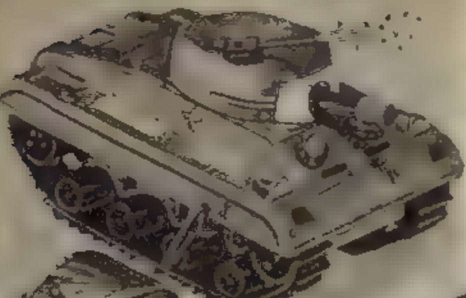
R35 P 5752. Mailable (5 lbs.) 2.69

6 COCA COLA TRUCK .. replica of famous "coke" trucks. Carries 9 removable Coca Cola cases, metal hand truck for deliveries. Steel truck with shelves for cases, rubber wheels, Yellow finish. 13x5x6-inches high.

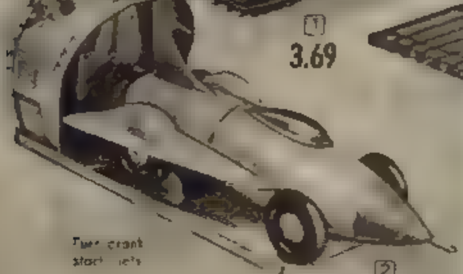
35 P 5758. (2 lbs 9 oz.) 1.79

7 WRECKER AND DUMP TRUCK Wrecker with action hoist, 6 wheels interchange with dump truck, jack wrench. 12x4x6-inches high. Steel dump truck, lever operates dump. 9x4x4 inches high

35 P 5522 (3 lbs.) Both for 1.98



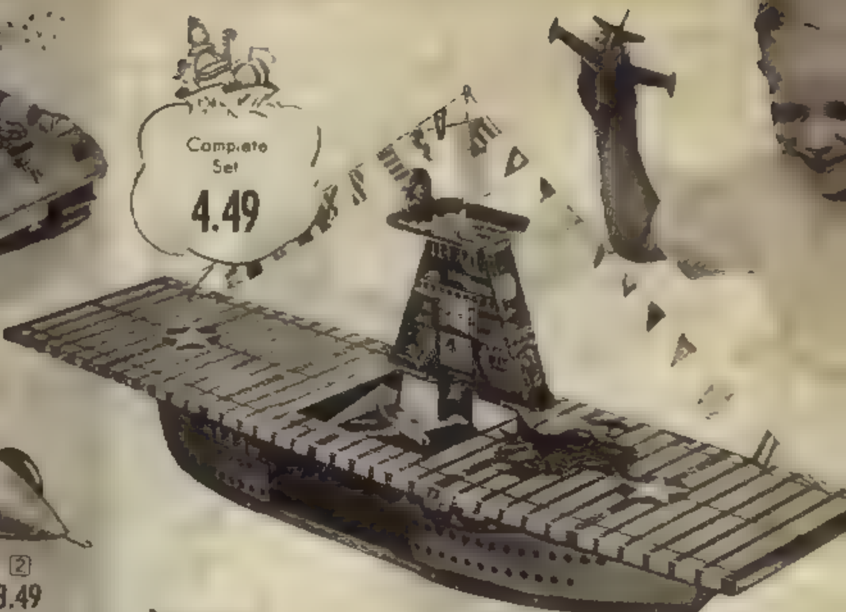
1 3.69

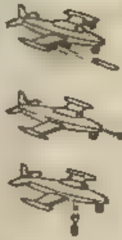


2 3.49

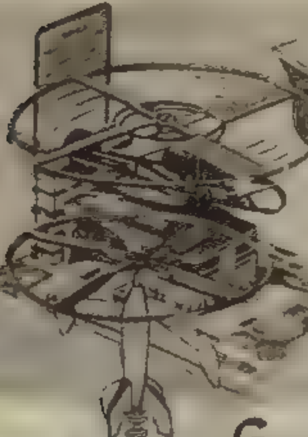
1 **MODERN TANK** shoots sparks, gives rat-tat-tat of 50-cal. machine gun. Cannon jerks back simulating recoil action. Harmless. Strong key wind motor. All steel. [illegible] in. high. Shpg. wt. [illegible] oz.
35 P 5736 3.69

2 **JET CAR** Twin crank on launcher siren gives jet engine whine. Press button car zooms away. Metal and plastic, soft polyethylene plastic nose can't harm furniture. 13 in. long. (1 lb. 14 oz.)
35 P 5732 3.49

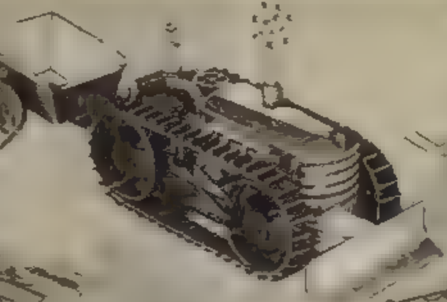




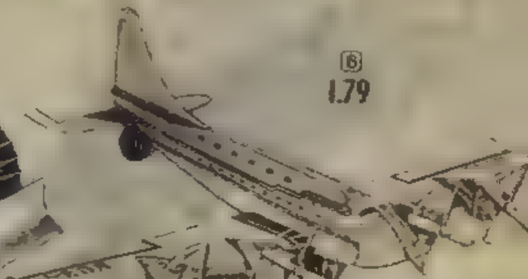
GIANT 3-FT. AIRCRAFT CARRIER a ship he'd be proud to command. Turn crank: elevator raises, lowers planes between deck and hanger in hold. 3 authentic high impact plastic jets: rocket-shooting fighter with 4 rockets, bomber with bomb and cannon firing fighter with ammo. All three planes shoot safe missiles. Colorfully lithographed all steel carrier has life-like real detail, radar antenna, bright signal pennants. Wheels for pushing along floor. 15 inches high, 3 ft. long overall.
E35 P 5725. Mailable. (8 lbs.) . . . Complete 4.49



3 2.98

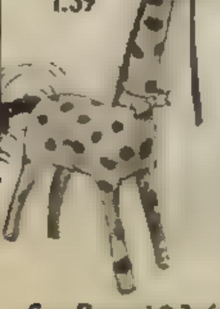


4 1.98



6 1.79

Geared For Exciting Action!



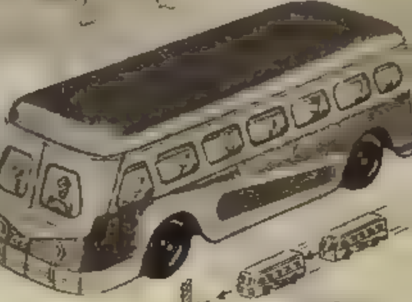
5 1.39

3 **HELICOPTER** airport with 2 planes. Wind crank on airport. 'Copter and Vertical Take-off Plane rise 30-40 ft. 8-in. flexible polyethylene plastic rotors, hard plastic fuselages resist breaking. All-metal airport 9x12x4 in. high.
35 P 5712. (2 lb. 9 oz.) 2.98

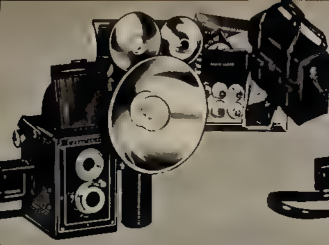
4 **SEE TRACTOR** climb up steep grades, move objects, pull loads. Pulls dump trailer, pushes bull-dozer blade, both detachable. Harmless sparks fly from exhaust stack. All steel; long-running clock-spring motor. 17 inches long. (1 lb. 12 oz.)
35 P 5124. . . . . . . 1.98

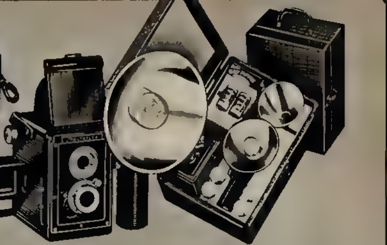
5 **GIRAFFE** wags his tail, nods and shakes his head from side to side, even appears to dance. Wind him up with attached key. Spotted Brown plush body. Brown eyes. 10 inches high, 5 inches long. Imported from Japan. Shpg. wt. 9 oz.
35 P 5740 1.39

6 **PROPELLERS SPIN,** siren wails as you push four motor passenger plane along floor. Once it's pushed, long running friction motor keeps plane going. All steel, gaily lithographed. 3 wheel landing gear. 13 inches long, 18 inch wingspread
35 P 5556 (2 lbs. 8 oz.) 1.79



FINDS ITS OWN WAY! Mystery bus drives forward, bumps into objects, turns around automatically and goes a different direction. Strong long running clock spring motor, stop and go switch, no-overwinding feature. All steel construction. Realistic detail, driver's and passengers' heads lithographed in "windows." Sure to delight your youngster as it finds its way around room. 15-in. long, 5-in. wide, 5 in. high. Shipping weight 3 lbs.
35 P 5512 2.98





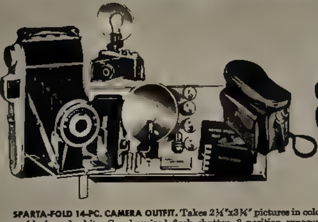
SPARTAFLEX DELUXE 20-PC. CAMERA OUTFIT. Camera is precision made —and gives you everything you could possibly need for prize winning photography. Features automatic dial focusing ring, coated Achromat lens. Four lens settings: f:7, f:11, f:16, f:22. 5 feet to infinity range. Takes 12—2¼"x3¼" pictures on 120 film in black and white or color. Includes camera, chrome ejector flash gun, leather gadget bag, 8 G.E. flash bulbs, 2 Eveready batteries, 2 rolls Eastman 120 film, photography book, pocket photo album, flash gun shield. Wt. 5 lbs.

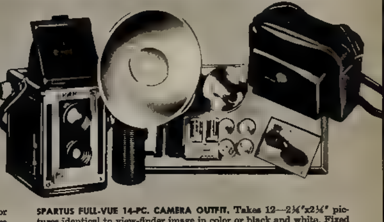
33-0153-Z-2664 (Each) **33-0153-Z-2397** (6 or more).Retail **39.95**

SPARTAFLEX 12-PC. CAMERA OUTFIT. Has famous Spartaflex camera with automatic dial focusing ring, coated Achromat lens, four range settings from f:7 to f:22. 5 feet to infinity range. Takes crystal-clear pictures in black and white or color. Includes camera, chrome ejector flash gun, gadget case, reflector-adapter, 4 G.E. flash bulbs, 2 Eveready batteries, Eastman 120 film, 2 flash photo books. Wt. 5 lbs.

33-0154-Z-1997 (Each) **33-0154-Z-1797** (6 or more) Retail **29.95**

Camera, Flash. 33-0155-Z-1597 (Each) **33-0155-Z-1437** (6 or more) **23.95**
Carrying Case. 33-0156-Z-334 (Each) **33-0156-Z-300** (6 or more) **5.00**





SPARTA-FOLD 14-PC. CAMERA OUTFIT. Takes 2¼"x3¼" pictures in color or black and white. Synchronized flash shutter, 3 position exposure settings. All metal, leather grained covering. With camera, flash gun, deluxe gadget bag, 4 flash bulbs, 2 batteries, 120 film, photography book, photo album, 2 flash photo books, midget bulb adapter. Wt. 4 lbs.

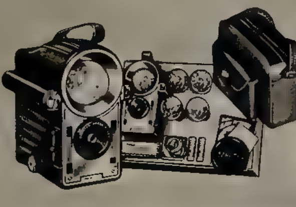
33-0168-Z-1997 (Each) **33-0168-Z-1797** (6 or more).Retail **29.95**

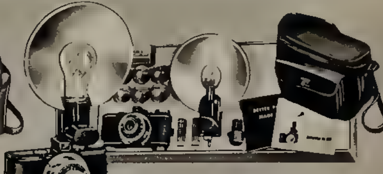
Camera. **33-0169-Z-1330** (Each) **33-0169-Z-1197** (6 or more)..**19.95**
Flash Gun. **33-0171-Z-200** (Each) **33-0171-Z-180** (6 or more)...**3.00**
Carrying Case. **33-0170-Z-167** (Each) **33-0170-Z-150** (6 or more)...**2.50**

SPARTUS FULL-VUE 14-PC. CAMERA OUTFIT. Takes 12—2¼"x2¼" pictures identical to view-finder image in color or black and white. Fixed focus—8 feet to infinity. Synchronized for flash. With camera, ejector flash gun, gadget bag, 4 flash bulbs, reflector-adapter, 2 batteries, 120 film, shoulder strap, two flash photo books. Wt. 4 lbs.

33-0157-Z-1263 (Each) **33-0157-Z-1137** (6 or more).Retail **18.95**

Camera. **33-0158-Z-633** (Each) **33-0158-Z-570** (6 or more) . **9.50**
Flash Gun. **33-0160-Z-233** (Each) **33-0160-Z-210** (6 or more)..**3.50**
Carrying Case. **33-0159-Z-200** (Each) **33-0159-Z-180** (6 or more).. **3.00**





Outfit contains camera, flash gun and adapter, gadget bag, 35mm. film, 8 flash bulbs, 2 batteries, 2 flash photographic booklets. Wt. 4 lbs.

SPARTUS PRESS FLASH 12-PC. CAMERA OUTFIT. Only camera designed with a built-in flash unit featuring 2-way exposure control for outdoor pictures. Takes 2¼"x3¼" pictures. Universal focus, 8 feet to infinity. With camera, gadget bag, 4 flash bulbs, 2 batteries, portrait attachment, cloud filter, 120 film, _ flash photo books. Wt. 4 lbs.

33-0150-Z-1330 (Each) **33-0150-Z-1197** (6 or more) Retail **19.95**

Press Flash Camera with 4 bulbs.
33-0151-Z-950 (Each) **33-0151-Z-855** (6 or more)...Retail **14.25**
Carrying Case. **33-0152-Z-267** (Each) **33-0152-Z-240** (6 or more)...**4.00**

SPARTUS 18-PC. 35mm. CAMERA OUTFIT. Camera with f6.3 Achromat coated lens f6.3, f7.7, f11, f16 openings. Takes black-white, color shots, color transparencies for slides. Uses 20 or 36 exposure cartridge film. Optical view finder, exposure counter, synchronized for flash.

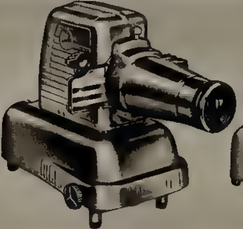
33-0161-Z-1663 (Each) **33-0161-Z-1497** (6 or more).Retail **24.95**
Camera, Gun. **33-0162-Z-1197** (Each) **33-0162-Z-1077** (6 or more) **17.95**
Carrying Case. **33-0163-Z-334** (Each) **33-0163-Z-300** (6 or more)..**5.00**

SVE SKYLINE 200-B SLIDE PROJECTOR. 200-watt lamp; forceful blow-cooler for room temperature lamphouse. 5" f/4.0 Anastigmat color-corrected lens, positive micro-tilt elevating device, manuscript window, metal slide carrier, aluminum housing, blue finish. UL Approved. 10 lbs.
33-0475-Z-2663 ....Retail **39.95**
33-0481-Z-557 Case. Wt. 3 lbs Retail **7.95**

SVE SKYLINE 500 SLIDE PROJECTOR. The Skyline champion! 500-watt lamp and 5" f/2.9 Anastigmat color corrected lens. Fan blower cooling keeps lamphouse at room temperature. Slide-operated, trunion-type elevating device. Slide carrier, manuscript window. UL App. 14 lbs.
33-0478-Z-5300 ....Retail **79.50**
33-0482-Z-1050 Case..........Retail **15.00**

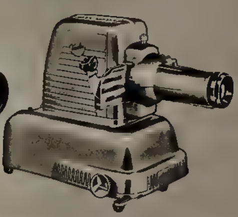
SVE SKYLINE DELUXE SLIDE PROJECTOR. 5' f/2.9 Anastigmat color-corrected lens—300-watt lamp. Blower-cooling for lowest lamphouse temperature. Manuscript window, rapid finger-tip elevating device, transverse slide carrier. Aluminum housing, two-tone gray. UL App. 10 lbs.
33-0477-Z-3984 ....Retail **59.75**
33-0481-Z-557 Case. Wt. 3 lbs Retail **7.95**

SVE SKYLINE 300-B SLIDE PROJECTOR. 300-watt lamp, powerful "Honeycomb" blower cooling; 5" f/4.0 Anastigmat color corrected lens, micro-lift tilting device, heavy-duty all-metal horizontal transverse slide carrier. Gray and blue housing. UL Approved Wt. 12 lbs.
33-0476-Z-3330 ....Retail **49.95**
33-0481-Z-557 Case: Wt. 3 lbs Retail **7.95**

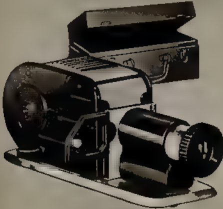


VIEWLEX V-5 SLIDE PROJECTOR. For 2"x2" and 2¼"x2¼" slides. "Light Multiplier" optical system. With 5" f/3.5 Luxtar professional lens. 150-watt convection cooled Weight 11 lbs.
33-0497-Z-3815 .... Retail **54.50**

VIEWLEX V-53 SLIDE PROJECTOR. As above, with 300-watt motor fan cooled. Wt. 11 lbs.
33-0498-Z-4865 ....Retail **69.50**

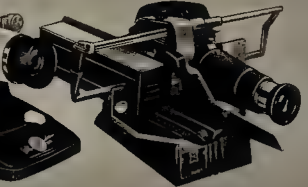


VIEWLEX V-35L SLIDE PROJECTOR. Fan cooled motor; 500-watt lamp, 5" f/3.5 coated and color corrected Luxtar lens. Spring-loaded tilt. Rust-proof steel ribbed parts, baked hammertone finish. UL Approved. Wt. 22 lbs.
33-0492-Z-5597 ....Retail **79.95**
33-0491-Z-4305 300-watt......Retail **61.50**
33-0496-Z-3180 150-watt......Retail **44.40**



SPARTUS 35mm. SLIDE PROJECTOR. With 5" f/3.5 lens, 100-watt bulb. Carrier holds 2x2 glass or cardboard mounted slides. Built-in switch, steel and aluminum finish. Sets up in a jiffy. 110 volt AC-DC. UL App. Wt. 8 lbs.
33-0166-Z-1063 ....Retail **15.95**
33-0167-Z-267 Case Retail **4.00**

GOLDE JET 300 PROJECTOR. Striking jet black and frost white finish. With 4" lens for perfect color projection. All-over picture brilliance, no dark corners, one finger operation. Automatic focus slide carrier, extra quiet high speed blower. Lift-off case for greatest portability Weight 10 lbs.
33-0470-Z-3543 ....Retail **52.50**



GOLDE SLIDE PROJECTOR. With automatic changer and case. 300-watts for 2x2, 35mm. or bantam size slides. 5' f/3.5 four element, coated anastigmat lens. Blower cooled. Center of gravity tilt, pressure pad slide carrier. Brown baked enamel finish. 6½"x7"x11". Wt. 14 lbs.
33-0471-Z-5779 ....Retail **86.00**
33-0472-Z-3812 Projector only. Retail **56.60**

SPEEDLINER

Boats—Kits—Water Skis—Marine Plywood—Fiberglass Kits

CHAMPIONSHIP QUALITY FOR WATER FUN

The Championship Line

FOR SPORT AND PLEASURE

The **SPEEDLINER CABALLERO** (M-314), a trim, 14-foot outboard runabout that's the pride of the SPEEDLINER fleet! Wide and roomy — seats five persons. Finished in dark Philippine ribbon-stripe mahogany beautiful two-tone front, center and rear decks. A deluxe family boat, ideal for skiing. Just $460 00.

Family Runabouts, Sport Boats, Boat Kits

BETTER BUILT FOR RUGGED, SAFE, SPEEDY PERFORMANCE

What do you want in a boat? Safety? Speed? Endurance? Beauty? Well, you get them all when you get a SPEEDLINER! Expertly designed and flawlessly constructed, SPEEDLINERS are outstanding in appearance, seaworthiness and performance. Because only the finest materials are used, SPEEDLINERS give years of sturdy service with minimum upkeep. Proof of SPEEDLINER superiority is well demonstrated by the 36 national racing championships and records captured by SPEEDLINER craft during the last six years.

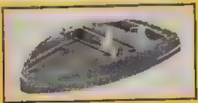
Whether you boat for sport or family pleasure, there's a SPEEDLINER model tailored to your taste *and* your budget. There are 32 sleek SPEEDLINER models, including two new designs with walk-through front seat, available at your nearest SPEEDLINER dealer. Stop in and look them over . . . or send the coupon below to General Marine Company for a free SPEEDLINER catalog.

NOW SPEEDLINER PRESENTS . . . Aquadynamic Water Skis!

Now—for the first time—the famous SPEEDLINER name is on America's finest quality water skis. Made of molded, 9-ply Philippine Marine Mahogany, SPEEDLINER Water Skis are constructed with the same degree of skill and precision that you'll find in all General Marine products. Hot-pressure molded, SPEEDLINER skis are practically indestructible. They're lightweight and flexible for topmost maneuverability—yet strong enough to last a lifetime. Grueling tests show that SPEEDLINER skis won't straighten, split, warp under severe conditions. An attractive two-tone front and back design on finished natural ribbon-stripe mahogany, gives SPEEDLINERS a look of elegance that's not found in skis similarly priced. Harness is of sturdy, permanent-molded aluminum with top-grade rubber. Adjustable to any shoe size, 5 to 13.

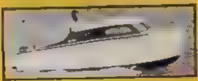
SPEEDLINER Water Skis are on display at most boat shops, hardware stores and sporting goods shops.

DEAN CHENOWETH, Xenia, Ohio, winner of a room full of first place trophies, chooses a 1955 SPEEDLINER Corsair the best-performing "BJ" boat to bear the SPEEDLINER name.



The **SPEEDLINER TROPHY** (M-114), a safe, speedy, stable 14-foot family runabout that's as beautiful to look at as it is to handle A new bottom design eliminates strenuous bouncing and hard riding—gives smooth-as-silk performance that's beautiful to behold.

TOMMY BARTLETT, radio and TV host of the famous NBC show "Welcome Travelers," says this of his SPEEDLINERS, "The boat pictured above has been put over a jumping ramp more than 1,000 times and is still in use. I've found that all SPEEDLINERS have the same rugged construction and dependability."



BUILD IT YOURSELF and save with a SPEEDLINER boat kit This 17-foot outboard cruiser can be assembled at home Cruises approximately 30 mph with 25 HP engine. 6-foot beam. Sleeps 2. Weight with cabin, under 800 lbs Without cabin $354 00: with cabin, $495.00. Bunk kit $50 extra Same boat completely assembled with bunks, paint, window, on shipping cradles—$1450.00.

The most beautiful water skis you can put on your feet. Flawlessly fashioned of 9-ply molded Philippine Marine Mahogany—perfectly balanced Available in three sizes: 68" x 5½", 68" x 6¼", 70" x 7". Only $39.50 per pair.

SPEEDLINER Shorties—47"x5½". Shorter length increases maneuverability, decreases drag, lessens weight An ideal set of skis for the speed artist. Price is only $34.00 per pair.

SPEEDLINER SLALOM — the ski for experts. The SPEEDLINER Slalom is built for trick skiing on zig-zag courses 70" x 7". A broad rubber toe strap is mounted behind foot harness for holding rear foot. Reasonably priced at $23.00.

SPEEDLINER Ski Disc a novelty item that will give you hours of fun Can be ridden in almost any position. 42" in diameter, made of ½" Philippine Marine Mahogany Plywood A wonderful piece of family water equipment to test your skill and balance. Just $23.00.

SPEEDLINER BOAT KITS, designed with the same skill and precision that go into all SPEEDLINER products, are available from every SPEEDLINER dealer. By assembling your boat from a SPEEDLINER kit, your cost is only about one-half No special tools needed. Boat building experience not necessary. Prices from $98.50 up. New 1956 12-foot skiff, $99.60; 14-foot skiff, $129.00. Ask your dealer for details or send coupon below for full information.

WATER SKI KITS are available for the handy do it yourself sportsman. Kit contains unfinished 9-ply skis shaped and cut to size, together with complete building instructions 70" x 7", $29.90; 47" shorties, $15.90 Deluxe harness, complete with screws and bolts, $8.90 each.

FIBERGLASS AND SPEEDLINER RESIN—Give lifetime protection to hulls, cabins and all wood surfaces with these superior SPEEDLINER products. Stop rot, mildew, water absorption and deterioration—end caulking, leaking and the need for painting. Resin will not run, gum up and can be sanded to a mirror-smooth finish. Order from your SPEEDLINER dealer or write factory.

SPEEDLINER

A few choice dealerships still available. Use coupon at right for complete details.

GENERAL MARINE COMPANY

Dept. 415 **6th and Oak St.** **St. Joseph, Mo.**

GENERAL MARINE COMPANY
Dept. 415, 6th and Oak St.
St. Joseph, Mo.

Gentlemen:
Please rush me information on the items I have checked below.

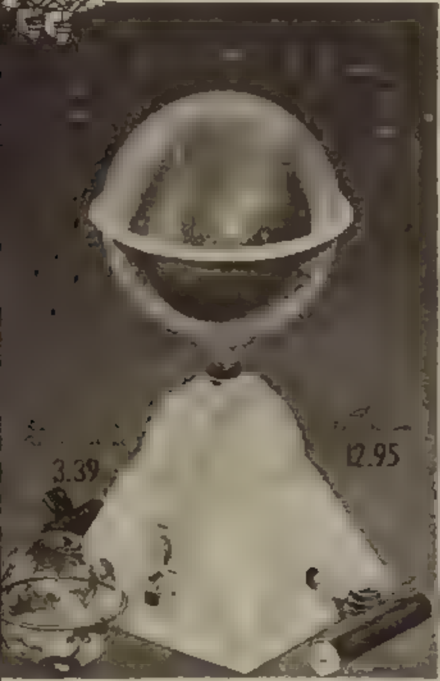
☐ Boats ☐ Boat Kits ☐ Water Skis and Kits ☐ SPEEDLINER RESIN and FIBERGLASS ☐ Protected SPEEDLINER dealerships

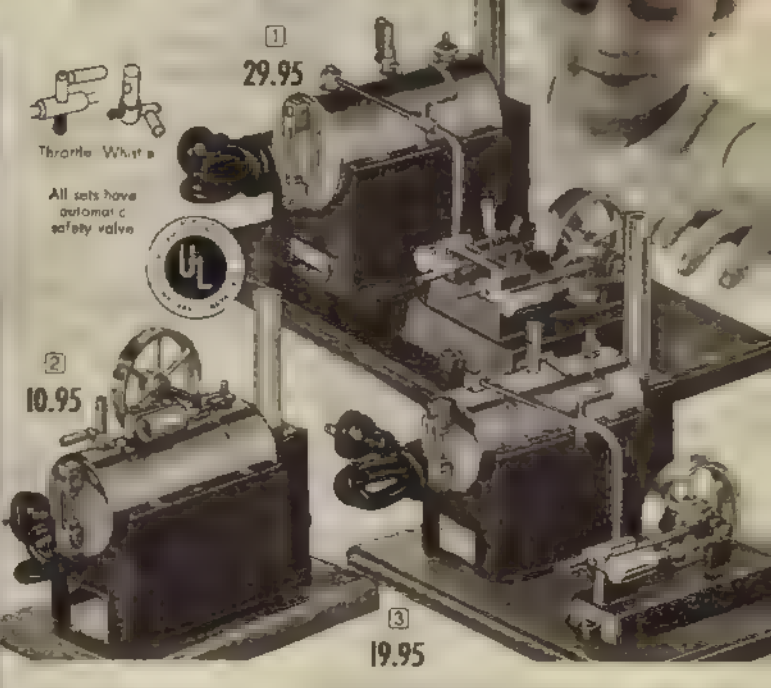
Name ____________________________

[redacted] ____________________________

City ________________ State ________

New Worlds of Interest For Jr. Engineers





SPITZ JR ELECTRIC PLANETARIUM. Plastic globe projects 300 stars, about 40 constellations on wall and ceiling. Shows sky from any point in northern hemisphere at any time of year. Booklet tells about stars. Electric pointer projects arrow on ceiling, points out star positions. Globe diam 7-in., base 8-in. sq 15 in high. 110-120 Volts, AC.
R35 P 5239M Shpg wt. 5 lbs 12 95

CONSTELLATION GLOBE fits planetarium base. Projects actual figures of major constellation on ceiling, walls. Unbreakable plastic, 7-in diam.
R35 P 5238M Sky mythology bk. (1 lb.) .. 3.39

OPEN THE THROTTLE. EVERY ONE OF EM IS PACKED WITH POWER

①②③ **ELECTRIC STEAM ENGINES** hook up to erector sets, drive water pumps, power toy windmills. All engines equipped with safety steam valves can't blow up. Underwriter's Laboratory approved. Solid brass boilers are nickel plated and polished, have water gauges and whistles. Mounted on wooden base with 5-ft. heavy-duty heater cord. 110 Volts, AC DC. Mailable

① **DELUXE ENGINE** 2 fixed double-action pistons. Throttle controls slow-fast speeds, forward reverse, 3-in fly wheel. 9½x18x9-in high.
R35P 5167 (11 lbs.) 29.95

② **OSCILLATING** model. Double-acting, brass cylinder, 3-in. fly wheel on engine. 4½x9x8 in high. Shpg. wt. 4 lbs. 8 oz.
35 P 5165.. .. 10.95

③ **FIXED CYLINDER** engine. Double acting cylinder, slide valve, eccentric. Throttle-control slow fast speeds 3-in fly wheel 10x13x9 in high.
R35 P 5166. (9 lbs.). 19.95

BLOCK CITY—Interlocking blocks of sturdy plastic... design build scale model homes, "towns" for train sets. Plastic doors windows, fences, roofing materials. Clear plastic window blocks give modern "glass brick" effect. White blocks, green roofing

472 PCS. 310 blocks, 65 half blocks. Red doors and windows, roofing, fencing, coping. Garage door, lintel, etc.
35 P 5156. 20 page book of plans. (4 lbs.) .... Set 6.75

306 PCS. 180 blocks, 40 half blocks, doors, windows, trim, etc
35 P 5161. 20 page book of plans. (3 lbs.)..... ....Set 4 39

152 PCS. 98 blocks, 20 half blocks. Doors, windows, trim, etc
35 P 5162. 20 page book of plans. (2 lbs.) Set 2 59

LINCOLN LOGS RECREATE AMERICA'S PAST. Boys, girls—make frontier days of Davy Crockett live again with this realistic set. Build cabins, forts, outposts, frontier stockades. Selected ⅜-inch diam. wood logs are stained brown and waxed. Notched ends assure close fit. Gables, chimneys, and roofs are bright red. Includes 4 wheels with axles, multicolor metal miniatures of Indians and pioneers, dogs. Four page design booklet. Buy several interchangeable sets to build large frontier settlement—youngsters love to build with logs!

35 P 5243. 178 wood pieces, 10 figures (7 lbs. 14 oz.)	5 39
35 P 5242 129 wood pieces, 7 figures (5 lbs 12 oz.)	3.59
35 P 524. 9. wood pieces, 7 figures. (3 lbs. 8 oz.)	2.69
35 P 5240. 9 wood pieces no figures. (2 lbs 13 oz.)	1.79

Educational Toys

A SPITZ JUNIOR PLANETARIUM

A scientifically designed toy with whole-family appeal. Projects over 60 constellations of the northern and southern hemispheres on the ceiling and walls of any darkened room—just as they would be seen from any geographic location in the northern hemisphere. Set includes illustrated booklet along with pointer flashlight that plugs into planetarium. 110-120 volts, A.C.
87541A997—Shpg. wt. 3 lbs........Retail $14.95

Sky-Zoo Sphere—fits base of planetarium—can be interchanged with planetarium sphere. Shows mythological figures of the constellations.
87722A263—Shpg. wt. 1 lb...........Retail $3.95

B EDUCATIONAL SKY ZOO

Projects the actual figures of the major constellations on the ceiling and walls of any dark room. Use it alone—and see Leo the Lion, the Big and Little Bears, Scorpius, Orion, and many other mythical characters of the heavens. Use it with the planetarium (A) above, and see the figures of the constellations superimposed on the stars. Instruction book with mythical constellation stories. Flashlight pointer plugs into unit. For 110-120 volts, A.C.
87723A997—Shpg. wt. 3 lbs....... ..Retail $14.95

C WALT DISNEY WORLD GLOBE

Geography with a new twist to make it interesting for everyone. Beautiful 8-in. Rand McNally world globe with the famous Disney characters placed at "information" points to tell important facts about the world in rhyme. All-metal.
87725A263—Shpg. wt. 2½ lbs.........Retail $3.95

D TOY METAL TYPEWRITER AND CASE

A toy portable typewriter with grown-up features! It really types! Official keyboard, individual key operation, shift keys. Spacer bar, new ribbon shift, ball-bearing carriage. A toy that is really educational! 10 x 10¼ x 6 in.
87182A1330—Set. Shpg. wt. 9 lbs.....Retail $19.95

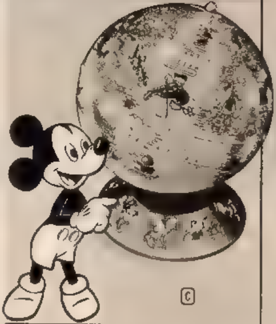
As above, but metal typewriter only, no case
87726A1130—Shpg. wt. 9 lbs........Retail $16.95

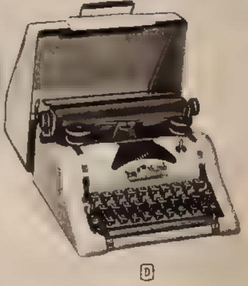
E SIMPLEX TOY TYPEWRITER

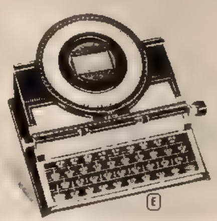
Simplex typewriter has automatic action—letters and numbers on self-inking dial. Has paper carriage with roller, spacer, small and capital letters. Ink lasts several years. Enameled steel, high gloss finish. 9 x 8½ x 4 in. high.
81259A216—Shpg. wt. 4 lbs............Retail $3.25

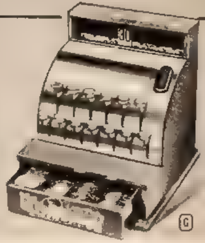
G TOM THUMB CASH REGISTER

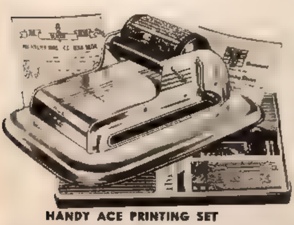
Registers amounts from 1¢ to $1.00. Push-lever releases 6-compartment drawer. Heavy-gauge steel, chrome front, welded seams, rubber feet. Play money. 7¼ x 6½ x 7¼ in.
87181A265—Shpg. wt. 4 lbs...........Retail $3.98





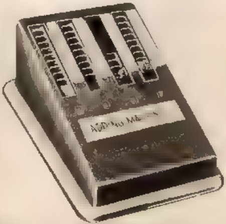






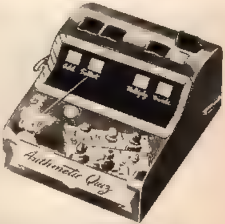
HANDY ACE PRINTING SET

More than a toy, this set prints clear, legible sheets 5½ x 7½ in. Rotary type press has 600 pieces of type, 16 type-slots 5 in. wide, 3 x 6 in. headline and picture dies. Wonderful encouragement and experience for the would-be newspaperman. Set includes black ink, ribbon, brush, tweezers, papers, instructions. Made of metal.
87330A730—Set. Wt. 7 lbs.....Retail $10.95



DEPENDABLE ADDING MACHINE

Wonderful practice for all youngsters. This authentic business machine totals amounts accurately up to 9,999. It's useful for school work and household accounts. Perfectly designed—anyone can use it without trouble. Made of heavy-gauge metal, it will stand up under years of constant use. Smooth-finished edges. 6¾ x 9 in.
87134A140—Shpg wt. 2 lbs.....Retail $2.19



FASCINATING ARITHMETIC QUIZ

A wonderful way to teach children the fundamentals of arithmetic. It's lots of fun and it's educational too. Side lever changes quizzes—one each to add, subtract, multiply, and divide. Metal flap above problem conceals answer. Quiz combinations are always varied. Strong construction for long wear. Size 7 x 6½ x 4 in.
87450A132—Shpg wt. 2 lbs.....Retail $1.98

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ARROW-BRAND

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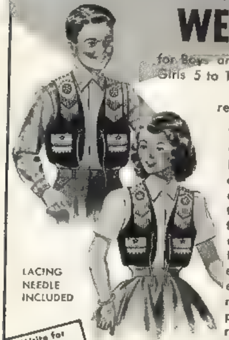

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This fascinating new GENUINE LEATHER kit in a combination of Western Brown and Natural is easy to make . . . ideal for gifts or personal use. Complete with fringed shoulder epaulets and pockets, "jewel" and nailhead trim — pre-punched and ready to assemble.

LACING NEEDLE INCLUDED

BEAUTIFUL FULL COLOR PACKAGING!

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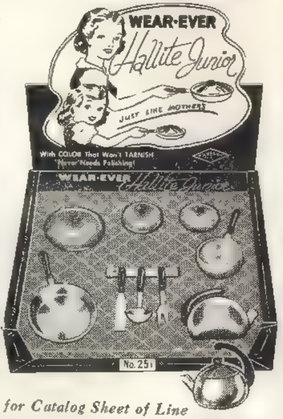
WEAR-EVER *Hallite Junior*


WEAR-EVER
Hallite Junior
JUST LIKE MOTHER'S
With COLOR That Won't TARNISH
"Never Needs Polishing!"
WEAR-EVER Hallite Junior
No. 251

Just Like Mother's

Made of HARD ALUMINUM ALLOY WITH BAKELITE HANDLES

COPPER COLORED COVERS WON'T TARNISH

Never Need Polishing

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Complete Set in Smart Counter Display Unit

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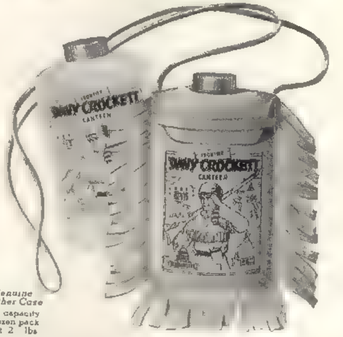
DAVY CROCKETT

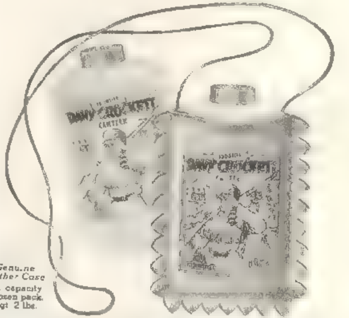
plastic

CANTEENS


DAVY CROCKETT CANTEEN
DAVY CROCKETT CANTEEN

Genuine Leather Case
8 oz capacity
1 dozen pack
Wgt 2 lbs

#1500 DELUXE. Fancy trim with fringe, flap, leather shoulder strap, (belt loop, too) **Sugg. Retail $1.49.**


DAVY CROCKETT CANTEEN
DAVY CROCKETT

Genuine Leather Case
8 oz capacity
1 dozen pack
Wgt 2 lbs.

#1000 SPECIAL. Like DeLuxe, but without trim. Has plastic shoulder strap. **Sugg. Retail 98¢.**

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EASY INSTALLATION - Only 6½" high by 5" diameter

SWITCH TO KENCO—Positive "No Float" liquid level control

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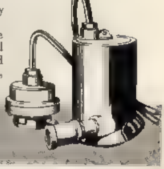

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By Sterling—In PLASTIC!

Chris★Craft 42′ EXPRESS CRUISER

Never before, anywhere, an authentic scale model PLASTIC boat kit like this! 73 jewel-like pieces, molded in 3 authentic colors, are easily assembled, even by beginners! Kit contains a wealth of authentic detail, from venetian blinds down to specially designed shelf-mounting base. And now . . . another first! . . . Complete with specially engineered parts for power operation—battery box, extra-power rudder and propeller, electric motor mount, shaft and stuffing box, etc. Simple, easy-to-read instruction sheet includes visual directions for assembly and power operation.

***All the authentic beauty of the full-sized vessel captured ON THE SHELF!**
***Brilliantly designed for actual POWER OPERATION in the water!**

Length 14″
BEAM 4⅛″
Kit B-14

$1.98*

***Electric motor not included.**

Ready for quick, easy assembly!

Sterling models
Belfield Ave. and Wister St.
Philadelphia 44, Penna.

ASK YOUR JOBBER!

By Sterling—In PLASTIC!

Chris★Craft—42′ EXPRESS CRUISER

Never before, anywhere, an authentic scale model PLASTIC boat kit like this! 73 jewel-like pieces, molded in 3 authentic colors, are easily assembled, even by beginners! Kit contains a wealth of authentic detail, from venetian blinds down to specially designed shelf-mounting base. And now . . . another first! . . . Complete with specially engineered parts for power operation—battery box, extra-power rudder and propeller, electric motor mount, shaft and stuffing box, etc. Simple, easy-to-read instruction sheet includes visual directions for assembly and power operation.

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Length 14″
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$1.98*

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Ready for quick, easy assembly!

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models
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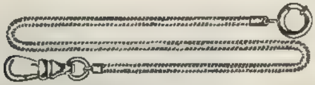
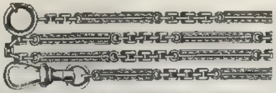
ASK YOUR JOBBER!

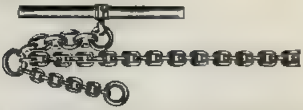
WALDEMAR—VEST CHAINS—WALDEMAR KNIVES



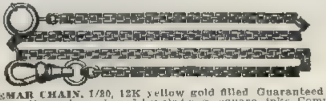
WALDEMAR SNAKE CHAIN. 1/20-12K yellow gold filled. Complete with swivel and jump ring
100001B231 Each **$6.75**
As above Sterling with Rhodium Finish.
100002B204 Each 6.00



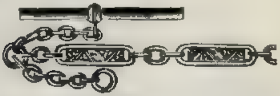
YELLOW GOLD FILLED WALDEMAR CHAIN. Guaranteed soldered links 1/20 12K yellow gold filled. Smartly [illegible] long bar joined by heavy square shaped links. Sturdily built throughout. Complete with swivel and jump ring
100003B344 Each **$7.00**



MEN'S VEST CHAIN. Modern fine quality yellow quality draper. Standard length. Guaranteed solder links. Excellent workmanship. Very high quality.
100004B344 Each **$7.00**

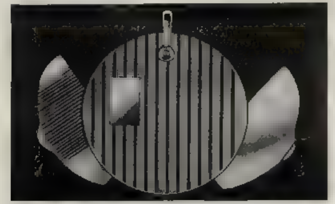


WALDEMAR CHAIN. 1/20, 12K yellow gold filled. Guaranteed soldered links. Heavy long shaped beveled edge square links. Complete with swivel and jump ring.
100005B204 Each **$6.00**



MEN'S VEST CHAIN ENGRAVED LINKS. 1/20 - 12K yellow gold filled. Heavy round links join together oblong links with engraved sides. Links are massive and rich looking. Full regular length.
100006B344 Each **$7.00**

PULL-BALL KNIFE. with man size blade. Blade is of finest grade steel, tempered to take and keep keen cutting edge. Assorted emblems.
226001B294 Sterling Silver. Each **$6.00**
226001B275 Sterling Silver In lots of 6 or more. Ea. 6.00
226002B367 1/20 12K Yellow Gold filled. Each 7.50
226002B350 1/20-12K Yellow Gold filled. In lots of 6 or more. Each 7.50



NEW NOVELTY KNIFE. Actual size. Blades are of finest grade steel, tempered to take and hold keen cutting edge. Blades highly polished. Assorted emblems.
226006B204 Sterling Silver. Each **$6.00**
226006B280 Sterling Silver. In lots of 6 or more. Each 6.00
226007B307 1/20-12K Yellow Gold filled. Each . . . 7.50
226007B350 1/20-12K Yellow Gold filled. In lots of 6 or more. Each 7.50

CIGAR CUTTER POCKET KNIFE

Illustration actual size. Blades finest grade steel keen cutting edge, highly polished surface. Hand engine turned pattern. 1/20-12K Yellow Gold filled.
226003B251 Each **$5.00**
226003B240 In lots of 6 or more. Each 5.00

Illustration of knife 2/3 actual size. Each knife contains full polished blade with keen edge tempered to give good service. 1/20 12K Yellow Gold filled. Attractively boxed
226004B188 Each **$3.95**
226004B170 In lots of 6 or more. Each 3.95

Illustration of knife 2/3 actual size. Contains two full polished blades with keen edges tempered for good service. Assorted hand engine turned designs. Attractively boxed. Yellow J C N quality [illegible]
226005B176 Each **$3.50**
226005B165 In lots of 6 or more. Each 3.50

WALDEMAR KNIVES

Assorted hand engine turned designs. Illustration of knives are 2/3 actual size. 1/20 12K Yellow Gold filled. Attractively boxed.
For mechanical perfection these knives are unexcelled. High grade stainless steel blades.
226008B251 Each **$5.00**
226008B240 In lots of 3 or more. Each 5.00

New Strathmore Booklet Series Stars "Pinky Lee, Bull Fighter"

Charley Carroll, Strathmore rep, and Pinky Lee

"Pinky Lee and the Bulls of Barcelona" is the title of the latest activities booklet being prepared by The Strathmore Company, Aurora, Ill. Ninth in a series of books for children that incorporate use of the well known Strathmore Magic Slate, copy and illustrative matter revolve around NBC comedian Pinky Lee and his ludicrous bull-fighting activities in old Spain. Pinky conducts a nationally-televised show which is currently a top attraction

The entire line of activities books is being merchandised on the Pinky Lee program as audience give-away items. Numerous other local TV stations use the Strathmore books in a similar way all over the nation

The Magic Slate Activities Book is a more recent outgrowth of the original Strathmore Magic Slate Many interesting activities have been included in each booklet to delight and fascinate youthful readers These are entertaining as well as educational in nature. Story and activity content are conceived in the spirit of returning readers of tender age to better juvenile literature Covers are done in full four-color illustration

Dan Watkins of The Strathmore Company who handles the sales and promotion of the activities books reports "tremendous acceptance" all over the country. Over a million copies have been sold to date through department stores, bookshops, drug stores, chains, stationers, etc

"Littletown," New Banner Toy

Banner Plastics Corporation 80 Beckwith Avenue, Paterson 3, N. J. have manufactured a new model-building toy which is expected to delight junior builders and railroaders everywhere with its realism. "Littletown," as it is called, was introduced at the 52nd Annual American Toy Fair.

A series of colorful, realistic model structures in true scale, "Littletown is made of a high impact material labeled Styron 475. The building parts are easily put together because of a patented slide side lock which make possible sturdy assemblies No glue or other devices are necessary to construct the buildings

Among the models available, each in a gift package, is a choice of Colonial Buildings, Railroad Stations, Super-Markets, Cape Cod Cottages, Gas Stations, Rural Buildings and others. Small figures of local people come with the buildings.

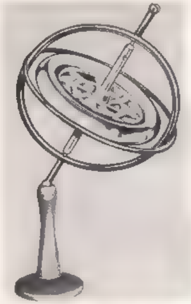
In addition, trellises, fences, lamp posts, boulevard lights, trees, railroad signals and many other "extras" are available, making it possible to construct a whole town complete with streets and parks.

Retail prices on the buildings range from 90c to $5, and the packaged accessories range from 40c to $1

STEVEN MANUFACTURING COMPANY INTRODUCES PIXIE GYROSCOPE TOP

A scientifically designed Gyroscope Top is being manufactured and sold by Steven Manufacturing Company. Known as the "Pixie Gyroscope" it comes in a colorful combination of green and silver high-lustre plating, complete with a stand, cable cord and instruction sheet.

The Gyroscope is packaged in an attractive, colorful box showing pixies with the Gyroscope Top balanced in various positions "which defy gravity." The principle of the Gyroscope Top is the same as that employed for steadying moving ships, planes and submarines and offers a wealth of amusement in balancing the top on a pencil point, on a string and on one's finger tips. Suggested retail price is 49c.



The Gyroscope Top and the whole line of Steven toys may be seen at their permanent showroom, Room 322, 200 Fifth Avenue, New York City, the headquarters of Bernard Funk.

Other representatives are Lee Sherman 122 E. 7 Street, Los Angeles, and Max Frolic, 21 Wellington Street, E., Toronto, Canada

YOUNG TO REPRESENT TERRI LEE SALES IN MIDWEST

The Terri Lee Sales Corporation of Apple Valley, California, makers of the Terri Lee dolls, recently announced that Bob Young, 9236 Grandville, Detroit, Michigan, has been appointed the Terri Lee representative in the Midwestern states of Illinois, Michigan, Wisconsin and Iowa

Bob, as he is known to all customers, is reported to have always given fine service. His friends wish him well and will be happy to see him in the territory

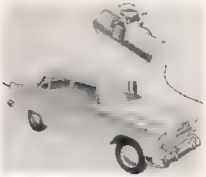
GIVE A HAND

"Helping the Red Cross seems to me as natural and satisfying as helping a friend of long standing who calls on you to give him a hand with a task you know is well worth doing," is the comment of H. V. Higley, Administrator, Veterans Administration.

POWER STEERING INTRODUCED ON TRU-MINIATURES FOR '55

The new 1955 scale models of Chevrolets and Fords from Product Miniature are available both with remote control and power steering. The miniature Chevrolet Corvette goes forward or backward at the press of a switch on the control box which holds two regular flashlight batteries. In models with power steering, an additional motor turns the car left or right to any degree as you turn the steering wheel on the remote control box.

This makes it possible to guide the car around obstacles and over make-believe roads and it teaches youngsters the value of coordination in driving.



These new cars are two-toned in 1955 colors, equipped with tubeless rubber tires, wrap-around windshields, and tinted windows.

In addition to the remote control cars, the Product Miniature Company is offering the following: Special Cars; 1955 Scale Models, Auto Kits; Action Toys; and an outdoor line.

RED CROSS AMBULANCE

The appearance and features of the 1955 scale models are similar to those found in the power steering line, except they have the three-gear spin-torque motor.

The line of special cars includes a Red Cross Ambulance, Fire Chief's Car, City Police Car, and Yellow Cab. All cars except the last are equipped with a new high-pitch siren driven by the spin-torque motor. These toys have make-believe flashing red lights on their fenders. They also have puncture-proof rubber tires, tinted windows, and are appropriately identified on the side. Yellow Cabs have, additionally, a billboard area on the trunk and a taxi sign on the top and doors and are equipped with the spin-torque motor.

The Action Toy line includes the Oscar Mayer Wienermobile with spin-torque motor. "Little Oscar the Chef" bobs up and down as the Wienermobile moves. The Ford tractor is the new "600" with official gray, red and black colors, featuring a movable steering wheel and gear shift lever. The pick-up bright yellow truck has the spin-torque motor. The Trailways bus is 18" long with a destination sign, spin-torque motor, and front wheels that turn. It's a scale model in standard colors and the box serves as a depot. The dump truck is made of Styron 475 in red with a gravel box which dumps and floating rear axle with tandem dual wheels. Another item in this line is the remote-controlled electric crawler tractor which moves on rubber tracks and has a snap-on bulldozer blade assembly, headlights, log chain, wagon, and metal drawbar hitch. From a control panel, which is furnished with transformer, it can be directed right, left, forward and backward.

The new line of Automobile Kits includes the Ford Country Sedan, Chevrolet Sedan, Chevrolet Sport Coupe, Yellow Cab, Farmall Tractor, and Chevrolet Corvette. All have metal chassis with Spin-Torque motor, except for the Farmall Tractor.

New Davy Crockett Playsuits Manufactured by Ben Cooper

Walt Disney's
Davy Crockett
PLAY SUIT

Ben Cooper, Inc., of New York City, manufacturers of masquerade costumes and playsuits, are now making Frontierland Davy Crockett Playsuits.

The playsuit is reported to be an authentic reproduction of the one worn by the famous American Indian fighter who's featured on Disneyland TV, radio, movies, comics, and records.

Made of durable long-wearing cotton drill in woodland brown, the suit is trimmed with leatherette fringe and bears the official Walt Disney Davy Crockett emblem. The playsuit is topped off with a realistic plush fur hat with a real raccoon tail. Each outfit is individually packed and made to retail at $14.95.

As illustrated above, the playsuit is currently on display in Room 319 of the manufacturer's New York City showroom at 200 Fifth Avenue.

The Davy Crockett playsuit, and all other Ben Cooper lines, are to be carried by the following sales representatives:

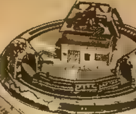
Bill Fisher, 211 E. Parkwood Road, Decatur, Ga., covering North and South Carolina, Georgia, Florida, Alabama, and Tennessee; Earl Newbill of Chapline and Company, 717 Railway Exchange Building, Kansas City, Mo., Nebraska, Idaho, Missouri and Kansas; Arthur Block, 108 S. Poydras Street, Dallas, covering Texas, Oklahoma and Louisiana with the exception of New Orleans.

In addition, the line will continue to be represented by: Maury Axelrod of Jack Shapiro Associates, 208 North Wells Street, Chicago, covering Illinois, Indiana, Wisconsin and Minnesota, Harley Cook, covering the west coast with showrooms at 1355 Market Street, San Francisco; and Sam and Herbert Drelich, who this year will celebrate 18 years of association with Ben Cooper, covering New York and operating from their showroom in the 200 Fifth Avenue Building.

TOY ASSOCIATION ELECTS SIXTEEN NEW MEMBERS

The Toy Manufacturers of the U.S.A., Inc., has announced the election to membership in the association of 16 new members over the post-holiday period from January 10 to the present.

The 16 are: Broadway Paper Favor Company, Niscott Mfg. Company, Cuddle Toy & Mfg. Company, Inc., Grosset & Dunlap, Inc., Welded Plastics Corporation, Duchess Doll Corporation and Pressman Toy Corporation—all in the New York area; Wilkening Mfg. Company and Red Seal Novelty Company, both of Philadelphia, The Papercraft Company, Pittsburgh, John A. English Company, Morrisville, Pa., Park Plastics Company, Linden, N. J.; Harett-Gilmar, Inc., Far Rockaway, N. Y., Innovation Industries, Chicago, Cupples Company, St. Louis; Pla-Wood Products, Painesville, Ohio.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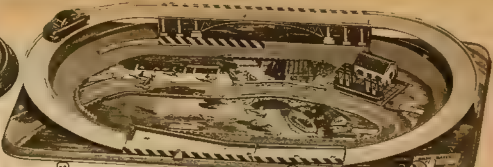
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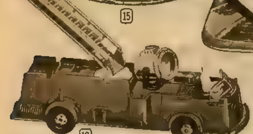
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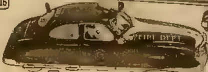
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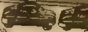
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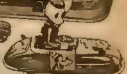
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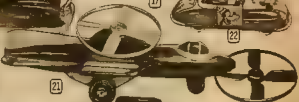
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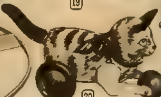
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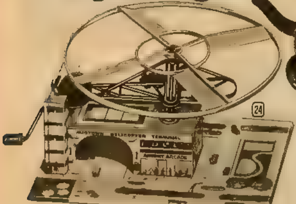

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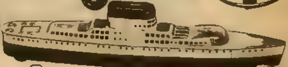
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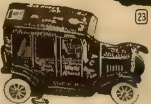
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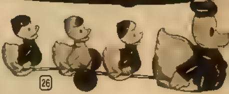
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Action are Entertaining to All Ages

15 HONEYMOON EXPRESS. Runs in tunnels, over bridge. Lithographed steel; spring motor.
48 T 2901—Abt. 9¼-in. diam. Wt. 1 lb. 4 oz.... .94¢

16 CROSS COUNTRY TURNPIKE. 3-in. metal car can be switched to 3 separate highway systems. Spring motor; lithographed metal base. For additional cars see (17) below. *Mailable.*
48 T 2936 M—27½x15 in. Ship. wt. 3 lbs...... 3.49

17 EXTRA CARS. For (16) above or Speedway, Page 177. Long-running clockspring motor.
48 T 2937—Set of two 3-in. cars. Wt. 5 oz..... 89¢

18 PLASTIC FIRE ENGINE with siren and searchlight. Friction motor. Ladder ext. to 21 in.
48 T 2947—Abt. 13 in. long. Wt. 1 lb. 10 oz., 2.75
86 W 3259 X—2 Batteries for above Wt. 8 oz. 28¢

19 FIRE CHIEF CAR. Siren wails; light flashes. Steel body; spring motor; rubber wheels.
48 T 2879 Abt. 11¼ in. long. Wt. 1 lb. 8 oz... 1.87
86 W 3259 X -2 Batteries for above. Wt. 8 oz.. 28¢

20 MYSTERY KITTY KAT. Press tail down and away she goes with wooden ball. Attractively lithographed metal; clockspring motor.
48 T 2835—Abt. 8½ in. long. Ship. wt. 12 oz. 94¢

21 SOLAR ROCKET with friction motor, launches flying discs into the air with siren-noise as it runs along. Sparks fly in enclosure. 2 flying discs 4½-in. diameter, included.
48 T 2951—Abt. 14¼ in. long. Wt. 1 lb. 3 oz.. 1.85

22 DONALD DUCK DIPSY CAR. Lithographed steel car races and bobs in all directions. Donald moves with action of car, spring motor.
48 T 2803—Abt. 5½ in. long Ship. wt. 10 oz... 89¢

23 "LUXURY LINER" Replica of a modern steamship. Propelled by friction motor, "atomic power" emits sparks in enclosure. Steel body.
48 T 2949—Abt. 14¾ in. long. Ship. wt. 12 oz. 94¢

24 MIDTOWN HELICOPTER TERMINAL. The "Copter Port" of the future in lithographed steel. Hand crank winds mechanism to launch "Copter". The faster you wind the higher it flies—to 30 or 40 ft. Fuselage 8¾ in., rotating blade 10¾-in. diam., flexible plastic. Launching mechanism in base about 12 in. long, 9¼ in. high.
48 T 2950—Ship. wt. 1 lb. 6 oz. 2.69

25 JALOPY FORD. Replica of teen-agers' delight. Brightly lithographed metal. Spring motor.
48 T 2854—Abt. 6⅞ in. Ship. wt. 12 oz. ...... 94¢

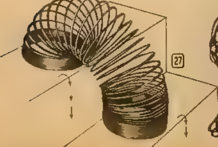
26 DIZZY DONALD AND HIS NEPHEWS. Donald leads nephews a merry chase as they swing comically behind him. Plastic, spring motor.
48 T 2948—11 in. long overall. Wt. 12 oz..... 1.45

27 SLINKY . . . an unusual toy that almost seems to be alive. Walks by itself down stairs and slopes. Performs amazing contortions in your hand. Made of spring steel; abt. 3-in. diameter.
48 T 2921—Ship. wt. 12 oz.................. 89¢

28 THE DOODLER. Forms endless variety of familiar shapes and patterns. Inspired by a centuries old Burmese toy. Durable spring steel wire strung with colorful beads.
48 T 2922—Abt. 5½-in. diam. Ship. wt. 4 oz... 89¢

29 SET OF TWO GYRO TOPS. Pull the string and away they whirl. 1 gold, 1 silver-colored top; each precision made, scientifically balanced, all metal. Complete with 2 shiny black stands, 2 pieces string for spinning. Abt. 3 in. high.
48 T 2890—Ship. wt. 10 oz.........Set of 2 85¢

30 DRIVING SCHOOL CAR. It speeds up to very edge, stops, turns and goes in another direction, won't run off flat surface. Car of lithographed metal; spring motor. About 6¾ in. long.
48 T 2895—Ship. wt. 6 oz....... 89¢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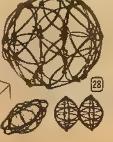
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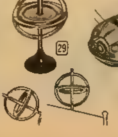
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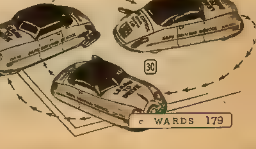

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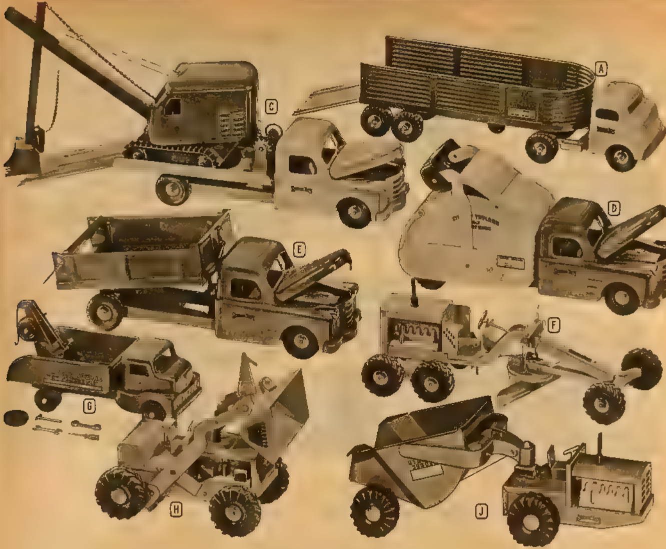


Nationally Known "Structo" Action Toys

(A) **STEEL CARGO TRAILER.** Sturdy die-cast aluminum cab and chassis, heavy-gauge steel body. Enamel finish white cab, red trailer. Retractable dolly wheels. Trailer detaches from cab. 14 rubber tires; floating tandem dual wheels in rear. Details of grille, etc. carefully carried out. *Size:* 20¾ in. long 5⅝ in. wide. *Mailable.*
48 T 1357 M—Ship. wt. 5 lbs.....4.49

(B) **CATTLE TRAILER TRUCK.** White cab and red trailer. Cab and chassis of durable die-cast aluminum. Body made of heavy-gauge steel, reinforced with 14-gauge steel stakes. Retractable dolly wheels. 14 rubber wheels. Floating tandem dual wheels. Rear doors open. Sturdily made, authentic reproduction of real cattle truck. *Size:* 21⅜x5⅛x7⅜ in. high.
48 T 1378 M—Ship. wt. 6 lbs. 8 oz. 4.98

(C) **MACHINERY TRUCK AND STEAM SHOVEL.** Removable tail skid lowers for loading shovel, steel chain mechanism operates by hand crank. Big 21½-in. truck of heavy steel, orange enameled finish; rubber wheels, metal hubcaps. Hood raises; "Fireball motor." Steam shovel 15½ in. long. (Ext. to 26½ in.) blue enamel finish, endless rubber treads, cab revolves, boom raises and lowers; dumps automatically. *Mailable.*
48 W 1365 M—Ship. wt. 6 lbs. 8 oz. 6.29
48 W 1366 M—Steam Shovel only.
Ship. wt. 3 lbs. 8 oz............ 3.49

(D) **UTILITY TRUCK.** Red and white enameled steel. Hood raises, plastic "motor." Crank raises travel bucket to dump load. Entire truck dumps by releasing lever. 21½ in. long.
48 T 1388 M—Wt. 5 lbs. 12 oz. *Mail.* 4.49

STRUCTO TOYS, (A) through (J), are actual scale models of heavy motor equipment. Hoods raise and lower, parts move as on the real vehicles. These models are made of heavy-gauge steel and die-cast aluminum, reinforced for extra strength, realistically enameled, outstanding for their excellent construction, authentic appearance and realistic action.

(E) **DUMP TRUCK.** Sturdily constructed for rugged play. Made of steel with durable red enamel finish. Truck is big enough to carry a load of sand or toys. Body raises by pushing lever, tailgate opens automatically for unloading. Hood can be raised and lowered for access to plastic "motor." Truck has solid rubber tires with large metal hub caps. Equipped with shiny dummy headlights, other realistic details. Size overall: 20x6¾x6¼ in. high. Shipping weight 4 lbs. 8 oz.
48 T 1360 M—*Mailable*......2.39

(F) **ROAD GRADER.** Realistic piece of road building machinery. Well-constructed of heavy-gauge steel with bright orange baked-on enamel finish. Interesting working parts give it plenty of play value. Steering wheel controls front wheels. Scraper blade raises and lowers, tilts and rotates. Six big heavy-duty treaded rubber wheels and floating tandem rear wheels. Realistic Diesel-type "motor." Made for "rugged duty." Size: 17½ in. long, 7 in. wide.
48 T 1296 L—Wt. 5 lbs. 4 oz. 3.59

(G) **TOW TRUCK** with 4 small tools. Red finish heavy-gauge steel. Crank operated winch on boom. 6 rubber wheels plus 2 spare wheels. Wheels can be removed from axles; threaded axles with nuts. 11¾x5⅜x6 in. high.
48 W 1377–Ship. wt. 2 lbs. 8 oz. 1.79

(H) **END LOADER.** Heavy-gauge steel, orange baked-on enamel finish. Bucket raises over 10½ in. by screw-type crank. Load may be held in any position—trip lever for unloading and automatic latching of bucket. Diesel-type "motor." Extra large heavy-duty rubber wheels. 15¼x6⅛x6¾ in.
48 T 1375–Ship. wt. 4 lbs. 12 oz. 3.59

(J) **STRUCTO ROCKER.** A replica of the mammoth earth moving equipment used by real road builders. Sturdy construction; red enamel finish; extra large heavy duty rubber wheels; "Diesel" motor. Universal coupler connects Rocker body to tractor. Crank operated winch raises and lowers body for lifting and dumping. 20x6⅛x6⅝ in. high. *Mailable.*
48 T 1398 M—Ship. wt. 5 lbs..3.59

STRUCTO scale model,

Chrome plated aluminum cabs with die cast metal chassis and 6 rubber tired wheels. Trailers of heavy-gauge steel, rubber tired die-cast metal wheels.

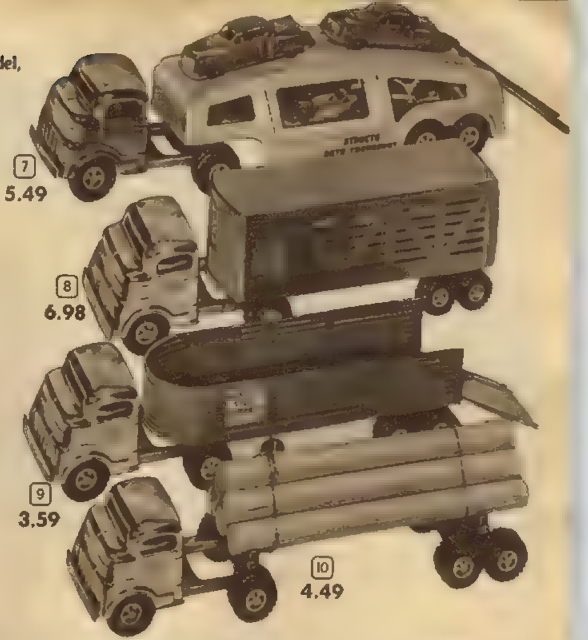
7. IT'S A HUGE 27-inches long! Actually 5 toys in 1! Ramp extends at rear for loading, unloading 4 metal autos
35 Y 5477—10-wheel trailer. **5.49**
Shipping weight 5 lb. 9 ounces.

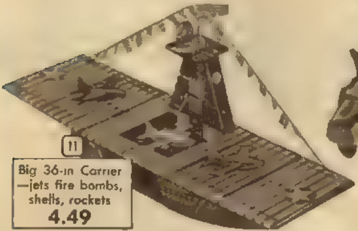
8. CATTLE TRAILER truck. Rear doors open—inside divided into 3 sections 10 metal animals. 2 retractable dolly wheels, 8 floating tandem duals.
35 Y 5479E—23⅞-in. long....**6.98**
Shipping weight 9 pounds.

9. CARGO TRAILER truck with reinforced 14-gauge stakes. Two retractable dolly wheels. 8 floating tandem rear duals.
35 Y 5480—5⅜x5⅝x25½-in **3.59**
Shipping weight 5 lb. 7 ounces.

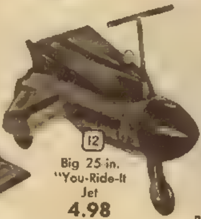
10. TIMBER TOTER truck. Six wood logs, double chain locks 8 floating tandem rear wheels.
35 Y 5478—21-inches long....**4.49**
Shipping weight 5 lb. 9 ounces.

BIG STRUCTO SET contains 1 cattle trailer, 1 cargo trailer, 1 auto transport trailer and four metal sedans, timber toter. 1.50 down on Aldens Easy Payments.
E35 Y 5476E—Wt. 22 lb.....**15.95**

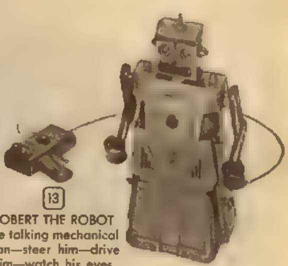




Big 36-in Carrier —jets fire bombs, shells, rockets
4.49



Big 25-in. "You-Ride-It Jet
4.98



ROBERT THE ROBOT the talking mechanical man—steer him—drive him—watch his eyes light up.
5.69

AIRCRAFT CARRIER 4.49

11. Packed with action steel aircraft carrier provides hours of fun for junior pilots. Crank handle operates 'elevator which lowers planes below deck and brings them up to flight deck 3 jet-action planes. One fires rockets, one shells, and another drops bombs. Brightly lithographed Size: 36x10x14-inches. Easy to assemble
35 Y 5481—Wt. 4 lb. 14 oz. .. **4.49**

U-RIDE-IT JET 4.98

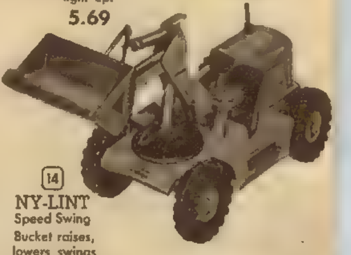
12. Your junior pilots can zoom around on this smart streamlined jet rider. Sturdy metal—can support over 200 pounds. Tots will be especially intrigued with code clicker, action throttle Brilliantly colored baked enamel finish. Jet glides easily on 3 rubber wheels. Overall length 25-inches
E35 Y 5482E **4.98**
Shipping weight 11 pounds

ROBERT ROBOT 5.69

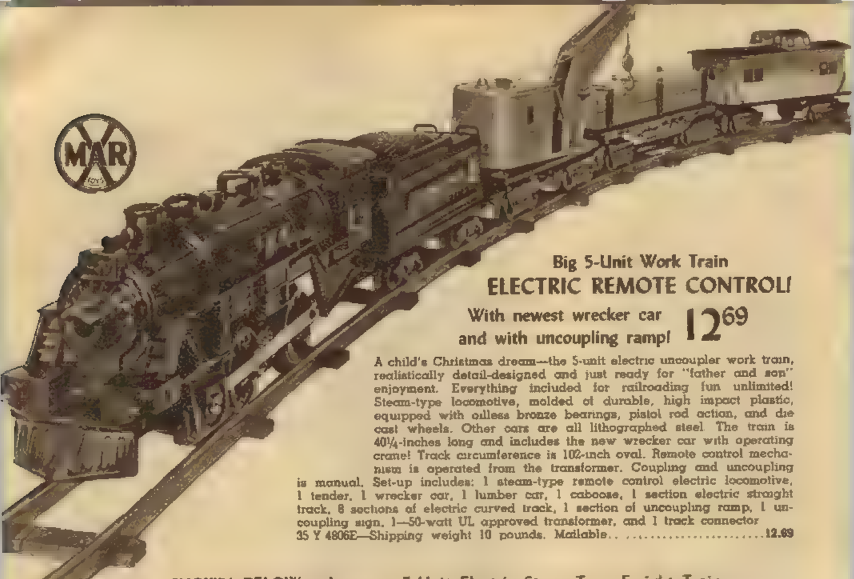
13. Robot says, "I'm Robert the Robot, the mechanical man, drive me, steer me, wherever you can." Remote control crank and trigger action regulate Robert's actions. Hands move up and down, eyes and antenna light up as he walks. Metallic finish. 14x6x6¼-inch size. Battery included.
35 Y 5483—Wt. 3 lb. 8 oz......**5.69**

NEW SPEED SWING 7.39

14. Authorized by Pettibone-Mulliken. New scale model has steerable wheels—bucket raises, lowers, swings to any position—dumps too! Welded 20-ga. heavy steel with baked-enamel finish. Extra-large 3¾-rubber tires. 19-in long, 11¼-in high, 7½-in. wide.
35 Y 5475E **7.39**
Shipping weight 9 pounds -Mail



NY-LINT
Speed Swing
Bucket raises, lowers swings in any position
7.39

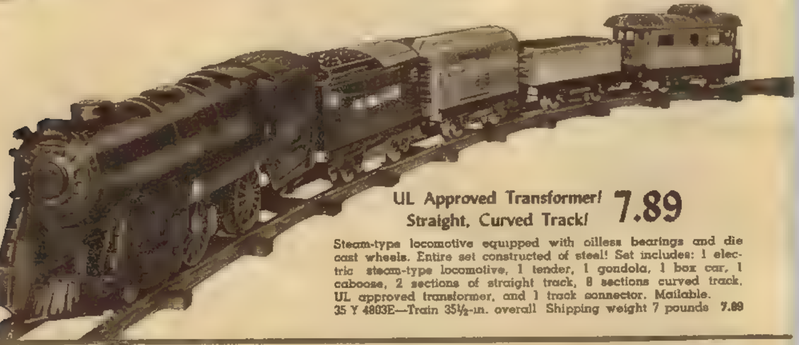


Big 5-Unit Work Train
ELECTRIC REMOTE CONTROL!

With newest wrecker car and with uncoupling ramp! 12⁶⁹

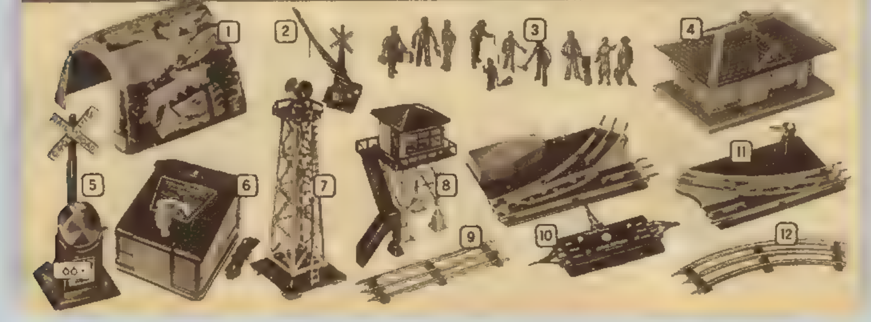
A child's Christmas dream—the 5-unit electric uncoupler work train, realistically detail-designed and just ready for "father and son" enjoyment. Everything included for railroading fun unlimited! Steam-type locomotive, molded of durable, high impact plastic, equipped with oilless bronze bearings, pistol rod action, and die cast wheels. Other cars are all lithographed steel. The train is 40¼-inches long and includes the new wrecker car with operating crane! Track circumference is 102-inch oval. Remote control mechanism is operated from the transformer. Coupling and uncoupling is manual. Set-up includes: 1 steam-type remote control electric locomotive, 1 tender, 1 wrecker car, 1 lumber car, 1 caboose, 1 section electric straight track, 8 sections of electric curved track, 1 section of uncoupling ramp, 1 uncoupling sign, 1—50-watt UL approved transformer, and 1 track connector
35 Y 4806E—Shipping weight 10 pounds. Mailable.. ....12.69

SHOWN BELOW — Low-cost 5-Unit Electric Steam-Type Freight Train

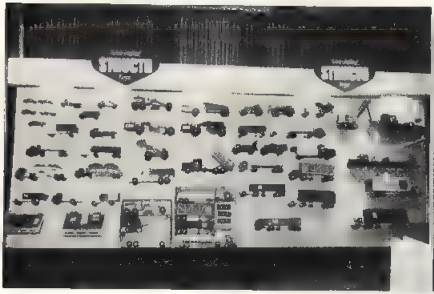


UL Approved Transformer! Straight, Curved Track! 7.89

Steam-type locomotive equipped with oilless bearings and die cast wheels. Entire set constructed of steel! Set includes: 1 electric steam-type locomotive, 1 tender, 1 gondola, 1 box car, 1 caboose, 2 sections of straight track, 8 sections curved track, UL approved transformer, and 1 track connector. Mailable.
35 Y 4803E—Train 35½-in. overall Shipping weight 7 pounds 7.89



Structo uses pegboard to display toys



STRUCTO
STRUCTO

STRUCTO MANUFACTURING CO., Freeport, Ill., has utilized pegboard display racks to good advantage—at the recent Toy Fair and at other exhibits.

These versatile racks enable exhibitors to place items in any position and to space them exactly as desired. This manner of display is most adaptable to Structo's new and expanded line of steel, aluminum and zinc toys. They may be displayed together or interspersed among smaller items.

Top, left, is a close-up of new Structo toys mounted on a giant pegboard display. Note how toys are placed in a number of different positions on the board.

J. G. Gokey, chairman of the Structo board of directors, is shown in photo at top, right, pointing out to W. A. Wenner, president, a large full-color painting of the company's plant, mounted on a new pegboard display rack, along with other Structo materials.

This picture (bottom right) was taken during the recent Toy Fair. The three large pegboard displays used by Structo to present promotion materials and its new line are shown. Toy buyers, it is said, showed keen interest in the exhibit.

Craftint buys Artists Materials division of Devoe & Raynolds Co.

An expanded line of art and hobby items by the Craftint Manufacturing Co. of Cleveland is rolling from the production lines of the enlarged facilities.

Many other new items are being planned by the company following its purchase in May of the Artists Materials division of the over 200-year old Devoe & Raynolds Co., of Louisville, Ky.

The acquisition of the Devoe division adds professional artists oil and water colors to the Craftint line and these new items will carry the name of Craftint-Devoe. Craftint now offers, as an additional service, the complete line of the Strathmore papers and pads.

"This is the most important step we have taken in the history of our company," Louis S. Sanders, Craftint's president and founder and a pioneer in the development of home arts items, said.

"We have plans for many new things in the art and hobby field. The fact that we are now manufacturing the Devoe & Raynolds products gives us the opportunity to adapt them into the items that we sell through the retail outlets."

■

Recent purchase

Smith-Stewart Paper Products, Inc., 10 Jay st., Brooklyn, N. Y., has purchased the Mary Robbins gift wrapping division of the Robbins Publishing Co., Holyoke, Mass.

The company manufactures a complete everyday and Christmas line of self-appliqued gift wrappings, sold mostly through variety chains.

Mr. Smith, president of Smith-Stewart Co., has stated that the Mary Robbins products will be continued and expanded as a separate line to complement the present Sm-art line now manufactured by the parent company.

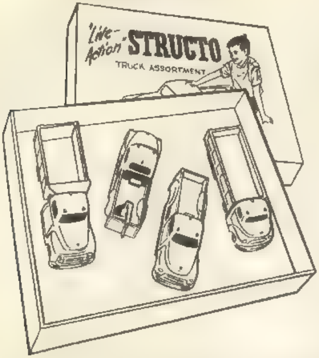
■

Gong Bell catalog

A new four-color catalog showing its complete toy line for 1955 has been made available by Gong Bell Manufacturing Co., East Hampton, Conn. A number of toy telephones, push and pull toys, and rider toys are illustrated. Copies of the catalog are obtainable through toy jobbers or from the company's New York City sales office at Suite 316 200 Fifth Ave. bldg.

Structo

4 PIECE TRUCK SET



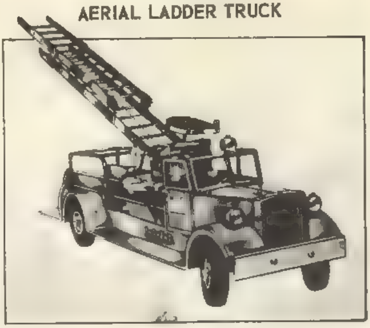
Display box of 4 die cast metal trucks with rubber wheels, durable finishes in contrasting colors. 6-3/8 inch pick-up truck with contrasting grill. 7-7/16 inch wrecker with a revolving boom, contrasting grill. 7-1/4 inch transport, 8 wheels, contrasting grill. 8-1/16 inch dump truck; lever raises body, tail gate opens, plated grill insert.

No.	Retail	Packed	L.P.L.	P.L.
EG78-90	$1.98	12 sets		

P.L. weight 38 lbs.

Smith-Miller

AERIAL LADDER TRUCK



Authentic reproduction, minutely detailed, 27½ inches long. 360 degree turntable, smooth-action jack screw mechanism raises and lowers ladder assembly, crank extends ladder. All aluminum die cast cab and chassis, aluminum body. Front wheels steer at finger touch; doors open and close, have latches and handles. Fire engine red baked enamel finish, aluminum trim.

No.	Retail	Packed	1/5	*6/more
EG78-537	$14.95	1 each		

Weight each 8½ lbs.

* 6 or more assorted Smith-Miller numbers qualify for this price.

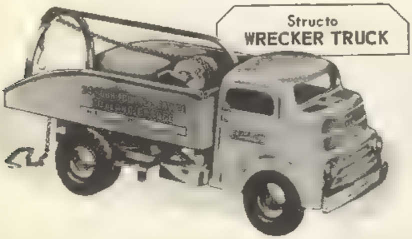
STRUCTO WIND-UP TRUCKS

Featuring "fluid-action" clock spring motor with 10 foot spring. Permits toy to be played with both as a pull toy and wind up toy without damage to motor. Front wheels are adjustable to various radii for circles or for straightaway runs.

These trucks have die-cast aluminum cabs and chassis, bodies of heavy gauge steel. Baked enamel finished. Each has six solid rubber tires with heavy duty truck treads. They are faithful reproductions with a wealth of fine detail.

Structo

WRECKER TRUCK



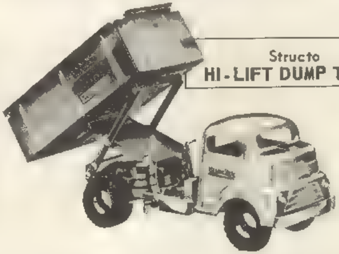
12⅛ in. long. Red cab, grey body, natural aluminum chassis. Crank operated winch with steel chain, also tow chain.

No.	Retail	Packed	L.P.L.	P.L.
EG78-822	$3.98	6 each		

P.L. weight 21 lbs.

Structo

HI-LIFT DUMP TRUCK



12½ inches long. Hi-lift dump body raised by a crank. Red cab, blue dump body, natural aluminum chassis.

No.	Retail	Packed	L.P.L.	P.L.
EG78-844	$3.98	6 each		

P.L. weight 23 lbs.

Structo

FIX-IT TOW TRUCK

STRUCTO TOWING

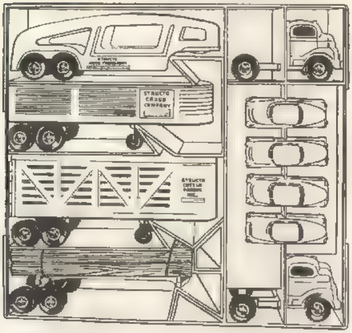
Heavy gauge steel, welded and reinforced. 11¾ inches long. Has 6 removable rubber wheels (plus 2 spares) with threaded axles and nuts. Crank operated winch on boom. Includes miniature screwdriver, hammer, open end wrench and box wrench. Red baked enamel finish.

No.	Retail	Packed	L.P.L.	P.L.
EG77-910	$1.98	6 each		

P.L. weight 15 lbs.

Structo

TRUCK AND TRAILER SET

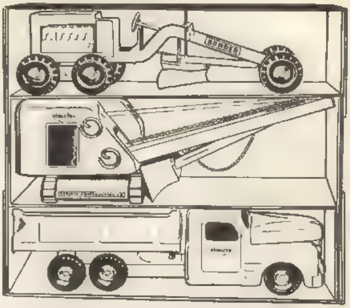


Contains 2 tractors with chrome plated aluminum cabs and die cast metal chassis, 4 heavy gauge steel trailers. All have die cast metal wheels with rubber tires, duals on rear of trucks, floating tandem duals on trailers. Trailer and tractor combinations total from 21 to 27 inches long. The trailers include auto transport with 4 die cast cars, steel cargo trailer, cattle trailer, timber toter with 6 logs.

No.	Retail	Packed	Weight	Each
EG77-725	$17.95	1 set	20 lbs.	

Structo

ROAD BUILDING SET

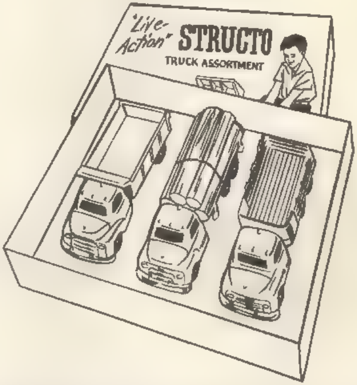


3 toys of heavy gauge steel, finished in durable colors. 26½ inch steam shovel with swiveling cab, 2-crank control of boom and bucket, rubber treads. 20 inch dump truck with 6 rubber wheels, "Fireball" motor under hood, 18 inch road grader with steerable front wheels, floating tandem duals on rear and blade that rotates, raises, lowers, tilts.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG77-325	$9.95	6 sets	85 lbs.		

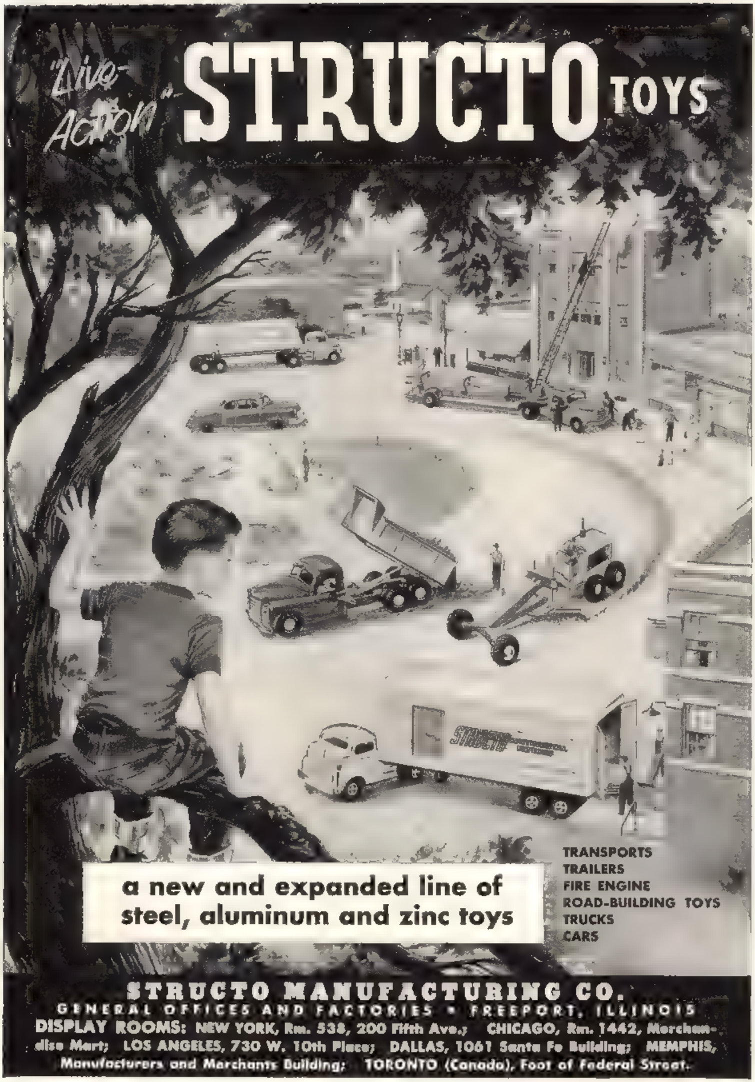
Structo

3 PIECE TRUCK SET



3 die cast metal trucks in a display box, all with plated grille insert and rubber wheels. 10 inch dump truck with 6 wheels; body raises automatically, tail gate opens. 9-1/8 inch stake truck with 6 rubber wheels, removable stakes. 10-5/8 inch lumber truck with 10 wheels, logs and chain.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG77-91	$2.98	6 sets	29 lbs.		



"Live-Action" **STRUCTO** TOYS

a new and expanded line of steel, aluminum and zinc toys

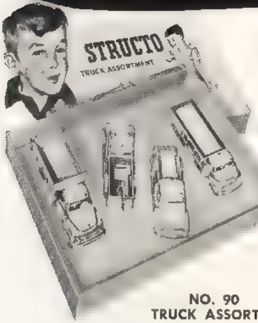
TRANSPORTS
TRAILERS
FIRE ENGINE
ROAD-BUILDING TOYS
TRUCKS
CARS

STRUCTO MANUFACTURING CO.
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS

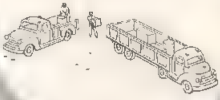
DISPLAY ROOMS: NEW YORK, Rm. 538, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 730 W. 10th Place; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

NEW... FOR PROFITABLE SELLING!

STRUCTO "Live-Action" TOY ASSORTMENTS



Popular numbers grouped for maximum child-appeal and play value. Colorful display boxes and cartons.



Live-Action STRUCTO
TRUCK ASS

STRUCTO TOYS ARE ADVERTISED IN

LIFE

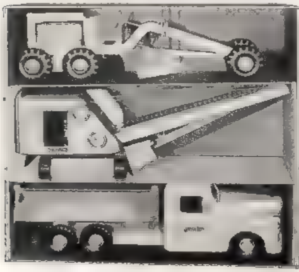
NO. 90 TRUCK ASSORTMENT

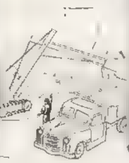
Ideal low-price group. Includes 4 die-cast metal trucks: Dump, Wrecker, Pick-Up and 8-Wheel Transport. Authentic scale models . . . genuine rubber wheels . . . contrasting "chrome" grills.

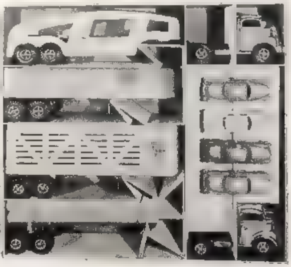
NO. 91 TRUCK ASSORTMENT

Colorful . . . sturdy . . . yet inexpensive. Contains 3 die-cast metal trucks: Dump, Lumber and Stake. Plated grill inserts . . . genuine rubber wheels.

COMMENDED BY PARENTS' MAGAZINE







No. 325 ROAD-BUILDING ASSORTMENT

Perfect combination for the junior road builder. Contains Heavy-Duty Road Grader, Steam Shovel with rubber tractor treads and 6-wheel Dump Truck. "Child-conditioned". An unmatched value.

No. 725 TRUCK AND TRAILER ASSORTMENT

Great for the young trucker. Contains 2 chrome-plated Aluminum Cabs and 1 each, Cattle Trailer, Steel Cargo Trailer, Deluxe Auto Transport Trailer, Timber Toter . . . and 4-Die-Cast Metal Sedans.

STRUCTO MANUFACTURING CO.
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
DISPLAY ROOMS: NEW YORK, Rm. 538, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 730 W. 10th Place; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

Structo
TRANSPORT TRAILER

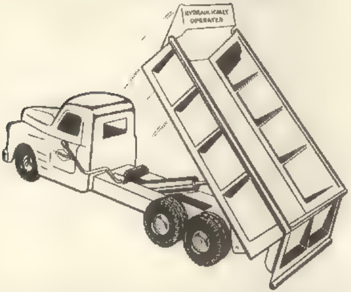
Die Cast Cab & Chassis
Heavy Gauge Steel Body

Blue cab, red trailer, natural aluminum chassis. 21⅜ inches long. Rear doors open. Trailer reinforced 14 gauge stakes. Retractible parking gear. 14 rubber wheels. Floating tandem duals. Appropriately lettered. Individually boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG75-700	$5.95	6 each		

P.L. weight 40 lbs.

Structo
HYDRAULIC LIFT DUMP TRUCK

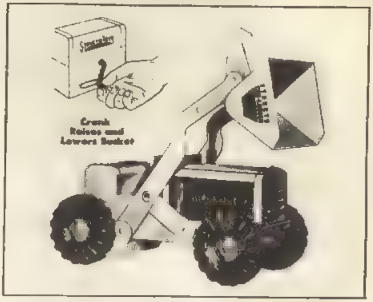


20-7/8 inches long. Heavy steel construction, baked enamel finish. Real hydraulic cylinder raises and dumps the load slowly and smoothly, permitting even spreading. Liquid in cylinder is non-toxic, non-staining. Hood raises to reveal "Fireball" motor. 10 rubber wheels. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG75-250	$5.95	6 each		

P.L. weight 43 lbs.

Structo
END-LOADER

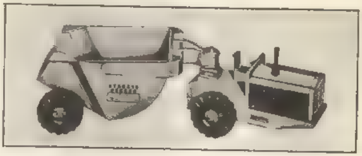


All steel, 15¾ inches long. Bucket raises over 10½ inches, holds load in any position. Trip lever for unloading and latching bucket. Realistic "Diesel" motor. Big, rugged wheels. Orange baked enamel finish.

No.	Retail	Packed	L P.L.	P.L.
EG75-340	$3.98	6 each		

P.L. weight 28 lbs.

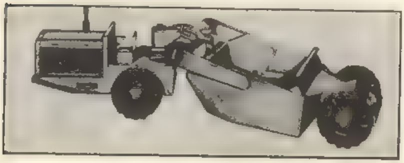
Structo
ROCKER



All steel. 20 inches long, 6-5/8 inches high. Crank operated winch raises and lowers body. Universal coupler connects rocker body to tractor. Extra large heavy duty rubber wheels. Realistic "Diesel" motor. Red baked enamel finish.

No.	Retail	Packed	L.P.L.	P.L.
EG75-310	$3.98	6 each		

P.L. weight 30 lbs.

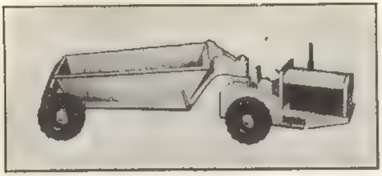


Structo
SCRAPER

All steel. 22 inches long. Adjusting screw raises and lowers blade, crank operated trip opens dual bottom doors for unloading. Universal coupler connects dump body to tractor. "Diesel" motor. Extra large rubber wheels. Orange baked enamel finish.

No.	Retail	Packed	L.P.L.	P.L.
EG75-330	$4.98	6 each		

P.L. weight 37 lbs.



Structo

BOTTOM DUMP EARTH MOVER

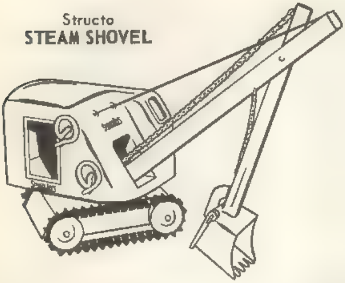
All steel. 21-5/8 inches long. Crank operated trip opens dual bottom doors for unloading. Universal coupling connects dump trailer to tractor. Large heavy duty rubber wheels. "Diesel" motor. Orange baked enamel finish.

No.	Retail	Packed	L.P.L.	P.L.
EG76-320	$3.98	6 each		

P.L. weight 33 lbs.

Structo

STEAM SHOVEL



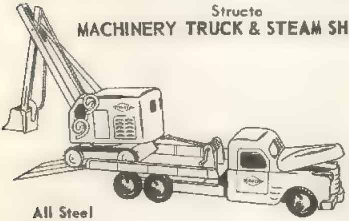
26½ inches long, 8 inches high. Durable all steel construction, baked enamel finish. Two cranks control raising and lowering of boom, unloading of shovel. Cab revolves. Heavy duty rubber tractor treads.

No.	Retail	Packed	L.P.L.	P.L.
EG76-105	$3.98	6 each		

P.L. weight 21 lbs.

Structo

MACHINERY TRUCK & STEAM SHOVEL



All Steel

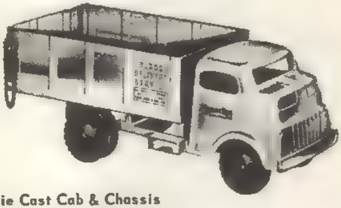
No. 105 Steam shovel, plus a sturdy all-steel truck 21½ inches long. Truck has removable loading ramp, crank operated winch with steel chain, rubber wheels and hood that lifts to reveal a "Fireball" motor. Truck finished in durable baked enamel.

No.	Retail	Packed	L.P.L.	P.L.
EG76-403	$6.95	6 each		

P.L. weight 43 lbs.

Structo

PACKAGE DELIVERY TRUCK



Die Cast Cab & Chassis
Heavy Gauge Steel Body

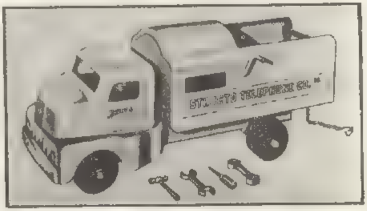
13 inches long. Orange cab, green body, natural aluminum chassis. Body reinforced, 14 gauge stakes. Tail gate of delivery body drops, has chain retainers. Rubber wheels, duals on rear. Each in a corrugated box.

No.	Retail	Packed	L.P.L.	P.L.
EG76-603	$2.98	6 each		

P.L. weight 19 lbs.

Structo

FIX-IT TELEPHONE TRUCK



12 inches long, heavy gauge steel body, cab and chassis. Telephone green finish. Crank operated winch. Has 6 removable rubber wheels, threaded axles with hub nuts. Miniature screwdriver, hammer, open-end wrench and box wrench included.

No.	Retail	Packed	L.P.L.	P.L.
EG76-920	$1.98	6 each		

P.L. weight 15 lbs.

placed before the membership of the New York City Metropolitan Advertising Men's recent monthly meeting.

"Top management is neglectful of specialized markets," he stated. He told the group that many organizations follow the line of least sales resistance by confining their selling activities only to timeworn channels of distribution. Chain stores, syndicates, supermarkets, he stated, are prime prospects for many products . . . for these competitive times find lines of distribution criss-crossing.

Mr. Wershaw cited his experience as former vice president of Technical Tape in charge of marketing. He pointed out that the marketing and merchandising of products through specialized channels calls for specialization in sales, packaging and promotion. He firmly believes that top management must provide adequate direction and guidance to the sales and production staff in order to produce maximum results.

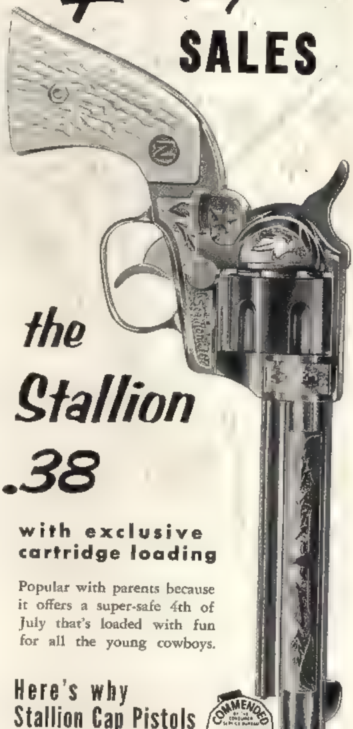
Waste in Shipping

BUSINESSMEN waste large sums of money every year by inattention to savings which can be made in shipping merchandise, according to Gregory Macdonald, Worcester, Massachusetts management consultant.

"The small businessman—who ships and receives relatively small quantities of merchandise—is the chief victim of transportation error and unnecessary expense," Macdonald told a joint meeting of manufacturers and jobbers during a business seminar which highlighted the annual Spring Specialty Show of the Advertising Specialty National Association in Chicago.

He declared that shipping costs can be slashed in many cases "if shippers check the different rates on different forms of transport, weigh the time element involved and seek the best combination."

In his talk, Macdonald pleaded for an "extra break" for the shipping clerk "who bears the responsibility for shipping problems." He said there are 8,000 different tariffs applying to transportation on the continent, and that thousands of supplements to the regulations are issued every year.



for 4th of July fun
SALES

the Stallion .38

with exclusive cartridge loading

Popular with parents because it offers a super-safe 4th of July that's loaded with fun for all the young cowboys.

Here's why Stallion Cap Pistols sell fast!

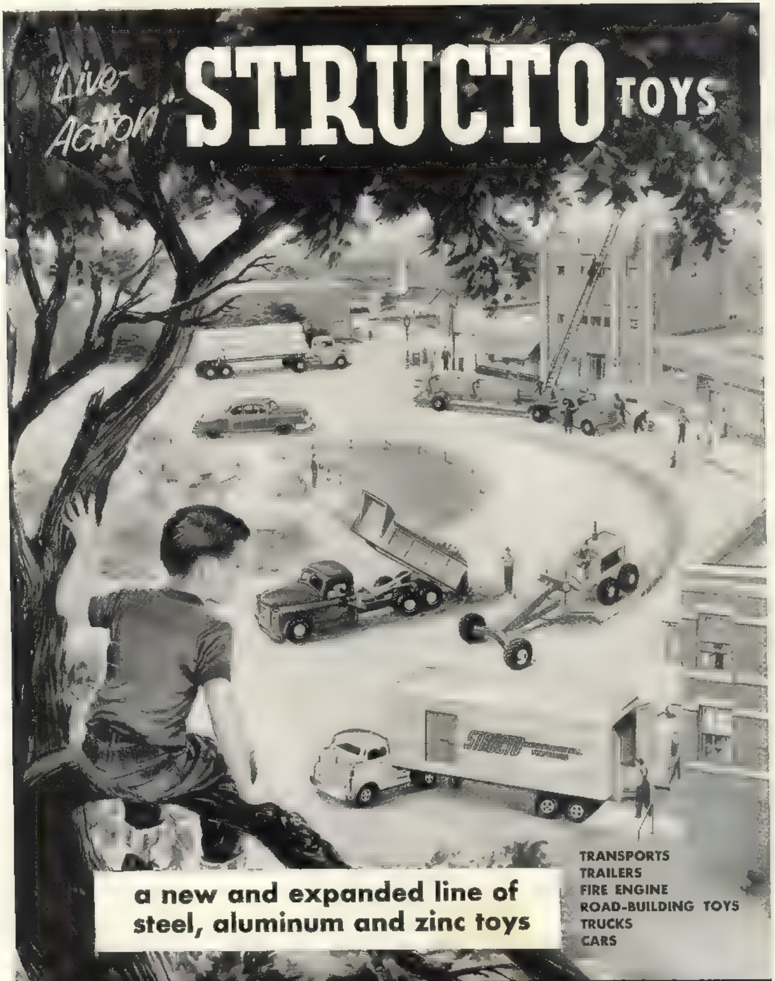
COMMENDED BY THE CONSUMER SERVICE BUREAU PARENTS' MAGAZINE

- Exclusive cartridge loading
- Supersafe-cartridges hold flash within pistol
- Designed in the ever-popular style
- Brilliant, durable finish
- Backed by service policy

for details on other circle Ⓝ toys write to . . .

NICHOLS Industries, Inc.

P. O. Box 1191 Jacksonville, Texas



"Live-Action" STRUCTO TOYS

a new and expanded line of steel, aluminum and zinc toys

- TRANSPORTS
- TRAILERS
- FIRE ENGINE
- ROAD-BUILDING TOYS
- TRUCKS
- CARS

STRUCTO MANUFACTURING CO.

GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS

DISPLAY ROOMS: NEW YORK, Rm. 538, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 730 W. 10th Place; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

NEW . . . FOR PROFITABLE SELLING!

STRUCTO "Live-Action" TOY ASSORTMENTS

STRUCTO
TRUCK ASSORTMENT

Popular numbers grouped for maximum child-appeal and play value. Colorful display boxes and cartons.

Live-Action STRUCTO
TRUCK ASS

STRUCTO TOYS ARE ADVERTISED IN

LIFE

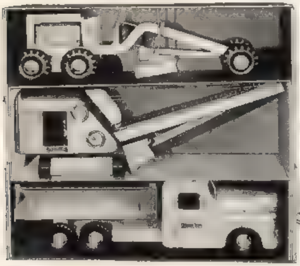
NO. 90
TRUCK ASSORTMENT

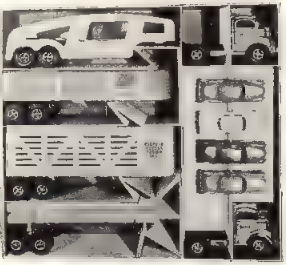
Ideal low-price group. Includes 4 die-cast metal trucks: Dump, Wrecker, Pick-Up and 8-Wheel Transport. Authentic scale models . . . genuine rubber wheels . . . contrasting "chrome" grills.

NO. 91
TRUCK ASSORTMENT

Colorful . . . sturdy . . . yet inexpensive. Contains 3 die-cast metal trucks: Dump, Lumber and Stake. Plated grill inserts . . . genuine rubber wheels.

COMMENDED PARENTS' MAGAZINE





No. 325 ROAD-BUILDING ASSORTMENT

Perfect combination for the junior road builder. Contains Heavy-Duty Road Grader, Steam Shovel with rubber tractor treads and 6-wheel Dump Truck. "Child-conditioned". An unmatched value.

No. 725 TRUCK AND TRAILER ASSORTMENT

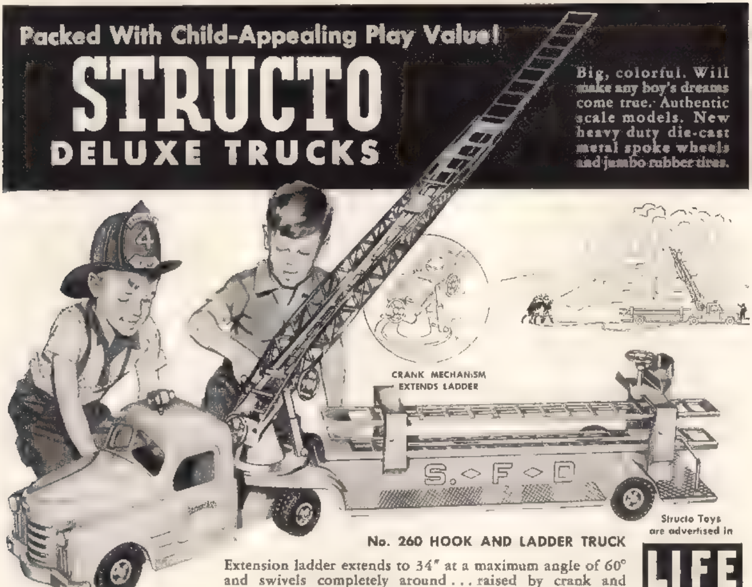
Great for the young trucker. Contains 2 chrome-plated Aluminum Cabs and 1 each, Cattle Trailer, Steel Cargo Trailer, Deluxe Auto Transport Trailer, Timber Toter . . . and 4-Die-Cast Metal Sedans.

STRUCTO MANUFACTURING COMPANY
GENERAL OFFICES AND FACTORIES • FREEPORT, ILLINOIS
DISPLAY ROOMS: NEW YORK, Rm. 1000, 200 Fifth Ave.; CHICAGO, Rm. 1442, Merchandise Mart; LOS ANGELES, 730 W. 10th Place; DALLAS, 1061 Santa Fe Building; MEMPHIS, Manufacturers and Merchants Building; TORONTO (Canada), Foot of Federal Street.

Packed With Child-Appealing Play Value!

STRUCTO
DELUXE TRUCKS

Big, colorful. Will make any boy's dreams come true. Authentic scale models. New heavy duty die-cast metal spoke wheels and jumbo rubber tires.



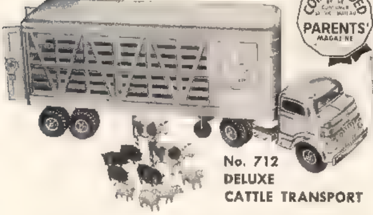
Structo Toys are advertised in
LIFE

No. 260 HOOK AND LADDER TRUCK

Extension ladder extends to 34″ at a maximum angle of 60° and swivels completely around . . . raised by crank and extended by another crank. Two auxiliary ladders included. Movable tiller seat. Ten die-cast metal wheels. Heavy-gauge steel and aluminum construction. L. 33¼″, W. 6¾″, H. 7″.

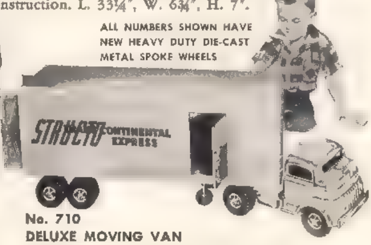
COMMENDED BY THE CONSUMER SERVICE BUREAU PARENTS' MAGAZINE

ALL NUMBERS SHOWN HAVE NEW HEAVY DUTY DIE-CAST METAL SPOKE WHEELS



No. 712
DELUXE
CATTLE TRANSPORT

Front half separated by gate for hauling cattle . . . rear half double decked for hauling smaller stock. Ten hand painted die-cast metal animals are included: 2 cows, 4 hogs, 4 sheep. Chrome-plated aluminum cab. L. 23⅞″, W. 5⅞″, H. 8½″.



No. 710
DELUXE MOVING VAN

Accurate scale model of the latest type "trans-continental" moving van. Has one side door and two rear doors. Chrome-plated aluminum cab, die-cast metal chassis, 14 die-cast metal wheels, 2 retractable dolly wheels, floating tandem duals. L. 23⅞″, W. 5⅞″, H. 8½″.

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NEW...FOR PROFITABLE SELLING!

STRUCTO "Live-Action" TOY ASSORTMENTS

Popular numbers grouped for maximum child-appeal and play value. Colorful display boxes and cartons.

STRUCTO
TRUCK ASSORTMENT

Live-Action STRUCTO
TRUCK ASS

STRUCTO TOYS ARE ADVERTISED IN

LIFE

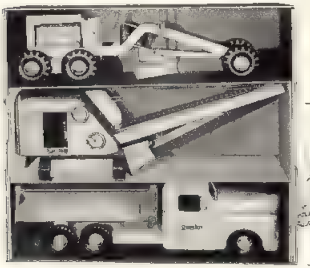
NO. 90
TRUCK ASSORTMENT

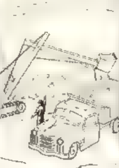
Ideal low-price group. Includes 4 die-cast metal trucks: Dump, Wrecker, Pick-Up and 8-Wheel Transport. Authentic scale models . . . genuine rubber wheels . . . contrasting "chrome" grills.

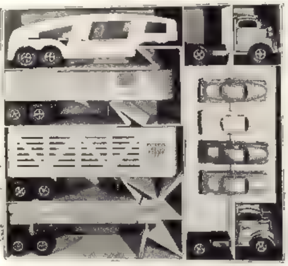
NO. 91
TRUCK ASSORTMENT

Colorful . . . sturdy . . . yet inexpensive. Contains 3 die-cast metal trucks: Dump, Lumber and Stake. Plated grill inserts . . . genuine rubber wheels.

COMMENDED PARENTS' MAGAZINE







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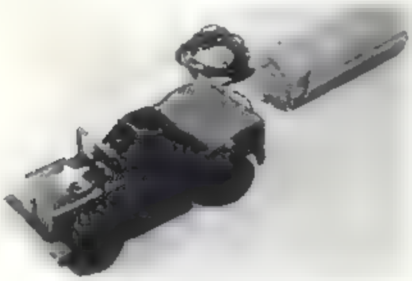


No. 81

VIBRO-ROLL

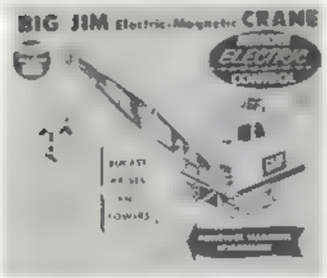
Remote Control Toys

JUST PRESS THE BUTTON AND WATCH IT GO!

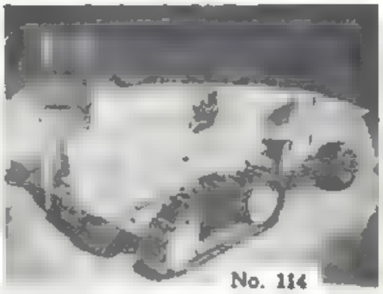
REMOTE ELECTRIC CONTROL
BELL TELEPHONE INSTALLER ON TRUCK

No. 119

No.	Item	Price
No. 81	G.I. JEEP	2.00
No. 119	BELL PHONE TRUCK	2.00
No. 150	FIRETRUCK & LADDER	5.00
No 114	TRACTOR - TRAILER	5.00
No. 130	"BIG - JIM" CRANE	15.00


BIG JIM Electric-Magnetic CRANE
ELECTRIC CONTROL

No. 130



No. 114

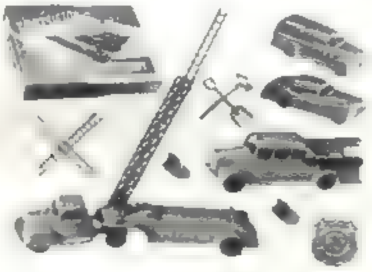
TOOTSIETOYS

By DOWST MFG.

No. 1200

BULK ITEMS

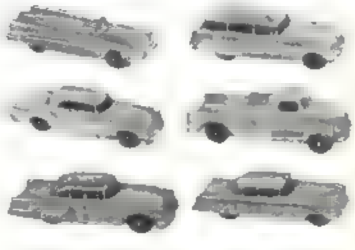
No.		Each
1210	Car & Truck Asst., 2 doz. in box	.10
1200	Airplane Assortment, 1 doz. in box	.20
1180	Auto and Truck Asst., 1 doz. in box	.20
5030	Jumbo Assortment, 1 doz. in box	.30
285	Army Jeep, 1 doz. in box	.40
249	Bump Truck, 1 doz. in box	.45



No. 5211

BOXED SETS

No.		Each
289	Tractor & Harrow	.85
769	Greyhound Scenicruiser	.69
569	Logger	.69
869	Utility Trailer	.69
207	Auto Transport	1.00
389	Tractor with Scoop	.89
290	Tractor with Scoop and Wagon	1.50
5610	Diesel Freight Train Set	2.00
5211	Fire Department Set	2.00
7600	Build-A-Truck	2.50



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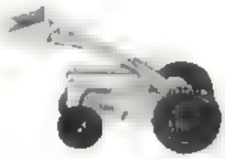
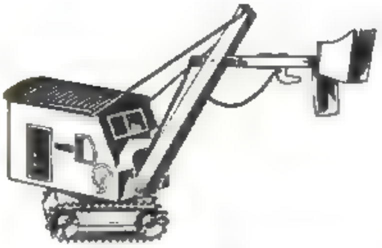
No. 569



No. 389

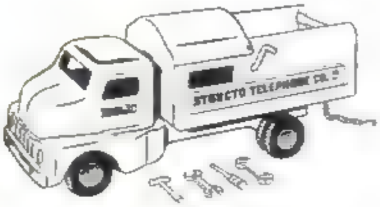
STRUCTO TOYS



No. 105 - STEAM SHOVEL
26½" x 6 5/8" x 8" 3.98

No. 310 - ROCKER DUMP
20" x 6 1/8" x 6 5/8
3.98

No. 320 - EARTH MOVER
21 5/8" x 6 3/8" x 6 5/8"
3.98



STRUCTO TELEPHONE CO.

No. 920 - "FIX-IT" TELEPHONE TRUCK
12" x 5 3/8" x 5 1/4" . . . 2.00

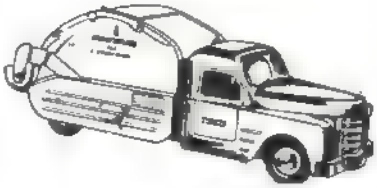
No. 910 - "FIX-IT" WRECKER TRUCK
11 3/4" x 5 3/8" x 6" . . . 2.00

No. 911 - PACKAGE DELIVERY TRUCK
13" x 5 5/8" x 4 11/16" . . 2.00

No. 260 – HOOK & LADDER TRUCK
33¼" x 6¾" x 7" 10.00

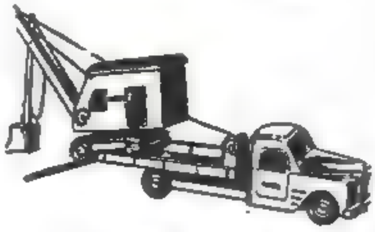
No. 712 – DELUXE CATTLE TRANSPORT
23⅞" x 5⅞" x 8½" 7.98

No. 950 - TRANSPORT TRAILER
21 1/8" x 5 1/8" x 7 5/8"
3.98

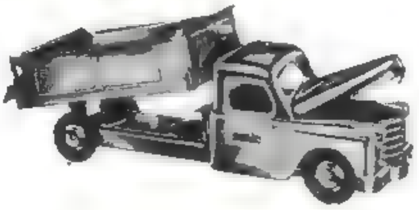


No. 500 - UTILITY TRUCK
21½" x 6½" x 7 3/8" 5.00

No. 330 - SCRAPER
22" x 7" x 6 5/8"
5.00

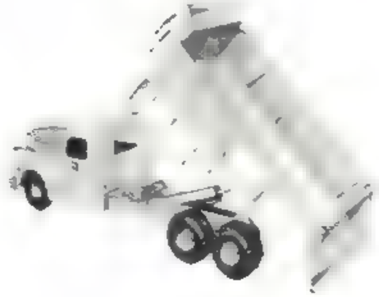


No. 403 - MACHINERY TRUCK AND STEAM SHOVEL
6.98



No 201 - DUMP TRUCK
20" x 6¾" x 6¼" 3.00

No. 300 - HEAVY DUTY ROAD GRADER
18" x 7" x 7½"
3.00



No. 250 - HYDRAULIC LIFT DUMPTRUCK
26½" x 6 5/8" x 8". . . . 6.00

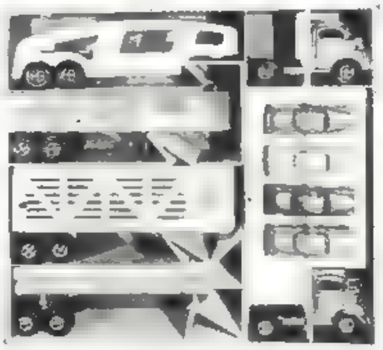
No. 706 - DELUXE AUTO TRANSPORT
27" x 6" x 6¾" 6.00

No. 700 - TRANSPORT TRAILER
6.00

No. 91 - TRUCK ASSORTMENT
3 Assorted Trucks
No. 75 DUMP
No. 76 STAKE
No. 77 LUMBER
PER ASST. 3.00

No. 325 - ASSORTMENT
1 each
105 Steam Shovel
201 Dump Truck
300 Road Grader
PER ASST. 10.00

No. 725 - ASSORTMENT
2 chrome-plated aluminum Cabs,
1 each Cattle Trailer, Cargo Trailer
Auto Transport Trailer, Timber
Toter and 4 Metal Sedans
PER ASST. 18.00



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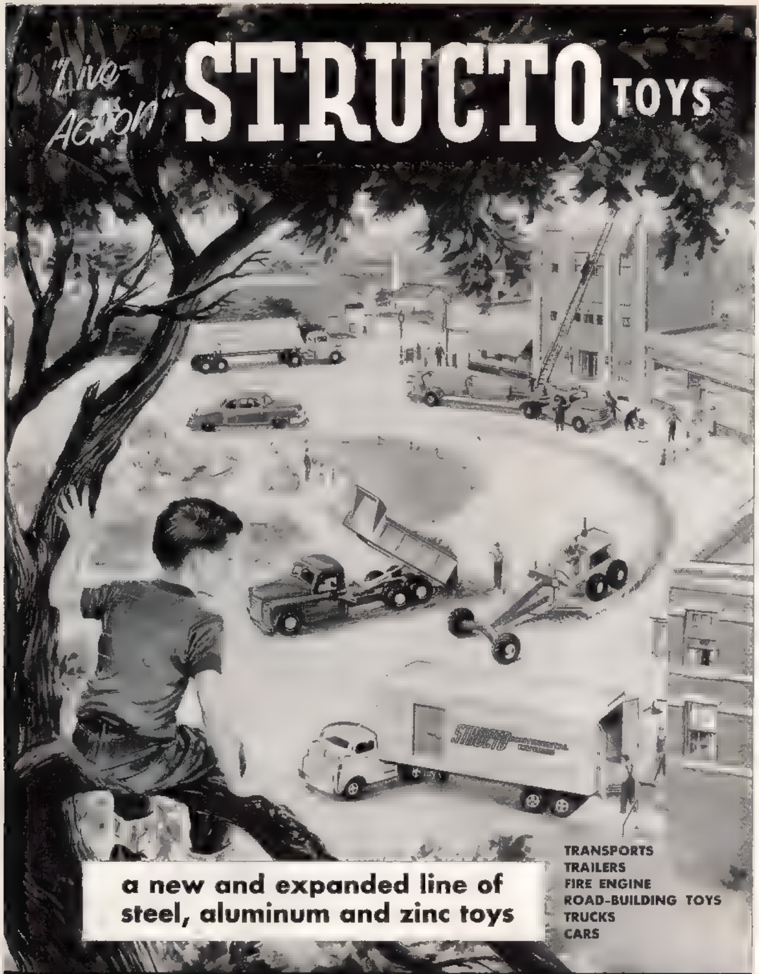

"Live Action" STRUCTO TOYS

a new and expanded line of steel, aluminum and zinc toys

- TRANSPORTS
- TRAILERS
- FIRE ENGINE
- ROAD-BUILDING TOYS
- TRUCKS
- CARS

STRUCTO MANUFACTURING CO.

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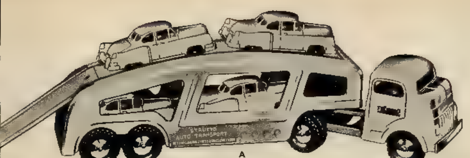
STRUCTO
Steel Pull Toys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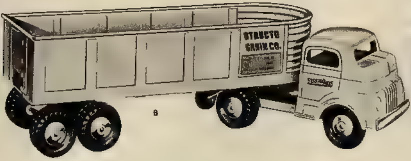
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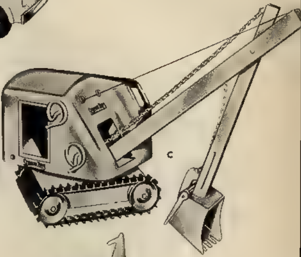
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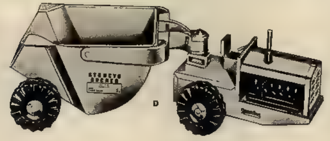
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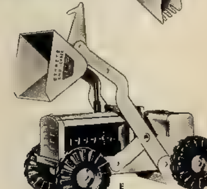
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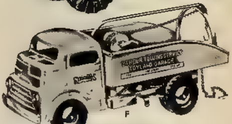
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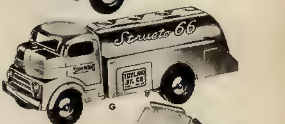
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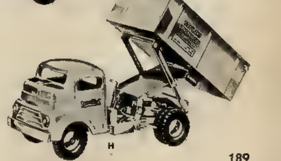

H

(A) AUTO TRANSPORT TRAILER. Replica of the real auto transports that are such a familiar sight on the highways. Ramp extends at rear for loading and unloading. Aluminum chassis with white cab and red trailer. 10 rubber wheels, 4 scale-model '54 autos. Length 27″, width 5⅝″, height 6¾″.
21-6717-405 (Each) Wt. 5 lbs.
21-6717-365 (6 or more)..Retail **5.95**

(B) FREIGHT CARRIER. Heavy-gauge steel body. Natural aluminum chassis. No sharp edges. Trailer reinforced with 14-gauge stakes. Retractable dolly wheels. Floating tandem duals. Sliding door at rear. White cab, orange body. Size: 20¾″x5⅝″x5⅝″ Wt. 5 lbs.
21-6213-343 (Each)
21-6213-309 (6 or more). Retail **4.98**

(C) HEAVY-DUTY STEAM SHOVEL. Sturdily built of heavy-gauge steel . . . withstands rough play. Hand crank easily controls automatic unloading of chain-shovel. Cab revolves freely. Baked-on blue enamel. Rubber traction treads. Size: 21½″x6⅝″x8″ high. Wt. 2½ lbs.
21-6208-272 (Each)
21-6208-245 (6 or more) Retail **3.98**

(D) ROAD ROCKER. Universal coupler connects rocker body to tractor. Crank-operated winch raises body. Sturdy construction throughout. Extra large heavy-duty rubber wheels. Finished in red baked-on enamel. Size: 20″x6⅛″x6⅝″ high. Wt. 5 lbs.
21-6230-272 (Each)
21-6230-245 (6 or more)..Retail **3.98**

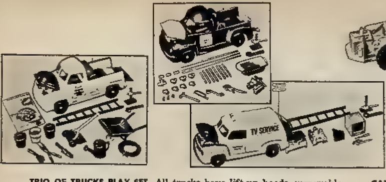
(E) END LOADER. Large rubber wheels. Realistic "Diesel" motor. Bucket raises over 10½″. Trip lever for unloading and latching of bucket. Orange enamel finish. 15¾″x6⅛″x6¾″ Wt. 5 lbs.
21-6231-272 (Each)
21-6231-245 (6 or more) Retail **3.98**

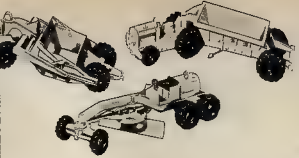
WIND-UP TRUCKS (F), (G), (H). "Fluid-Action" clock spring motors . . . runs about 60 feet at simulated truck speeds. Front wheels adjust so that truck can run straight or in varying circles. Rear wheel brake. Steel bodies. Die-cast aluminum cabs. Aluminum chassis, 6 rubber wheels.

(F) WRECKER TRUCK. Crank-operated winch with steel chain, also tow chain. White cab, orange body. Size: 12⅛″x 5⅝″x5$\frac{3}{16}$″. Weight 3 lbs.
21-6214-272 (Each)
21-6214-245 (6 or more) Retail **3.98**

(G) GASOLINE TRUCK. A favorite with boys and dads alike. Red enamel body and cab. Aluminum finished filling holes and chassis. Size: 13⅝″x5⅝″x5″ high. Weight 3 lbs.
21-6216-272 (Each)
21-6216-245 (6 or more) Retail **3.98**

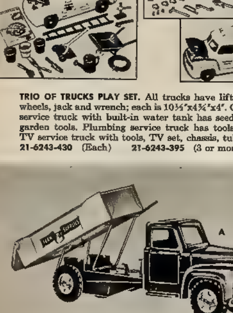
(H) HI-LIFT DUMP TRUCK. The dump body lifts by crank. Handsome white cab and red body. With sturdy rubber tires. Size of the dump truck is: 12½″x 5⅝″x5$\frac{1}{16}$″. Weight 3 lbs.
21-6215-272 (Each)
21-6215-245 (6 or more)..Retail **3.98**



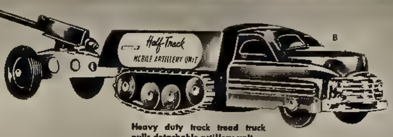


TRIO OF TRUCKS PLAY SET. All trucks have lift-up hoods, removable wheels, jack and wrench; each is 10½"x4¾"x4". Gardening landscaping service truck with built-in water tank has seeds, wheelbarrow, basic garden tools. Plumbing service truck has tools, pipes, fittings, vise. TV service truck with tools, TV set, chassis, tube. Wt. 1 lb.
21-6243-430 (Each) **21-6243-395** (3 or more). . . Retail **5.95**

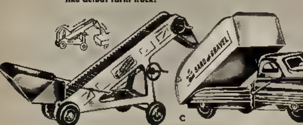
CATERPILLAR GIFT SET. Just like the rugged, earth-moving equipment used by huge construction companies. Precision made of styron plastic, they take the roughest use, toughest abuse in stride. Motor grader is 12"x4", earth hauler is 12"x4", road scraper 12"x3". All three "cats" have exciting steering, loading and dumping action. Wt. 1½ lbs.
21-6242-181 (Each) **21-6242-164** (12 or more) . . . Retail **2.49**



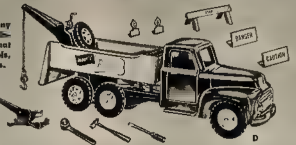
Loads, unloads with realistic hi-lift dump action! Looks just like actual farm truck.

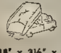


Heavy duty track tread truck pulls detachable artillery unit.



Equipped for any repair job. ► Includes jack that lifts up, tools, warning signals.





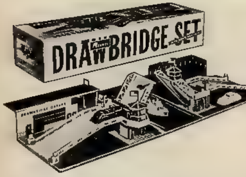
18" x 3½" x 8" Scoop - n - Load Conveyor, 13½" x 4¾" x 6¼" Dump Truck, 9½" x 3" Shovel.

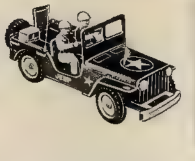
(A) HI-LIFT DUMP TRUCK. Really dumps its load. Ruggedly built—all heavy gauge steel box and chassis, wrap-around bumper. Specially toughened, hi-impact plastic cab, heavy duty rubber tires, plated hub caps. 21½"x5¾"x10". 6½ lbs.
21-6221-275 (Each) **21-6221-253** (3 or more). . Retail **2.98**

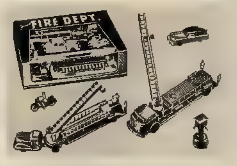
(C) LOADER, DUMP TRUCK & SHOVEL SET. Shovel loads conveyor scoop. Crank transfers it to conveyer belt, another crank to waiting dump truck. All three toys made of heavy gauge steel. Rubber tires, conveyor belt. Wt. 6 lbs.
21-6788-290 (Each) **21-6788-267** (6 or more). . Retail **4.49**

(B) ARMY HALF-TRUCK. Mechanized "Big Bertha" rolls on rubber track treads. Howitzer shoots ammunition pellets—mounts on a separate, detachable trailer with 2½" wheels. Of heavy gauge steel, plated hub caps. 22½"x4½"x4¼". Wt. 3 lbs.
21-6219-203 (Each) **21-6219-187** (3 or more). . Retail **2.98**

(D) REPAIR-IT UNIT. Steel throughout, it "jacks up"! Tools remove a "flat" tire, replace it with spare. 7 interchangeable, rubber tired wheels. Remove wrecker boom with weighted hook—it's a hauling truck! 25"x6"x9". Wt. 8 lbs.
21-6222-417 (Each) **21-6222-384** (3 or more). Retail **5.98**



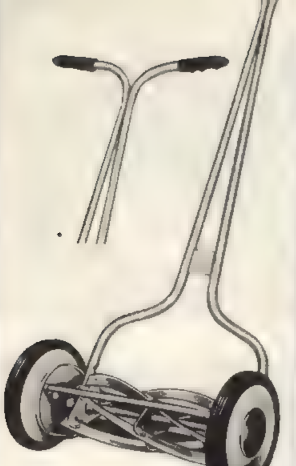




DRAWBRIDGE SET. Action packed to keep children busily engaged for hours on end! Bridge spans raise and lower—gates go up and down. 25¼"x5¾"x4¼" bridge is mounted on a 25¼"x 11⅜" platform. Includes a river, road, garage, boat slip, pier shed, two cars and two boats which add to its realistic appearance. 2½ lbs.
21-6245-210 (Each)
21-6245-193 (6, more) **2.98**

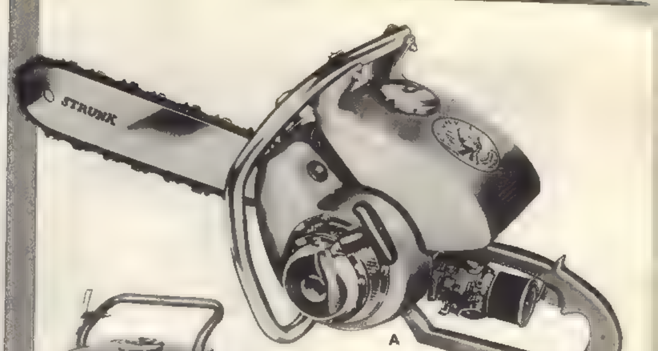
JEEP. Gear shift lever sends it forward, runs it in reverse—steering wheel turns left or right. Battery operated. With a radio and antenna in the rear, it has five extra heavy tires and a water can, collapsible windshield, seats. Soldiers can be inserted to "sit" in front or rear. 12"x5½"x5¼".
21-6790-488 (Each) Wt. 3 lbs.
21-6790-449 (6 or more) . . . . Retail **6.98**

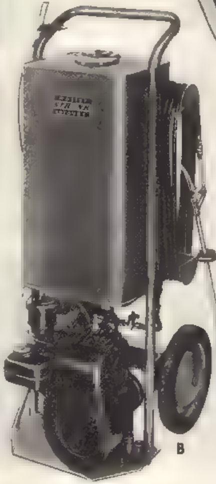
JUNIOR FIRE DEPARTMENT. Here's all the equipment little fire fighters need to simulate a big time fire department. Hook and ladder truck with movable ladder is 16" long, realistic fire truck measures 15". Plus a sleek-looking, brilliant red and white fire chief's sedan, a motor cycle cop and an authentic looking fire alarm.
21-6789-210 (Each) Wt. 2½ lbs.
21-6789-193 (6 or more) Retail **2.98**



16" EVERSHARP DELUXE HAND MOWER. 5-blade type. Quiet and efficient. Crucible tool steel blades. Cutting heights adjusts from ¾" to 1¾". 10" cast wheels with 10" heavy duty semi-pneumatic tires. Long-wearing rubber roller. Lightweight cast aluminum frame. Tubular steel handles for strength and lightness. Plated hub cap. Reel is mounted with 4 spiders on self-aligning ball bearings. Wt. 32 lbs. F.O.B. Missouri.
N71M1818................ Retail **26.95**

16" ALL-STEEL HAND MOWER. Same as above, except has wood roller and all-steel frame. Reel mounted with 3 spiders. Wt. 35 lbs. F.O.B. Mo.
N72M1537.................Retail **22.95**

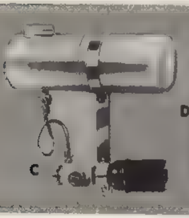




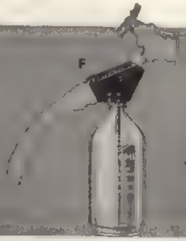
(A) FAMOUS STRUNK 19" CHAIN SAW. 2" bore engine with float type carburetor placed for two-position cutting. Automatic lubrication. New chain tightener. Cuts flush to the ground. Instant-starting 22,000 volt magneto. Guides itself through the cut. One-finger trigger control for engine and clutch. With 19" guide bar and chain. Wt. 40 lbs. F.O.B. Pa.
N10180T17625 .... Retail **235.00**

STRUNK 24" CHAIN SAW. Same engine and other features as above, but has 24" guide bar and chain plus new fool-proof diaphragm carburetor and pressurized gas tank . . . enables saw to be used in any position . . . even upside down. Red and chrome combination finish. Wt. 45 lbs. F.O.B. Pennsylvania.
N10181T19650 .... Retail **262.00**

(B) STRUNK MODERN SPRAYER. Compact and very portable. High pressure liquid sprayer ideal for use on trees, shrubs, lawn and garden or barn. 4-cycle Briggs & Stratton gasoline engine. 10 gallon tank. 16½-foot hose with telescoping extension arm. Easy rewind hose reel. Two nozzles furnished. Nozzle easy to regulate from fine spray to powerful stream. Semi-pneumatic tires. Green baked enamel finish. Wt. 92 lbs. F.O.B. Pennsylvania.
N10182T10462........................ .Retail **139.50**



New HOSE MASTER
HOSE MASTER
E



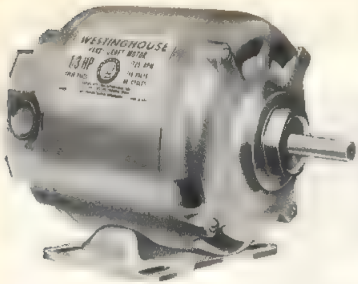
(C) "BLITZ FOG" INSECT KILLER MOWER ATTACHMENT. Attaches to 4-cycle gasoline power mowers . . . sprays insect-killing liquid as you mow your lawn. Kills flies, mosquitoes instantly. Heat and power of exhaust is harnessed to blow out 30-ft. stream of dry fog that covers an acre in 20 minutes. ½" threaded exhaust opening Contains 1-qt. can of insectiside, which lasts for over an hour. Wt. 5 lbs.
H3570F863 .... Retail **12.95**

(D) 1-GALLON CAN OF INSECTISIDE FOR "BLITZ FOG". Special formula for killing insects outdoors.
H3571F265 .... .Retail **3.98**

(E) HOSE MASTER SPRAYER. A handy sprayer for all water-diluted liquids. Sprays lawns, trees, autos, barns, etc. Fill bottle with dry insectiside, detergent, etc., and attach to hose. Water mixes with contents of bottle in proportion selected. 1 bottle-full makes up to 150 gallons of solution. Pistol grip handle and spray control. Wt. 2 lbs.
3572G397 .Retail **5.95**

(F) HYDROMIX. Attaches to water faucet outside home or barn. Jar is then filled with water-soluble insectiside or fertilizer and garden hose or lawn sprinkler attached to nozzle of Hydromix. Select the mix you want, turn on faucet and there you are! Operation visible at all times. Wt. 2 lbs.
H3513H265 .... Retail **3.95**

(G) GARDEN SPRAYER. 1¾ gallon capacity. No-spill funnel top. Galvanized coated tank won't leak. 20" spray hose and 6" pump tube. 7¼"x14" overall, 11" extension rod. Carrying strap. Wt. 6 lbs.
H3574A510 .... Retail **7.95**



Westinghouse

HANDY-CRAFT MOTORS

Make the job easier with a new Westinghouse Fractional Horsepower Motor that is a "natural" as an all-round helper in the home, on the farm. Versatile, quiet, easy to operate and maintain, protected against overload built to last—this is Westinghouse at its finest! Your choice of **Split-Phase motor** for easy-to-start applications—grinders, buffers, fans, etc.; or **Capacitor type** for hard-to-start compressors, pumps, drill presses, saws, etc. Runs sprayers, lathes, dozens of other tools. Choose the correct motor for "the job"—Westinghouse assures trouble-free top performance! Easily converts to portable unit for even greater versatility. Capacitors externally mounted, long-lived, have drip proof contour brackets with ample ventilation for cooler running. Oversize precision **ball bearings** for thrust loads; precision **sleeve bearings** with new Nylon thrust washers are steel-backed, Babbitt-lined and diamond bored for accuracy. Windings are heavily insulated, impregnated with moisture-resistant varnish, baked to give high bonding strength. Easy motor reversing instructions on motor name plate. Steel shafts take standard pulley sizes. All motors listed, are for 115 volts 60 cycles. Includes 8' cord, rubber plug and switch (except for ¾ H.P. motor which is dual voltage 115v/230v).

WESTINGHOUSE ELECTRIC MOTOR STYLES

Cat. No.	Type	HP	Shaft	Size	Bearings	RPM	Wt.	Retail
312E1478	Split-Phase	⅓	Single	½"	Sleeve	1725	22	$21.10
313E1958	Split-Phase	⅓	Double	½"	Ball	1725	24	27.95
*314E2295	Capacitor	⅓	Single	½"	Sleeve	1725	24	32.80
*315E3143	Capacitor	½	Double	½"	Ball	1725	26	44.90
316E3274	Capacitor	½	Double	½"	Ball	3450	26	46.75
317E3998	Capacitor 115V/230V	¾	Single	⅝"	Ball	1725	38	57.10

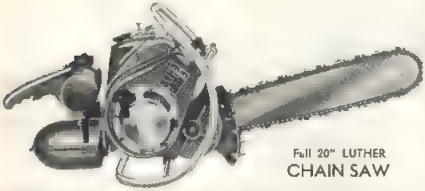
* Has Automatic Thermoguard motor burnout protection, manual pushbutton reset

STRUNK CHAIN SAWS

Models to suit professional or amateur, for all cutting jobs. Rugged, simple construction, easy starting 2" bore engine, float type carburetor for 2-position cutting, ground level work. Automatic lubrication, special burn proof guide bar added. All-weather 22,000 volt magneto. **F.O.B. Pa.**

Mfr's. Sugg. Retail

323EF17175—16" guide bar, chain. Ship. wt. 35½ lbs. **$229.00**
324EF17625—19" guide bar, chain. Ship. wt. 36 lbs. **$235.00**
325EF19125—Deluxe 19" guide bar, chain special diaphragm carburetor, pressurized gas tank system, for cutting in any position. Ship. wt. 36 lbs. **Mfr's. Sugg. Retail $255.00**



Full 20" LUTHER CHAIN SAW

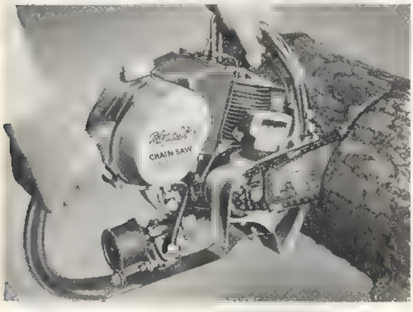
322EF18715—Tackle time-consuming jobs with a fast, economical 3 H.P. Luther Portable have time and energy to spare. Excellent for felling, stripping, pruning trees, bucking logs, etc. Magnesium and aluminum alloy castings throughout for lighter weight. Uses less fuel with Luther gravity feed fuel system. Foolproof automatic rewind Bulldog starter. Chain positioned, cuts 1" from ground. Sealed, waterproof ignition system allows cutting in any weather, works in any position. Chain oiler, ½ pt. capacity. Light, aluminum handle. One cylinder engine, 2 cycle air cooled, ball and needle bearings, Gilmer belt drive. 4500 RPM. Weighs 30 lbs. Approx. ship. wt. 40 lbs. **F.O.B. Michigan or Illinois.**

Mfr's. Sugg. Retail $249.50

SKIL CHAIN SAW

320EF9705—Sturdy 14" Saw for all roughwork—heavy beams, railroad ties, fast felling, timber up to 14", etc. Practical for all maintenance. Features of higher priced models. Easy handling, any position. Built in push button oiler, 2 types holding claws for varying jobs. Guide bar uniform grooved for trouble-free operation. Sturdy Chipper-type chain cuts easier, faster, longer no dulling. Ball, needle bearings. No-load speed 1600 ft. minute no stalling. Easy to maintain, replace, adjust. Includes holding claws, chipper chain, pkg. chain repair parts, chain sharpening file, handle, 3 wire stub cord with 3 prong twist lock connector. Standard 115 volts AC-DC, 60 cycles. 27⅝" long, weighs 10½ lbs. Ship. wt. 21½ lbs. **F.O.B. Chicago Factory.** **Mfr's. Sugg. Retail $139.50**

321EF11165—As above, but 20" size, large capacity bar and motor 2,000 watts. 33" long. Weighs 17¼ lbs. Ship. wt. 22½ lbs. **Mfr's. Sugg. Retail $159.50**



NEW LOW COST SILVER KING CHAIN SAW

Direct Drive modern Chain Saw for faster, easier, more profitable cutting. All-weather starting, trigger throttle controlled Chain Saw with alloy steel bar. Among many features are: "non-clog" pressure oiler; 100% efficient needle bearing sprocket, centrifugal clutch, flame and spark proof muffler, chain tightener, float type carburetor. Saw has rugged bumper insuring straight cuts with no spikes required. Furnished with 5 H.P., 2 cycle engine 18" bar and chain. Ship. wt. approx. 30 lbs. F.O.B. Chicago Factory

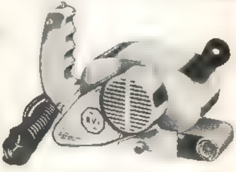
405EF14921—Chain Saw, 18" cut, Oregon ⅝" pitch chain.
406EF14921—Chain Saw, 18" cut, McCulloch (ADA) ½" pitch chain.
407EF14921—Chain Saw, 18" cut, Oregon ½" pitch chain

Sugg. Retail **$198.95** Complete

BLOW TORCH BY WALL

2736E705—Best results are obtained with this ruggedly constructed brass torch, cannon type burner cast from special alloy bronze. Delivers exceptionally hot blue blasts. Pump has blow-proof construction. Check valve completely encloses, wards against injury. Pistol-Grip design handles correctly pitched for perfect balance. Holds 1 qt. gas.

Mfr's. Sugg. Retail $11.75



ELECTRIC BELT SANDER

2729E1719—The machine so popular for sanding furniture, doors, floors, woodwork, boats, removing paint and varnish. Is sturdily built of die cast aluminum, weighs only 7¼ lbs. Has built in blower cooled motor. Self-lubricating bronze bearings assure smooth, quiet, positive chain drive. 2" sanding belt is flush with left side of sander so it is easy to sand right up to walls, other upright objects. Sander can be mounted on work table for use as bench sander. Complete with coarse and medium belts, instructions. **Estab. Retail $74.95**

SEE Sumnercraft*

at the National Boat Show
Kingsbridge Armory, New York
Jan. 14-23—Booth A-38

Summercraft presents the new exclusive *Compoglas hull — wood planking sealed in Fiberglas. Absolutely leakproof and rot-resistant! The exterior finish lasts the life of the boat.**

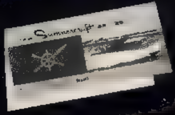
◆ 1955 26' CRUISER

Handsome, seaworthy and comfortable, the latest Sumnercraft 26 has about everything competent design, expert craftsmanship and superior materials can give you in a cruiser of her length. Powered by a 95 HP Nordberg she sleeps four in a full-headroom cabin with dinette, galley, icebox, enclosed toilet and foam rubber berths.

1955 23' SPORTFISHING SKIFF ◆

Fast, rugged, maneuverable—a craft requiring virtually no maintenance work at all—Sumnercraft's newest model is the answer to a sportsman's dream. Powered by a 95 HP Nordberg, the 23' Sumnercraft Skiff features a hard-top shelter cabin, two berths and toilet forward, fish wells and a mahogany cockpit.

Our 1955 illustrated brochure is available through the authorized dealers named below, or by writing us direct. Full data on 23' and 26' Cruisers and 23' Skiff included.



Chapman's,
Manasquan, New Jersey

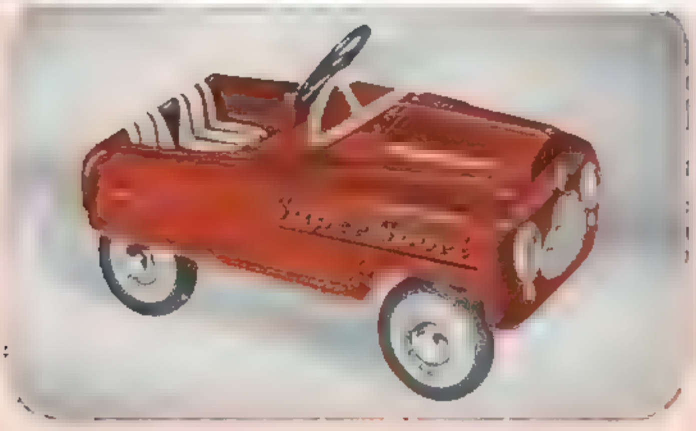
Watts and DeGarmo,
Babylon, Long Island

SUMNER BOAT COMPANY INC.
BRIGHTWATERS, LONG ISLAND

*Trade Marks registered. Patents pending on Compoglas.

THE SUPERB NEW LUXURY LINER

When they want the very finest—this is it! Lavish chrome trim, deluxe headlamp, spring fork, whitewall balloon tires—no other bike ever offered such a great combination of features to make a youngster buy! 26", 24", 20" sizes for boys and girls.



SPEED-O-MATIC CHAIN DRIVE SUPER SPORT

Here, back and forth pedal action teams up with a rear end chain and sprocket assembly in a totally new drive that pedals is easier. And note the advanced styling of the Super Sport modern waffle grill, top hood vents, "frenched" headlights.

THE TOTALLY NEW "SULKY" TRIKE

This they've been waiting for! Slim, lightweight styling, racer saddle, mustang fender ornament, chrome mounting stirrups, sulky whip—the Sulky has everything to make it sales dynamite! 12" front wheel.

PROMOTIONS that pay off FOR YOU tying in with

AMF NATIONAL ADVERTISING

Big, colorful ads in LIFE, PARENTS', BOYS' LIFE, approved comics and other important national magazines. Ads that keep selling your customers on AMF Wheel Goods all year long.

Your Own Store Promotion. Separate, complete promotion kits are available for AMF JUNIOR Trikes and Bikes, AMF ROADMASTER Bicycles and AMF Cars, Tractors & Wagons. Everything you need for a bang-up wheel goods promotion. Order your *Free kits* today!

ROADMASTER made by the Cleveland Welding Company, Cleveland, Ohio

CARS, TRACTORS, WAGONS made by BMC Manufacturing Corporation, Binghamton, N. Y.

Junior made by Junior Toy Corporation, Hammond, Indiana

Subsidiaries of AMERICAN MACHINE & FOUNDRY COMPANY, N. Y.

order your free promotion kits!

AMF WHEEL GOODS

1420 Merchandise Mart • Chicago 54, Illinois

Rush me my free promotion kits for (check those desired)

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☐ AMF ROADMASTER Bicycles
☐ AMF Cars, Tractors & Wagons

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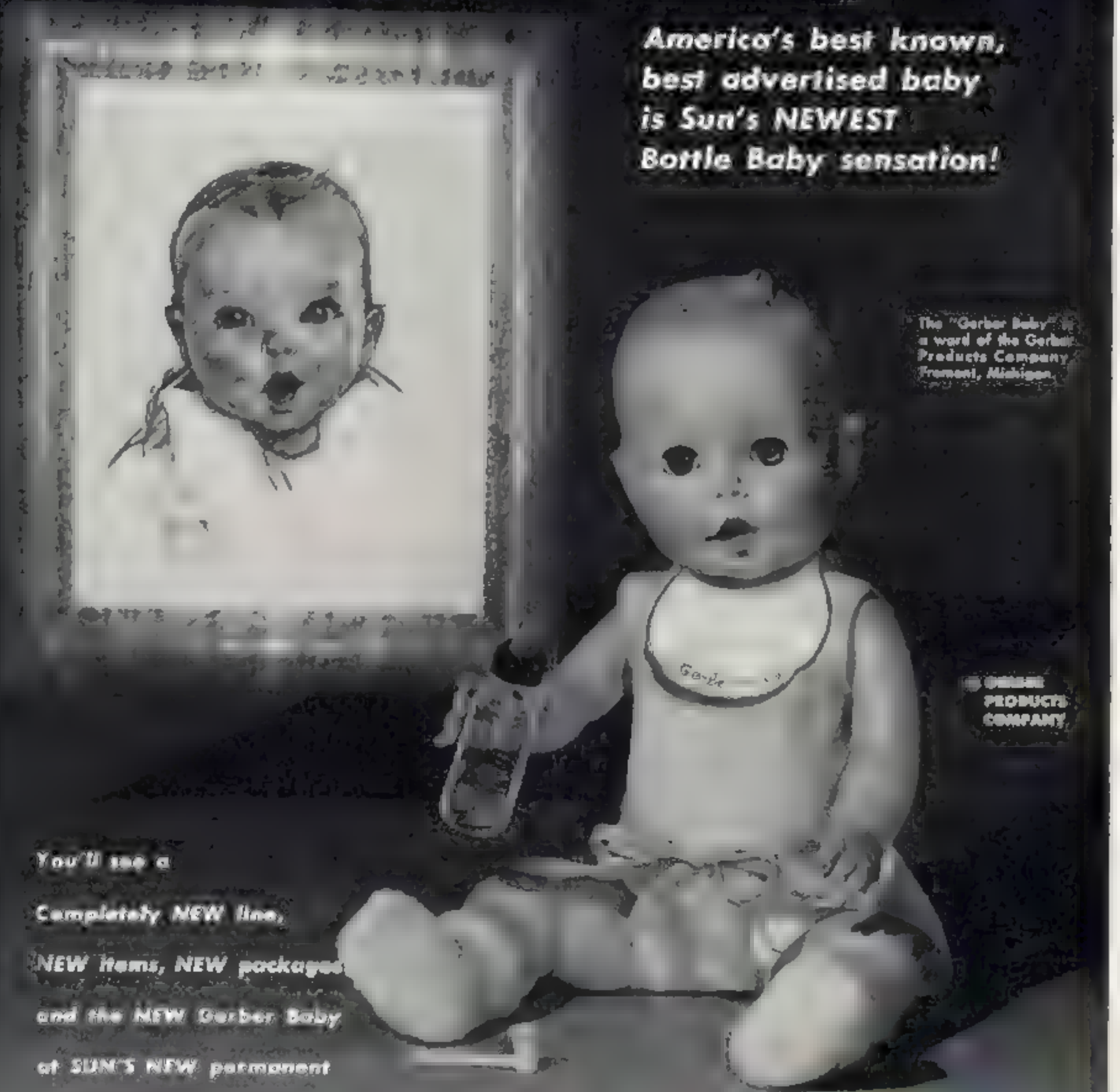
Store Name ____________________
Address ____________________
City ____________ Zone ______ State ______

THE "Gerber Baby" *©

America's best known,
best advertised baby
is Sun's NEWEST
Bottle Baby sensation!



The "Gerber Baby" is a word of the Gerber Products Company Fremont, Michigan.

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Completely NEW line,
NEW items, NEW packages
and the NEW Gerber Baby
at SUN'S NEW permanent
showrooms ... come to

200 FIFTH AVE.

Rooms 1208-1210

SUN

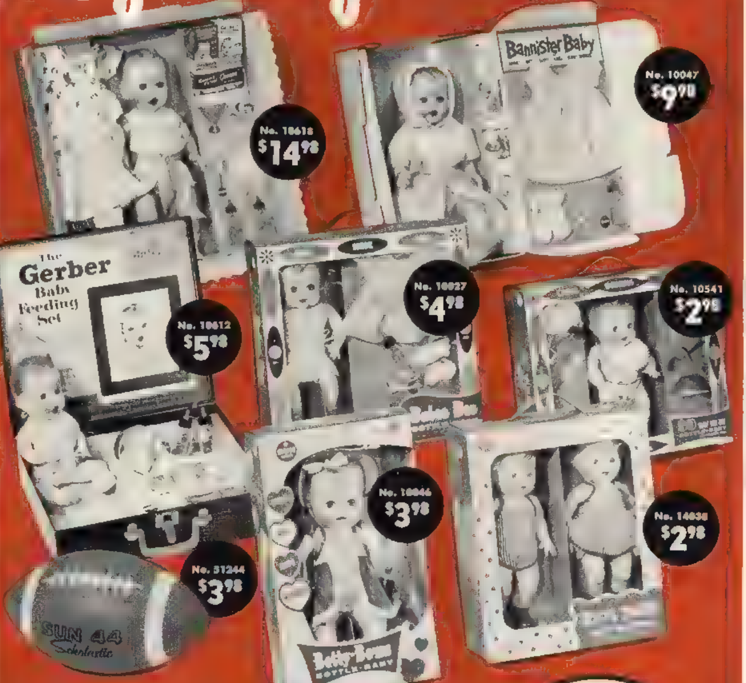
THE SUN RUBBER COMPANY
Barberton, Ohio

Lay Away

HERE ARE JUST A FEW OF THE MANY

SUN BOTTLE BABIES AND PLAYTHINGS

AT EVERY "NATURAL" LAY-AWAY PRICE!


No. 10618
$14 98
Bannister Baby
No. 10047
$9 98
The Gerber Baby Feeding Set
No. 10612
$5 98
No. 10027
$4 98
No. 10541
$2 98
No. 10046
$3 98
Betty-Bows BOTTLE-BABY
No. 14038
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No. 31244
$3 98
SUN 44 Scholastic

No. 50293
$6 98

See our catalog for complete line.

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SUN
RUBBER

THE SUN RUBBER COMPANY • BARBERTON, OHIO

INdoor
OUTdoor
Cowboy
Tent

Pint size cowboys and girls can camp out even at Christmas by pitching this tent indoors. Made of tough, durable vinyl-impregnated canvas — water resistant . . . lots of fun outdoors in milder weather. Colorful wild west design Complete with poles, ropes and 6 suction cups — for indoors, and 6 metal stakes — for outdoors. 5′ long. 36″ high. Wt. 8¼ lbs

T-9236 8¼ lbs LIST $12.00 **NET $8.52** **4 LOT—$7.68**

HELICOPTER

Here's a gift any boy will love to demonstrate. This [illegible]

Turn the crank of the control box to make the blades rotate, the helicopter goes up or down. Sure to cause a sensation among the future flyers.

T 9238 LIST $3.98 **NET $2.79** **12 LOT—$2.59**

All Metal Construction SERVICE STATION *Working Model*

Here's a fully equipped Service Station every action loving youngster will want for his very own The all metal structure is brightly decorated in the style of modern one-stop stations. Chuck full of many operating features as listed below, plus two plastic cars with fill-er-up tank and oil emptying unit. All metal edges are turned for extra strength and safety.

ROOF PARKING
Upper parking level reached by gear operated elevator that automatically ejects car Car ramp returns car to lower floor

SNACK BAR
Modern six stool counter equipped with cash register, toaster, cup, saucer, drinking glass and soda bottle

CAR SERVICE
Operating equipment includes two gas pumps with hoses; oil rack with drain tank, car wash unit; and plastic air reel

[illegible]

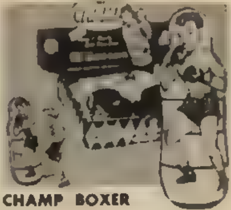
T-217 LIST $5.95 **NET $3.95** **6 LOT $3.69**

BOBO THE CLOWN

— with Ring-Toss Game

America's favorite playroom clown is up to some amusing new tricks. He now has an inflatable "slip-on" plastic nose for a ring-toss game, and comes with 3 rings ready for the battle. He ducks and sways and almost goes down, but always bounces back upright because of the weight at his feet. He is tough plastic, 54″ tall. Wt. 7lbs.

NO.	LIST	NET	12 LOT
T-9237	$4.00	$2.89	$2.59

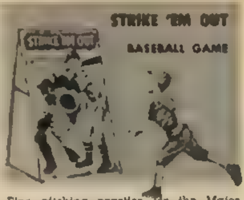


CHAMP BOXER

complete with real boxing gloves

"Champ" is built to take all the punishment young sluggers can hand out. Punch him . . . wrestle him . . . he'll always come back for more. Weighted bottom keeps him fighting to stand upright Made of Forti-plyed plastic for lasting strength Complete with real boxing gloves. 'Champ' is a big fellow . . . inflates to 54″ high. 9 lbs.

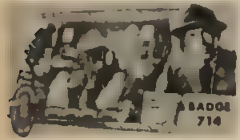
NO.	LIST	NET	12 LOT
T-9062	$7.00	$4.98	$4.49



STRIKE 'EM OUT BASEBALL GAME

Fine pitching practice for the Major League players of tomorrow. This new indoor-outdoor baseball game can be played by 2 or more persons, or used for solo warm-ups, as your youngster learns to throw a fast ball straight into the catcher's mitt. The heavy duty plastic target sheet is 44″ high and 26″ wide, with collapsible stand, 3 sponge rubber balls, pad of score cards and instructions. Wt. 5 lbs.

NO.	LIST	NET	6 LOT
T-9235	$5.00	$3.59	$3.29



DRAGNET TARGET GAME

Just the facts, ma'am — and the fact is that your son will take to law enforcement like a duck to water if he can practice with this target game. It's not so easy, because the target revolves. But he can blaze away with a harmless cork and dart gun. Lithographed metal action target in color. Wt 2 lbs.

NO.	LIST	NET	12 LOT
T 9239	$2.98	$2.09	$1.89

BURP GUN

— automatic Cap Gun

An authentic, mean looking weapon but absolutely safe in your youngsters hands. The only automatic cap gun made Shoots 1 to 50 shots at trigger touch. Noisy fire-bursts and smoking barrel. Easy to load uses Kilgore perforated caps. All metal working parts. 23½″ long.

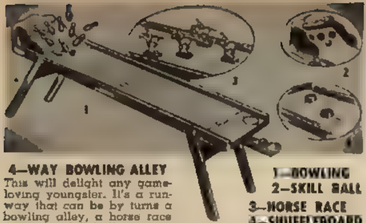
NO.	WT.	LIST	NET	6 LOT
T-911	3 lbs.	4.00	2.78	2.50

AUTOMATIC PING PONG RIFLE

— a safe, six shot repeater

For the junior sportsman. Fires table tennis ball 40 feet . . . six at one loading. ABSOLUTELY HARMLESS! Can be used indoors or out — will not break windows, mirrors or even a light bulb . . . cannot hurt small animals. Truly a gun that will satisfy every desire of a modern youngster. Wt 3 lbs

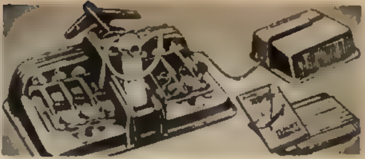
NO.	LIST	NET	12 LOT
T 1066	$3.00	$2.10	$1.89



4—WAY BOWLING ALLEY

This will delight any game-loving youngster. It's a runway that can be by turns a bowling alley, a horse race course, a skill ball game or shuffleboard game. It's furnished with balls, ten pins, red pucks, four colored horses and spinner The runway automatically returns all balls and rings a lively bell. Wt. 10 lbs.

T-927 **NET $3.98**
LIST $5.95 **3 LOT 3.69**



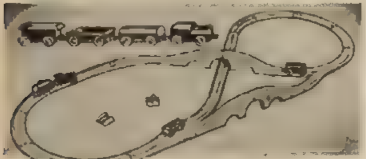
XB-2 FLIGHT TRAINER

Built for the kids from 9 to 60 years old. This model has an electronic sensing brain. It reacts to flight procedure patterns and shows the student pilot when his control positions are right or wrong by the flashing of a light It's a scientifically accurate gadget for future fliers.

T-924 Wt. 3½ lbs. LIST $9.95 NET $6.65 6 LOT $5.97

XB-1 FLIGHT TRAINER — simplified model with 6 workable controls Designed for the 3 to 8 year old

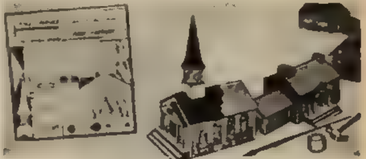
T-925 Wt. 2½ lbs. LIST $4.75 NET $3.17 6 LOT $2.89



25-Piece TOT TRAIN SET

Santa probably knows that your young railroader has his eyes on this versatile set. It has 141 Inches of unbreakable interchangeable plastic track with interlocking end joints, plus 2 complete bridges, 1 yoke, 1 bumper, 1 "lead in" section for rolling the train onto the tracks from the table or floor. Train itself consists of 4 cars of gay colored hardwood Wt. 2¼ lbs.

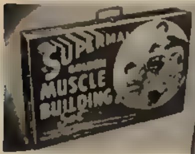
T-922 **NET $3.49**
LIST $4.98 **6 LOT 3.19**



CONSTRUCTION — PAINTING SET

Unusual creative activity toy. Youngsters can build and paint wooden houses, church and school Parts pre-bored for easier assembly, pre-coated for wash-off paints and stencilled with easy fill-in designs. Set includes hammer, blunt point nails, brush and non-toxic paints Box cover design shows structures which can be assembled suggests color combinations Wt 2¼ lbs.

T-921 **NET $2.09**
LIST $2.98 **12 LOT 1.89**



Superman MUSCLE SET

Play Santa to Superman and give your boy a body he can be proud of. Here is a complete muscle-building outfit for the youngster 8 to 14 years old. He gets a set of "stretchers with extra spring; 2 hand grippers and a jumping rope. And to keep him on his toes there is also a measuring tape, progress chart and Superman Club membership button Set packaged in luggage-type case with handle. Wt. 3 lbs.

T-926 **NET $2.09**
LIST $2.98 **6 LOT 1.89**

Electric CLASSROOM GAME

Home quiz program that's a sure-fire social success. There are 240 illustrated questions The child chooses the answer just as in a college quiz, using switch board type plug. A green light flashes for a correct answer, a red light for a mistake. It's entertaining, exciting, educational. Game size 17½" x 12½". Wt. 3½ lbs.

T-929 **NET $2.29**
LIST $3.29 **6 LOT 2.09**

DAVY CROCKETT INDIAN TARGET SET

A game of action, skill and color The targets are 7 fierce attacking Indians, each numbered on the back for scoring. Behind the Indians is a Rocky Mountain background for real western atmosphere. Set includes 23" easy action repeater Davy Crockett rifle with high impact plastic barrel and 3 harmless safety bullets with collapsible rubber tips. A challenge for young marksmen. Wt. 3 lbs.

T-923 **NET $2.09**
LIST $2.98 **6 LOT 1.89**

GOLF GAME—with 18-Hole Obstacle Course

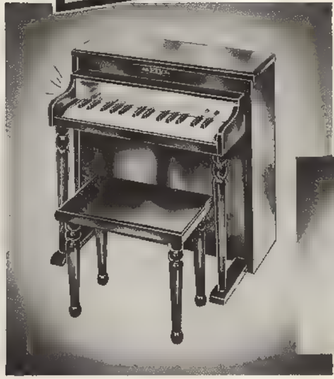
Eighteen-hole obstacle golf course that can be used indoors or outdoors. Brightly lithographed metal tunnels and hurdles; putting cups, 2 clubs with steel shafts, cast heads; 2 sponge rubber golf balls. Instructions, with numbers 1 to 18 to be pasted on holes and obstacles Plenty of fun, excitement and thrills for youngsters playing this tricky course. Wt. 4 lbs

T-928 **NET $2.49**
LIST $3.49 **6 LOT 2.19**

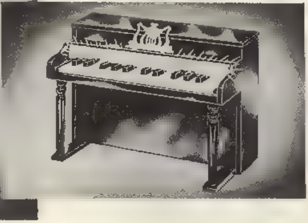
Ely

MELLO-TONE

Chime Pianos



- FLOOR AND TABLE MODELS
- EYE APPEAL
- EAR APPEAL
- CONCERT MIRROR FRONT PANELS

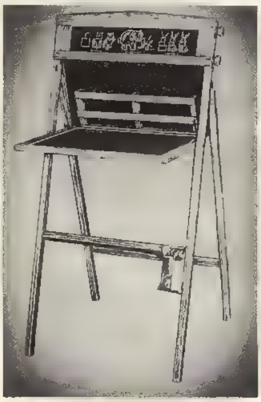


TOY LINES OF DISTINCTION **HENRY KATZ** TOY LINES OF DISTINCTION **HENRY KATZ**

Ely

Green "EYE-EASE"
WALL AND EASEL

CHALK BOARDS



- EASY ON THE EYES
- EASY TO CLEAN
- EASY TO WRITE ON
- EDUCATOR APPROVED

Sole Sales Representatives
HENRY KATZ
INCORPORATED
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WRITE — WIRE — PHONE

THEO J. ELY MFG. CO. GIRARD, PA.

BAR ZIM STILL ON TOP

With★

★EDUCATIONAL SPECIALTIES

SHOOTING the MOON
GAME of the MOON
XYLOPHONE
with NEW COLORED KEYS!
COUNTING FRAME
COUNTING FRAME

★MUSICAL TOYS

TOY LINES OF DISTINCTION **HENRY KATZ** TOY LINES OF DISTINCTION **HENRY KATZ**

Copr., National Comics Publications, Inc.

and now . . .

Sensational

NEW ITEMS

featuring

SUPERMAN

and

MIGHTY MOUSE

MIGHTY MOUSE

© TERRYTOONS INC

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ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BAR ZIM TOY MFG. CO., INC. JERSEY CITY 6, N. J.
ALSO AT THE HOTEL NEW YORKER — ROOMS 511-512

NEW! FREE! introductory offer!

BOOTH CRAFT

CHILD'S WORK BENCH

$14.95 Retail 40% Dealer Discount and 5% Allowance for Freight (with orders of 4 or more).

Now . . . Make Quick, *Repeat* Sales With This New DO-IT-YOURSELF Toy

STURDY . compare construction with any other product of its kind. Stands up beautifully to rugged use.

EASY TO ASSEMBLE . . . even a child can do it. Special design with ten polished metal screws means no warp or wobble

QUALITY TOOLS it's a complete package, with real well-made tools designed to fit the child's hands and use, fit into slots in bench top of polished Ponderosa pine.

SALES REPEATERS . . .

Exclusive, *free* Hobby Kits and a full line of follow-up kits are yours to offer your customers as a sales advantage. Each kit contains pre-cut materials for simple assembly, nailing, screwing, sawing or sanding. A wonderful sales combination for you!

Hobby Kits In Your Store Keep Them Coming Back For More

Hobby [illegible] Retail [illegible]

Hobby [illegible] Retail $[illegible]

Hobby Kit #403 Circus Wagon Retail $1

FREE BONUS BUILDERS FOR YOU!

You get FREE to offer as a sales incentive to your customers, four or more sets of Hobby kits No. 401 and No. 402 with each Work Bench order of four or more. Order TODAY!

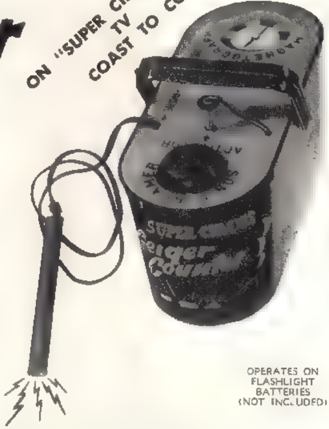
FREE BROCHURE with complete details on this new toy—write today!

BOOTH CRAFT, INC. 127 Chicago Ave. Evanston Ill.

IMMEDIATE APPEAL! STRIKE IT RICH WITH

SUPER CIRCUS *Geiger Counter*

ON "SUPER CIRCUS" TV COAST TO COAST



Flashing Red Light and Variable Sound created by SKILL in handling Activator Plug and Detector Probe

Realistic Geiger Counter Sound

Constant Play Value

The kids will love this . . It's new, timely and lots of fun! Educational too! Constant play value hunting for uranium and other radio active materials. Made of bright red and yellow plastic, set includes "Prospectors Stake Claim Certificate". Approximate size 6½" x 3" x 3". Shipping wt. approx. 8 oz. Freight allowances and usual discounts. Retails for only $2.89!

OPERATES ON
FLASHLIGHT
BATTERIES
(NOT INCLUDED)

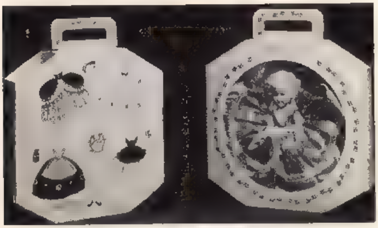
Representatives:

Eastern	Western
Wm. Sayre Assoc. 365 Park Ave. East Orange, N. J.	A. A. Nathanson & Associates P. O. Box 21 Encino, Calif

Write, wire, phone for further information!

INTERNATIONAL COMMERCIAL CO.
974 South Western Ave., Los Angeles 6, Calif.

new toy review new toy review new toy review



NEW PACKAGING FOR MARCIE AND DONNA DOLLS. Marcie 8" and the Donna 12" (illustrated) character dolls manufactured by the A & H Doll Mfg Corp., 43-12 50th st., Woodside 77, N. Y., are being presented in a new octagonal "tote" package with a handle and a clear-view window of Mylon. The package simulates a fashionable "overnight carryall," according to the manufacturer

The package includes the doll and a colored paper cut-out doll with four extra dresses printed on the back of the package The re-use packaged Marcie Dolls retail for $1 98, the Donna Dolls retail at $2 98

TABLE MODEL SPINET, an all plastic piano, has 17 feather-touch action plastic keys including seven raised half notes. and full, clear mello-tone chimes. Retailing at $3.98, it is 9" x 6" x 6¾" high. The pianos are individually packed, one dozen to a carton weighing 40 lbs.

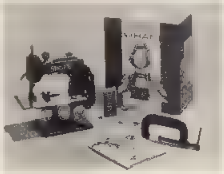
The manufacturer is Theo J. Ely Mfg Co., Girard, Pa. Henry Katz, Inc., 200 Fifth ave., New York 10, is sole sales representative.

* * *

MODEL 20 SINGER SEWHANDY, a real machine—not just a toy, is manufactured by The Singer Manufacturing Co., and is represented and distributed by Joseph J. Barnett Inc., 200 Fifth ave., New York 10 N Y

The machine is sturdy, compact, and can easily be carried in a handy Singer carrying case. The threading points are marked, the adjustments for tension and stitch lengths are simple, and the presser foot acts as a finger guard to protect fingers from coming in contact with the needle.

The machine comes in black and beige and retails at $12.95. The carrying case is available at a retail price of $4.50 east of the Rockies. $5 west. Singer service and instruction are available at Singer Sewing Centers.



* * *

WESTERN RANGE
HITCHIN POST
holster
hat
shirt
levis

WESTERN RANGE HITCHIN POST, a novel junior clothes rack, holds clothes, hats, and gun holster. Made of smoothly finished ¾ inch plywood, the rack simulates an aged, broken board with zigzag edges, decorated with cattle brands, the story and names of which are included in the package. Four 3" wooden pegs, four mounting screws and installation instructions are also included

The rack is manufactured by J. F. Weideman Associates, Inc., P. O. Box 171, Lithonia, Ga., and retails for $3 95.

* * *

CLOWN XYLOPHONE, manufactured by Bar Zim Toy Mfg. Co., Inc., 930 Newark ave., Jersey City 6, N. J., has a plastic frame in the shape of a circus clown, with 12 colored keys. It comes complete with a folding stand, two mallets and a song sheet, and retails at $1. Each instrument is packaged in a lithographed box, packed two or three dozen to a shipping carton.

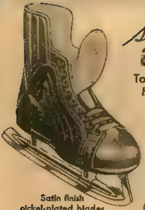
Sole sales representative is Henry Katz, Inc., 200 Fifth ave., New York 10, N. Y.

CLOWN XYLOPHONE

* * *

FOLDING WROUGHT IRON CHAIR comes with a choice of tangerine, yellow or green covers made of color-fast, washable army duck. They fit neatly over the streamlined, black wrought iron frame that folds for easy portability or storage

The chairs are distributed by C. L. Bradford, Inc., 2350 Lincoln Park West, Chicago 14, Ill.

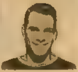


Syl Apps CHAMPION

Top Performance Full Protection

19.95 cash

2.00 Down



Satin finish nickel-plated blades

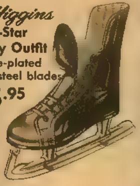
Syl Apps Champion Hockey Outfit. Boots are made of the highest quality Black top-grain cowhide with Cherrytone trim, padded and suede-leather lined. Crimped leather-lined padded tongue. Double-helmet box toes. Built-in leather tendon guards, reinforced with wire mesh and flexible steel stays. Beveled leather soles have steel shank reinforcements. Long fibre counters. Tube skates made by Canada's leading manufacturer. Blades are satin-finished and nickel-plated for top performance. Hard alloy steel holds a fine skating edge. This hockey outfit may be bought on our Easy Payment Plan. 2.00 down, 5.00 monthly. In full and half sizes 6-12.

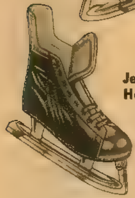
6N805—Outfit, delivered.......... 19.95

J.C.Higgins All-Star Hockey Outfit

Chrome-plated tempered steel blades

15.95





Jean Beliveau Hockey Outfit

10.95

The J. C. Higgins "All-Star" Outfit is packed with top quality, professional features, designed for top performance. Well-padded, suede-lined uppers of best quality Black top-grain leather. Cherry trim on tendon guards, tip facings and tongues. Telescopic eyelets. Long-lasting leather-and-fibre insoles are felt-lined. Long fibre counters. Built-in, one-piece tendon guards have flexible steel stays and wire mesh for maximum protection. Heavy 56-ounce felt tongue and double helmet box toe protect foot from hard knocks. Leather soles are waterproofed and reinforced with steel shanks. Finely tempered chrome-plated steel blades are made by Canada's leading skate manufacturer. Two copper rivets in heel give added reinforcement to securely riveted tube skates. State size.

6N804—Full sizes 6-12. Delivered.... 15.95

Jean Beliveau Hockey Outfit. Boots have Black top-grain cowhide uppers with Cherrytone facings. One-piece leather tendon guard reinforced with steel stays. Padded tongues. Wood shank for sole support. Black composition rubber soles. Steel tube skates have dull zinc finish. Securely riveted to soles and heels.

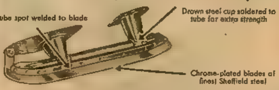
6N827—Full sizes 6-12. Delivered.... 10.95

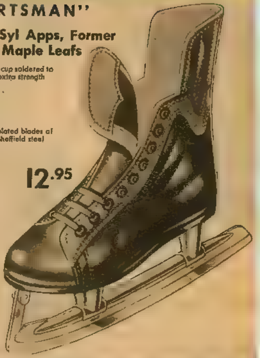
6N828—Full sizes 3-5. Delivered..... 9.95

Note: for growing boys order one size larger than present size of shoe.

Syl Apps "SPORTSMAN"

All Hockey Outfits Designed by Syl Apps, Former NHL Star and Captain of Toronto Maple Leafs


Tube spot welded to blade
Drawn steel cup soldered to tube for extra strength
Chrome-plated blades of finest Sheffield steel



12.95

Count the Features on This Outfit and then compare prices. No other hockey outfit that we know of can offer so many features for so few dollars. The ideal gift for the hockey player.

Boot Uppers are of selected Black top-grain cowhide with Cherrytone trim. Fully leather-lined and well-padded for comfort and support.

Top-Grain Leather Tongues lined with heavy 36-oz. felt. Long, tough fibre counters give the instep full protection. The telescopic eyelets will not pull out. The double special box toe gives complete protection to the front of the foot. Built-in tendon guard reinforced with five steel stays gives full tendon protection.

Soles of Tough Leather for long wear. Supported by strong steel shanks, safely riveted.

Chromium-Plated tube skates are made from the finest Sheffield steel heat tempered to give the sharpest skating edge. These high performance skates are riveted to the sole and specially reinforced with 2 copper rivets in the heels. A fine hockey outfit.

6N808—Full sizes 6-12. Delivered.... 12.95

Men's, Youths' and Boys' TENDON GUARD OUTFITS

Boys' Sizes 11-2	Youths' Sizes 3-5	Men's Sizes 6-10
5.98	6.49	7.49

- **Amazing value at this low price**
- **Nickel-plated tempered steel blades**

This is a hockey outfit at a price to fit your budget—but look at the features and the quality. Here is top value. Uppers are made of good quality Black split leather with top grain, long-lasting toe-caps. Felt-lined leather tendon guards are reinforced with steel stays.

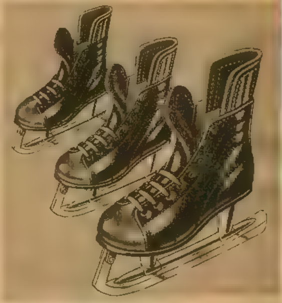
Inside Web Ankle Supports help weak ankles. Felt-lined tongues and felt insoles. Boots are double-stitched at points of strain. Strong eyelets are well-set for seasons of heavy wear. Hard Black composition rubber soles will not scuff or warp, are not affected by weather.

High Quality Nickel-Plated, tempered steel blades. Tube skates are firmly riveted to soles and heels. Order now. Delivered.

6N820—Boys' full sizes 11-2..... 5.98

6N821—Youths' full sizes 3-5..... 6.49

6N822—Men's full sizes 6-10..... 7.49



J.C.Higgins CHRISTMAS SPECIAL

Special Hockey Outfit

And a Free N-H-L Record Book

Sizes 11-13	Sizes 1-5	Sizes 6-12
7.98	8.95	9.95

- **Fine quality Black top grain cowhide**
- **Hardened alloy steel blades zinc plated**

Here is a fine quality outfit at a price you can afford, with many features normally found only in more expensive outfits. Uppers are made of selected top-grain cowhide fully lined with suede leather. Built-in tendon guards are reinforced with four fibre stays. Tongues, padded with heavy 36-oz. felt, Fibre insoles, reinforced with a fibre tucker have felt insole linings. Long fibre counters for arch supports. Strong rubber composition soles are weather-resistant and waterproof. Strengthened by steel shanks. Highly polished zinc-plated blades of special alloy hardened steel to ensure sharpness. Tube skates strongly riveted to soles and heels.

6N834—Full sizes 11-13. Delivered... . . 7.98

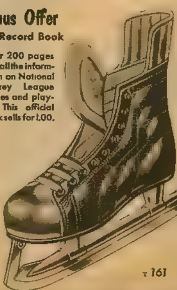
6N833—Full sizes 1-5. Delivered ..... [illegible]

6N832—Full sizes 6-12. Delivered. . . . 9.95

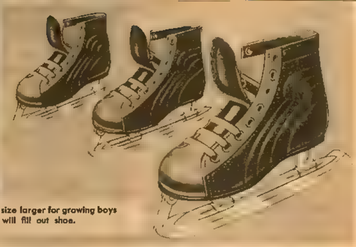
Bonus Offer

NHL Record Book

Over 200 pages with all the information on National Hockey League games and players. This official book sells for 1.00.



DELIVERY CHARGES PREPAID ON ALL SKATES.



We recommend ordering a size larger for growing boys and girls—an extra sock will fill out shoe.

WOMEN'S SKATES
Full Sizes 6-9
6.98

MISSES' SKATES
Full Sizes 3-5
5.98

GIRLS' SKATES
Full Sizes 11-2
5.49

Here is a wonderful Christmas gift that will give pleasure for many skating seasons. Here is top skating value too, and at low, low prices. Finely styled semi-high-cut uppers are made of White split leather. Well-rounded toecaps made of top-grain leather to give greater strength and durability. Inside web ankle supports help weak ankles. Leather tongues lined with soft felt. Felt insoles. Strong white metal eyelets. Boots double-stitched at points of strain. Long-wearing rubber composition soles will not scuff or warp. Tube skates are of special alloy hardened steel to ensure sharpness and are securely riveted to soles. Genuine zinc plating gives high corrosive resistance. Spot welded and soldered for maximum strength.

6N875—Full sizes 11-2. Del 5.49
6N876—Full sizes 3-5. Del. 5.98
6N877 -Full sizes 6-9. Del. 6.98

BOYS' SKATES
Full Sizes 11-2
4.99

YOUTHS' SKATES
Full Sizes 3-5
5.88

MEN'S SKATES
Full Sizes 6-9
6.88

These low-priced skating outfits are value-packed and will make a wonderful Christmas gift for the men in the family. Hard-wearing uppers are made of good quality Black split leather. Toecaps are of Tan top-grain leather for long-lasting ruggedness. Felt-lined leather tongues and felt insoles give added comfort and ensure a snug fit. Inside web ankle supports securely stitched, provide added support for weak ankles. Boots strongly stitched at points of strain. Composition rubber soles will not scuff or warp. Blades made of specially hardened steel with genuine zinc plating to give high corrosive resistance. Tube spot welded and soldered for strength, securely riveted to soles to ensure satisfaction. Please state size

6N810—Full sizes 11-2. Del.. 4 99
6N811—Full sizes 3-5. Del.. 5.88
6N812 -Full sizes 6-9 Del 6.88

Shearling Cuff Pleasure Skates

Girls' 11-2 **6.35** Misses' 3-5 **6.89** Women's 6-10 **7.98**

This outfit is distinctly feminine and it is built to stand many seasons of hard use. It will make a useful and welcome Christmas gift. Look at the features—then note the prices. The uppers are made of fine quality White split-grain leather. Well rounded toes are finished in top-grain leather to keep shape. Inside web ankle supports. Leather tongues lined with soft felt; felt insoles. Composition soles will not warp. Zinc-plated tube skates are made of specially hardened alloy steel for strength and sharpness. Tube skates are securely riveted to composition rubber soles.

6N882 –Full sizes 11-2. Delivered. . 6.35
6N883—Full sizes 3-5. Delivered. ... 6.89
6N884—Full sizes 6-10. Delivered . 7.98

Fleece-Lined Pleasure Skates

Girls' 11-2 **6.50** Misses' 3-5 **6.99** Women's 6-10 **7.99**

Here is an outfit that combines comfort and warmth with beauty of design. Graceful Balmoral-style high-cut uppers of fine quality White split leather. The uppers are fully lined with fleece to keep feet warm and ensure skating pleasure. Long wearing toecaps of top-grain leather retain their shape. Fleece-lined tongues are crimped to fit natural shape of foot. Felt insoles for traditional comfort and support. Fine quality alloy steel tube skates are firmly riveted to waterproof composition rubber soles and heels.

6N878—Full sizes 11-2. Delivered..... 6.50
6N879—Full sizes 3-5. Delivered..... 6.99
6N880—Full sizes 6-10. Delivered..... 7.99

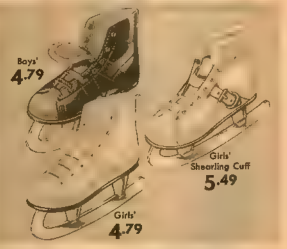
Our Best Pleasure Skates

Finest Top-Grain Leather Uppers
Full Leather Lining **9.98**

Our finest quality skating outfit for women skating enthusiasts. The semi-high-cut uppers are made of finest top-grain White Elk (trade name) leather that is long-wearing, soft and pliable. They are completely lined with suede leather to give extra warmth and comfort. Well padded tongues. Strong metal telescopic eyelets which won't come out. Composition rubber soles will not scuff or warp and are impervious to the effects of water and weather. Finely tempered nickel-plated steel tube skates, made by Canada's leading skate manufacturer, are firmly riveted to soles and heels. Ideal for women who want the best in skating quality and value. Order this ideal Christmas gift now. Please be sure to state size.

6N885 Full sizes 3-10. Delivered..... 9.98

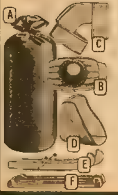
DELIVERY CHARGES PREPAID
ON ALL ITEMS ON THIS PAGE



Tiny Tots' Skating Outfits

The Christmas Gift for little boys and girls who are just learning to skate. Fine quality split leather uppers. Juvenile skates built very low to the ice so that balance is easy to maintain. Web reinforced ankle supports. Matching rubber composition soles will not scuff or warp. State size.
Full sizes 7-13.
6N840—Black. Del. 4.79
6N841—White. Del. 4.79

De Luxe Shearling Cuff outfit. Uppers are of fine White split leather with top-grain leather toes. Attractive shearling top cuff. Inside ankle support with top-grain ankle strap. Inside eyelet facing. Composition rubber soles will not scuff or warp. Juvenile semi-tube blades are set low for easy balance.
Full sizes 7-13.
6N842—Delivered. 5.49



Skating Accessories

(A) **Khaki Duck Kit Bags.**
6N1084–30 x 12". 1.79
6N1099—Abt. 36 x 14". 3.25

(B) **Pro-Style Elbow Pads.** Drill-covered rolls. Fibre cups.
6N1086 Pair, del'd.. 2.19

(C) **Boys' Elbow Pads.**
6N1085-Pair, del. 1.59

(D) **Sta-Put Leather Ankle Supports.** State shoe size.
6N1118—Pair, del'd . 1.89

(E) **Hardwood Skate Guards.** Corrugated rubber treads. Please state shoe size
6N1071—Pair, del'd.. 1.39

(F) **Rubber Skate Guards** White Corrugated treads. Please state shoe size.
6N1070—Pair, del'd... 99c

Symphonic is America's largest exclusive manufacturer of portable record players.

Symphonic is America's fastest selling line of portable record players.

CO-ED **MODEL 929**

Deluxe 3-speed record player. . Powerful amplifier, two tubes plus rectifier . Light weight pick-up, turn-over ceramic cartridge, dual Sapphire needles . New circuit with inverse feedback and high frequency boost tone control Exquisite luggage type train case, covered with Waffle pattern of Green vinyl coated leatherette . white long bound chain stitch binding .. Brass plated hardware, stitched handle . . . U. L. approved Model 929U.

#E6523R-2775
#E6523R-2725 (3 or more) Retail $3995

TEEN-AGER **MODEL 914**

Deluxe 3-speed record player. . Volume control.. tone control Light weight pick-up arm with dual Osmium needles, turn-over crystal cartridge Richly styled carrying case, in two-tone Red and Silver Staghorn pattern, Proxilyn coated leatherette, short bound double stitched. with brass plated hardware and matching plastic handle . U. L. approved Model 914U.

#E6522R-2175
#E6522R-2115 (3 or more) Retail $2995

FRESHMAN **MODEL 912**

3-speed player beautiful carrying case, two-tone Brown and Tan Linen pattern, Proxilyn coated leatherette with white beading, brass plated hardware and matching plastic handle . Powerful amplifier. . Alnico 5 loud speaker.. Light weight pick-up arm with crystal cartridge and single purpose Osmium needle. U.L. approved Model 912U.

#6521R-1725
#6521R-1685, (3 or more) Retail $2295

1955 MODELS

Symphonic
THE SYMBOL OF SUPERIORITY

PORTABLE RECORD PLAYERS

- BRILLIANTLY STYLED CABINETRY
- POWERFUL AMPLIFIERS
- WEBSTER AND V M AUTOMATIC RECORD CHANGERS
- EXPERT CRAFTSMANSHIP
- SUPERB PERFORMANCE

JUNIOR **MODEL 949**

3-Speed automatic record player V M automatic record changer crystal cartridge with Osmium point needle tone and volume control . Compact carrying case in two-tone light Tan figured Linen pattern, Proxilyn coated leatherette Trimmed with brown beading, brass plated hardware, brown plastic handle. U L approved Model 949U.

#E6524R-3750
#E6524R-3650 (3 or more) Retail $4995

VARSITY **MODEL 959**

Deluxe 3-speed automatic record player Powerful amplifier three tubes including rectifier . Automatic "Shut-off" after last record . . Light weight pick-up, dual Sapphire needles, ceramic turn-over cartridge . Smartly styled case, slant-cut cover, in Briar pattern, Russet and Tan Proxilyn coated leatherette, brass plated hardware, matching handle . . U. L. approved Model 959U.

#E6525R-4825
#E6525R-4735 (3 or more) Retail $6995

RADIO-PHONO COMBINATION

MODEL 983 CONCERTO

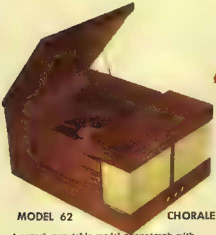
Deluxe 3-speed automatic radio-phono combination .. Superheterodyne radio with matched twin 5" Alnico 5 speakers . . . tone control loop antenna . Light weight pick-up arm, turn-over ceramic cartridge dual Sapphire needles . . Full vision slide rule venier tuning dial Portable carrying case, styled with split-lid cover, slant cut, in two-tone Maroon and Silver Staghorn pattern, Proxilyn coated leatherette, white beading and sturdy brass plated hardware and finger grip handle. .U. L. approvd Model 983U.

#E6526R-6175
#E6526R-6025 (3 or more) Retail $8995

**All models play 33 1/3, 45, and 78 RPM records in 7", 10", 12" sizes and operate on 110/120 volts AC-60 cycles.
FOR U. L. TERRITORIES all models available with Underwriters' Laboratories approval.**

HIGH FIDELITY MODELS

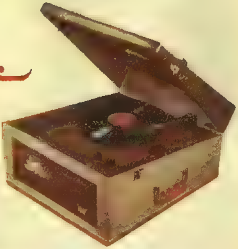
Symphonic
RECORD PLAYERS



MODEL 62 **CHORALE**

A superb new table model phonograph with unique electrical and acoustic components combined to give extended high fidelity listening. Three speakers (two heavy duty 6" wide range speakers and one specially designed 4" speaker produce startling realism from all types of phonograph records). Separate bass and treble controls provide complete adjustment of tonal balance. Extra heavy duty cabinet construction assures brilliant performance over the acoustical range from 30 to 15,000 cycles. Amplifier consists of specially designed low noise driver-phase inverter and two power output tubes operating in a push-pull inverse feedback circuit. Automatic changer with high-fidelity ceramic pick-up with dual Sapphire needles . . . Operates on 110/120 volts AC-60 cycles. U. L. approved Model 62U.

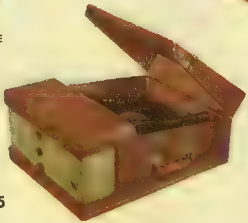
#DE6529R-8325
#DE6529R-8175 (3 or more) Retail **$119.95**
F O B BOSTON, MASS.



MODEL 88 — HI-FI COLLEGIATE

New High Fidelity 3-speed manually operated record player . . . Push-pull amplifier with frequency range from 30 to 15,000 cycles . . . Powerful amplifier, three tubes plus rectifier, has separate bass and treble controls, giving either boost or droop, as desired . . . Two heavy duty 6" wide range speakers . . . Light weight pick-up arm equipped with turn-over ceramic cartridge and dual Sapphire needles . . . Carrying case styled in the modern manner with slant-cut cover in attractive two-tone Natural Bark, leatherette . . . Casing trimmed with gold beading, brass plated hardware, and finger grip handle.

#E6527R-4175
#E6527R-4095 (3 or more) Retail **$59.95**



MODEL 98 — TROUBADOUR

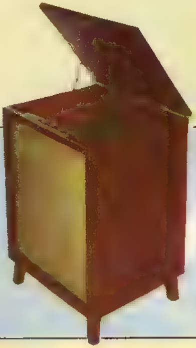
New High Fidelity 3-speed automatic record player . Push-pull amplifier with frequency range from 30 to 15,000 cycles . . . Three tubes plus rectifier . . . Separate bass and treble controls giving either boost or droop as desired . . . Two heavy duty wide range speakers, corner mounted . . . Light weight pick-up arm equipped with turn-over ceramic cartridge and dual Sapphire needles . . . Portable carrying case incorporates split lid styling with grilled opening recessed on both sides . . . Casing covered with light Ginger color Proxilyn coated leatherette . . . Trimmed with white beading, brass plated hardware, and matching plastic handle.

#E6528R-6825
#E6528R-6695 (3 or more) Retail **$99.95**

MODEL 60 — CONCERT MASTER

A superb High Fidelity extended range Consolette record reproducer embodying all latest electronic and acoustic developments. A special high frequency or "Tweeter" speaker combined with a bass reflex speaker reproduces all of the audio frequencies beyond 15,000 cycles with less than 1% distortion. Separate bass and treble controls provide sufficient variation in tonal balance to accomodate varied room acoustics, differences in record recording curves, and personal taste in balances between highs and lows. Equipped with the famous General Electric magnetic reluctance cartridge with twin Sapphire Stylii. Control circuits include a pre-amplifier with a separate record compensator to enable the user to obtain the best possible reproduction all the way from prized transcription records to old worn out 78 RPM noisy shellac records. Separate input is provided enabling the use of external AM-FM tuner, tape recorder or other forms of music reproducer systems. Careful and unique design of the cabinet acoustics make it no longer necessary to choose some corner or special placement to obtain the best sound. The quiet dignity of the hand rubbed Mahogany cabinet design blends itself to functional use with modern or traditional furnishings. The heavy duty push-pull amplifier with its integrated acoustic system is more than adequate to fufill power requirements in any average large home.

#DE6530R-12375
#DE6530R-12125 (3 or more) Retail **$189.95**
F.O.B. BOSTON, MASS.



All models play 33 1/3, 45, and 78 RPM records in 7", 10", 12" sizes and operate on 110/120 volts AC-60 cycles. U.L. Approved.

THERE'S ALWAYS A REASON FOR

Success.....

Sixty years of service in the distribution of toys, dolls, and games are behind the present leadership which Schranz & Bieber enjoys.

It is only by doing an increasingly satisfactory job, only by helping customers to buy the right goods to meet public demand that this position can be maintained. Make sure that you visit the Schranz & Bieber Showrooms to discuss ways in which this long experience and knowledge of present conditions can be used to help YOU in the successful operation of your business.

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CO., INC.
115 FIFTH AVENUE,
NEW YORK 3, N. Y.

WORLD'S LARGEST EXCLUSIVE
DISTRIBUTORS OF TOYS, DOLLS & GAMES

A Sly Way To KNOCK OUT SALES!

19

FORE

The Fairway Game For Armchair Golfers

FORE is the realistic armchair golf game. It has all the joys and all the heartbreaks of real golf . . . traps, trees and water hazards, and the thrill of sinking that l-o-n-g putt—everything but green's fees and aching feet.

FORE SELLS! It appeals to everyone, man, woman and child, novice and golf enthusiast. Promotions by leading retailers like Macy's, Carson-Pirie-Scott and J. L. Hudson prove that FORE is a better-than-par profit maker.

ADVERTISED to over 5 million people in BETTER HOMES & GARDENS, ESQUIRE and TRUE.

Playing board,
club selector,
4 miniature golf
balls, dice and
scorepad and
instructions . . .

$2.98

RETAIL

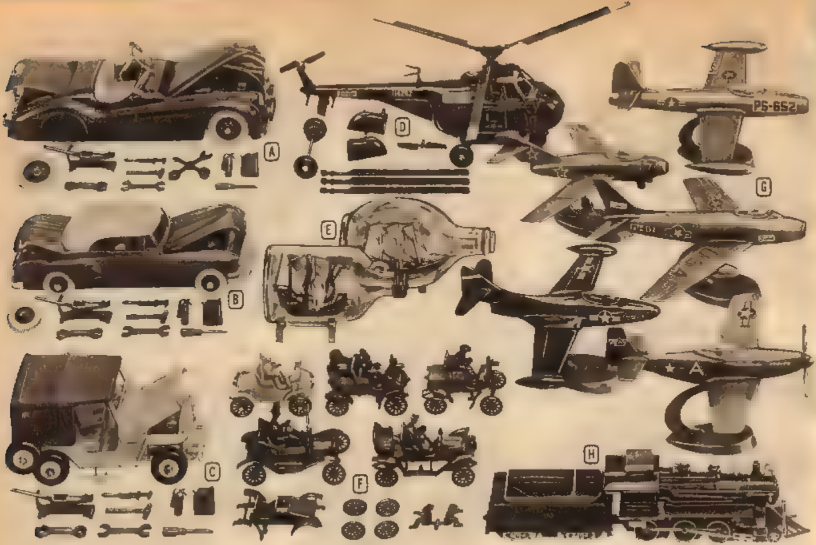
UNIT A—1 Doz.—Wt Per Cs. 34 Lbs

The brilliant FORE box makes an outstanding display that sells on sight.

200 Lbs. Shipped Prepaid,
Smaller Quantities
F.O.B. Cincinnati,

19
FORE
FORE

ARTCRAFT
PAPER PRODUCTS
3351 MADISON ROAD
CINCINNATI 9, OHIO



"Take-apart" Outfits for Young Mechanics

Fascinating collection of toys that can be taken apart piece by piece, and easily reassembled. (A) to (C), (J) include tiny tools such as box wrench, open end wrench, monkey wrench, hammer, screw driver, fire extinguisher, gas can, jack, spare tire. Will delight children 5 to 10 yrs. old.

A TAKE-APART SPORTS CAR. Of plastic. All parts removable. Easily taken apart and reconstructed. Wrenches included to mount wheels held in place by hub caps, and other plastic accessories. Comes complete with miniature tools.
48 T 1275—Abt. 12½ in. long. Wt. 13 oz. .2.79

B TAKE-APART HARD TOP CONVERTIBLE. Of plastic, minutely detailed. Removable motor, bumpers, wheels, and interior parts of car. Hood and trunk lids open. 5 plastic tools, jack, spare tire, gas can and fire extinguisher included.
48 T 1271-11⅝x3½x3⅜ in. Ship. wt. 14 oz. 1.35

C TAKE-APART JEEP. Designed so that jeep can be easily taken apart and reassembled. Seat, hood, motor, chassis, wheels are removable. Jeep made of sturdy high impact plastic decorated in bright, cheerful colors. Instructions included.
48 T 1256—Abt. 7½ in. long. Wt. 8 oz......1.49

D TAKE-APART HELICOPTER. Miniature model of latest heavy-duty helicopter. In plastic, detailed. Take entire model apart and put it back together again. Rotor blades, 14-in. diam. can be folded. Instructions included.
48 T 1254—Abt. 12 in. long. Ship. wt. 8 oz..1.79

E 2 MODEL SHIPS IN BOTTLES. Construct models of historically famous ships, Cutlass and Santa Maria. Every part prefabricated in plastic. 2-pc. clear plastic bottles, 6 in. long (3¼-in. diam.). Adhesive, paints, brush, 2 stands.
48 T 2573—Instructions. Ship. wt. 14 oz. . . .1.69

F KIT WITH 5 MODEL AUTOS Assemble and decorate replicas of old-time autos. All parts plastic. Authentic detail. Cars are 1909 Stanley Steamer, 1910 Ford, 1903 Ford, 1900 Packard, 1903 Cadillac. 3 jars paint, red, yellow, ivory, thinner, glue. Brush Each car about 4 in. long
48 T 2510—Instruc. Ship. wt. 1 lb. 6 oz.....1.79

EXTRA PAINT KIT for the hobbyist. 5 colors: red, yellow, blue, green, flesh. Thinner, cement.
48 T 2535 -Brush included. Ship. wt. 8 oz. . .49c

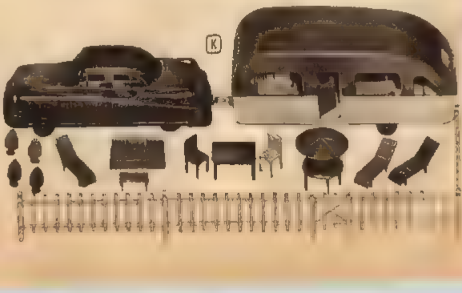
ORDER TOYS ON THESE 2 PGS. UNTIL OCT. 1, 1956

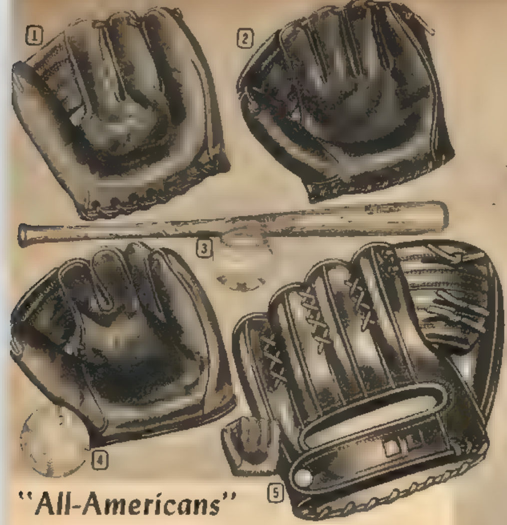
G 5 PLANES TO ASSEMBLE. 5 different types of modern fighter planes to be assembled. With instructions, 2 tubes of glue, 1 brush and decals. Planes are of plastic. Stands included Planes range from 8 in. to 9½ in. in length.
48 T 2543—Ship. wt. 1 lb. 4 oz....5-Pc. Set 1.98

H "CASEY JONES" TRAIN KIT. Accurate replica of original I.C.R.R. Train, in plastic. 104 pieces, numbered for ease in assembling Fits standard "O" gauge track. Instructions
48 T 2537—10 in. long. Ship. wt. 8 oz.......1.35

J TAKE-APART STATION WAGON. Plastic replica of Mercury Station Wagon in appropriate colors. Accurate design is simple to take apart, reassemble. Transparent V-8 cylinder motor reveals action of individual cylinders and crankshaft. Fan revolves. Tools. Instructions.
48 T 1267 —Abt. 14 in. long. Wt. 2 lbs. 6 oz. 3 89

K HOUSE TRAILER AND CAR. Colorful plastic; movable rubber wheels. Remove trailer top to arrange 3 rooms plastic furniture. Plastic fencing, shrubs and outdoor furniture add to realism Trailer 10½ in. long. Car 9 in. long.
48 T 1259—Ship. wt. 1 lb. 2 oz. .25-Pc. Set 1.69





"All-Americans"

① "TED WILLIAMS"—3-finger top quality Ball Hawk, autographed, leather glove. Perfect Christmas surprise for your "little leaguer." Completely lined in leather. Leather interlaced fingers; leather laced ball trap and heel. Pre-formed grip-tite pocket. Plastic binding. The Wilson name on this glove means it can take "boy" punishment! (1 lb. 11 oz.)
52 J 7045. Wear on L. Hand. 4.95
52 J 7046. Wear on R. Hand ...4.95

② "ROY SIEVERS"—professional size 4-finger Fielder's glove—with famous autograph. Your favorite boy will get a thrill out of this on Christmas and all through the year! Features pre-shaped Flexi-pad; solid leather ball trap and full leather lining. Completely oil treated. Leather lacings at heel and fingers. Seams are leather welted. Shpg. wt. 1 lb. 12 oz.
52 J 7055. Wear on L. Hand..5.95
52 J 7056. Wear on R. Hand . 5.95

③ WILSON BAT AND BALL SET—delight of the junior-size ball player! Well constructed by the same people who supply the champions. Reg. size, horsehide covered ball, felt center. 31-in. bat, natural ash finish.
R52 J 7138. Shop early—save at Spiegels! (5 lbs.)...... .2-Pc. Set 1.98

④ WILSON BALL-GLOVE SET—Play ball! Start your youngster on a baseball career with this specially priced, top-quality Wilson set. An exciting gift for every boy, especially at Christmas time! Includes: Regulation size horsehide ball with felt center. Plus "Irv Noren" 4-finger glove of top grain cowhide. Half leather lined; plastic binding throughout. Wear on Left Hand.
52 J 7139. (3 lbs. 4 oz.) 2-Pc. 3.95

⑤ NEW "WARREN SPAHN"—Fielder's glove with laced pocket ... the feature professionals asked for! Made of genuine cowhide with full leather lining. Fits solid and firm in your hand—yet it's plenty wide. Features adjustable wrist lock. Laced fingers—no ball can slip through! "Pre-broke" perma-pack padding. Leather laced heel. (1 lb. 15 oz.)
52 J 7024. Wear on L. Hand. 9.94
52 J 7025. Wear on R. Hand....9.94

6.95

BOY'S 5-PC. BASEBALL UNIFORM OUTFIT

- With bright felt letters . . . 9-in. ball
- Carrying case for "visiting" games

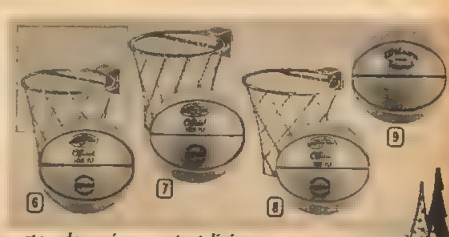
Score a big hit Christmas morning! This is the complete baseball outfit to give your future "big leaguer." Everything he wants is packed in the handy type carrying case! Uniform of heavy duty cotton baseball jersey. Short sleeved shirt buttons down front. Well made pants have zipper, pocket and elastic bottoms, self belt. Matching cap. Long stirrup socks. To complete the outfit—a 9-in. solid rubber amateur league baseball! And a package of bright felt letters to personalize with any insignia he chooses. A Christmas thrill to last all year! (Bat not incl.)
State size: 6-8-10-12-14. See chart 7, p. 289.
52 J 7268. (2 lbs.). Color: Gray..........5 Pc. Outfit 6.95

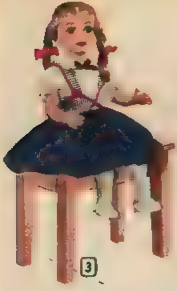
⑥ 3-PC. SET—BASKETBALL, GOAL, BACKBOARD—plenty of fun-days with this complete basketball set! Includes, 2-ply American Eagle rubber basketball, pebble grained 1-pc. watertight construction. Rubber valve. Regulation size ⅜-in. steel goal, Orange color; net. 29x29-in. wood backboard. For gym or outdoors.
R52 J 8376Y. Instr. (25 lbs.). Mailable.......3-Pc. Set 9.95

⑦ 4-PLY BASKETBALL, GOAL SET—official ball has 4 thicknesses of impregnated rubber twill; valve-type bladder. ½-in. steel goal. Orange color; net.
R52 J 8378. (8 lbs.). Mailable..............2-Pc. Set 6.79

⑧ 2-PLY BASKETBALL, GOAL SET—2-ply rubber; valve type bladder; ⅜-in. steel goal, net.
R52 J 8375. (10 lbs.). Mailable. ....2-Pc. Set 4.95

⑨ WILSON BASKETBALL—listed for $6.00. Molded rubber "Triumph"—regulation size, weight.
52 J 8371. Inflating needle incl. (2 lbs. 8 oz.) . . 4.95

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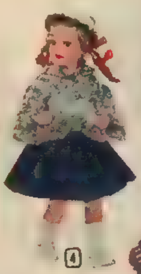
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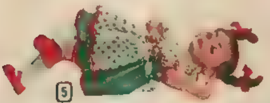
"Dress-Up" Outfits for Wendy and Billy Bendy **1.69** Each Set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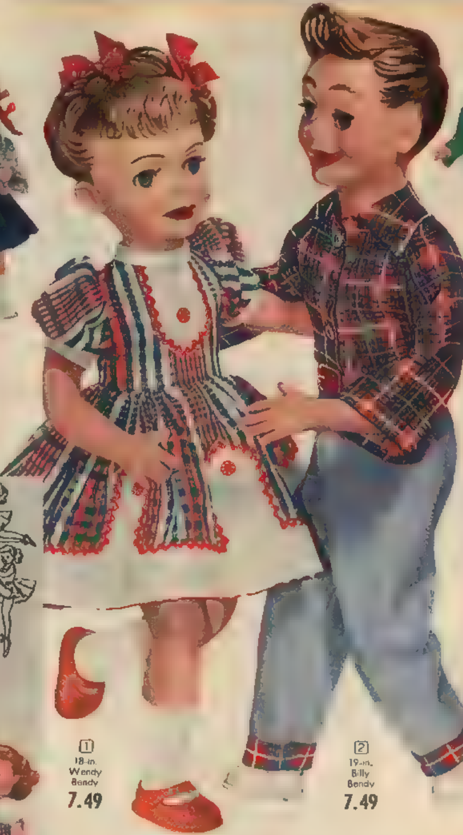
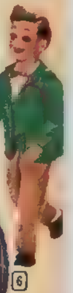

1 18-in. Wendy Bendy **7.49**

2 19-in. Billy Bendy **7.49**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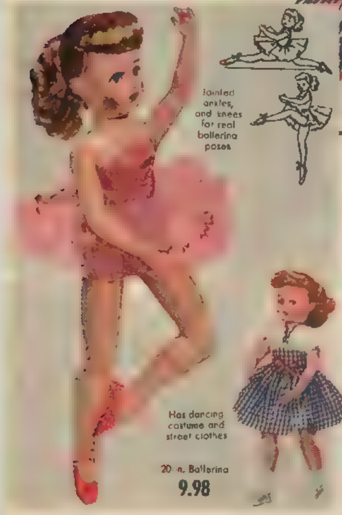

Jointed ankles, and knees for real ballerina poses

Has dancing costume and street clothes

20-in. Ballerina **9.98**

20-IN. BALLERINA LOVES TO POSE

- Hold her hand, she takes dance steps on tip toe!
- Put her feet in walking position . . she walks, kneels

For dancing she wears a lamé and crisp net costume, long stretchable nylon hose, Capezio slippers. For street wear—rayon taffeta dress, socks, plastic shoes.

Turns head as she walks or dances. Loves to have long rooted Saran hair washed, combed and set. Skin like vinyl arms and head; durable plastic legs and body. "Go-to-sleep" glassene eyes. Mailable.
R35 J 3721. 20 inches tall. (5 lbs.) Complete 9.98

They'll Kneel, Sit, and Pose!

- "The Bendy Twins" assume any pose . . . buy both for extra fun
- Molded 1-pc. washable foam rubber over flexible wire frame
- Make charming boudoir decorations . . extra clothes available

1 2 **WENDY AND BILLY BENDY** are natural as life . . . take any position you like! They'll hug, sit, kneel, lounge, assume dancing and walking positions—make regular companions for your little girl. Older girls love them to dress up the bedroom. Molded foam rubber feels like real skin, has flexible wire-core frames—takes readily to a bath. Molded hair, moving glassene eyes.

1 **18-INCH WENDY BENDY** wears rayon taffeta dress, panties, half slip, socks, shoes. "Re-arrange" molded braids. Extra clothes at right.
R35 J 3501. (4 lbs.) 7.49

2 **19-INCH BILLY BENDY** wears denim pants with plaid cuffs, matching plaid shirt, plastic belt, socks, shoes. See extra outfit 6.
R35 J 3502. (4 lbs.) 7.49

BILLY AND WENDY Save on both!
R35 J 3499. (7 lbs.) Both for 14.49

OUTFITS FOR WENDY & BILLY

3 Blue rayon taffeta skirt, ninon blouse, slip, panties, shoes, socks.
35 J 4462. (1 lb.) 1.69

4 "Caracul" plush jacket, cape, muff; rayon taffeta lined.
35 J 4463. (1 lb.) 1.69

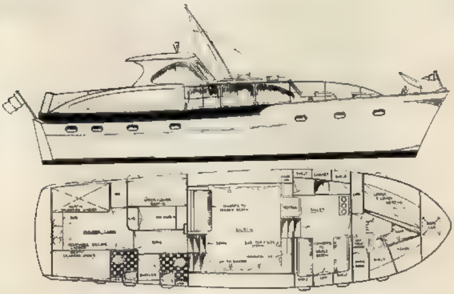
5 Green picolay cotton dress, panties, ninon apron, shoes, socks.
35 J 4461. (1 lb.) 1.69

6 Billy's Sport felt pants, jacket, cotton shirt, tie, shoes, socks.
35 J 4465. (1 lb.) 1.69

THE

Continental-48 *

America's new standard for comparison in yachts



*Other models up to 200 ft. Gas or diesel powered.

THIS great cruiser, built in Hilversum, Holland by ARCO Ltd. Shipbuilding, and fitted out there with finest American equipment, is the happy result of combining Old-World craftsmanship with American technical progress. For sale fully equipped and ready to go, her price will set a new standard of value when compared with that of others in her class. For the careful buyer, who wants the *most* in design, construction, workmanship and equipment . . . The Continental-48 is the answer.

CHECK THESE FEATURES

● Sleeps 10 in 5 cabins ● 3 toilets (2 electric, 1 manual) ● Hot and cold water pressure systems . . . Shower ● Gas stove with oven ● Vent fan in galley ● Electric refrigerator and deep-freeze ● Enclosed bridge with accordion-doors that fold back to combine bridge and sun-deck into one unbroken area ● Walk-around decks.

● Teakwood decks and cabin sides. Interior deck-house teakwood with rosewood paneling ● 5 water-tight compartments in bilge ● CO- system throughout ● Engine-room insulated to resist 1200 degrees Cent. ● Twin 200 HP GRAY Marine Engines, 2 ½-to-1 reduction gear ● Automatic pilot ● 800-watt 32-v generator on one engine keeps batteries full underway ● Large STICKELL Converter eliminates need for noisy auxiliary generator.

SEE THIS GREAT CRUISER AT THE NEW YORK MOTOR BOAT SHOW (SPACE A-19) OR WRITE FOR FULL INFORMATION.

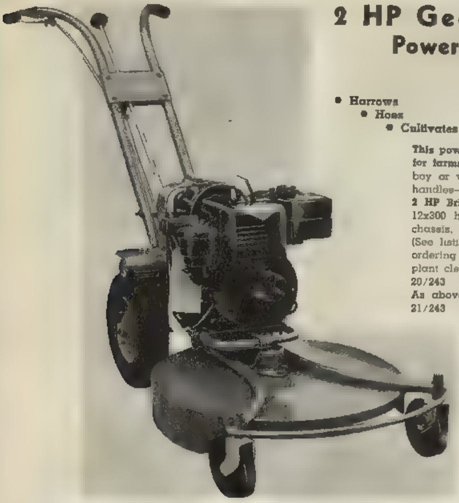
The Continental Yacht Company

1620 Mt. Royal Ave.
Baltimore 17, Md.

1300 Maine Ave., S.W.
Washington 4, D.C.

11 West 42nd St.
New York 36, N.Y.

The George Tractor and Attachments



2 HP George Tractor

Powerful — Rugged — Easy-to-handle

10 operations from 1 tractor

- Harrows
- Hoes
- Cultivates
- Weeds
- Removes Snow
- Hills for Seeding
- Grades
- Plows
- Mows
- Tills

This powerful, two-wheel George tractor does the work of many machines. Ideal for farms, gardens and large estates. Perfectly balanced for easy operation—a boy or woman can handle it with ease. Adjust speed with throttle control at handles—½ to 1½ MPH. **Handy clutch starts and stops tractor. Powered by a 2 HP Briggs or Clinton engine—assures plenty of power. V-belt power drive.** 12x300 heavy-duty semi-pneumatic rubber tires. All electrically welded, steel chassis. Alloy steel-tubing handles. Tools attach to tractor at front or back. (See listings below for attachments. Be sure to order Floating Tool Bar, when ordering rear-hitch tools.) **Size: 57" long, 37" high at handle, 13½" wide.** 8" plant clearance Ship. wt. 125 lbs.

20/243 Y8625 Retail $114.95

As above, with recoil starter.

21/243 Y9000 Retail $118.50

FLOATING TOOL BAR

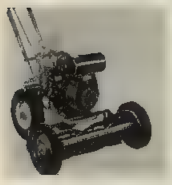
Must Be Included With All Rear Hitch Tools. Attaches at front or rear of tractor for rear hitch tools . . . plow, furrower, disc harrow, weeder, and cultivator. Rollers provide friction-free tool guide. Ship. wt. 10 lbs

22/243 Y350 Retail $4.50

20" ROTARY MOWER

(At Left.) Powered from tractor. Swivel construction for even cut. Fully guarded caster wheels provide easy turning. **Pegged-front prevents heavy branches or rocks from damaging blade.** Ship. wt. 50 lbs

23/243 Y3175 Retail $42.50



18" LAWN MOWER

Cast iron side frames, welded steel blades. Ball bearing reel assembly. Fits lawn mower hitch Ship. wt. 34 lbs

24/243 Y2575 Retail $34.50

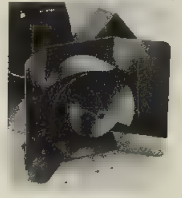
Lawn Mower Hitch. Fits 16" and 18" standard hand mowers. Ship. wt 5 lbs.

25/243 Y350 Retail $4.50

24" SICKLE BAR MOWER

Belt driven from power take-off pulley on tractor **2½ to 3½ acres capacity a day.** Cuts grass and weeds. Fastens to tractor with one pin. Ship. wt. 30 lbs.

26/243 Y3175 Retail $42.50



SNOW BLOWER

9" diameter fan with four blades. Wings open to 24" for dry snow—adjust to 18" for wet snow. Plows snow in either direction Ship wt 30 lbs

27/243 Y2250 Retail $29.50

25" SNOW PLOW

Clears snow and slush Use also for light grading and leveling jobs. **Adjusts—left, right, straight.** Fastens to tractor with pin Ship wt 15 lbs

28/243 Y850 Retail $11.25

DISC HARROW

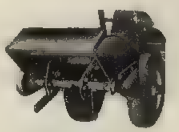
6 blades provide ideal cultivation for growing plants. 2 adjustable sections—sections separate for straddle row cultivation. Angle adjusts to throw dirt in or out. Ship. wt. 15 lbs

29/243 Y1175 Retail $15.75

FURROWING PLOW

Ridges rows for planting seed. Attaches to floating tool bar at rear of tractor. Made of heat-treated carbon steel. Ship. wt. 10 lbs.

30/243 Y650 Retail $8.75



ROTARY TILLER

Tills a path 12" wide, and from 2 to 4" deep. Prepares and cultivates ground Rotor diameter 9" Chain driven from power shaft at side of tractor Ship. wt. 40 lbs.

31/243 Y3175 Retail $42.50

GEORGE POWER TRACTOR ATTACHMENTS

(Not Shown)

4½" Hilling Plow and Coulter. Built for hilling and light dirt turning jobs Carbon heat treated steel holds sharp edge Attaches to floating tool bar Ship. wt. 10 lbs.

32/243 Y1125 Retail $15.00

2-Shovel Weeder. Cuts weeds between rows. Carbon steel heat treated blades with adjustable depth angle. Ideal for between the row cultivation. Attaches to floating tool bar Ship wt 15 lbs

33/243 Y1125 Retail $15.00

Wagon Dumpcart. 30" wide and 48" long dump bed attaches to tractor through swivel hitch at rear of tractor. 12" semi-pneumatic tires. Ship. wt. 50 lbs

34/243 Y3175 Retail $42.50

4-Shovel Rear Cultivator. Adjustable offset shovel to get in close to either side of row Does a good job of cultivating. Attaches to rear with ⅝" coupling pin. Ship. wt. 12 lbs.

35/243 Y650 Retail $8.75

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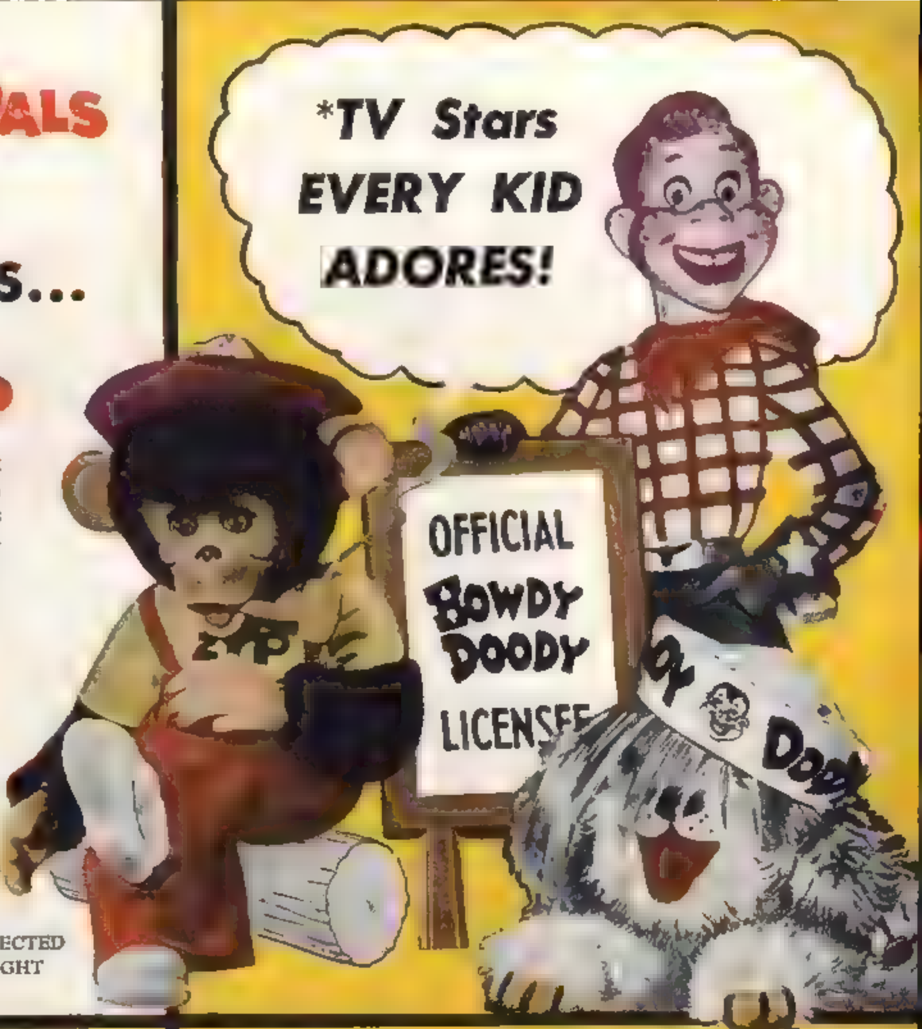


*ZIPPY THE CHIMP

Approved by Toy Guidance as one of the most outstanding soft stuffed creations of the year. An authentic likeness of the live Zippy, star of TV's famous Howdy Doody Show. Made in a combination of black shaggy rayon plush with impish hand-painted vinyl face, hands, ears and shoes. In 2 sizes, 15", 21" to retail for $7., $10.

*WINDY THE DOG

WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue. In 2 styles, lying and sitting. 3 sizes, 12", 15", 18". Retail $5., $8., $12.

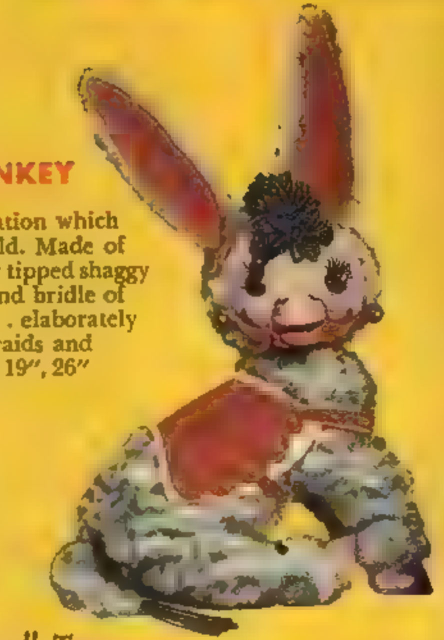
* FULLY PROTECTED BY COPYRIGHT

***NELLIE-BELLE**

New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand-painted vinyl face, ears, hoofs . . . elaborately groomed with felt harness and bells. In 2 sizes, 15", 23". Retail $7., $12.

***HONKEY-DONKEY**

A very attractive creation which will intrigue any child. Made of beautiful quality grey tipped shaggy plush with blanket and bridle of red and white felt . . . elaborately trimmed with gilt braids and jingle bells. In 2 sizes, 19", 26" to retail for $7., $12.



Actual Photos of all Toys.

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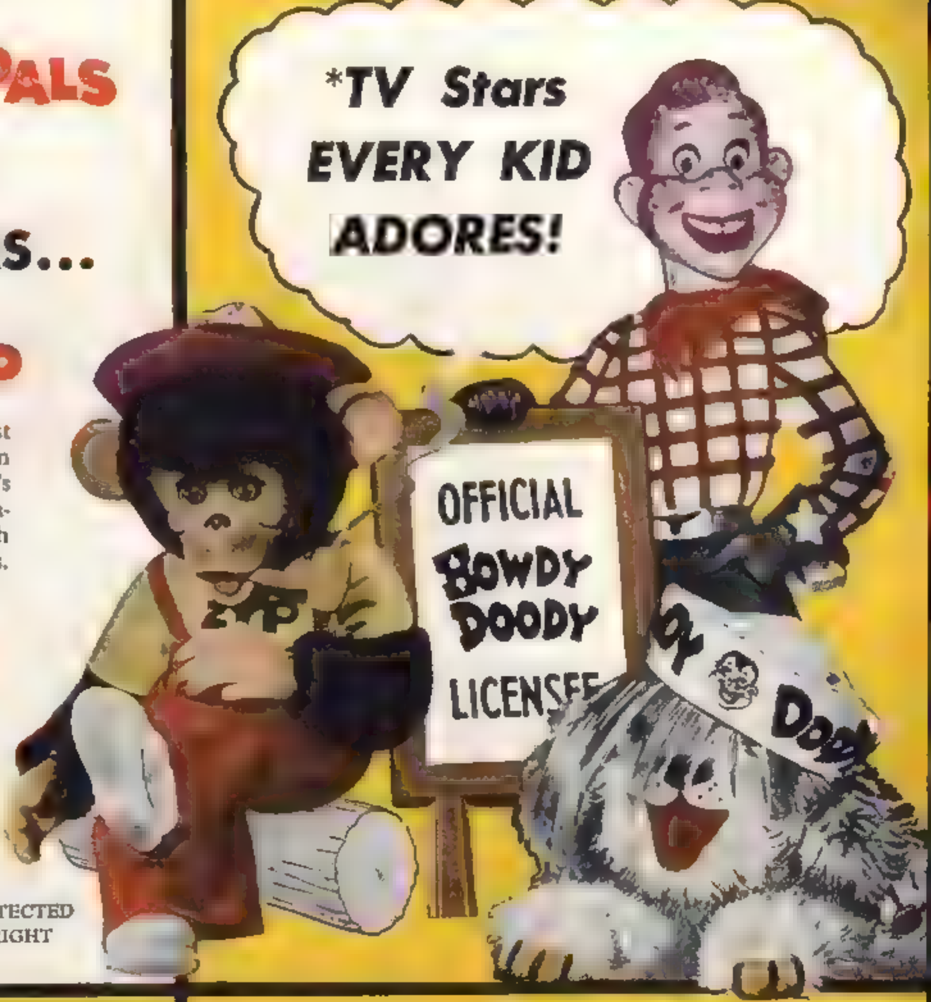

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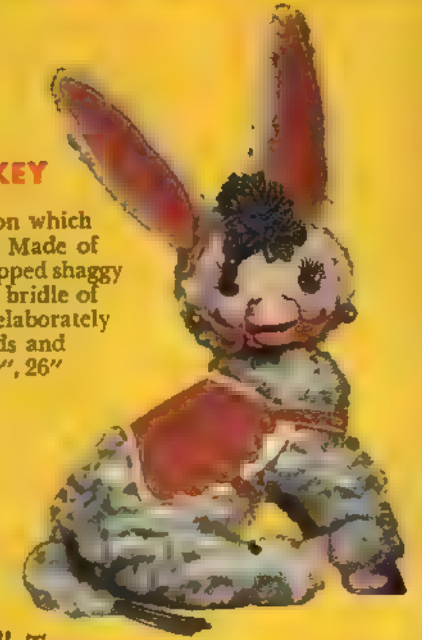

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United Specialties' new full size coaster wagon in beautiful flamboyant, "you-can't-believe-it-till-you-see-it-" color. Available in blue, green and gold, this exciting finish is accented by pearl grey undergear, white sidewall wheels and features giant, super-tread tires.

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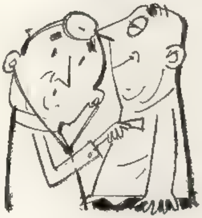
fight cancer with a CHECK

and a CHECKUP



a check

to help others...

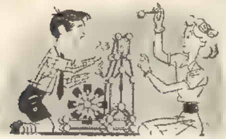
a checkup

to help yourself.

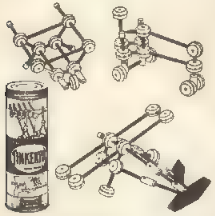
AMERICAN CANCER SOCIETY

The Toy Tinkers

TINKER TOYS



Child selects the parts by color from model diagrams printed in matching colors in the instruction book. Five bright harmless colors are used each identifying a different length rod. Knobs and rods are smoothly turned from New England white birch. The instruction book with each set is scientifically designed with the age of the child in mind.

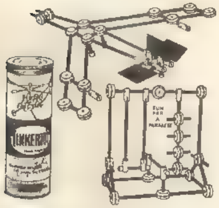


"Junior"

53 pieces beginner's set, for ages 2 to 6. Four page, full color "idea" book. 8¼ x 3 inch tube container.

No.	Retail	L.P.L.	P.L.
EG15-J	$0.69		

Pkd. 24 ea. - 15 lbs.

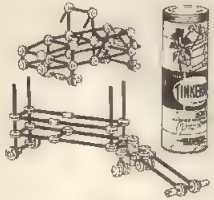


"Prep"

78 piece preparatory set, for ages 2 to 6. Four page, full color direction book. 9½ x 3¼ inch tube container.

No.	Retail	L.P.L.	P.L.
EG15-P	$0.98		

Pkd. 12 ea. - 11 lbs.

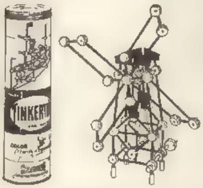


"Teck"

113 pieces for little technicians, for ages 5 to 9. Full color 6-page direction book. 10½ x 3½ inch tube.

No.	Retail	L.P.L.	P.L.
EG15-T	$1.49		

Pkd. 12 ea. - 15¾ lbs.

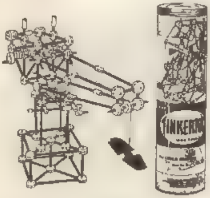


"Major"

149 piece windlass drive set, for ages 8 to 12. Twelve page book of tricks, stunts and games. 13 x 3½ inch tube container.

No.	Retail	L.P.L.	P.L.
EG15-M	$1.98		

Pkd. 12 ea. - 20 lbs.



"Grad"

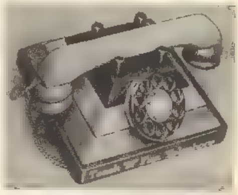
215 piece complete windlass drive set, for ages 8 to 12. Book of designs, tricks, stunts and games. In a big 15½ x 4 inch tube.

No.	Retail	L.P.L.	P.L.
EG15-G	$2.98		

Pkd. 6 ea. - 15 lbs.

American Toy & Furniture

TEACH-N-FUN TELEPHONE



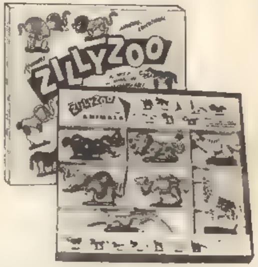
For youngsters 1 to 4 years old. For children who are fascinated by the telephone. Real dial twirls and the entire phone can be completely taken apart and put together. Safe colors. 6¾ inches square, 3¾ inches high. In a colorful box.

No.	Retail	L.P.L.	P.L.
EG15-B53	$2.98		

Pkd. 6 ea. - 16 lbs.

Kenner Products

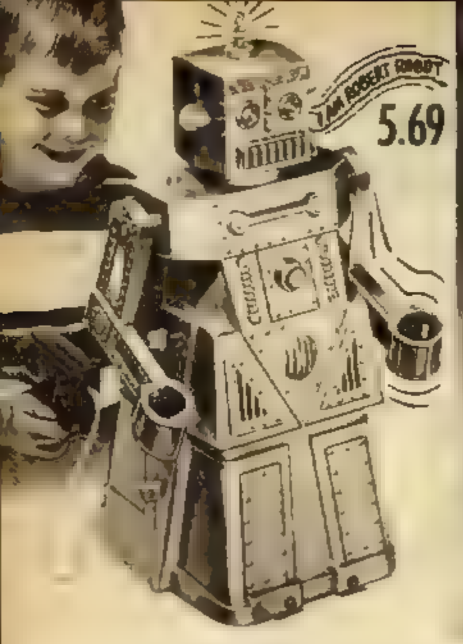
ZILLY ZOO SET

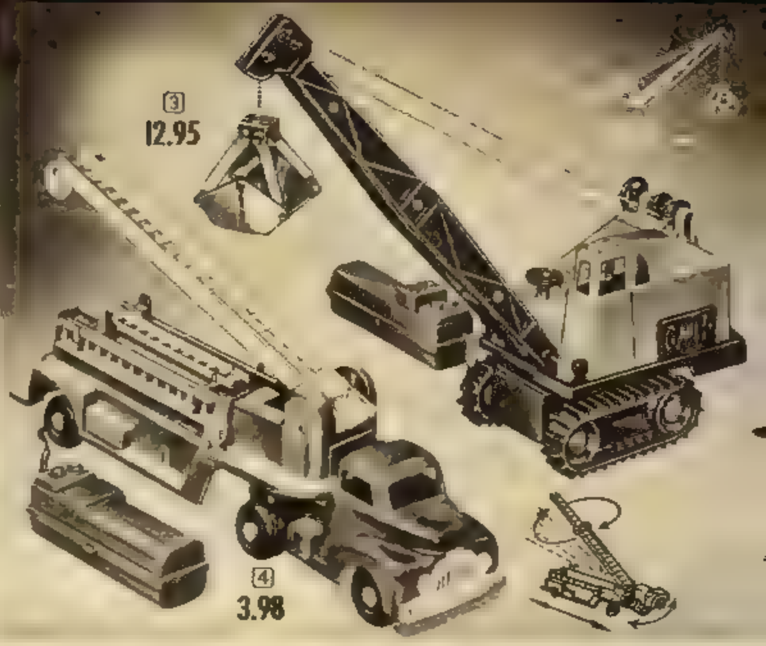


Set of 7 sturdy plastic animals in realistic colors and shapes with come-apart and put-together bodies, legs, heads and tails. Fun for all ages when animals are assembled the "Zilly" way. Educational for young children to put animals together the right way. Illustrated colored box.

No.	Retail	L.P.L.	P.L.
EG15-255	$1.98		

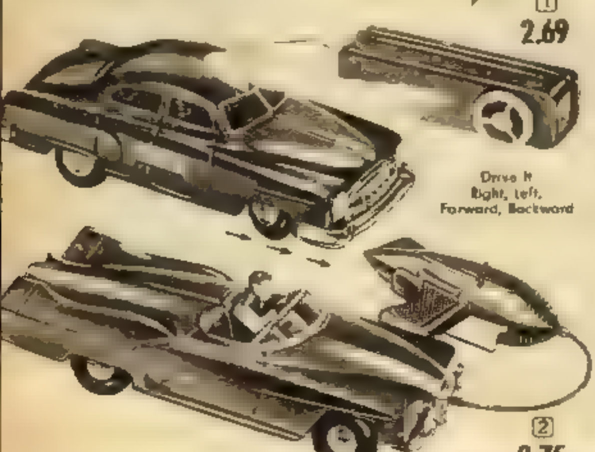
Pkd. 12 ea. - 10 lbs.





ROBERT THE ROBOT SAYS "I am Robert Robot, the mechanical man—Drive me and steer me wherever you can!" Hands clutch objects as he walks in any direction. Trigger control mechanism, winding crank. On-off switch works lights in eyes, antenna. Metallic-finished plastic. Battery included.
35 J 5513. Abt. 14 in. tall (4 lbs.)................5.69

Remote Control "Magic"



1 **START ELECTRIC POLICE** car—flashing Red light goes on, siren wails. Steer it, drive it forward, backward by remote control. Policeman at wheel

Battery-powered electric motor. Control has buttons for forward, reverse; steering wheel. Cable is 36 inches long

1955 Chev. model. Enameled steel, bright trim, rubber tires. Battery not incl. 9 in. long.
35 J 5504 (2 lbs. 4 oz.) ..2.69

2 **REALISTIC JAGUAR** remote control car. Steer it left, steer it right, drive it forward or backward with pistol-grip control, hand winding crank.

Long flexible shaft extends from hand control to automobile. Little driver's arms turn realistically on steering wheel.

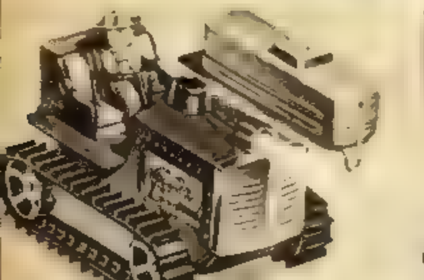
Brightly-colored high-impact plastic with "silver" trim. Rubber tires. 11 inches long.
35 J 5507 (1 lb. 10 oz.)...2.75

3 **"BIG JIM" CRANE GOES** forward, backward. Lifts load in brass clam bucket. Lifts iron, steel with electro-magnet—dumps all by remote control! 2 electric motors

Boom raises, lowers—body turns 360°. Door opens to motor and gear compartment.
High impact plastic. Orange with Black. Overall length 21 inches. Battery not included. Fully assembled.
35 J 5510 (4 lbs. 3 oz.).12.95

4 **DRIVE ELECTRIC FIRE** Engine forward or backward by remote hand control. Large ladder swivels 180° extends 17 inches with one, 23 inches with 2 extension ladders

Hand crank raises and lowers ladders. 3 extra ladders on back. Bright Red plastic with White trim. 10 rubber wheels. 16 inches long. Powerful electric motor. Battery not included.
35 J 5508 (2 lbs. 5 oz.)..3.98



RUN REMOTE-CONTROL ELECTRIC Tractor forward or backward. Composition-rubber treads drive tractor over obstacles, up steep grades. Bright headlight adds to the fun. Colorfully lithographed steel. 7 in. long. Battery not included.
35 J 5509 (2 lbs. 3 oz.) 2.98

PAL THE PUP—WALKS, TURNS HEAD. Make him go by Electric remote control—operating button on battery case. Control cable resembles leash. Light Gray plush—bell on Red ribbon around neck. 10x10 in. high. Battery not included.
35 J 5520 (2 lbs. 11 oz.) 3.79

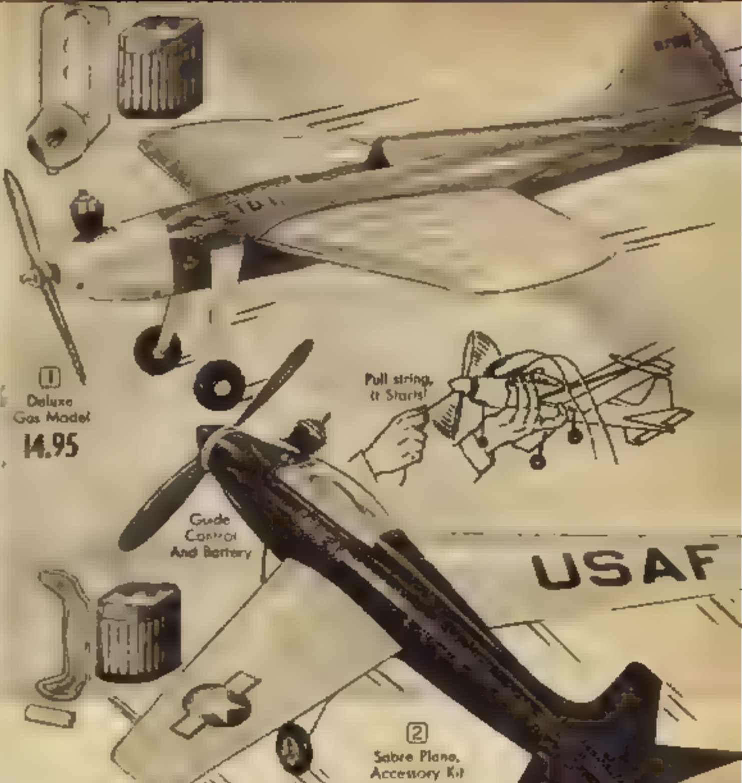
ELECTRIC ELEPHANT WALKS, FLAPS his ears, curls and uncurls his trunk all by battery-powered remote control. Soft plush velveteen. Gray with bright Red and Yellow blanket on back. About 8 in. long, 5 in. high. Battery included.
35 J 5521 (2 lbs. 5 oz.) . 2.89

Hobbiest, Young 'N Old

START 'EM UP—THE SKY'S THE LIMIT

1 THIMBLEDROME DELUXE GAS MODEL—easy starting, smooth flying. 18½-in. long high-impact plastic fuselage and tail, 24-in. hollow aluminum wings, Space Bug engine, fastest, most powerful in its class. Steel landing gear, plastic wheels, Bubble cockpit. U-Guide-It control, dual hand reel and brake stop. Comes with 1½V battery instructions. Blue. Red, and Yellow Easily assembled. Buy accessory kit below.
R35 J 5590M. (5 lbs.) ....Complete 14.95

2 SURE START SABRE JET and accessory kit New wind-around cord eliminates spinning prop by hand, gives faster starting. High impact plastic body, pliable wings withstand "crackups." Herkimer 49B gas engine, tricycle landing gear, rubber wheels. U-Guide-It control, 1½V battery, plus accessory kit (below). 14-in. wing span, 15-in. body. Black body Yellow wings.
R35 J 5591 (7 lbs.) ....Plane and kit 9.98

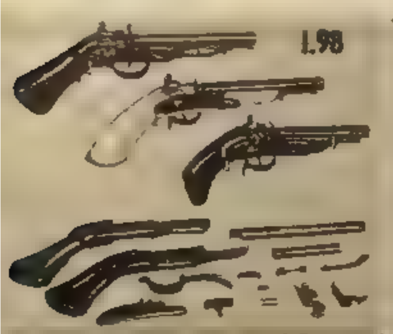


ACCESSORY KIT services planes shown above and any models using Glow Plugs. ½ pint B-37 Glow Plug fuel, battery clips, rubber covered wires, spout, vinyl fuel tube, decal, (1lb.)
R35 J 5592M.....1.49

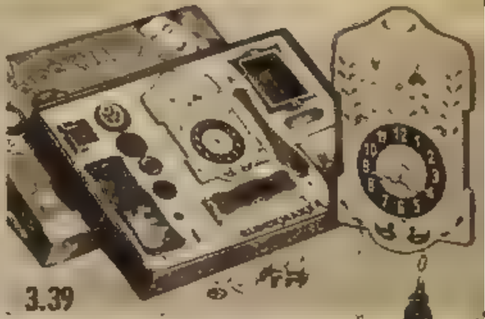
Make Flashlight
Pistol and
Testing Board
3
Jr Electrician
Outfit
3.69

3 JR. ELECTRICIAN'S OUTFIT Wire doll house with fixtures that really work! Wire lights, switches, on 16x11 mounting board. Includes door bell, 3-way switch, toggle switch, push-button receptacle, 3 plugs, 2 lamp sockets, 4 wire coils, bulbs, 2 flashlight batteries in case, screwdrivers, screws, washers. Wiring layout printed on mounting board. Manual.
35 J 5299 (3 lbs.) Complete 3.69

4 ELECTRIC PARTS SET build over 25 electrical devices—telegraph set, flashing lights, sunken dome light, switches, series lamp-wiring and many others. Includes bulbs, buzzer coil, brackets clips sockets, code key vari-colored domes, screw driver, punch, pliers, wire 2 "A" flashlight batteries. Step by step instructions.
35 J 5298 (3 lb. 12 oz.) 2.69



Electric
Motor
2.98



ANTIQUE GUN MODELS. Fun to put together plastic scale models of Jean LaFitte. Valley Forge Braddock pistols. Ideal wall decorations. Wall holders, cement. Abt. 9-inches long
35 J 5562 (1 lb. 14 oz.) Set of 3 1.98

ELECTRIC MOTOR LAUNCH has carved wooden hull, simulated deck-planking. Electric motor movable search-light lights up windshield, 3-bladed propeller. Battery not incl.
35 J 5514. 10-in long (1 lb 8 oz.) 2.98

CLOCKMAKER SET Assemble 26-pieces, make 24 hr pendulum clock. Accurate brass, steel gears, decorated face, chains, weight and pendulum. 6x5½ inches. Easy to follow instructions.
35 J 5199 (2 lb. 8 oz.) . 3.39

Deco

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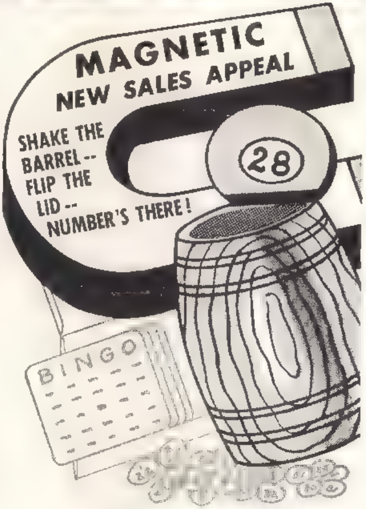
MOUND METALCRAFT, INC.

MOUND, MINNESOTA

Regal's New MAGNETIC "Finger-Tip" BINGO


MAGNETIC
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28
BINGO

Instantly "magnetizes" the interest of youngsters, oldsters, *everybody!* No-one can resist this captivating Bingo Barrel that selects and presents numbers *automatically!* Lid and smooth-polished number-discs are "lifetime" magnetized. The "Finger-Tip" cards need no beans or other loose markers. Grooved Masterboard holds called numbers for quick, easy checking. A "natural" for PARTIES, CLUBS, HOMES.

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- Magnetic Bingo Barrel
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No. 500 STANDARD EDITION—Retails at $5.00

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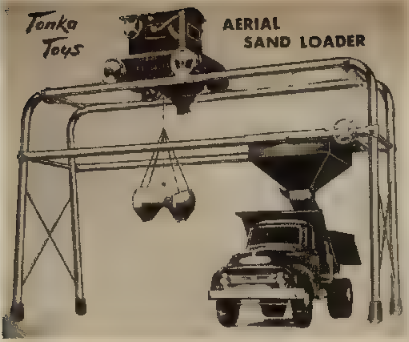


Exciting, realistic detail . . . enormous play value!

Action galore for the action-minded youngster! This detailed, working replica of the huge loaders found in ports, chemical plants, etc. will intrigue him hours on end. 'Chain Drive' operating cab moves back and forth on heavy aluminum frame Operator drops 'clam-shovel to pick up load, lifts it back into position, then guides it over hopper to empty it. When hopper is full operator empties it into waiting dump truck. Designed to work with sand, gravel or 'uranium' outdoors . . . or stones or marbles indoors, so—rain or shine it's loads of fun. Unit is complete as illustrated, including dump truck. 25½" L, 19½" H, 8" W. Wt. 13#.

T-9115 LIST $15.95 **NET $10.65** **3 LOT — $9.57**

"Falcon"

VELOCIPEDE

Terrific for the little guys Engineered to give the maximum protection and safety while it provides exciting rides for the sidewalk set Special new frame construction includes a front guard rail to protect legs and knees Lower center of gravity makes it harder to upset. Rear wheels are encased in fenders. Safety saddle and handlebar, extra-wide rear platform. Semi-pneumatic tires. Red and ivory. 12" pedal wheel Wt. 28 lbs.

T-2020 LIST 22.95 **NET 15.75**

RED STREAK

COASTER WAGON

Make this your boys' best Christmas yet. Play Santa with this big rip-roaring red wagon you can be sure he has wanted for months. Fire-engine red body with white trim to thrill the luckiest boy on the block. Streamlined rounded front. Auto steel body is stamped of one piece, no seams or welds to snag on clothing, make more sewing for Mom Reinforced construction Rugged enough to stand up under terrific small boy wear and tear. Steering gear of heavy steel, easy to control. Fast, smooth rolling artillery wheels Semi-pneumatic tires Body 17x35". Wt. 30 lbs.

NO.	LIST	NET
T-2021	**$10.95**	**$7.30**

COASTER WAGON for Juniors

And for the little, little feller — here's a coaster wagon that will stand up with any of the big boys—and besides it has plated railings . . . no falling out of this one. Body is 21" long, 10" wide 5" disc wheels with rubber tires Red inside, white outside. 8 lbs.

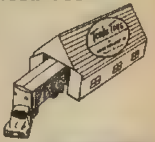
T-2022 LIST 5.75 **NET 3.85**

Tonka Toys TRUCK FLEETS

Tonka Toys are sturdy, authentic scale models of standard trucks seen regularly on the nation's highways. The entire line is engineered and constructed to give many happy, and safe, play hours under the severest playing conditions. Frames and bodies are constructed of 20 gauge steel and/or heavy aluminum. Accessory parts and trim are lustrously chrome plated. Finish is DuPont 'Dulux' baked enamel. Cleverly packaged for gift giving.

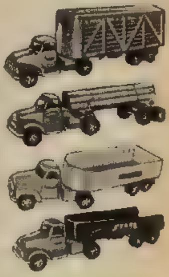
Trailer Fleet
STEEL

TONKA TRAILER FLEET



4 TRAILERS • 2 TRACTORS

- LIVESTOCK
- LOGGER
- GRAIN HAULER
- STEEL CARRIER

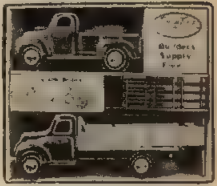


Here's a set for the little trucking tycoon! Four different trailers and two tractors let him rotate his fleet like the rest of the big operators. 'Landing gear' supports trailers when not attached to tractors. Colorful packing box can be made into terminal garage for added realism. Floating Dual-tandem wheels are just like the 'big rigs' on the road. All models are 23½ to 24" long Realistic Livestock Van, Logging Truck with load of logs held in place with chains, Grain Hauler, great for freight of any kind, and Steel Carrier, built to haul longer, heavier materials.

T-9116 **NET $13.30**
List 19.95 **3 Lot-11.97**
Wt. 25 lbs.

TONKA BUILDERS SUPPLY FLEET

with interchangeable bodies



PICK-UP TRUCK • STAKE TRUCK • LUMBER TRUCK

A full set of 'working' trucks to delight the heart of any youngster! Stake and Lumber truck boxes are easily, quickly interchangeable on heavy-duty frame. A slick Pick-Up Truck, 12¾" long is included for small loads Heavy duty frame and cab for Stake and Lumber bodies is 18½" long. Steel stakes on Stake truck can be removed for hauling oversize equipment; Lumber Truck is equipped with unloading rollers, just like the real ones. Gift boxed. 13½ lbs.

T-9117 LIST 10.95 **NET 7.30** **6 LOT — 6.57**

IN ANSWER TO YOUR DEMAND...

exclusive
cartridge
loading
Stallion
the NEW Stallion .32

NEW LOW PRICE

NEW distinctive appearance
NEW appeal to younger cowboys

HERE'S WHAT MAKES THE STALLION CAP PISTOLS SELL *FAST!*

- Exclusive cartridge loading
- Supersafe – cartridges hold flash within pistol
- Popular western style revolver
- Brilliant, durable finish
- Backed by service policy

Write for details on Circle (N) Toys

NICHOLS ***Industries, Inc.***

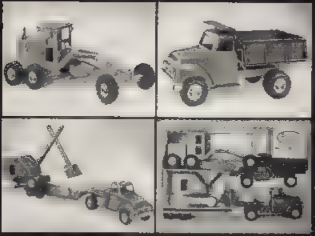
P. O. BOX 1191 JACKSONVILLE, TEXAS

---

a whole fleet of summer fun

promoted to boost your summer sales

Featured in Parents' magazine special summer toy issue.



Tonka Toy Road Builder Set—scale realism, price realism, huge play value.

1,625,000 *families* with children will see this wonderful summer toy set featured in the June issue of *Parents'* magazine. Thousands more will see it as part of *Parents'* huge promotional program in other media, including TV. Double-barreled backing for these outstanding "action" toys

The Tonka Toy Road Builder Set puts *four* accurately scaled, beautifully detailed, *all steel* toys into one package that is priced to sell. All of the equipment necessary to keep young Engineers busy for hours on end in the backyard, at the beach or indoors. Toys look and work like the real thing—built to take the roughest punishment. Step up summer volume. Place your order *now.*

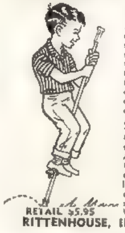
All toys in Road Builder Set—Grader, Dump Truck and Carry-All with Shovel—are available individually.

Tonka Toys
by
MOUND METALCRAFT, INC.
MOUND, MINNESOTA

COMMENDED PARENTS' MAGAZINE

The finest quality at the lowest price in metal toys.

"DOGGIE" POGO STICK & STILTS

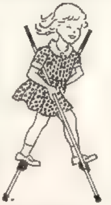


POGO STICK

A quality stick at a medium price. Anti Slip foot steps. Tempered wire spring. Rubber tip. Safety plastic grip. Load up to 75 lbs. Attractively finished. Packed 1 each corrugated reshipper 6 to a bundle. Weight 5 lbs each

STILTS

Hardwood handle telescoped into Steel tube. Adjustable for different heights. 72" long. Sturdy aluminum steps. Hand lacquered, tube red. Packed one pair corrugated reshipper, 6 to a bundle. Weight 5 lbs. each.



RETAIL $5.95

RETAIL $4.35

RITTENHOUSE, INC., P. O. BOX 6, AKRON, IND.

725-5 MINUTE MAID VAN

The Finest Quality at the Lowest Price in Metal Toys

MOUND METALCRAFT, INC.

MOUND, MINNESOTA

Tonka Toys

If You Are Looking for Anything...

We can help you. Through our Chicago and New York offices and editorial representatives on the Pacific Coast we cover the entire toy trade. We can tell you promptly where to get the toy or service you desire. No charge to you or anybody else. Part of our service to the industry and we enjoy doing it!

The Largest Mask Manufacturers in the World

OUR 84th YEAR

MASKS—PAPER HATS

NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms:
45 Irving Ave. Brooklyn 37, N. Y. • Arthur Frey, 200 5th Ave., N.Y.C.

A MERRY CHRISTMAS

will be yours if you NOW order

- **BANNER Plastics**
- **CASTELLI**
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- **EMENEE —**
  MUSICAL TOYS
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WAbash 2-0011

A "HOT SELLER" WITH MAJOR CHAINS

Ross SHOOTING JET

with LAUNCHING GUN!

BOTH MADE OF HIGH IMPACT PLASTIC!

ASSORTED COLORS ON ATTRACTIVE DISPLAY CARD

Retail 49c

Ross Chemical & Mfg. Co., 8459 Melville St., Detroit 17, Mich.

- ★ NEW WALT DISNEY FRONTIERLAND LOGS AND DISNEYLAND BLOCKS
- ★ AMERICAN PLASTIC AND WOOD BRICK BLDG. SETS
- ★ *HEWN* AMERICAN LOGS
- ★ HALSAM BAGS OF BLOCKS
- ★ AMERICAN BLOCK WAGON
- ★ WOOD EMBOSSED BLOCKS
- ★ PYLOK PLASTIC BLOCKS
- ★ DOMINOES and CHECKERS

FAMOUS NAME IN TOYS SINCE 1917

HALSAM PRODUCTS COMPANY
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SALES OFFICE AND DISPLAY FIFTH AVENUE BUILDING
200 FIFTH AVENUE • NEW YORK 10, N.Y.

KASSON Roto-Sho ELECTRIC TURNTABLES

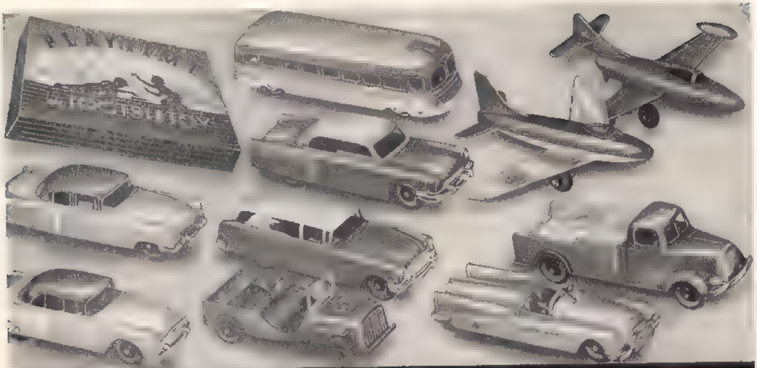
Model 712. Revolves 3 times a minute. Carries up to 200 lbs. Lights turn with table. A.C. only

The action display way to boost your sales!

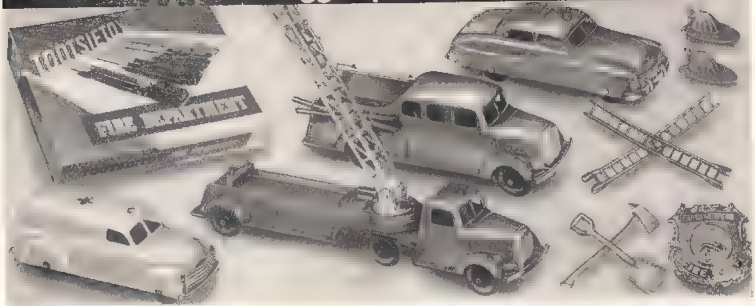
The Kasson Roto-Sho assures profitable, trouble-free operation. Used nationally by merchants for unusual action displays. Permits novel lighting effects as well as operation of electrical devices. Tables in 9½", 14" and 18" diameters. Sturdy steel construction. *Guaranteed!*

Write today for free, illustrated folder showing build-up fixture and prices.

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
Dept. T-85, 32-14 Northern Blvd., Long Island City 1, N. Y.
Integrity Since 1919



Win more friends—bigger profits—with TOOTSIETOYS



You just can't beat Tootsietoys for playtime fun. Realistic design, rugged, all-metal construction and exclusive "Roll-Ezy" wheel assembly with real rubber tires makes them top favorites with youngsters everywhere.

See how Tootsietoy quality works for you

Here are two of America's most wanted toy sets . . . Tootsietoy Playtime Set and Tootsietoy Fire Department Set. Tootsietoy Playtime Set contains ten popular large size toys; eight late model cars and trucks and two jet airplanes with an eye-catching gift and display package.

The Tootsietoy Fire Department Set contains a complete fire department right down to a miniature fireman's axe, shovel, two small helmets and a junior fire chief badge. Attractively packaged, it makes a beautiful display that *sells*. *Dowst Manufacturing Co., 600 N. Pulaski, Chicago, Ill.*

No. 7000 Tootsietoy Playtime Set Packed 1 doz. to a carton.
No. 5211 Tootsietoy Fire Department Set Packed 2 doz. to a carton.

NATIONALLY ADVERTISED TO HELP YOU SELL

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

Be prepared for the big demand for

Tootsietoys

Nationally Advertised!

TOOTSIETOY VAN No. 589
9½" long; packed 3 doz. to a carton

TOOTSIETOY UTILITY TRAILER No. 869
9" long, packed 3 doz. to a carton

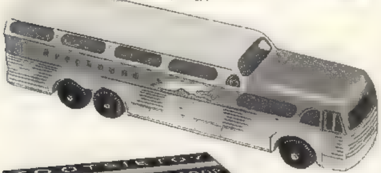
TOOTSIETOY OIL TANKER No. 669
9" long; packed 3 doz. to a carton

TOOTSIETOY LOGGER No. 569
9" long, packed 3 doz. to a carton

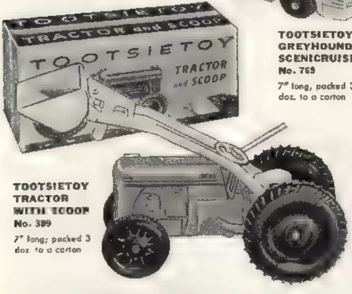
There's a big profitable year ahead for TOOTSIETOYS. Ads in national magazines will bring an even bigger demand for the most complete line on the market. Be sure you're set to turn the demand into profits. Stock and sell the full line of TOOTSIETOYS, America's favorite for over 62 years.

Six Top Favorites

Four modern trucks . . . a tractor and scoop . . . and a new streamlined Greyhound Bus . . . have proved to be sure sellers with youngsters everywhere. Realistic in every detail . . . durable, all-metal, quality construction . . . with Tootsietoy's famous "Roll-Ezy" wheels and rubber tires. Six wonderful toys that sell on sight. All toys shown have their own individual package. *Dowst Manufacturing Company, 600 North Pulaski, Chicago 24, Illinois.*



TOOTSIETOY GREYHOUND SCENICRUISER No. 769
7" long, packed 3 doz. to a carton



TOOTSIETOY TRACTOR WITH SCOOP No. 399
7" long; packed 3 doz. to a carton

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

to insure their coming back...

be sure they have a "round trip ticket."
In other words, it's SATISFACTION which brings back customers to your store, again and again.

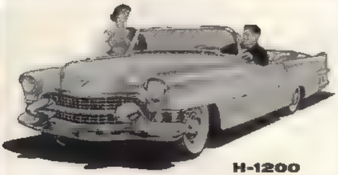
And satisfaction begins with **quality** — a word with many facets. It means **authenticity** and attention to every detail; it means faithful **reproduction** from original blueprints; it means simple and clear instructions, and the use of choice materials at every step; and it means ingenious engineering so that parts can be easily and quickly assembled

Quite a big word "quality"... and it's an inherent ingredient in each of our products. That's why it pays off in **repeat** business to concentrate on the **quality** line - **REVELL!**

Revell [illegible] • NEW YORK OFFICE: ROOM 1260, 200 FIFTH AVENUE BLDG.

TO MAKE INVESTED DOLLARS YIELD THE MAXIMUM PROFITS:

1. **PUSH** the brand which moves the **FASTEST!**
2. **FEATURE** the line with the **WIDEST** appeal!
3. **PROMOTE** the products which help promote **YOUR** business!
4. **CONCENTRATE** on the quality which builds **REPEAT** business!



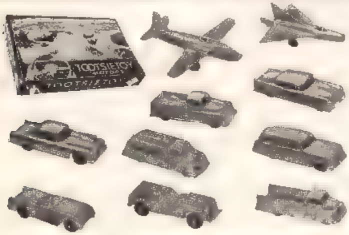
H-1200

Cadillac El Dorado

"Luxury Car of the Decade" Revell amt's 1955 Cadillac is reproduced in ⅜″ precision scale under authorization of General Motors Corporation. Movable hood lifts to reveal minutely detailed V-8 engine. Exactly duplicated under-chassis, 2 finely sculptured figures.

98c

CARS & TRUCKS



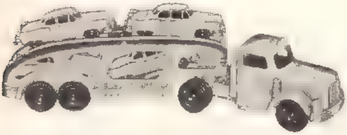
MOTOR SET

Eight medium size Tootsietoy cars and trucks and two jet airplanes. All have "Rol-Ezy" construction rubber wheels. No. 7200

STOCK No. 71—84720
DOWST MANUFACTURING CO.

X41-43 P **Retail** .... **$2.19 ea.**

Inv.__________ Pur.__________



AUTO TRANSPORT TRUCK

Four plastic cars in assorted colors can be driven on or off trailer with removable ramp. Transport truck is red with green trimming and has black rubber wheels, dual on rear of tractor. Length is 14", 12/ctn., wt. 28 lbs. No. 492

STOCK No. 71—84729★
HUBLEY MFG. CO

C61-62 R **Retail** .... **$2.49 ea.**

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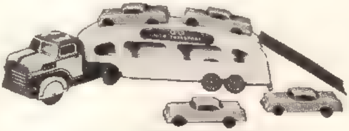


AUTO TRANSPORT TRUCK

New auto transport made of lithographed steel. Trailer made of heavy gauge steel compplete with four plastic cars. Measures 22" long, 4½" wide, 6⅜" high. 6/ctn., wt 21 bs. No 952

STOCK No. 71—84730
LOUIS MARX & CO.

F31-62 L **Retail** .... **$2.49 ea.**

Inv__________ Pur__________

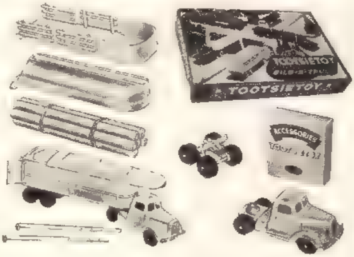
MILITARY TRANSPORT TRUCK WITH CANNON

All steel Army transport truck with tarpaulin that is supported with strong wire frame. Body with open compartment measures 32⅛" long, 4⅜" wide, 4⅜" high. Supplied with assorted soldiers. Cannon is supplied with wood shells for shooting and hooks to rear of truck. 6/ctn., wt. 15 lbs. No. 1897

STOCK No. 71—84731
LOUIS MARX & CO.

Y31-62 K **Retail** __________ **$2.49 ea.**

Inv__________ Pur__________



BUILD-A-TRUCK SET

Set contains two cabs plus parts to build three types of trailers to go with cabs. Can build gasoline truck, log truck, flat-bed truck, stake truck, closed and open van. Has rubber wheels. No. 7600.

STOCK No. 71—84734
DOWST MFG. CO.

J71-62 W **Retail** **$2.49 ea.**

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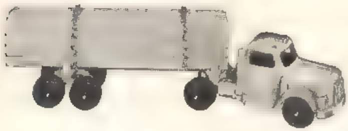
CARS & TRUCKS



LOG TRUCK

Orange cab and trailer with aluminum trimming. 12 logs with double chain to hold logs in place, black rubber wheels, dual on rear of tractor. Rear wheels on trailer have knee action tread. Realistic chassis detail. Length 13¾". 12/ctn., wt 28 lbs. No. 493.

STOCK No. 71—84710★

HUBLEY MFG. CO.

Z31-30 X **Retail** **$1.98 ea.**

Inv. ______________ Pur

HAULER AND TANK TRAILER

Latest type delivery tank trailer constructed of steel. Tank body is 13" long and is slung low with side opening compartment. Lithographed in the Sinclair Oil Co. motif. Measures 18½" long, 4" wide, 4" high. 6/ctn., wt 13 lbs. No. 838.

STOCK No. 71—84713

LOUIS MARX & CO.

R61-40 T **Retail** **$1.98 ea.**

Inv ______________ Pur. ______ ______________

DUMP TRUCK

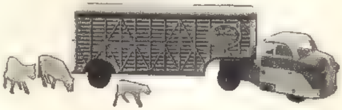
Heavy gauge steel, baked enamel finish in contrasting colors. Dumping feature works by pressing wire lever arrangement. Has free swinging tail gate. Steel wheels, shiny radiator, hood strip, dummy headlights and bumpers. 14" long, 6" wide, 5¼" wide. 4/ctn., wt. 17½ lbs. No. 894

STOCK No. 71—84714

LOUIS MARX & CO

B61-30 F **Retail** ______________ **$1.98 ea.**

Inv. Pur



CAB AND TRAILER WITH VOICE

All steel construction lithographed in bright colors. Equipped with large opening rear door with drop type tail gate which acts as ramp. Has six rubber wheels. Crank on side of truck operates a voice which is a realistic mooing of cows. 15½" long, 3½" wide, 4½" high. 6/ctn., wt. 11 lbs. No. 763.

STOCK No. 71—84717

LOUIS MARX AND CO.

B81-30 N **Retail** **$1.98 ea.**

Inv. ______________ Pur

SAND AND STONE DUMP TRUCK

This is an all steel, heavy duty dump truck that has realistic dumping action. All wheels have rubber tires with sturdy simulated tread. Size is 15" long, 5⅞" wide, 7 5/16" high. Individually boxed, 6/ctn., wt. 18 lbs. No. 5414.

STOCK No. 71—84718★

BUDDY L. SALES CO

R71-30 B **Retail** ______________ **$1.98 ea.**

Inv. ______________ Pur. ______________

TOPPER
BOAT
CO.
TOPPER

Portrait of Outboard Perfection

Here is the style-pacer pair from TOPPER for 1955. This year's TOPPER Cruisers and Cruisettes are again 'way out in front in styling, low maintenance cost, quiet operation and luxury. Look at these Stay-ahead features of the NEW, Terrific TOPPER Twosome:

SAFE—Both the TOPPER Cruiser and Cruisette boast of a deep, safe cockpit . . even the smallest member of the family can't fall overboard. No oil or gas in the bilge . . no fire hazard . . TOPPER'S exclusive skeg and stringer construction assures you of unexcelled strength and maneuverability

QUIET—Soundproofed, watertight engine compartment keeps your outboard motor talking in a whisper . . lets you carry on normal conversation anywhere on board

ECONOMICAL—The finest marine finishes over the best grade of marine plywood keep maintenance bills down . . . your TOPPER needs no marine railway . . . no big trailer . . . you can take it anywhere you can take your car

LOW, LOW PRICE—TOPPER OUTBOARD CRUISER—Painted and varnished . . . includes all hardware and metal trim; flying bridge windshield; running lights with wiring, battery and switches; watertight, soundproofed, insulated engine compartment. **$1,395.00**

TOPPER OUTBOARD CRUISER—Equipped per above . . . PLUS: marine toilet, installed, complete galley; 2½-inch foam rubber mattresses covered with leatherette; helmsman's seat; complete steering arrangement and a special davit for lifting your engine. . **$1,775.00**

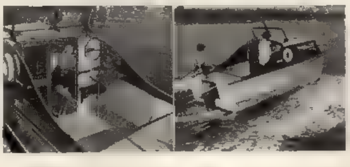
TOPPER OUTBOARD CRUISETTE—Painted and varnished . . . including all hardware and metal trim, flying bridge windshield; running lights with wiring, battery and switches, watertight, soundproofed, insulated engine compartment. **$1,325.00**

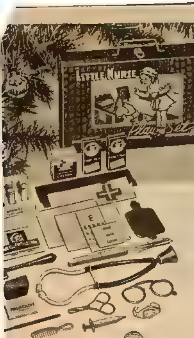
TOPPER OUTBOARD CRUISETTE—Equipped per above . . PLUS marine toilet, installed, Navy top, with side curtains, cockpit cover and complete steering arrangement. **$1,595.00**

Take a tip . . . take a trip on a TOPPER . . . for the greatest boating thrill of your life. See the Terrific TOPPER Twosome at the New York Boat Show January 14 through 23, space number A-4; and at the Chicago Boat Show February 4 through 13, North Hall, spaces 80 and 71

Full color literature available . . . write:

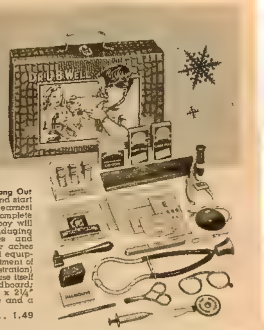
TOPPER BOAT COMPANY
5816 Ritchie Highway, Baltimore 25, Maryland





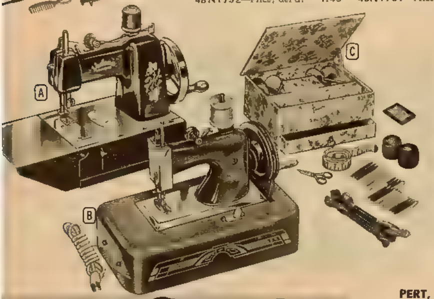
SURE TO PLEASE

Chock-full of fun for
the young doctor or nurse



She'll Open Her Own Doll and Pet Hospital when she sees this complete Junior Nurse Kit. Here is everything the young nurse could need—tongue depressors, bandages, stethoscope, watch, glasses, charts and many other useful items The case is of heavyweight, double-ply cardboard, about 12 x 7½ x 2¾" high. It is equipped with a metal carrying handle, and snap lock. The assortment of supplies (as shown in illustration) may vary slightly from one set to another. Buy this set to delight your little nurse Christmas day.
48N1752—Price, del'd. 1.49

Your Young "M.D." Will Hang Out His Shingle This Christmas and start practising medicine in earnest with the aid of this complete doctor's kit. Every little boy will spend absorbing hours bandaging wounds, examining eyes and diagnosing all your minor aches and pains with the varied equipment in this set. The assortment of supplies (as shown in illustration) may vary slightly. The case itself is of heavy double-ply cardboard; measures about 12 x 7½ x 2¼" high with a metal handle and a strong snap lock.
48N1751—Price, del'd... 1.49

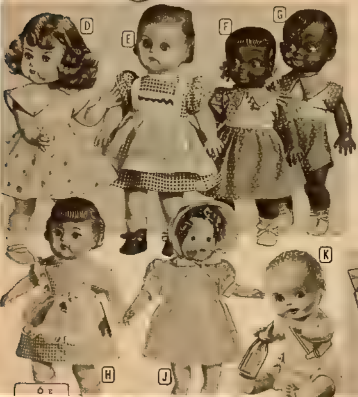


FOR THE YOUNG DRESSMAKER

(A) English-Made De Luxe Sewing Machine Now the young seamstress can make her own doll dresses. This precision-built mechanical machine sews a neat, tight chain stitch. There's a stitch regulator and tension disc to adjust for different fabrics. Metal clamp holds machine firmly in place. Folding extension plate. All-metal construction with baked-on enamel finish, bright colored trim. Instructions, needle and thread included.
48N836—About 10½ x 6½" high. Delivered.... 5.95

(B) Our Finest Electric Sewing Machine. Every little girl will be delighted to learn how to sew properly on this electric or manual sewing machine. She can work on dolls' clothes, or even on simple garments for herself. Machine sews neat chain stitch—has tension adjustment that may be reset for different fabrics. Switch at front controls motor. Lever to raise foot is located on back of sewing head. Needle is guarded to protect small fingers from injury. Complete with thread, one extra needle and instructions for use and care of the machine. CSA approved. 110-130 v. 60 cycles only.
48N921—About 8½ x 4¼ x 7½" high. Delivered. 13.95

(C) Complete Sewing Kit—contains everything she needs to "sew a fine seam". Roomy box holds a pair of metal scissors, package of needles, tape measure, 6 balls of embroidery thread, 7 hanks of assorted thread, pincushion, 2 cards containing 12 assorted color mending thread on each card. Box is built of heavy cardboard, covered with gaily decorated paper. Lower drawer for extra sewing needs. Padded hinged top lifts for easy access.
48N922—Box about 8 x 6½ x 3¼" high. Del'd.... 1.98



PERT, SAUCY DOLLS FROM SANTA'S PACK

(D) Gay Walking Doll, movable plastic head, curly mohair wig. Closing eyes, movable arms. Organdy dress, cotton panties, rayon socks, leatherette shoes.
48N3618—12" tall Del'd 2.98

(E) Cuddly Baby Doll has a soft latex body with molded vinyl head, hair and bow. Long-lashed closing eyes. She wears a cotton dress (assorted styles and colors), nylon pinafore with matching trim, knitted panties, rayon socks, leatherette shoes. "Coo" voice.
48N3677 Ht. 15" Del'd.. 2.98

(F) "Topsy" Girl Doll with big painted eyes and mischievous smile. Latex body; vinyl molded head, 2 hair bows, pigtails. Cotton dress, knitted pants, rayon socks, leatherette shoes. "Coo" voice.
48N3679—Ht. 12". Del'd.. 1.98

(G) "Topsy" Boy Doll—a twin to girl above. Wears a cotton romper suit (assorted styles).
48N3680—Ht. 12". Del'd.. 1.98

(H) Soft Latex Doll has molded vinyl head and hair. Wonder-wide glassine eyes. Her lace-trimmed cotton dress is in assorted colors, styles. Ninon apron also lace-trimmed. Panties match dress. Rayon socks, leatherette shoes. "Coo" voice. Height 12".
48N3678—Price, del'd... 1.98

(J) Baby Doll has cuddly stuffed body, rubber arms and legs, composition head, mohair fringe. Dress, bonnet (assorted styles) Underwear, socks and shoes.
48N3620 Ht. 14". Price 1.98

(K) "Sunbabe" Wetums Doll—just like a real baby. She drinks from a bottle, wets her diaper and blows bubbles through a pipe (pipe, bottle included). Unbreakable all-rubber body can be bathed. Natural flesh color with realistic features, movable legs, arms and head. Dressed in a diaper. Stands 12 inches tall.
48N3639—Price, del'd .. 2.49

Doll's Bathinette

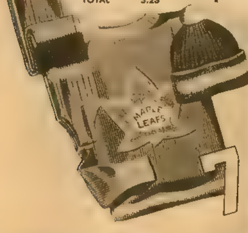
Any motherly little miss will have hours of fun bathing her doll in this "like real" bath table—and learn many useful lessons on baby care. Plastic top swings over plastic tub to form a table where dolly may be powdered and dressed. Clip to drain water out, handy pocket holds doll's clothes, etc. Durable wooden frame folds compactly for storage. Table abt 17½ x 10½ x 15 inches high. Give with one of washable dolls at left.
48N860—Price, del'd... 2.98

SWEATERS, TOQUES, STOCKINGS

Sweater	2.85
Toque	79c
Stockings	1.59
TOTAL	5.23

SAVE 74c ON SET

4.49



All-Wool Sweaters. Double collar and cuffs. NHL crests. Sloping shoulders. Boys' sizes 26-34. Toques are of wool-and-cotton—warm, comfortable and long-wearing. Matching footless stockings in 31" length, 62% wool, 38% cotton yarn.

Choose the Colors of Your Favorite. Toronto Maple Leafs, Montreal Canadiens, Detroit Red Wings, Boston Bruins, New York Rangers, Chicago Black Hawks.
6N1171—Sweater. State size, team. Del. 2.85
6N1172—Toque. State team.......Del.. 79c
6N1180—Stockings. 31". State team. Del 1.59
6N1181—Stockings as above, 36". Del. 1.89

Combination of Sweater, Toque and Stockings.
6N1174—State sizes and team. Del'd... 4.49

White Felt Numbers, 8 inches high, 0-9.
6N1199—Each, delivered 25c

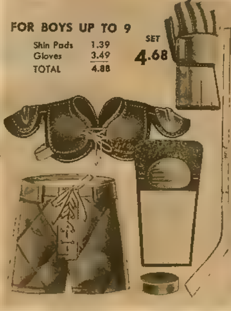
Men's Sweater less crest. 36-44 inch chest.
6N1111—Toronto Maple Leafs Del'd.. 3.65
6N1112—Montreal Canadiens. Del'd... 3.65

For sweaters order one full size larger than chest measurement.

FOR BOYS UP TO 9

Shin Pads	1.39
Gloves	3.49
TOTAL	4.88

SET 4.68



Hockey Gloves of good quality suede cowhide Leatherette cuffs with fibre strip inserts for protection. Well-padded thumbs
6N1000—Pair, delivered.. . . 3.49

Shinguards of thick felt, abt. 14½" long Cane-reinforced fronts. Molded fibre kneecaps.
6N1020—Pair, delivered 1 39

Combination Offer, Above Shinguards and Gloves.
6N1015—Delivered . . 4.68

Shoulder Pads of thick felt with leather facings, molded shoulder guards and elastic straps
6N1040—Pair, delivered........ ..... 1.95

Hockey Pants of long-wearing cotton drill with white stripe down each side. Extra-thick quilted padding, special pad to protect base of spine. Extra gusset in crotch. Delivered.
6N1050—Blue. State waist size (24-32"). 2.35
6N1053—Red. State waist size (24-32").. 2.35

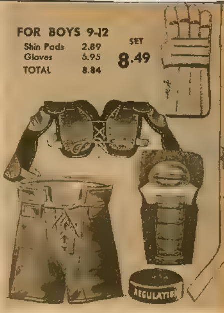
Bantam Hockey Stick. Rock elm laminated blade.
6N1090L—Ash handle. Delivered 55c

Hockey Puck. 2½" diameter, 1 inch thick.
6N1083—Price, delivered................ 12c

FOR BOYS 9-12

Shin Pads	2.89
Gloves	5.95
TOTAL	8.84

SET 8.49



Hockey Gloves of top-grain cowhide Black knuckle inserts. Armor-clad thumb, fibre wrist protector, three rolls on back, web strap at cuff.
6N1006—Pair, delivered.. .. . .. . 5.95

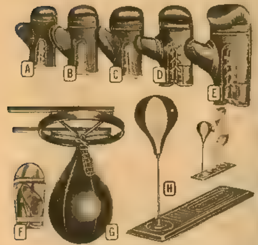
Shinguards. Ridged fibre kneecap and front, both strongly sewn to long-wearing felt. Flexible rolls at knees. Well-padded throughout.
6N1023—About 16¼" long. Pair, del'd. 2.89

Combination Offer, Above Shinguards and Gloves.
6N1018—Delivered........................ 8.49

Shoulder Pads. Thick felt with durable leather facings. Molded fibre shoulder guards with leather-covered hinges. Thick bicep protectors.
6N1041—Pair, delivered.............. 2.95

Save 1.30 on feature hockey pants. Were 6.25. Of rayon satin-faced tackle twill. Ventilated gusset in crotch. Molded fibre thigh guards. Well-padded hip and kidney pads. Special pad at base of spine. Blue or Red, with White stripes.
6N1052—Waist sizes 24-32. Delivered... 4.95

Scorer Hockey Stick. Ash handle. Elm blade.
6N1092L—L. or R. 53" long. Del'd.... 1.25
6N1082—Regulation size puck. Delivered. 20c



A to C J. C. Higgins Boxing Gloves. Backs of Black Smooth glove leather with chrome split leather palms. Gloves have well-padded wrists. Hair filled.

(A) **For Boys Up to 5 Years**
6N1405—Set of four, delivered 5.98

(B) **For Boys From 5 to 7 Years.**
6N1406—Set of four, delivered......... 6.50

(C) **For Boys From 7 to 9 Years.**
6N1407—Set of four, delivered......... 7.95

D E J. C. Higgins Top Quality Boxing Gloves. Finest Black smooth glove leather palms and back. Bar palm grip. Curled hair padding. Wrists well padded. Reinforced thumbs.

(D) **For Use to Age 14 Years.** 8-ounce gloves.
6N1408—Set of four, delivered........ 11.50

(E) **For Over 14 Years of Age.** 10-ounce gloves.
6N1409—Set of four, delivered........ 13.95

F Striking Bag Mitt. Leather. Grip in palm.
6N1417—Black. Pair, delivered... 3.98

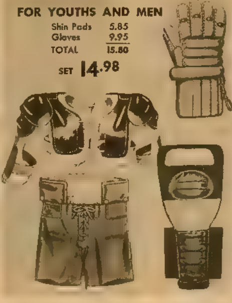
G Striking Bag with Platform. Pebble-grained Peb-Tex. 19" ring with frame.
6N1415L—Inflating needle incl. Del'd.. 8.98

H Punching Bag and Stand. Heavy-gauge steel platform. Strong steel rod and 16-oz. leatherette bag. Self-sealing bladder.
6N1425L—Ht. abt. 42". Set, delivered... 5.98

FOR YOUTHS AND MEN

Shin Pads	5.85
Gloves	9.95
TOTAL	15.80

SET 14.98



Syl Apps Pro Glove. Selected top-grain cowhide Extra-large fibre thumb protector. Well-padded fibre cuffs. Three built-up back rolls—extra roll completely around wrist. Rawhide lace.
6N1013—Pair, delivered................. 9.95

Shinguard. Heavy Blue felt. Canvas webbing sling. Ridged fibre front and kneecap. Double-padded roll at knee. Reinforced cowhide at top.
6N1031—Abt. 21½" long. Pair, delivered. 5.85

Combination Offer of above gloves, shinguards.
6N1026—Delivered..... .. .. 14 98

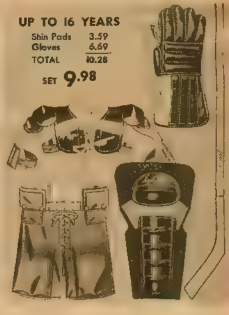
Shoulder Pads. Strong cotton base with molded fibre facings. Double ridged fibre caps, strongly hinged to the molded fibre shoulder arches.
6N1047—Padded bicep protectors. Pr.. 6.49

Pro Hockey Pants. Extra-tough cotton drill. Reinforced crotch. Completely padded inserts.
6N1035—Blue. State waist size (34-42"). 9.95
6N1037—Red. State waist size (34-42"). 9.95

UP TO 16 YEARS

Shin Pads	3.59
Gloves	6.69
TOTAL	10.28

SET 9.98



Syl Apps Special Glove. Full size. Top-grain cowhide. Molded fibre wrist protector. Reinforced thumb, flexible gusset. Web cuff strap.
6N1007—Black-and-Cream. Pair, del'd. 6.69

Shinguards. Heavy felt, extra wide for extra protection. Fibre kneecap, sturdy knee roll
6N1024—Abt. 18" long. Pair, del'd . 3.59

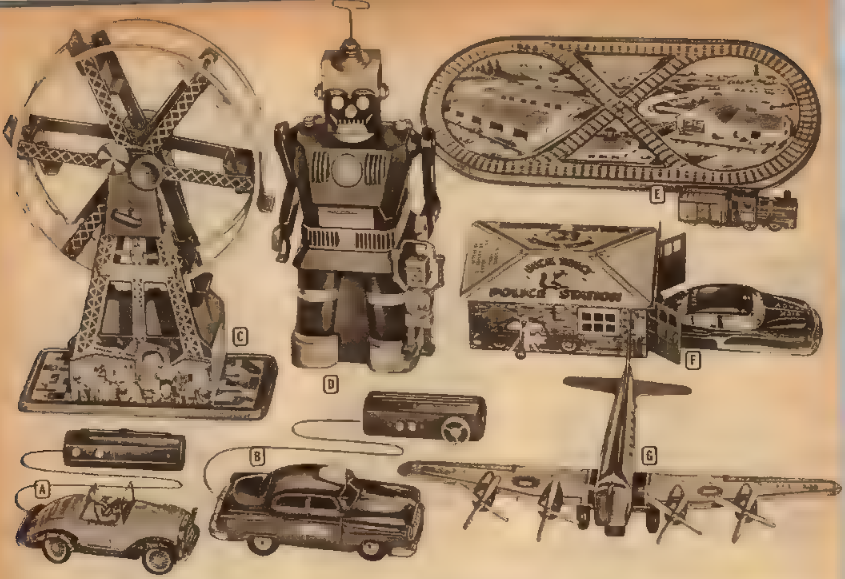
Combination Offer. Above gloves, shinguards.
6N1019—Delivered 9.98

Shoulder Pads. Molded fibre facings. Single ridge fibre shoulder guards. Leather-hinged fibre caps. Cotton bicep protectors, fibre inserts.
6N1042—Well-padded cotton base. Pr.. 4.59

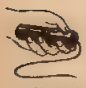
Pants. Semi-pro—extra kidney protection, side-roll. Removable thigh guards. Cotton drill.
6N1056—Royal Blue. Waist sizes 30-42". 6.95
6N1064—Red. Waist sizes 30-42"....... 6.95

Champion Hockey Stick Ice lays 4-7.
6N1093L—53" long. L. or R. Del'd.... 1.75

DELIVERY CHARGES PREPAID ON ALL ITEMS ON THIS PAGE.



Mechanical Toys and Remote Control Cars with


(A), (B) operate by remote control

A REMOTE CONTROL JALOPY WITH FIGURE. Imported from Japan. Fashioned after a college type roadster with comical sayings printed on the body. Hand control box with 2 buttons makes the car go forward or backward and by swinging the cord, you can make the car turn. All metal. 4 rubber tires. Long cord.
48 T 2824—7¼ in. long. Ship. wt. 1 lb......1.79
86 W 3259 X —2 Batteries for above. Wt. 8 oz. 28¢

B REMOTE CONTROL POLICE CAR. Imported from Japan. Press the buttons on control box, car runs forward or backward, turn the steering wheel and front wheels turn to make car go in any direction, with red light flashing and siren wailing. 8¾-in. metal car, nickel plated trim, enamel finish. Rubber tires. Long cord.
48 T 2825—Ship. wt. 2 lbs..................2.69
86 W 3259 X—2 Batteries for above. Wt. 8 oz 28¢

C FERRIS WHEEL. A popular carnival ride, lots of thrills for youngsters. Easy to operate, clock spring motor makes colorful wheel go round; bell rings. Metal wheel; plastic swivel seats.
48 T 2826— Abt. 17 in. high. Ship. wt. 3 lbs..1.69

D ELECTRIC ROBOT WITH BABY. All electrically operated robot moves about on its own power, driven by a miniature motor which is operated by two flashlight batteries (batteries not incl. see below). Controls at the rear of the robot guide it forward, backward, to left or right. Eyes light up as he moves, head turns from side to side. Control knobs raise and lower the arms. Hands have hooks to carry baby robot around. A code buzzer at the rear produces a buzzing sound and the Morse code is printed alongside the buzzer. Sliding aerial at the top of his head and a tool drawer at middle of his chest. Made of high impact plastic, colorfully painted. Robot, 14½ in. high to top of head, 6 in. wide at feet, runs on four wheels. Baby robot, 5 in. high.
48 T 2822—Ship. wt. 2 lbs. 6 oz.............5.49
86 W 3259X - 2 Batteries for above. Wt. 8 oz. 28¢

E SHUTTLIN' CHOO-CHOO TRAIN. Mechanical locomotive shuttles the freight car back and forth over lithographed metal base. Crossover track with an inside oval, automatic switches. All-over landscape design, with busy freight depot and other buildings. Locomotive has a strong clockspring motor. Base 20½x9½ inches.
48 T 2821 Ship. wt. 2 lbs.....................1.79

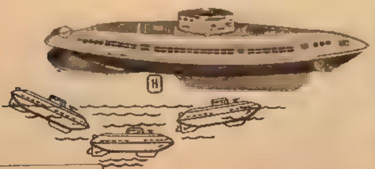
SAVE THIS CATALOG. TOYS ON THESE TWO PAGES AVAILABLE UNTIL OCT. 1, 1956

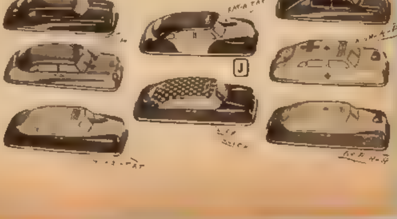
F AUTOMATIC DICK TRACY POLICE STATION. Wind key on side of police station. Door flys open, riot car zooms out, streaks across the floor with siren wailing. Friction motor. Lithographed steel house 9x6x3⅞ in. high. 7½-in. car.
48 T 2820—Ship. wt. 2 lbs.. . .1.89

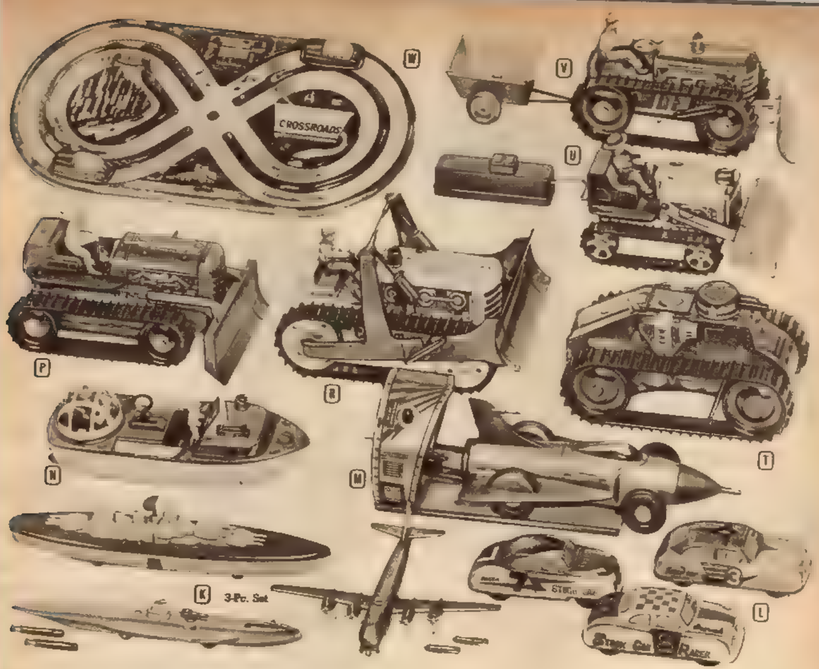
G "FOUR-MOTOR" FRICTION AIRPLANE WITH SIREN. Like modern civilian transport plane. Propellers spin and plane runs swiftly across the floor making a siren noise. Tricycle landing wheels. Lithographed metal. Friction motor. Fuselage 13¾ in. long. Wingspread abt. 18¼ in.
48 T 2930 -Ship. wt. 1 lb. 8 oz.............1.79

H DIVING SUBMARINE. Dives 2 to 5 ft. (rudder adjusts for depth and direction); runs under water and rises again. Colorful, lithographed metal, abt. 13 in. long. Spring motor.
48 T 2814—Ship. wt. 1 lb. 8 oz..............1.39

J FLEET OF EIGHT ACTION CARS. Steel cars, 4 in. long, lithographed in color, operate when pushed along. Windshield Wiper Car (wipers move), 2 Roll-window Cars (windows work), Fire Chief Car and Ambulance (bell rings), Taxi (meter revolves), 2 Police Cars (gun moves, "bangs"). Bottoms of cars enclosed.
48 T 2815—Ship. wt. 1 lb. 4 oz.....8-Pc. Set 1.79







Tractors, Tanks, Other Mechanical Toys

K **EXPLODING BATTLESHIP.** 3-Pc. Set. Hit Battleship with Bomber or Submarine, it will "explode." Easily reassembled. Press bomb release, 2 metal "bombs" drop from 7¼-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Ship 13 in. long. Ship and sub will float.
48 T 2939 Ship. wt. 2 lbs. . . . 3-Pc. Set 2.19

L **3 FRICTION STOCK CARS WITH SIREN.** Press them down and forward and their strong friction motor will propel them across the floor with loud wailing siren. Brightly lithographed steel, rubber wheels, reinforced grilles. Ea. 6 in. long. Ass't'd. sedan and coupe models. Japan import.
48 T 2819 –Ship. wt. 3 lbs. . . .Set of 3 cars 1.29

M **TURBO JET AND ROCKET LAUNCHING PLATFORM.** Wind up spring motor on launching platform, release push-button trigger—and Turbo Jet zooms away on 4 wheels with siren wailing as it rolls along. Action-packed Turbo Jet has metalized dome, harmless soft tip, rubber wheels and friction motor. (Jet 5x11 in. long.) Metal launching platform 4½x10 in. long.
48 T 2841 –Ship. wt. 1 lb. 6 oz. 3.49

N **SPARKLING MECHANICAL TORPEDO BOAT.** Scale model replica of P.T. Boat. As boat races through water, double gun turret in rear releases a shower of harmless sparks. Sturdy plastic boat is equipped with torpedo racks, dummy search light and air horns, windshield; sailor figure steering boat. Clockspring motor. 3½x11 in. long.
48 T 2840—Ship. wt. 1 lb. 3 oz. 1.79

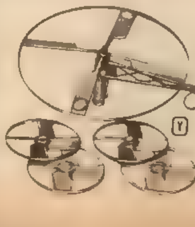
P **AUTOMATIC REVERSIBLE TRACTOR.** Large Bulldozer blade raises and lowers. Lithographed steel tractor reverses automatically; brake for stopping. Clockspring motor; rubber treads.
48 T 2952—10 in. long. Wt. 2 lbs. 6 oz. 2.79

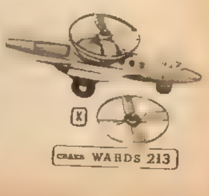
R **SPARKLING BULLDOZER TRACTOR.** Climbs and pushes and pulls loads— while shooting harmless sparks. Scraper raises, lowers. Lithographed steel. Rubber treads, clockspring motor. Brake for stopping. Ship. wt. 3 lbs.
48 T 2804—10½ in. long. 3.29

T **CLIMBING SPARKLING TANK.** Climbs and shoots harmless sparks while making "rat-a-tat" noise. Lithographed steel; clockspring motor.
48 T 2812—9½ in. long. Wt. 2 lbs. 6 oz. 2.79

X **SOLAR ROCKET** with friction motor, launches flying discs into the air with siren-noise as it runs along. Sparks fly in enclosure. 2 flying discs 4½ in. diameter incl.
Abt. 14¼ in. long.
48 T 2951—Ship. wt. 1 lb. 3 oz. . . . 1.79

Y **FLYING PROPS.** Watch them sail high into space when released from launcher. Large "prop" (10½-in. diam.) "Whistles" as it sails. 4 smaller props (4½-in. diam.). Automatic rewind. Instr. on box.
48 T 2957—Ship. wt. 1 lb. 4 oz. 89c

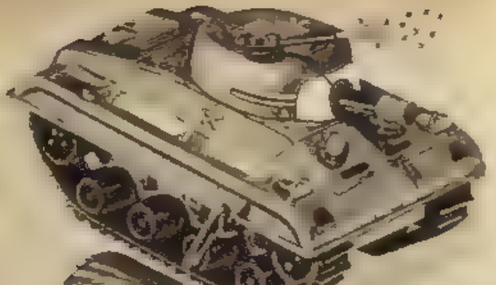




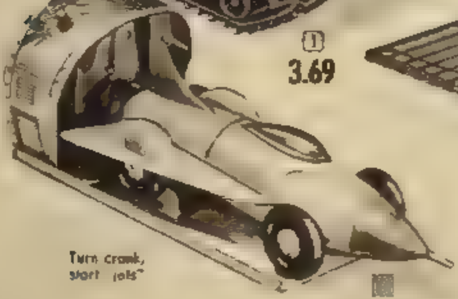
U **REMOTE CONTROL TRACTOR WITH AUTOMATIC SCOOP AND HEADLIGHT.** Goes forward or back —just press the button on control box. Climbs, pulls weights; scoop raises and lowers automatically. Cable from tractor to hand grip control. Enameled heavy-gauge steel, rubber treads. Order 2 flashlight batteries below. Japan import.
48 T 2818—9¾ in. long. Wt. 2 lbs. 3 oz. 3.69
86 W 3258 X—2 Batteries for (U). Wt. 8 oz. . . .28c

V **SPARKLING TRACTOR WITH TRAILER.** Climbs, pulls loads, shoots harmless sparks. Trailer (4 in. long) dumps. Removable road scraper. Rubber treads; clockspring motor. Wt. 1 lb. 10 oz.
48 T 2858—Tractor-Scraper 10½ in. overall. 1.98

W **MAGIC CROSSROADS.** 2 cars with wind-up motors ride on super highway—stop and go alternately. Lithographed all-steel construction.
48 T 2817—9½x18½ in. long. Wt. 1 lb. 6 oz. 2.29

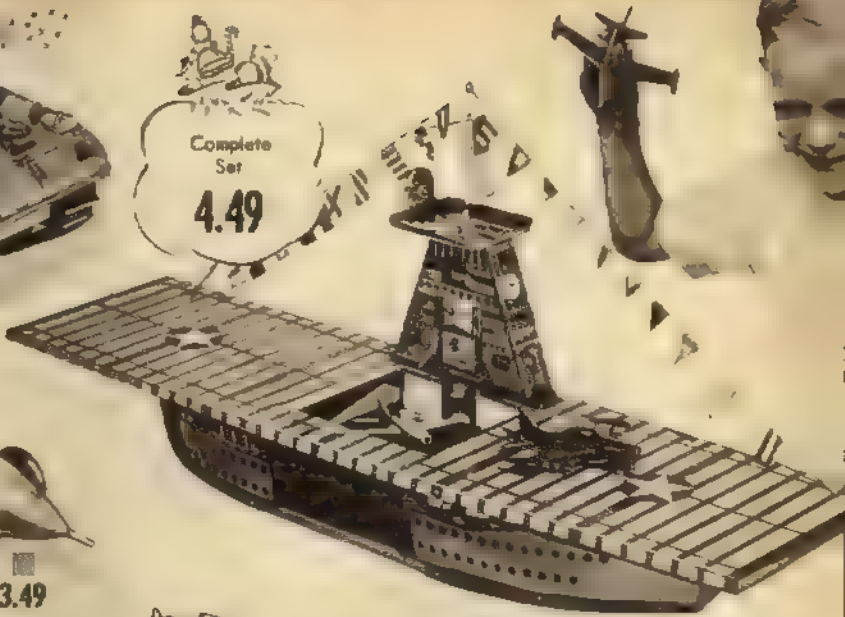


① 3.69



Turn crank, start jets"

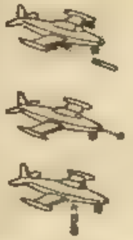
3.49



Complete Set 4.49

① **MODERN TANK** shoots sparks gives 'rat-tat-tat' of 50 caliber machine gun. Cannon jerks back, simulating recoil action Harmless Strong key wind motor All steel 11x6x6 in. high Shpg wt. 3 lbs. 9 oz.
35 J 5726 3.69

② **JET CAR** Turn crank on launcher—siren gives jet engine whine Press button—car zooms away Metal and plastic, soft polyethylene plastic nose can't harm furniture 13 in. long (1 lb. 14 oz.)
35 J 5732. 3.49

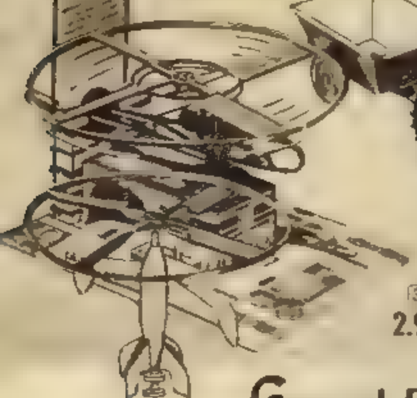


Shoot rockets

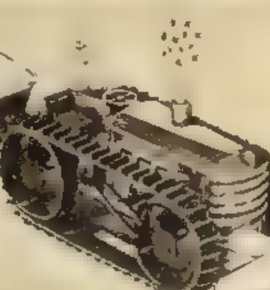
Fire cannon

Drop bomb

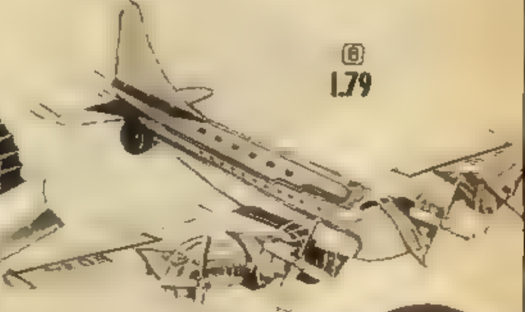
GIANT 3-FT AIRCRAFT CARRIER—a ship he'll be proud to command! Turn crank elevator raises, lowers planes between deck and hanger in hold. 3 authentic high impact plastic jets rocket shooting fighter with 4 rockets, bomber with bomb, and cannon firing fighter with ammo All three planes shoot safe missiles. Colorfully lithographed all-steel carrier has like-real detail, radar antenna, bright signal pennants Wheels for pushing along floor 15 inches high 3 ft long overall
E35 J 5725. Mailable (8 lbs.) Complete 4.49



③ 2.98

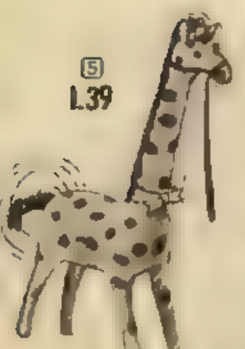


④ 1.98



⑥ 1.79

Geared For Exciting Action!



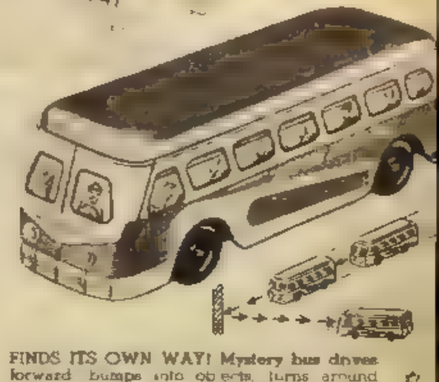
⑤ 1.39

③ **HELICOPTER** airport with 2 planes. Wind crank on airport Copter and Vertical Take-off Plane rise 30-40 ft! 8-in. flexible polyethylene plastic rotors, hard plastic fuselages resist breaking. All metal airport 9x12x4 in. high
35 J 5712. (2 lb. 8 oz.) 2.98

④ **SEE TRACTOR** climb up steep grades, move objects pull loads! Pulls dump-trailer, pushes bull-dozer blade, both detachable Harmless sparks fly from exhaust stack. All steel; long-running clock-spring motor 17 inches long. (1 lb. 12 oz.)
35 J 5124.......... ..1.98

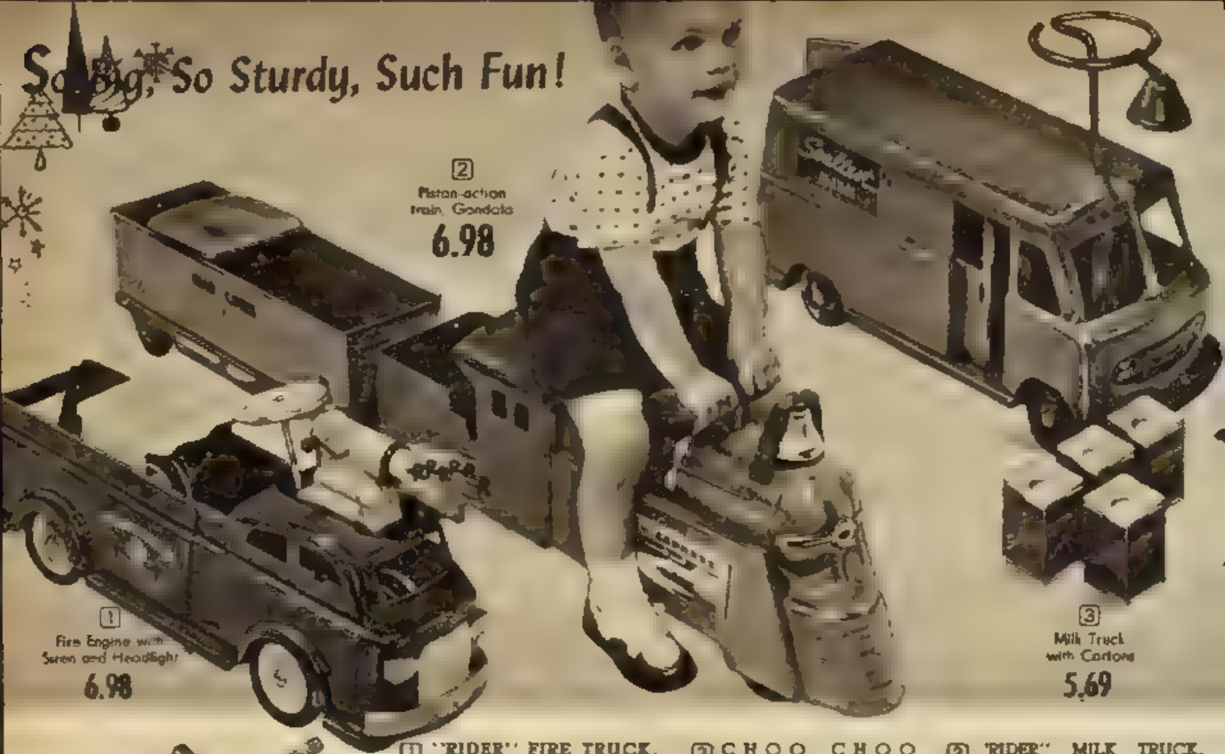
⑤ **GIRAFFE** wags his tail, nods and shakes his head from side to side even appears to dance! Wind him up with attached key Spotted Brown plush body Brown eyes 10 inches high, 5 inches long Imported from Japan. Shpg wt. 9 oz.
35 J 5740 1.39

⑥ **PROPELLERS SPIN** siren wails as you push four-motor passenger plane along floor Once it's pushed, long-running friction motor keeps plane going All steel brightly lithographed 3 wheel landing gear 13 inches long, 18 inch wingspread.
35 J 5556 (2 lbs. 8 oz.) 1.79



FINDS ITS OWN WAY! Mystery bus drives forward bumps into objects, turns around automatically and goes a different direction Strong long-running clock spring motor stop-and-go switch no-overwinding feature All steel construction Realistic detail driver's and passengers heads lithographed in windows. Sure to delight your youngster as it finds its way around room 5 in long 5 in wide, 5 in. high Shipping weight 3 lbs.
35 J 5512 2.98

So Big, So Sturdy, Such Fun!



2 Piston-action train, Gondola **6.98**

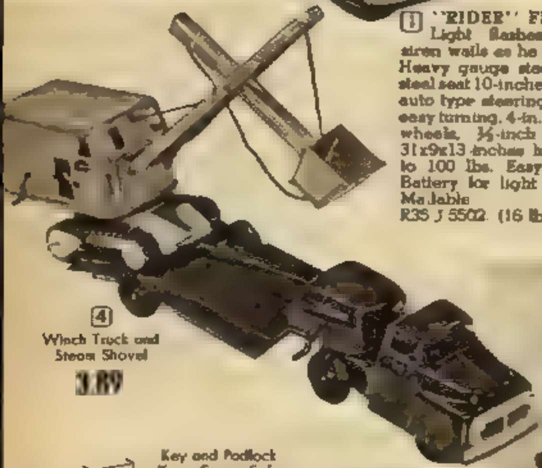
1 Fire Engine with Siren and Headlight **6.98**

3 Milk Truck with Cartons **5.69**

1 **"RIDER" FIRE TRUCK.** Light flashes, hand-crank siren wails as he speeds to fire. Heavy gauge steel body has a steel seat 10-inches from ground, auto type steering gear permits easy turning. 4-in. diameter steel wheels, ½-inch rubber tires. 31x9x13-inches high. Holds up to 100 lbs. Easy to assemble. Battery for light not included. Mailable.
R35 J 5502. (16 lbs.)... 6.98

2 **CHOO CHOO** "Rider" Real piston rod action! Locomotive, gondola, child sits on cab, steers with cross bar handle. Gondola carries extra passenger, loads of toys. Both of heavy gauge steel. Baked-on Gray enamel, 3-inch diam. wheels rubber tires, bell. 50 inches long, 10 inches high. Mailable.
E35 J 5539. (20 lbs.) 6.98

3 **"RIDER" MILK TRUCK.** Ding, ding, here comes the Jr milkman on his Sealtest truck. Sits on top, turns with easy auto-type steering, bell announces his approach. Front, back doors open, back holds eight ½ pint play milk cartons. Heavy gauge steel, rubber bumper saves furniture. 3-inch rubber tires, Gray enamel. 22x8x15-inches high. Mailable.
R35 J 5503. (14 lbs.. 5.69



4 Winch Truck and Steam Shovel **3.89**

Key and Padlock Keep Cargo Safe

6.79

6 "Coke" Truck Removable Cases **1.79**

5 Grain Hauler **2.69**

7 Wrecker and Dump Truck **1.98**

CROSS COUNTRY TRUCK AND TRAILER. Replica of rugged coast to coast express truck. Large storage space in detachable trailer. Driver protects his cargo with padlock and key on back door. Enameled cab has 6 heavy-duty rubber tires, simulated air horns. Bright silver colored trailer has dual tandem wheels with 8 thick rubber tires, lithographed truck line emblems on sides. Sturdy steel construction, 6x29x9 inches high. Mailable.
R35 J 5777 Shpg. wt. 36 lbs. ... 6.79

4 **WINCH TRUCK, STEAM SHOVEL.** Raise shovel boom with winch. Claw scoops dirt, separate dump release. Shovel turns 360°. Truck winch pulls shovel onto trailer. Orange enameled steel shovel with rubber treads. 21x7x5-in. wide.
R35 J 5519 Mailable. (6 lbs.) 3.89

5 **GRAIN HAULER.** Remove sides to convert it into a flat-bed steel or lumber truck. Trailer detaches from tractor. Lithographed steel, six 2½-inch rubber tires. 23-inches long.
R35 J 5752. Mailable. (5 lbs.) . 2.69

6 **COCA COLA TRUCK**... replica of famous "coke" trucks. Carries 9 removable Coca Cola cases, metal hand truck for deliveries. Steel truck with shelves for cases, rubber wheels, Yellow finish. 13x5x6-inches high.
35 J 5758 (2 lbs. 9 oz.) 1.79

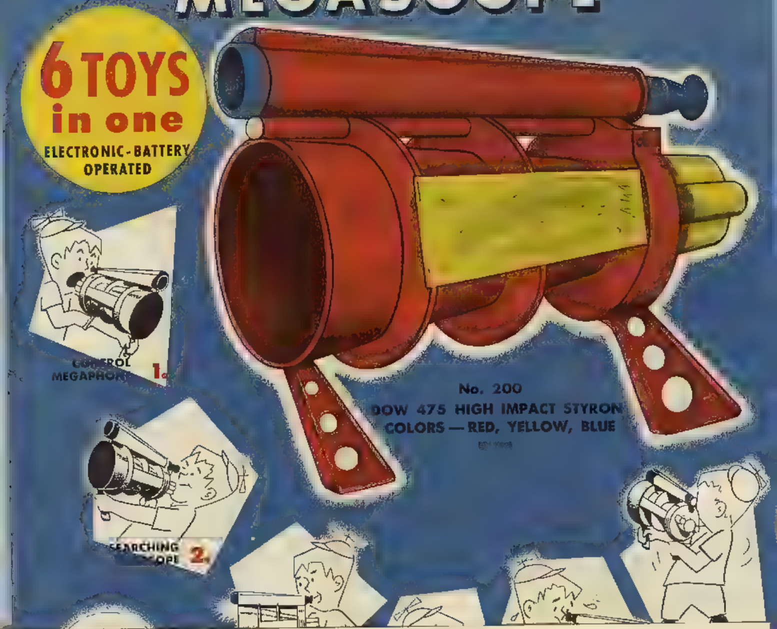
7 **WRECKER AND DUMP TRUCK.** Wrecker with action hoist, 6 wheels interchange with dump truck jack, wrench. 12x4x6-inches high. Steel dump truck, lever operates dump. 9x4x4-inches high.
35 J 5522. (3 lbs.). ... Both for 1.98

Bell Products Company Presents...the New, Exciting, Revolutionary—

SPACE COMMANDO®

...Interplanetary...

MEGASCOPE®


6 TOYS in one
ELECTRONIC-BATTERY OPERATED
CONTROL MEGAPHONE 1.
SEARCHING SCOPE 2.

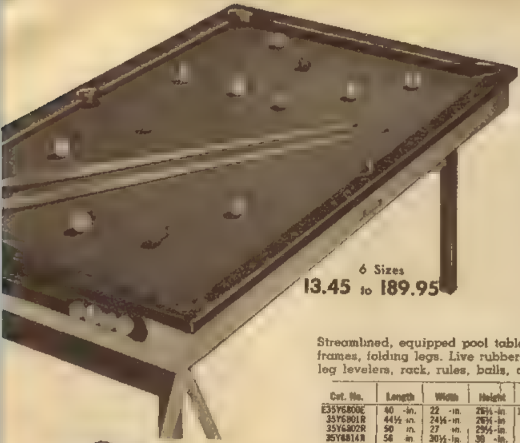
No. 200
DOW 475 HIGH IMPACT STYRON
COLORS — RED, YELLOW, BLUE

All BELL PRODUCTS *Contain* STYRON 475

STOCK NO.	ITEM	PACKING	WEIGHT
100	Bel-Com Intercom System	6 12	18 lbs. 36 lbs.
200	Space Commando Megascope	6	14 lbs.
300	Geiger Counter Nuclear Model	24	20 lbs.
400	Geiger Counter DeLuxe Model	12	18 lbs.

Shipping Point: St. Louis, Missouri

OUR NEW PLANT



6 Sizes
13.45 to 189.95

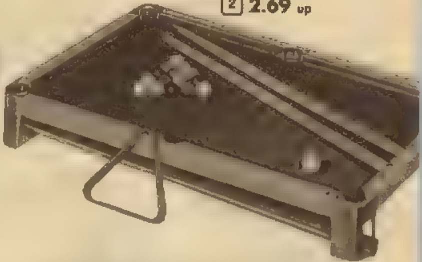
POOL TABLES

- **With added professional features**
- **Equipped for skill-packed action**
- **In 6 sizes — fun for young and old!**

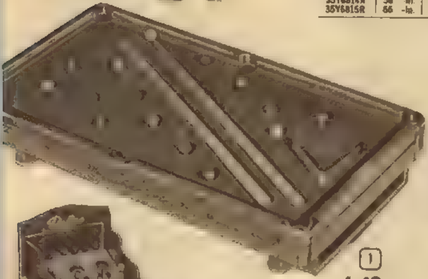
Customized Super Pool Table with all those wanted professional features! A table that is really outstanding in detail and the quality of its construction! Loads of fun for young and old all year long! 46x84x30-inches high Built-in return subways balls back to front of table. "Superior" speed cushions, leg levelers, aiming diamond. Fifteen 2-inch lathe-turned balls. Cue ball, triangle, chalk. Tan Mahogany and Ivory finish, Green felt top. Collapsible. Shipped freight or express from Chicago, Illinois.
35 Y 6846R—Wt. 90 lb. 19.00 down 189.95

Streamlined, equipped pool tables (not shown), 13.45 up. Smooth wooden frames, folding legs. Live rubber cushions, markers. Automatic ball return, leg levelers, rack, rules, balls, and cue sticks. E35 Y 6800E has a flocked top—others are Green felt covered and have sturdy reinforcing. Freight or exp., Chicago.

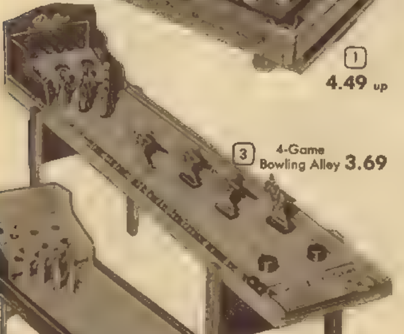
Cat. No.	Length	Width	Height	Balls Diam.	Cue Length	Wt.	Price
E35Y6800E	40 -in.	22 -in.	26¼-in.	15/16-in.	24-in.	15 lb.	13.45
35Y6801R	44½ -in.	24½-in.	26¾-in	1⅛-in.	36-in.	20 lb.	18.95
35Y6802R	50 -in.	27 -in.	29¼-in.	1¼-in.	36-in.	45 lb.	28.95
35Y6814R	56 -in.	30½-in.	30 -in.	1½-in.	46-in.	50 lb.	47.50
35Y6815R	66 -in.	36 -in	31 -in.	1½-in.	46-in.	57 lb.	59.95



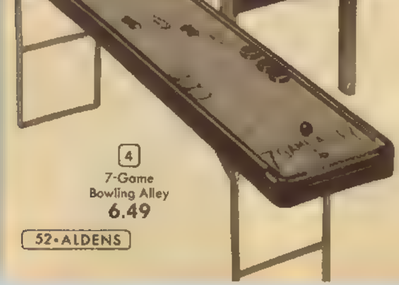
2 **2.69** up



1
4.49 up



3 4-Game Bowling Alley **3.69**



4
7-Game
Bowling Alley
6.49

STEEL FRAME, RETURN ALLEY! 4.49 up

1. Deluxe pool table Green flocked top, masonite base Steel frame, legs, return alley, ball tray. Walnut finish Rubber cushions, 2 score markers 15 balls, cue-ball—15/16-in. diam. 2 rubber tipped 24½-in. wooden cues.
E35 Y 6812E—30x17½x6½-in. Ship. wt. 13 lb........6.95
35 Y 6822E—25x18x3¾-in. Wt. 7 lb. Mail............ 4.49

AUTOMATIC BALL RETURN 2.69 up

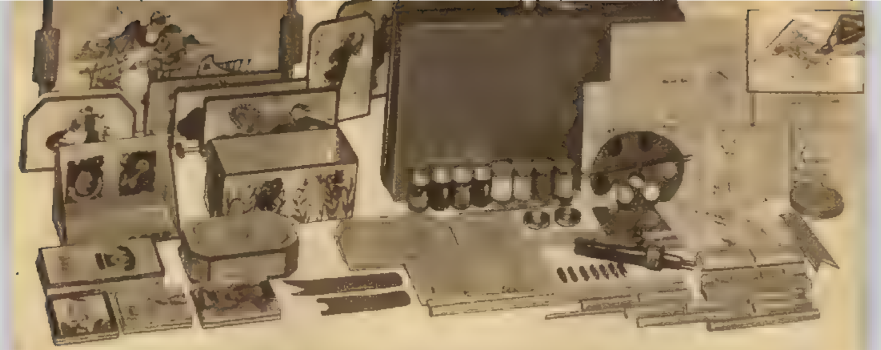
2. Jr. pool table. Green flocked fiber top, rubber edge. Wood frame, legs. Automatic ball return. Two 30-in cues, cue-ball, 15 balls, triangle. 30x17x4-inches.
E35 Y 6811E—Shipping weight 10 pounds.. ....5.49
35 Y 6810E—24x17x3½-in. Mailable Ship. wt. 8 lb . 4.59
35 Y 6813—19½x12x2⅝-in. Mailable. Wt. 3 lb. 4 oz 2.69

PONDEROSA PINE LEGS 3.69

3. 4-game bowling alley. Bowling, skill-ball, shuffleboard, horseracing all in one! Smooth, durable hardwood alley, legs made of strong Ponderosa pine. Trough catches pins, balls, etc. 2 balls, 10 pins, 2 pucks, 4 horses, skill-ball attachment. 52x11¾x22-inches.
E35 Y 6807E—Shipping weight 10 pounds............3.69

STEEL FRAME, LEGS 6.49

4. 7-game steel bowling alley. Bowling, shuffleboard, auto racing, skill-ball, tic-tac-toe, immies up, bocci ball. 9⅛x47½x2⅛-inch masonite base. Steel frame, legs 10 bowling pins, 11 marbles, tray, 1 large bowling marble, 6 wood pucks, 4 plastic autos. Scorepad, instructions.
35 Y 6820E—Shipping weight 10 pounds. Mailable 6.49



BURN•RITE Woodburning Sets! All Sizes! Combination sets—foil-write, leather-tool, sand-draw, too! All pens are air-cooled!

FAMOUS BURN-RITE WOODBURNING SETS help a child develop manual dexterity, artistic talents All sets feature air-cooled 115-volt AC-DC UL approved pens.

79-PIECE SUPER-DELUXE combination woodburning set—finest, does everything! Makes letter holder, serving tray, telephone memo box, tie rack. Set includes: air-cooled pen with 7 burning points plus 12 assorted plaques, cork and leather bookmarks, comb case, 2 pkgs. asst. color leaf foil, pattern transfer sheet, 6 sand drawing cards, 4 cans asst. color sand, glue and brush, 4 coasters, 3 bottles tempera, 6 color pallette, brush, more.
35 Y 6466—Instructions incl. Ship. wt. 6 lb. 12 oz.. . 9.98

PROFESSIONAL pen set—4 points, foil sheets, patterns.
35 Y 6468—Shipping weight 13 ounces......15-pc. set 1.84

BASSWOOD PLAQUES—10 "extras"—use with all sets.
35 Y 6453—Shipping weight 12 ounces................98c

69-PC DELUXE WOODBURNING combination set. Makes novel octagon box, tie-rack, planter, coasters, bookmarks, change-purse, many more! Set includes air-cooled pen with 6 points, 6 plaques, 2 metal tapping plaques, tapping hammer and tool, nails, 4 rolls color leaf foil, pattern transfer sheet, 6-color paint pallette and brush, 3 bottles tempera colors, 4 cans of colored sand, glue, brush, sandpaper
35 Y 6467—Instructions incl Ship. wt. 5 lb. 4 oz...., 6.49

BETTER WOODBURNING SET—as above with 9 smaller wood plaques. 6 pictures. Pen has 5 points.
35 Y 6452—Shipping weight 4 pounds 3 ounces .Set 4.79

THRIFT WOODBURNING SET. As above with 6 plaques.
35 Y 6451—Pen has 3 points. Ship. wt. 1 lb. 14 oz. . 2.89

BEGINNER'S Woodburning Set. 23-pcs. Pen has 1 point
35 Y 6450—Shipping weight 1 pound 5 ounces.. Set 1.79

MAKE BEAUTIFUL COPPER PLAQUES

COPPERSMITH — New all-age hobby! Makes professional copper wall plaques!

"Coppersmith"—the most entertaining hobby-kit you can give—makes fabulous copper wall plaques—so professional-looking, so easy-to-do, everybody enjoys it!

In "Coppersmithing" you simply place a sheet of copper over plastic plaque of your choice (see list of 16 below), and "work it in" with tools provided!

Each kit contains everything you need—1 plastic plaque, 1 copper sheet, 1 steel wool, dual-tip tool, oxidizer, preserver, background Black, 2 brushes, instructions.

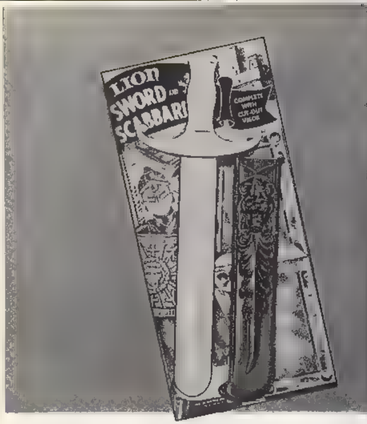
Cat. No	Description	Size	Ship. wt.	Price
35 Y [illegible]	Flying Geese	12x16-in.	1 lb. 9 oz.	3.69
35 Y [illegible]	Roman Gladiator	12x16-in.	1 lb. 9 oz	3.69
35 Y [illegible]	Buffalo Hunt	10x14-in	1 lb 5 oz	2 79
35 Y [illegible]	Ventian Gondola	10x14-in	1 lb 5 oz	2 79
35 Y [illegible]	Oriental Beauty	9x12-in.	1 lb 2 oz	1 89
35 Y [illegible]	Oriental Man	9x12-in.	1 lb. 2 oz.	1.89
35 Y [illegible]	Clipper Ship	8x10-in.	15 oz.	1 59

Cat No	Description	Size	Ship wt	Price
35 Y 6492	Hawaiian Eve	8x10-in	15 oz	1 59
35 Y 6522	Wild Deer	6x8-in.	11 oz	89c
35 Y 6523	Colonial Lady	6x8-in.	11 oz.	89c
35 Y 6524	Colonial Man	6x8-in.	11 oz	89c
35 Y 6525	Haiti Woman	6x8-in.	11 oz	89c
35 Y 6526	Haiti Man	6x8-in.	11 oz	89c
35 Y 6527	Ballerina	6x8-in	11 oz	89c

SHOWN AT RIGHT: One-tube radio kit with cabinet included

Easy-to-build, everything included. knobs, wires, tube, headphone, leather finished cabinet with wood base, Silver finish front Simple screw-driver assembly.
35 Y 6521—Excellent reception, precision engineered! Ship. wt. 2 lb. 10 oz . 6.45
35 Y 6520—CRYSTAL RADIO SET KIT—antenna, 2 crystals. Ship. wt. 1 lb .. 2.69

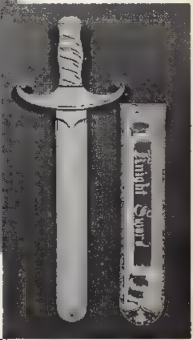
ALL ON DISPLAY
ROOM 1028—HOTEL NEW YORKER
MARCH 7th thru 16th


LION SWORD AND SCABBARD
COMPLETE WITH CUT-OUT VISOR

#153—THE LION SWORD WITH SCABBARD

Colorful 14" flexible plastic sword encased in projected three dimensional bright plastic scabbard. Slotted for belt wear. Mounted on attractive card. In assorted color combinations.

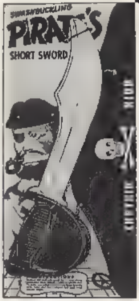
PACKED: 6 DOZEN.
WEIGHT: 15 LBS.


Knight Sword

#51—KNIGHT SWORD WITH SCABBARD

Handsome flexible plastic sword in assorted colors. 13" long with colorful cardboard scabbard.

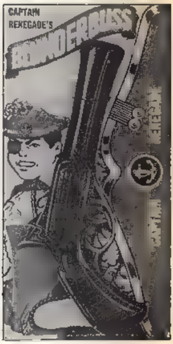
PACKED: 6 DOZEN. WEIGHT: 12 LBS.


SWASHBUCKLING
PIRATE'S
SHORT SWORD

#53—PIRATE SHORT SWORD

Silver bladed flexible Pirate Sword with attractive colored easy grip handle. Mounted on colorfully-designed card.

PACKED: 4 DOZEN
WEIGHT: 10 LBS.


CAPTAIN RENEGADE'S
BLUNDERBUSS

#105—CAPTAIN RENEGADE'S BLUNDERBUSS

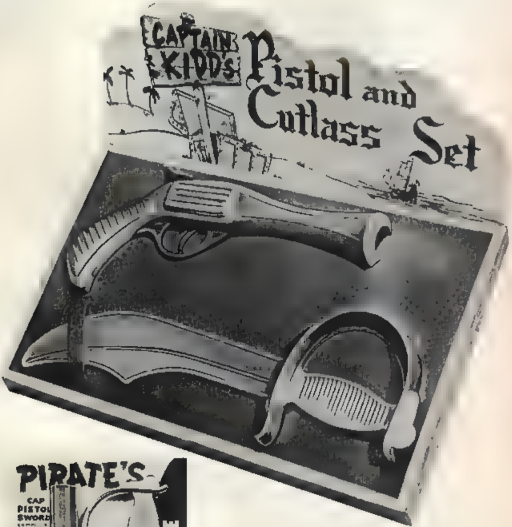
10" authentic copy of Captain Renegade's pistol with decorated barrel, bridge and easy grip. Made of high impact plastic and featuring smooth trigger and hammer action. Mounted on strikingly-colored card.

PACKED: 3 DOZEN. WEIGHT: 8 LBS.

MULTIPLE TOYS

MULTIPLE PRODUCTS INC. ★ 55 WEST 13th STREET ★ NEW YORK 11, N. Y.

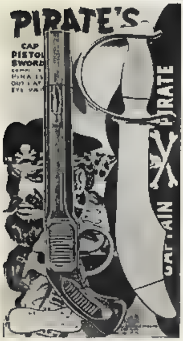
AMERICAN TOYS


CAPTAIN KIDD'S
Pistol and Cutlass Set

#203—SILVER PISTOL AND CUTLASS SET

Striking combination of clicking Blunderbuss Pistol in an unusual antique design and authentic replica of famous Pirate Cutlass. Both in high impact plastic with silver finish. Mounted in beautiful full-color self-displaying box

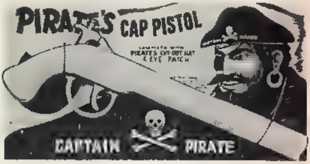
PACKED 2 DOZEN WEIGHT 13 LBS.


PIRATE'S
CAP
PISTOL
SWORD
CAPTAIN
PIRATE

#201 PIRATE CAP PISTOL AND SWORD

13" authentic copy of single shot, double action Pirate Cap Pistol with smooth trigger and hammer action. Made of high impact plastic in assorted colors. 13" flexible acetate Pirate Sword with silvered blade and colored handle. Mounted on attractive card

PACKED 2 DOZEN WEIGHT 10 LBS.


PIRATE'S CAP PISTOL
COMPLETE WITH PIRATE'S CUT-OUT HAT & EYE PATCH
CAPTAIN
PIRATE

#151 -GIANT 13" PIRATE CAP PISTOL

Single shot double action replica of Pirate Cap Pistol in high impact plastic. Features smooth trigger and hammer action plus decorated barrel bridge and easy grip. Mounted on strikingly-colored card

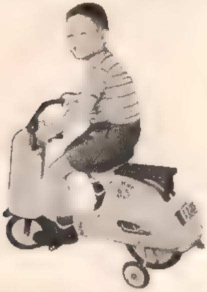
PACKED 3 DOZEN WEIGHT 9 LBS

MULTIPLE TOYS

MULTIPLE PRODUCTS INC. ★ 55 WEST 13th STREET ★ NEW YORK 11, N. Y.

AMERICAN TOYS

AUTOS AND TRUCKS



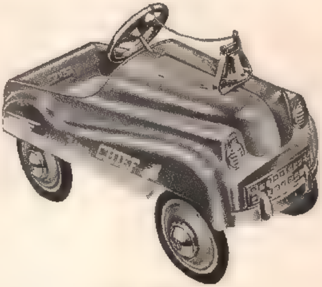
POLICE PATROL MOTOR SCOOTER

A new chain driven Jet-Flo speedster made of heavy gauge steel. Has new electro-statically painted-durable baked enamel finish. Overall length 30", height 26", width 17". Has luggage carrier and removable trainer wheels One/carton, weight 27 lbs. No. 615.

STOCK No. 67—80801
F. C. CASTELLI CO

G513-50 X **Retail** . . **$19.98 ea.**

Inv ____________ Pur ____________



FIRE CHIEF CAR

Murray fire chief car with ball-bearing construction. Made of heavy gauge steel with 8" double disc wheels with ⅝" solid rubber tires. Has ball bearing pull-straps and new improved steering mechanism. Length 36", width 17". Vermillion finished with white and silver trim. One/carton, weight 26 lbs No. L-611.

STOCK No. 67—80807■
MURRAY-OHIO MFG. CO

C49-64 R **Retail** .... **$13.98 ea.**

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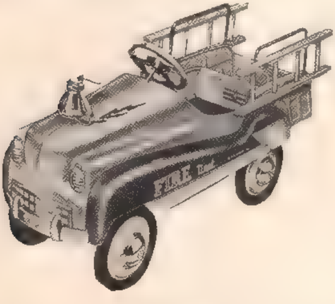

FIRE TRUCK

An all steel fire truck with ball bearing pull straps in driving mechanism. Accessories include bell and 2 wooden ladders. Has ⅝" rubber tires, improved steering mechanism, 8" double disc ball bearing wheels, 43" long, 17" wide. Two-tone vermilion and white finish, yellow and silver trim. 1/ctn. Wt. 34 lbs. No. L-621.

STOCK No. 67—80808
MURRAY-OHIO MFG. CO.

W312-97 T **Retail**...... **$17.98 ea.**

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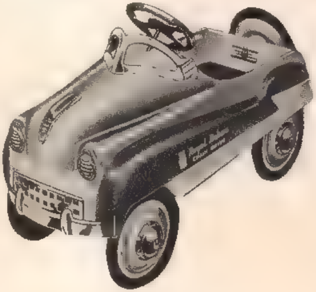


MURRAY SPORTS CAR

The new royal deluxe sports car with ball-bearing construction and dyna-chain drive and motor-tone shift. Equipped with 8" double-disc wheels and ⅜" solid rubber tires. Has new improved steering mechanism. Finish is Bitter-Sweet and Castle Tan with white and black trim. Length 36", width 17". One/carton, weight 32 lbs. No. L-612.

STOCK No. 67—80811
MURRAY-OHIO MFG. CO.

V213-87 Z **Retail** **$19.98 ea.**

Inv ____________ Pur ____________

WAGONS

REX "90" WAGON

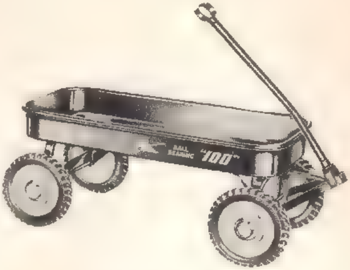
Trim and dashing, an outstanding performer. Body measures 34" long, 15½" wide, 3¾" high. Has 8" double disc wheels with 8" x 1.25" semi-pneumatic tires. Equipped with Congo lifetime bearings. Red baked enamel finish One per carton, wt. 25½ lbs. No. 90.

STOCK No. 67—80778■

RADIO STEEL & MFG CO

H54-46 R **Retail** .... **$6.49 ea.**

Inv.___ __________ Pur.____________________



REX "100" WAGON

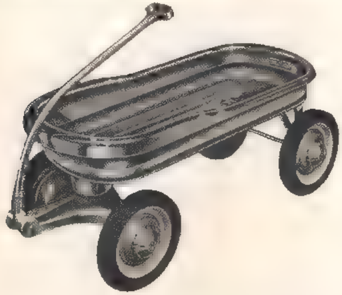
A fine quality wagon with ball bearing wheels. Body is 34" long, 15½" wide, 3¾" high. Has 8" double disc ball bearing wheels with 8" x 1.25" semi-pneumatic tractor style tires. Maroon body, gray wheels and black undergear. One per carton, wt 25½ lbs No. 100.

STOCK No. 67—80779■

RADIO STEEL & MFG. CO

K65-10 **Retail** **$ 7.49 ea.**

Inv.________ Pur. ________



MURRAY SUPER DELUXE WAGON

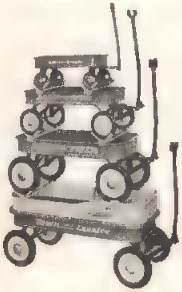
Large size body 36" long, 17" wide. Box and undergear of heavy gauge steel ¾" tubular steel handle. Full ball bearing wheels, 10" double disc. 1¾" semi-pneumatic tires, plated hub caps. Ruby red body, vermillion wheels. Silver undergear 1/ctn., wt. 34 lbs. No. L-90.

STOCK No. 67—80780

MURRAY-OHIO MFG CO

W39-31 L **Retail** ____ __ **$13.98 ea.**

Inv. ____________ Pur.____________________



WAGON DISPLAY SET

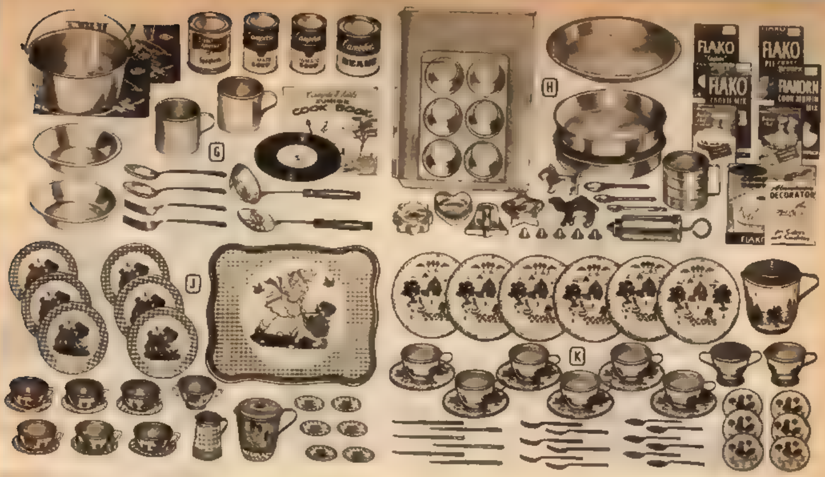
Permits four wagons to be stacked for display. Consists of steel fixtures that slip into place over edge of one wagon making cross piece for next wagon. Adjustable for all sizes of wagons. Set for four wagons. No. 50

STOCK No. 67—80790■

RADIO STEEL & MFG. CO.

B23-25 Y **Retail** **$3.25 set**

Inv Pur ________



Hostesses... Cooking Utensils, Dishes

G **"CAMPBELL KIDS" CHUCK WAGON SET.** "Western style" lunches provide mealtime fun for mother's helpers. Set contains 4 filled miniature cans of Campbell's foods, including 2 of soup (4¾ oz. ea.), 1 Pork 'n Beans, 1 Spaghetti (7 oz. ea.). Plus Wear-Ever aluminum "chow" kettle with bail handle, 2 "chow" plates (4¾-in. diam.), 2 "Range" mugs; 2 each metal forks and spoons; metal soup ladle and stirring spoon; 2 colorful Western style Neckerchiefs (14 in. sq.), 1 phonograph record (Western tune), Cook Book.
48 T 4603 Ship. wt. 5 lbs.......19-Pc. Set 3.69

J **NEW 29-PC. "GAY GINGHAM" TEA SET.** Gay red and white plaid with blue accents, lithographed on metal. Incl. 6 ea. cups, saucers, plates (4-in. diam.), butter plates; 1 ea. teapot with lid, sugar, creamer, 8x10-in. tray.
48 T 4789—Ship. wt. 1 lb. 8 oz... 20-Pc. Set 97c

H **JR. MISS FLAKO PASTRY MIX SET.** Just like mother's—with full size boxes of mixes for cup cakes, pie crust, cookies, corn muffins, and Jr. size aluminum utensils. Also 2 Little Chef size chocolate and vanilla frosting mixes, Jr. Miss Recipe Book and cake decorating booklet. Utensils incl. pans for 7-in. cake, 7-in. pie, muffins; 3 measuring spoons, 6 cookie cutters, decorator with 6 nozzles; measuring cup, 8½x11-in. cookie sheet. A grown-up "party-pastry" set for advanced young cooks 6 yrs. and up.
48 T 4601L—Wt. 6 lbs.. Jr. Miss 30-Pc. Set 3.89

K **"COUNTRY CHARM" TEA SET.** Service for 6, big ivory color metal set with colorful lithographed farm scene. 6 ea. plates, butter plates, cups, saucers. Pitcher, sugar bowl ea. with lid; knives, forks, spoons. Plates 5½-in. diam.
48 W 4673 Ship. wt. 2 lbs. 8 oz. 47-Pc. Set 1 39

L **"WEAR-EVER HALLITE" JUNIOR SET.** Small replicas of Wear-Ever's new kitchenware. Children can really cook with them. Heavy gauge aluminum skillet (4-in. diam.), saucepan (3-in. diam.), kettle, with non-tarnish copper-colored covers. Heavy stainless steel ladle, spatula, cooking fork, hanging rack. Bakelite handles, knobs.
48 T 4664 Ship. wt. 1 lb. 4 oz...10-Pc. Set 4.49

SAVE THIS CATALOG. YOU CAN ORDER TOYS ON THESE 2 PAGES UNTIL OCT. 1, 1956

M **PERFORATED TOP STEEL IRONING BOARD.** Automatic opens and closes in one easy operation just like mother's. Red enameled top; aluminum finished tubular steel legs, rubber tipped—won't scratch floors. Ship. wt. 3 lbs. 12 oz. 30x8x22 in. high.
48 T 4766 M—*Mailable* .1.79

N **ELECTRIC PLAY IRON.** Will iron light fabrics such as doll clothes (27½ W.). Metal, red enameled top. Bakelite handle. Cord, plug. 110 v., 60 cycle AC, DC. UL App'd.
48 W 4624—Abt. 6 in. long. Wt. 1 lb. 8 oz. 1 79

P **NON-ELECTRIC PLAY IRON.** Suction-cup plug sticks to wall. Imitation cord. Aluminum base, plastic handle, "heat control".
48 T 4734—5⅝ in. long. Wt. 8 oz......79c

R **DOLL-E-DO-DISH SET.** "Little girl" size. Green enameled steel drainer, "Rubber-Maid" drain mat, 8-in. dishpan; plastic sink strainer, dish mop, towel; bottle brush, DuPont sponge, plastic apron; and full miniature boxes of "Vel", "Ajax", "Brillo". Ship. wt. 2 lbs. 4 oz.
48 T 4640 ... 12-Pc. Set 1.79

T **"HOWARD JOHNSON" DAIRY BAR.** Children can mix real milk shakes with "mixi" the mixer (needs 2 Radio A batteries, listed below). 2 cans Howard Johnson chocolate syrup, 3 spoons, 2 paper hats, 4 picks, menu, pencil, order pad, 6 ea. paper cups, napkins, doilies and straws.
48 T 4606—Ship. wt. 2 lbs.......4.69
62W23—Radio A Battery Wt. 4 oz. ea. 10c

R
VEL
AJAX
BRILLO

BOATS & SHIPS

MECHANICAL BOAT FLEET

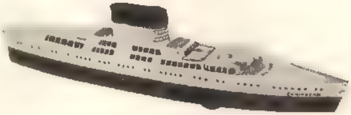
Five metal lithographed boats, pilot boat with long running mechanical motor and four without motors. Boats may be towed by powered boat or used individually Length 7½", width 2½" 36/ctn, wt 46 lbs. No. 150

STOCK No. 71—85354

T. COHN, INC.

T1-65 L **Retail** **$ .98 ea.**

Inv. Pur.



FRICTION SPARKLING LINER

A replica of modern steamship luxury liner of steel construction. Ship is propelled along floor by easily operated friction motor, which emits sparks under transparent compartment, depicting the atomic power engines. 14¾" long, 2¼" wide, 3¼" high. 12/ctn., wt 9¼ lbs. No. 445.

STOCK No. 71—85355

LOUIS MARX & CO.

G3-65 L **Retail**........................**$ .98 ea.**

Inv. Pur.

CABIN CRUISER

This is an all metal mechanical cabin cruiser that is painted attractive colors. Cruiser has long-running clock spring motor that sends it skimming over the water. Measures 15" long, 4⅜" wide, 3½" high. 12/ctn., wt. 15 lbs. No. 60.

STOCK No. 71—85356

J. CHEIN & CO.

C3-97 E **Retail**........................**$1.49 ea.**

Inv Pur.

SPARKLING TORPEDO BOAT

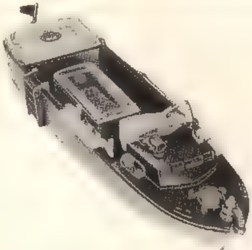
Scale replica of PT boat made of tough plastic and detailed with torpedo racks, searchlight, etc. As boat runs in water, machine guns in rear sparkle. Has wind-up motor. Measures 11¼" long. 6/ctn., wt. 9 lbs. No. 4024

STOCK No. 71—85367

IDEAL TOY CORP.

M41-30 D **Retail**........................**$1.98 ea.**

Inv. Pur.



TAKE-APART LAUNCH

Streamlined launch can be completely disassembled. Made of sturdy plastic with exacting detail. Actually floats in water and has anchor that raises and lowers. Complete with movable steering wheel and motor. Measures 14" long and 5" wide. No. 4713.

STOCK No. 71—85369

IDEAL TOY CORP.

P31-95 Y **Retail**........................**$2.98 ea.**

Inv. Pur.

ROAD EQUIPMENT

MOBILE DIGGER UNIT

An all steel construction toy with dual tandem rear wheels and 10 rugged rubber tires. Steam shovel revolves on truck bed and cranks lift, lower boom and operates opening and closing scoop. This toy measures 30¼" long with boom out, 20¾" long with boom down, 8" wide, 17⅛" high 1/can., wt. 9½ lbs. No. 5847

STOCK No. 71—85328

BUDDY L. SALES CO.

G45-20 E **Retail** **$7.98 ea.**

Inv.__________ Pur.__________

MICHIGAN SHOVEL

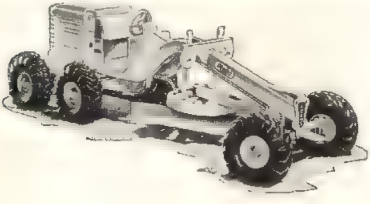
Bucket takes a full "bite," then tips automatically when raised to the boom. Boom raises and lowers and whole housing pivots on rugged chassis. Front wheels are steerable. Heavy gauge steel with baked enamel finish. Size 31½" long, 7½" wide, 20¼" high. 6/ctn., wt 71 lbs. No. 2200.

STOCK No. 71—85329★

NY-LINT TOOL & MFG CO

V46-49 L **Retail________** **$9.98 ea.**

Inv.__________ Pur



ROAD GRADER

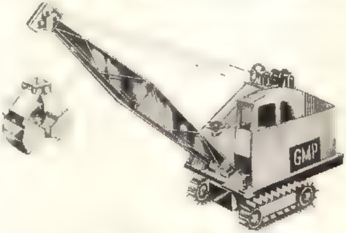
Authorized reproduction of Adams Diesel Road Grader Wheels, axles and scraper blade fully adjustable. All steel Famous make rubber tires. Overal length 26" No. 2006

STOCK No. 71—85335■

CHARLES WM. DOEPKE MFG. CO.

B69-09 Z **Fair Trade Rtl. ____ $13.95 ea.**

Inv.__________ Pur.__________



ELECTRIC MAGNET CRANE

A remote control unit operates bucket and magnetic attachment. Crane runs forward and backwards by operating remote units. Magic magnetic attachment lifts many times its weight, loads and unloads automatically. Powered by two flashlight batteries. Durable acetate construction. Six to carton, weight 22 lbs. No. 130

STOCK No. 71—85350★

GENERAL MOLDS & PLASTICS CORP.

M39-74 R **Retail** **$14.95 ea.**

Inv.__________ Pur.__________

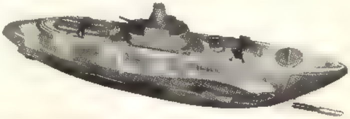
SUBMARINE

A working model submarine that actually fires torpedos. Runs under water until target is sighted, then "WHAM-O", two torpedos are fired for a sure hit. Made of durable, long lasting plastic. 12 to carton. No. 4719

STOCK No. 71—85352

IDEAL TOY CORP

B7-65 E **Retail** **$ .98 ea.**



HOLSTER SETS

SINGLE HOLSTER SET

Tan leather front with spearhead conchas and streamer plus nickel spots. Tan and brown back, white leather fringe, new style belt designed to hug hip line. Includes Champion pistol. 12/ctn., wt 20 lbs. No. 198.

STOCK No. 71—88647
LESLIE HENRY CO., INC

J51-30 C **Retail** **$1.98 ea.**

Inv ______ Pur ______

SINGLE HOLSTER SET

Genuine top grain cow hide Wyoming style holster set with deep-tooled front and nickel spots with Wild Bill Hickock engraving. Cowhide belt with nickle conchas and red jewels, Western buckle and tip. Includes leather leg tie. Has Gene Autry gun. 12/ctn., wt. 26 lbs. No. 298.

STOCK No. 71—88655
LESLIE HENRY CO., INC.

B81-95 T **Retail** **$2.98 ea.**

Inv ______ Pur. ______

SINGLE HOLSTER SET

Single holster set in brown and tan. Genuine bark tanned cowhide leather. Adjustable belt to fit most children. One break action. 50-shot Western repeater pistol included. No. 519W.

STOCK No. 71—88656
CARNELL MFG CO

M41-95 S **Retail** ______ **$2.98 ea.**

Inv. ______ Pur. ______

U. S. MARINE HOLSTER SET

Military type holster of natural top grain cowhide leather. Hook type belt buckle has Marine emblem on it. Flap pocket holster. Has Army pistol. 24 to ctn., wt. 32 lbs. No. 669

STOCK No. 71—88657★
J HALPERN CO

M31-95 Z **Retail** ______ **$2.98 ea.**

Inv. ______ Pur ______

DRAGNET HOLSTER SET

Official Dragnet police set consisting of genuine holster and belt, bullet pouch with three silver plated bullets, official Dragnet identity card and metal badge in carrying case, handcuffs and 50-shot automatic pistol. 24/ctn., wt 32 lbs. No. DR-3

STOCK No. 71—88658★
CARNELL MFG. CO.

R71-95 L **Retail** **$2.98 ea.**

Inv. ______ Pur. ______

HOLSTER SETS

MILITARY POLICE
MP
MP

MILITARY POLICE SET

Genuine leather military style holster with Sam Browne belt, M. P. arm band, whistle, billy and 50-shot automatic trooper pistol. 12/ctn., wt. 21 lbs. No. MP-1

STOCK No. 71—88659

CARNELL MFG CO.

M91-95 T **Retail** . . . . **$2.98 ea.**

Inv Pur __________

DICK TRACY SHOULDER HOLSTER

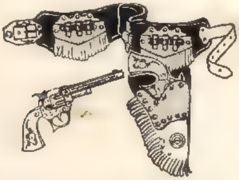
Police-type shoulder holster made of natural top-grain cowhide leather with embossing showing Dick Tracy face and name. Has two straps for shoulder and body. Spring metal clip holds pistol securely, yet allows quick draw. Complete with trooper repeating pistol. 12/ctn., wt. 13 lbs. No. 653.

STOCK No. 71—88662

J. HALPERN CO.

C31-95 J **Retail** __________ **$2.98 ea.**

Inv. __________ Pur. __________



ANNIE OAKLEY SINGLE HOLSTER SET

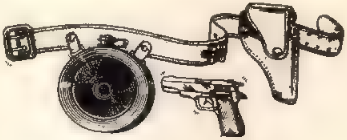
Features soft-pliable bright leather with flexible fringe in combination with gold and Annie Oakley blue leathers. Hand tooling, bullets, jewels and adjustable contour belt. Has Tex pistol . 12/ctn., wt 10 lbs. No. 1650.

STOCK No. 71—88675

DAISY MFG. CO.

W82-60 H **Retail** . . . . **$3.98 ea.**

Inv.__ ________ Pur. __________



DESERT PATROL HOLSTER SET

Belt, holster, canteen straps and pistol holster straps in rich, smooth luggage-tan leather. Belt hand tooled, 1¾" with two prong buckle. Six plated bullets and new Hubley automatic pistol included. 6/ctn , wt. 27 lbs. No. 2735.

STOCK No. 71—88680

DAISY MFG. CO.

Z43-25 M **Retail** __________ **$4.98 ea.**

Inv. Pur. __________

PROSPECTOR HOLSTER SET

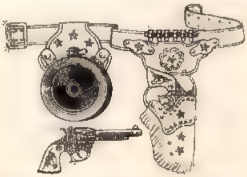
Exclusive Daisy polyethylene canteen fastens to adjustable 5" top grain leather canteen holster by leather straps. Natural light finish, genuine top grain leather holster in belt aer hand tooled Ornamented with stars and studs. Six plated bullets and Tex, Jr., pistol included 6/ctn , wt. 12 lbs. No. 2558

STOCK No. 71—88681

DAISY MFG CO.

T94-55 S **Retail** __________ **$6.98 ea.**

Inv. ____ Pur. __________



D&M SPORTS EQUIPMENT CAN BE A YEAR-ROUND PROFIT MAKER IN YOUR . . . TOY DEPARTMENT

There's a fast-growing trend for toy stores and toy departments to sell Draper-Maynard sports equipment *because it's a year-round profit maker!* As the seasons change so do sports habits and needs of the youngsters. Whatever the sport—from baseball to badminton to boxing—there's high-quality, fast-moving Draper-Maynard equipment that keeps your cash register ringing up extra profits! Investigate the profit possibilities in D&M sports equipment. There's a wide range of values priced to sell at every retail level. Contact your wholesaler or write direct Complete catalogs available

Draper-Maynard

Sports Equipment

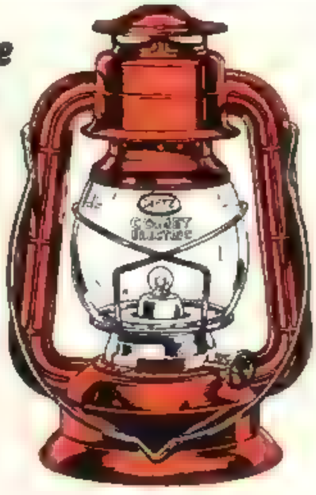
Cincinnati 32, Ohio

SEE IT AT THE TOY FAIR

DIETZ

ELECTRIC COMET LANTERN

A Non Competitive TOP QUALITY TOY for the Young at Heart!



$3.00 Retail IN PICTURE BOX (less batteries)

Appeals to all age groups — a perfect miniature of the old railroad or ranch lanterns—even to the real wick-handle (which lights bulb). Beautifully finished in FIRE ENGINE RED Raybaked Enamel, very strongly made, faultless operation. Gives "matchless" safety to the younger ones, because it operates on two D-batteries. The "Electric Comet" is quality throughout. Makes fine holiday decoration at Halloween, Thanksgiving, Christmas, 4th of July. Has big all year, all 'round sales. Creates pleasure for the back yard cowboy or camper, the hiker, canoer, and lots of fun and bright companionship after dark.

We'll gladly send information and name of nearest jobber—if you're not planning to come to the Fair

X marks the
DIETZ DISPLAY
See us at
ROOM 1420
HOTEL NEW YORKER
TOY FAIR

R. E. DIETZ CO.
SYRACUSE 1,
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Since 1840

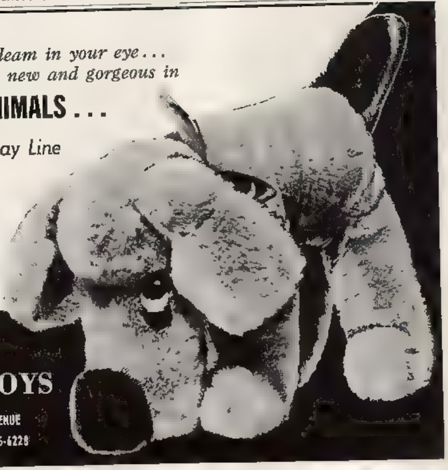
Up go your sales with Transogram toys and games

Transogram climaxes 40 years of creating quality games and toys with a 1955 line that promises to surpass in variety and excitement anything we have ever produced. New ideas, old favorites, exciting tie-ins . . . all backed by TRANSOGRAM'S 40th Anniversary promotional wallop that includes advertising in 72 Sunday newspapers, 10 national magazines, radio, TV and publicity.

Illus. (No. 3083) *Flying Superman to retail at* **79c**

TRANSOGRAM *Growing Up* TOYS

CHARLES S. RAIZEN, PRESIDENT • TRANSOGRAM COMPANY, INC. • 200 FIFTH AVENUE • NEW YORK 10, NEW YORK
FACTORIES: EASTON, PA. • STURGIS, MICH. • COUDERSPORT, PA. • ROULETTE, PA.



Hey there!
you with that gleam in your eye . . .
for something utterly new and gorgeous in

STUFFED TOY ANIMALS . . .

Elka's 1955 Holiday Line
will have its
premier showing
ONLY in
ROOM 713
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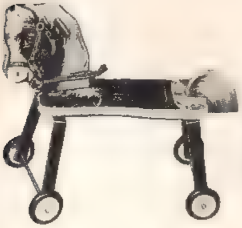
RIDING TOYS



STEERING HORSE RIDER

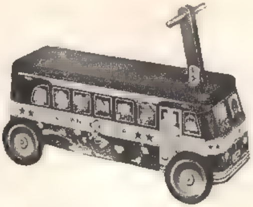
Steers by turning the head. Has strong steel legs with rubber tires on wheels. Gong under seat. Seat has smooth shaped edges. Height 17", length 19". Individually boxed. No. 602

STOCK No. 71—81019★

GONG BELL MFG. CO

Y71-95 D Retail $2.98 ea.

Inv.________ Pur.________



RIDE 'EM SCHOOL BUS

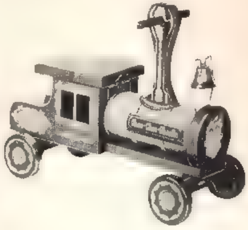
Lithographed, well constructed school bus measures 20" long. Push it, pull it. Has big rubber tires for indoor and outdoor use. Has sturdy handle for riding, gongs in all four wheels. Top is removable for loading. No. 124

STOCK No. 71—81020

GONG BELL MFG. CO.

Z42-60 H Retail $3.95 ea.

Inv Pur



CHOO-CHOO CHARLIE

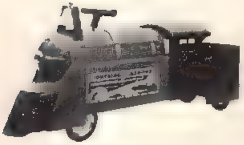
This colorful locomotive will carry children into the land of delight. They can ride it, push it or pull it. Sturdy wood body, 19" long, 8" wide, 15" high, beautifully lithographed. No. 104.

STOCK No. 71—81023

GASTON MFG. CO.

C23-25 R Retail $4.98 ea.

Inv Pur



RIDE 'EM LOCOMOTIVE

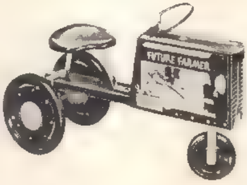
Modern design locomotive made of heavy gauge steel, has "T" handle for easy steering. Equipped with rubber tires, bell and has bright enamel finish. 27" long, 6¾" wide, 9¾" high. 1/ctn Wt. 9½ lbs. No. 3110

STOCK No. 71—81024

LOUIS MARX & CO.

F23-50 H Retali $4.98 ea.

Inv Pur



FUTURE FARMER TRACTOR

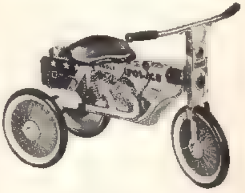
A colorful realistic, sturdy riding toy that really steers. Rubber tires make it ideal for indoors and out. Strong steel seat, gongs on rear wheels. 22½" long, 14" high. Each in ctn., wt. 7 lbs. No. 401.

STOCK No. 71—81026

GONG BELL MFG. CO.

H43-90 L Retail $5.98 ea.

Inv.________ Pur.________



RIDEM MOTORCYCLE

Wood and metal construction, realistically lithographed. Has sturdy metal seat, rubber tires for smooth riding, gongs on rear wheels. 22" long. Each in carton, wt. 7 lbs. No. 402

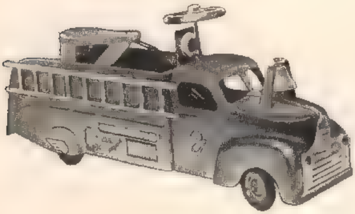
STOCK No. 71—81027★

GONG BELL MFG. CO

F33-90 B Retail $5.98 ea.

Inv.________ Pur________

ROCKING HORSES



RIDE 'EM FIRE TRUCK

Heavy gauge steel fire truck with removable seat and steering wheel. Two ladders, siren and bell included. Red finish. Rubber tires. 31⅜" long, 13½" high, 7¼" wide. One per carton, wt. 13½ lbs. No. 3300

STOCK No. 71—81030

LOUIS MARX AND CO.

P25-20 U **Retail** .... **$7.98 ea.**

Inv ________ Pur. ________

PONY ROCKER

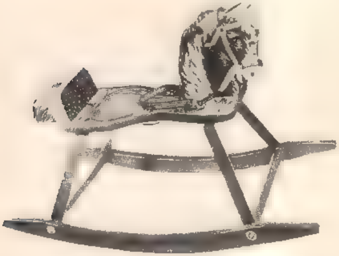
Ideal rocking horse for small children. Lithographed pony's head has reins and jingle bells. Enameled steel legs, long rockers for stability Bell under seat rings when it rocks. Seat has smooth shaped edges. Rockers are 19" long. Shipped K.D. 12/ctn., wt. 47 lbs. No. 300

STOCK No. 71—81049

GONG BELL MFG. CO.

S71-95 T **Retail** **$2.98 ea.**

Inv ________ Pur. ________



ROCKING HORSE

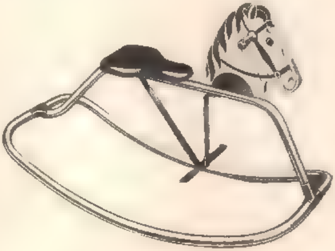
Strong steel and wood construction. Handsome lithographed horse's head, bells on reins. Long rockers and steel legs Bell rings when it rocks. 28" long, 13'" wide, 17¾" high. Each in box. Shipped K.D. Six per carton. Wt 45 lbs. No. 303.

STOCK No. 71—81053

GONG BELL MFG. CO

M63-25 B **Retail** ________ **$4.98 ea.**

Inv ________ Pur ________



ROCKING HORSE

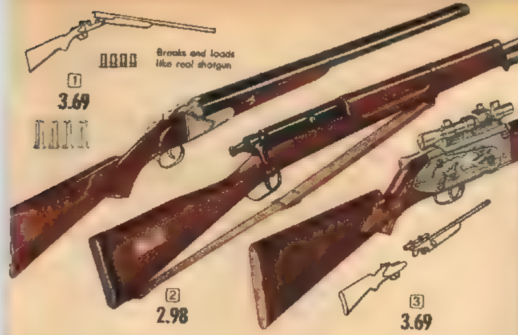
Safe strong aluminum rocking horse with wood horse's head and grips. Aluminum tubing, steel saddle and stirrups that are adjustable. Rockers are 35" long, width of rockers 15", height to saddle 14½". Attractively decorated head. No. 100-1

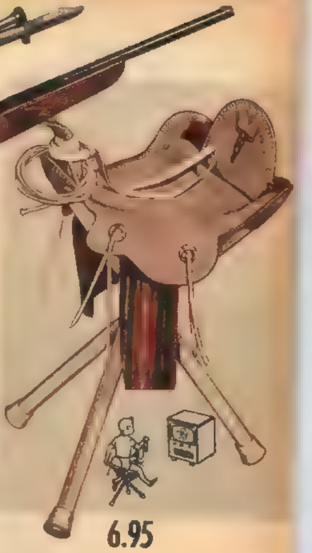
STOCK No. 71—81061

MIDWEST INDUSTRIES, INC.

G24-55 K **Retail** .. **$6.98 ea.**

Inv ________ Pur. ________


Breaks and loads like real shotgun
1
3.69
2
2.98
3
3.69



Realistic Guns for High Adventure

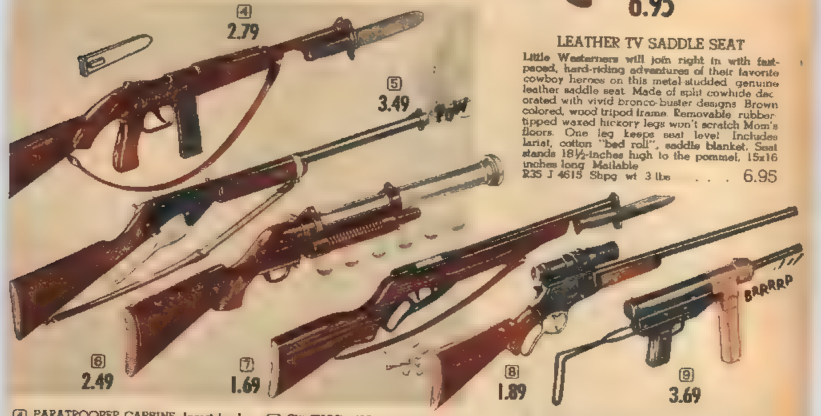
1 SHOTGUN Double barreled "hunting" model breaks, loads. High impact plastic, embossed "Silver" breech. Walnut color simulated wood stock. Ammo space in stock stores caps. Black barrel, metal firing parts. 4 dummy practice cartridges. 36-in.
R35 J 4102. 3 lbs.. 3.69

2 "ARMY" TRAINER "Right shoulder, present arms!" Replica of training rifle, down to bolt-action cocking, adjustable web strap. Metal barrel, wood stock, removable rubber bayonet. Manual of arms. 39-in. long with bayonet. Big but lightweight.
R35 J 4128. 4 lbs 2.98

3 SPORTSMAN'S RIFLE like Dad's hunting gun. Breaks down into 2 parts for carrying, storage. Telescopic sight automatic firing action. "Bangs" when trigger is pulled. Engraved steel barrel, embossed plastic stock. 35 inches long. Shpg. wt. 4 lbs
R35 J 4177 ... 3.69

LEATHER TV SADDLE SEAT

Little Westerners will join right in with fast-paced, hard-riding adventures of their favorite cowboy heroes on this metal-studded genuine leather saddle seat. Made of split cowhide decorated with vivid bronco-buster designs. Brown colored, wood tripod frame. Removable rubber-tipped waxed hickory legs won't scratch Mom's floors. One leg keeps seat level. Includes lariat, cotton "bed roll", saddle blanket. Seat stands 18½-inches high to the pommel, 15x16 inches long. Mailable.
R35 J 4615 Shpg. wt. 3 lbs 6.95



4 PARATROOPER CARBINE. Insert loaded clip, pull trigger . . gun "fires" harmless ¼ in. pellets, ejector moves back and forth. 24-in. high impact plastic. Plastic sling. Safe 9-in. bayonet fits barrel. Scabbard target included.
35 J 4132. Shpg. wt. 2 lbs.........2.79

5 DAISY SUPER RIFLE makes extra loud crack, belches smoke, recoils. Plastic forearm, stock, metal barrel. (3 lbs.)
R35 J 4164. Web sling, 35-in. long..3.49

DELUXE TRAINING RIFLE (not shown.) Smokes and makes bang. No forearm.
R35 J 4165. 32 in. long. (3 lbs.). 2.79

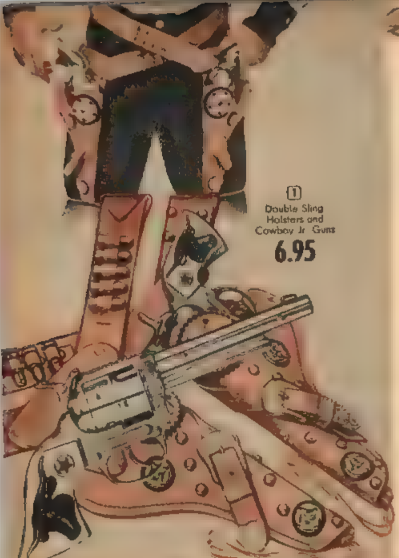
6 SIX-SHOT JET automatic rifle. Fast shooting, easy to load—fine for target practice. Sliding barrel builds up air pressure, gun shoots harmless plastic table-tennis type balls. Aluminum barrel, plastic stock. 27 in. long. Completely safe.
R35 J 4196. Shpg. wt. 2 lbs........2.49

7 CORK TARGET RIFLE, removable rubber bayonet. Single barrel, cork shooting "army" rifle—ideal for target practice. Spring-action cocking lever, web strap, metal barrel. Walnut finished wood stock. 32-inches long. 8-inch rubber bayonet, bag of cork ammunition.
R35 J 4129 Shpg. wt. 2 lbs 1.69

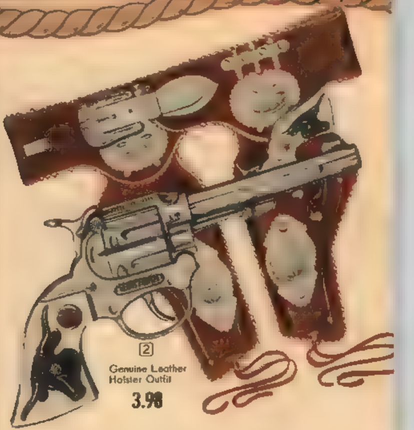
8 TELESCOPIC CARBINE. Draw a bead on far-off targets with real-lens telescopic sight! Handsome sport carbine with metal barrel, high impact plastic forearm and stock. Ammunition chamber in stock. Embossed breech. 31-in. long.
R35 J 4174. Shpg. wt. 2 lbs. 1.89

9 AUTOMATIC "BURP" GUN fires caps in fast runs or short burst automatically and safely . . won't fire unless breech is closed! Spring-wind replica of U.S. Army 25 caliber "grease gun" made of steel and plastic, has permanent winding key and clip. Overall 24 inches long.
35 J 4167 Shpg. wt. 2 lbs. 13 oz. 3.69

See Page 287 for Spiegel Budget Power Plan . . . a wonderful way to buy



1 Double Sling Holsters and Cowboy Jr. Guns **6.95**



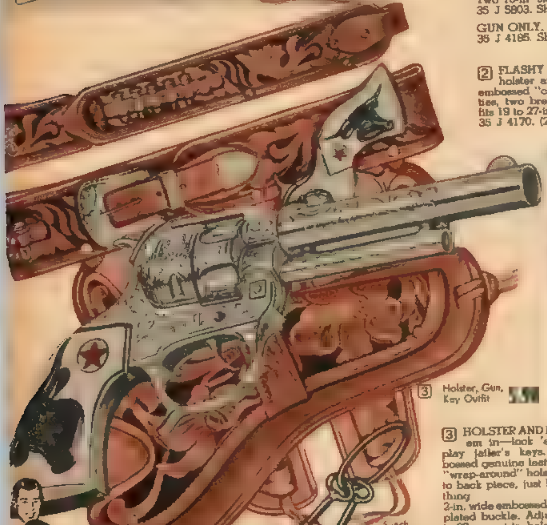
2 Genuine Leather Holster Outfit **3.98**

Fast on the Draw . . .

1 DOUBLE SLING HOLSTERS. He'll wear 'em low for a speedy draw! Each 11-in. genuine leather holster has cross-over strap, buckle, rawhide leg ties, 6 shiny studs, and 3 "conches" Each belt holds 5 "silver" bullets. has plated, embossed buckle design, fits 20 to 27-in. waist. Two 10-in side-break, revolving cylinder pistols.
35 J 5803. Shpg wt. 3 lbs. 8 oz. . . . . Set 6.95

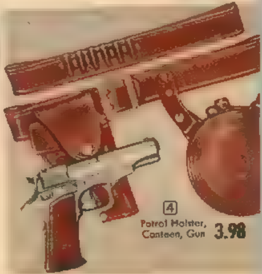
GUN ONLY. Die-cast, 9½-in. repeater (as above).
35 J 4185. Shpg. wt. 1 lb. . . . . 98¢

2 FLASHY GENUINE LEATHER HOLSTER SET 13-inch holster and belt backed with Yellow felt. Four plated embossed "conches", embossed metal buckle, rawhide leg ties, two break-action 9½-inch six-guns, 6 "bullets". Belt fits 19 to 27-inch waists.
35 J 4170. (2 lbs. 13 oz.) . . . . Set 3.98



3 Holster, Gun, Key Outfit 5.98

5 inch Jail Keys"



4 Patrol Holster, Canteen, Gun **3.98**

3 HOLSTER AND KEYS. Bring em in—lock 'em up with play jailer's keys. Fully embossed genuine leather, 1-piece "wrap-around" holster strapped to back piece, just like the real thing

2-in. wide embossed leather belt, plated buckle. Adjusts to fit 18 to 27-in. waists, holds 6 "Silver" bullets.

Two 9½-in. Hubley Texan Jr. break-action repeaters.
35 J 4171 (2 lbs 15 oz.) 5.98

4 PATROL OUTFIT for adventurous "scouting missions." Genuine leather belt and holster.

Double tongue belt, six "Silver" bullets. 7½-inch holster—snap down flap. 6-inch diam. canteen of hard-to-break vinyl plastic.

7-in. "45-Caliber" Hubley automatic Pull back barrel—magazine pops up for "reloading". Belt adj. to 28-in
35 J 5805 (2 lbs.) 3.98

Young America's

GALLERY OF FAVORITES

...PARRIS TRAINERIFLES

#B-4
"SMALL-FRY"
TRAINERIFLE

#B-2A
TRAINERIFLE

B-M-1
TRAINERIFLE

#12-A
SHOOTRITE GUN

Year after year, sales prove that Parris TraineRifles hit the bullseye with American youth! And this year every Parris TraineRifle carries a ONE-YEAR GUARANTEE. Improved manufacturing methods and new double strength shooting mechanism have enabled Parris to make this amazing offer. Parris TraineRifles are authentic Army models, made of select hardwood polished to a high furniture finish. Live rubber bayonets optional. Write for prices and discounts.

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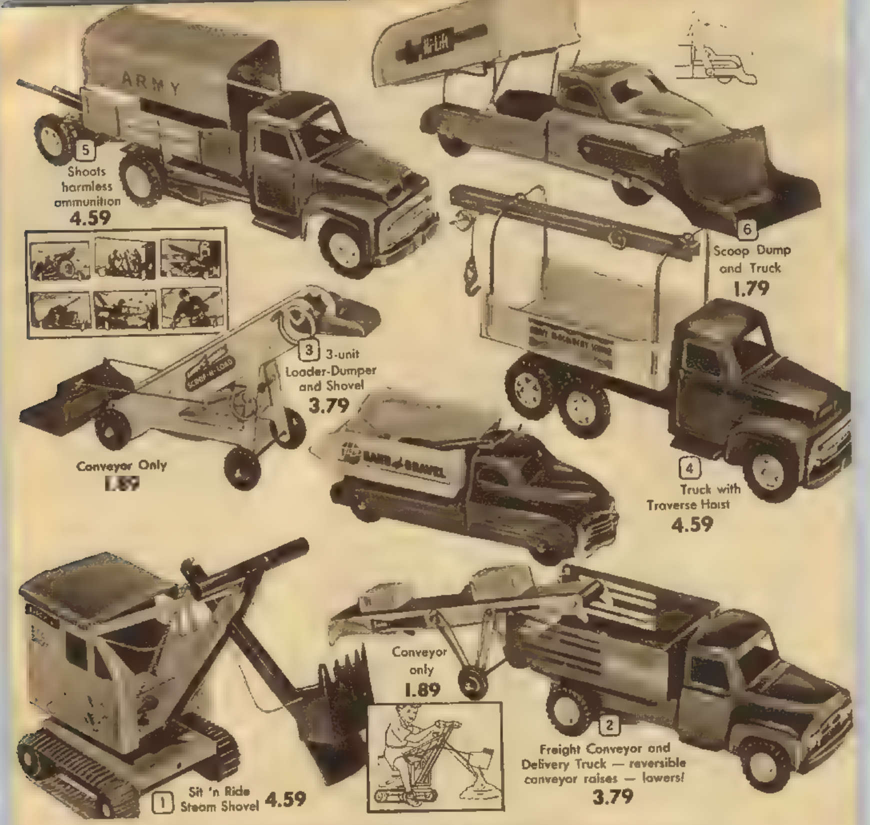
THE PARRIS LINE

PARRIS MFG. CO.-SAVANNAH, TENN.


ARMY
5
Shoots harmless ammunition
4.59
6
Scoop Dump and Truck
1.79
3
3-unit Loader-Dumper and Shovel
3.79
SCOOP-N-LOAD
Conveyor Only
1.89
SAND & GRAVEL
4
Truck with Traverse Hoist
4.59
Conveyor only
1.89
2
Freight Conveyor and Delivery Truck — reversible conveyor raises — lowers!
3.79
1
Sit 'n Ride Steam Shovel
4.59

BUDDY-L REALISTIC WORKING MODELS — made of sturdy steel

1. SIT 'N' RIDE steam shovel. The junior construction worker sits on the roof and holds on to the handle. Handy lever raises and lowers the shovel and a pull line dumps the shovel load. Two realistic rubber treads. Sturdily built of Orange and Green baked enameled steel. Cab measures 7½x9x9-inches. End of cab to shovel 21-inches. Mailable
35 Y 5459E. 4.59
Shipping weight 6 pounds

4. HEAVY MACHINERY service truck with traverse hoist. Countless projects can be accomplished with truck and hoist. A young trucker's dream. Hand crank action puts four-way traverse boom and hoist into motion. Hoist lifts load into truck. Overall steel construction — baked-on enamel finish. 6 heavy-duty rubber tires Truck: 23¼x6¼x10-inches.
35 Y 5452—Ship. wt. 7 lb 3 oz. 4.59

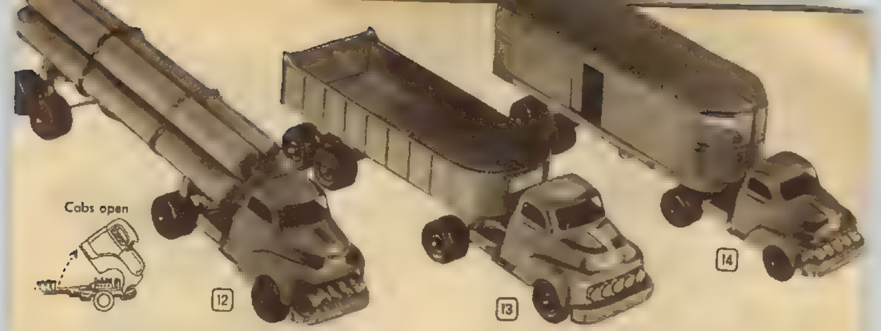
2. TOT FAVORITE—Stake truck with conveyor. Colorfully lithographed steel with baked-on enamel finish. Junior truckman can load up truck, pull lever and supervise the loading or unloading. Movable conveyor is reversible—attaches to rear of truck. Rubber tires with heavy-duty truck treads. Truck: 14¾x6x5½-inches. Conveyor: 14¼x4¾x5½-inches
35 Y 5450—Ship. wt. 5 lb. 3 oz.. 3.79
35 Y 5451—Conveyor. 1 lb. 6 oz. 1.89

5. ARMY TRANSPORT — HOWITZER Just like the real "McCoy"—junior's pride in military campaigns. Detachable simulated canvas canopy, four rubber wheels. Howitzer rumbles along on 2 rubber wheels behind transport. Gun shoots round pellets and makes a report. Olive Drab baked enamel on steel. Transport: 5⅜x19¾x9-inches. Howitzer: 9¾-inches.
35 Y 5458E—Mail Ship. wt. 6 lb .4.59

3. 3-UNIT DUMP TRUCK and shovel. Heavy steel brightly lithographed baked enamel finish. Unit's a champion in sandbox. Tot construction engineer can crank as big shovel supplies sand to conveyor which carries it up to dump truck. Lever-operated body dumps load. Conveyor 18x3½x8-inches. Truck 13½x4¾x6¼-inches.
35 Y 5453E—Mail. Ship. wt. 7 lb. 3.79
SCOOP 'N' LOAD conveyor only.
35 Y 5455—Ship. wt. 2 lb. 10 oz...1.89

6. STEEL SCOOP AND DUMP TRUCK — sturdily constructed for rugged play. Truck is big enough to hold a load of sand and toys. Tots marvel at the big front scoop shovel that digs up a load and transfers it to the dump box in the truck. Side lever raises dump unit higher than usual dump truck — load slides through hinged tailgate. 15½x4½x4-inch size.
35 Y 5456—Ship. wt. 2 lb. 14 oz. .1.79

Add these fine quality trucks to your Easy Payment Plan, page 242 for details.



FAMOUS HUBLEY BRAND — all-metal trucks with 14 rubber wheels! 3.79 each

12. CARGO LOG TRUCK All metal truck, big detachable trailer. Shows authentically detailed engine and radiator Comes complete with five chained logs and Red signal flag. A truck to thrill any boy, providing hours of happy play.
Colors: Orange with Silver trim
35 Y 5414—17-inches long. 3.79
Shipping weight 3 pounds 6 ounces.

13. DUMP TRUCK. Giant earth-mover dump. Open Green metal cab—you can actually see the motor! Movable Red body — unload just like a real truck. Automatic tailgate opens when you unload. Colorful truck has stylish aluminum trim. 14 big rubber wheels for noiseless play
35 Y 5444—17x4x4-inches..........3.79
Shipping weight 3 pounds 12 ounces

14. MOTOR EXPRESS Big highway transport-type truck. Side and rear doors slide open for easy loading and unloading Red cab is detachable. Trimmed in gleaming Silver. Roomy trailer is Green with Red and Silver trim. 14 rubber tires reduce noise. A toy sure to delight any boy!
35 Y 5445—19x4¼x5¼-inches. . 3.79
Shipping weight 5 pounds 8 ounces.

SHOWN AT LEFT: Action-packed "ride 'em" cars and sturdy fun-filled trucks

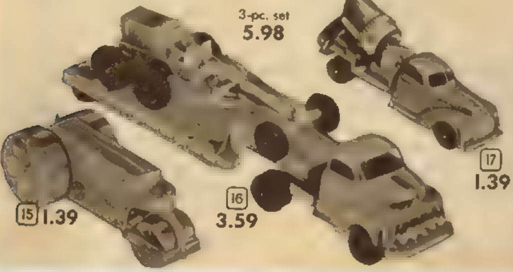
1. RIDE 'EM FIRE ENGINE with siren and bell! Heavy gauge steel body in Red enamel baked-on finish Seat on truck body. Round steering wheel. Two 19¾-inch interlocking extendable ladders. Easy-ride rubber tires
E35 Y 5435E—31⅜x7¼x13½-inches Wt. 15 lb 8.95
2. RIDE 'EM LOCOMOTIVE. Child sits on cab top, propels engine with feet. Sturdy steel construction with Red baked-on enamel finish. T-handle for easy steering, rubber tires for smooth riding. About 9 pounds Mailable
35 Y 5432E—27x6¾x9¾-inches. Shipping wt 11 lb.. 4.98
3. HAULER, LIVESTOCK TRAILER of heavy gauge steel Drop tailgate 14 assorted plastic animals included
35 Y 5406—17¾x4¼x5⅛-inches Ship. wt 2 lb. 4 oz. 2.39
4. ARMY TRANSPORT TRUCK. Plastic cab, metal body. Open back—removable tarpaulin on wire frame.
35 Y 5439—Olive Drab. 19x6x8½-inches. Wt. 6 lb 4 oz 2.89
5. COCA COLA TRUCK. All-steel construction, shelves, 9 small cases, 24 bottles, hand truck. Rubber tires.
35 Y 5401—12⅝x4¾x5½-inches. Ship. wt. 5 lb. 8 oz .1.79

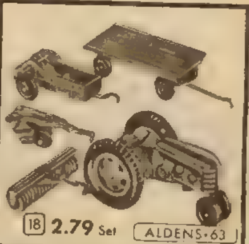
6. AUTO TRANSPORT—heavy steel. Two plastic cars Double deck, metal loading ramp. 8 metal wheels.
35 Y 5402—22x4½x6⅝-inches. Ship. wt. 3 lb. 7 oz. 1.89
7. MASSIVE HAULER—over 2-ft. long! Accurate replica has 2 large doors in rear, retractable trailer wheels, refrigerated unit. 10 heavy duty rubber wheels. Mailable
35 Y 5470E—25¼x6¼x8⅝-inches. Ship. wt. 6 lb.... 4.49
8. WRECKER Mammoth all-steel service truck With crane, winch assembly, tool box Tires, wheels remove.
35 Y 5400E—21x6x8-inches Mail Ship. wt. 7 lb 3.79
9. DUMP TRUCK Construction-type with swinging tailgate, dump lever 2-color baked-on enamel finish.
35 Y 5437—17¾x7½x7-in. Ship wt 5 lb 2 oz .2.89
10 WILLYS JEEP Authentic replica! Heavy gauge steel. Movable windshield Hood raises showing "engine"
35 Y 5438—11x5½x5¾-inches. Ship. wt 3 lb. 5 oz .. .1.89
11. TWA DC-7 friction operated 4-motor steel airplane One flashlight battery operates wing, tail lights.
35 Y 5335—Props turn, lights flash. Ship wt. 2 lb 6 oz 2.98

HUBLEY BUILDING EQUIPMENT of strong die-cast metal — shown below

15. ROAD GRADER with bright Orange body. 2 big 3¼-in. diameter wheels Finished in gleaming Silver. Overall size: 9¾x3⅞x3¾-inches
35 Y 5448—Shipping weight 2 pounds 8 ounces...... 1.39
35 Y 5449—Set of Nos. 15, 16 and 17 Shipping weight 8 lb. 9 oz Set 5.98
16. CARRY-ALL TRUCK, GRADER. 19¼x4x3¾-in. Grader, 10¾x3½x3¼ inches Adjustable scraper fits trailer 6 rubber tires Orange, Yellow/Silver trim
35 Y 5446—Shipping weight 4 pounds 8 ounces .. 2-pc. Set 3.59
17 CEMENT MIXER, TRUCK Mixer turns as truck moves exactly like the real thing! Mixer detachable. 4 back rubber tires, 2 front tires.
35 Y 5447—Red/Green truck. Shipping weight 1 pound 12 ounces..... 1.39

18. FARM SET. 5 large accurately scaled pieces. Red metal tractor (6¾x3½-inches). Red and Gray hook-on implements include realistic spreader and plow of sturdy metal. Also metal and plastic wood supply wagon and disc Certain to provide many hours of informative entertainment for the younger children
35 Y 5441—Shipping weight 3 lb 2.79





SUPER-SIZE TOYS

Texaco Gasoline Pump

Handle is turned to lower or raise gas level cylinder and a bell rings to clock-off the gallons. Made of fibre board, steel, and acetate. Packed weight five pounds. Carton size 8" x 8" x 35". Simplified assembly.
Retail $5.95

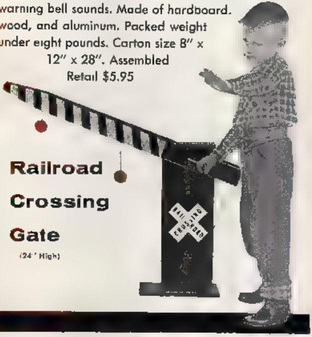
(34" High)

Electric Stop Light

Child turns selector switch for red light, green light or bell Made of steel, hardboard, and wood Packed weight under six pounds. Carton size 8" x 8" x 35". Assembled Batteries included.
Retail $6.95

33" High)

Handle is turned to raise and lower gate as warning bell sounds. Made of hardboard, wood, and aluminum. Packed weight under eight pounds. Carton size 8" x 12" x 28". Assembled
Retail $5.95



Railroad Crossing Gate

(24" High)

Children will love to play Policeman, Gas Station Attendant, and Railroad Gateman with these realistic extra large toys. They are wonderful creative playthings for use indoors or outside They will bring you year around sales, and be outstanding for catalogue and newspaper promotion, as well as tying-in with your costume line. Each toy is packed in a strong carton that permits safe shipment via Parcel Post.

During the Toy Show, visit our exhibit in Room 1151 at the Hotel New Yorker.

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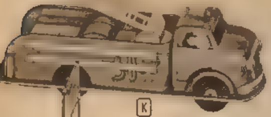
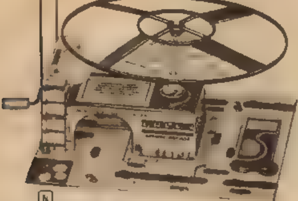
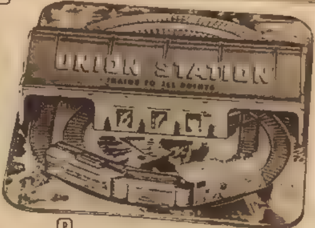
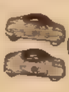
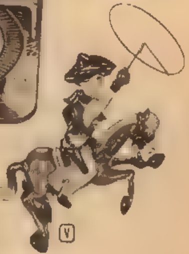
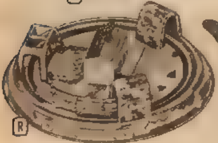


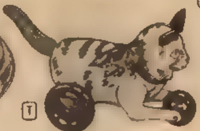


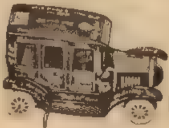












Fascinating Action are Entertaining to All Ages

K FRICTION SIREN FIRE TRUCK, BLINKING LIGHT. Modern design fire-fighting equipment, cab-over-engine style. Swivel mounted aerial extension ladder, telescopes from 9 to 21 in. high. Blinking light, mounted on cab, flashes on and off. 3-in. figures snap in position on truck and running board rail. Lithographed metal truck, 15 in. long, rubber wheels, friction motor.

48 T 2864 Ship. wt. 2 lbs. 8 oz. 2.79
86 W 3259 X—2 Batteries for above. Wt. 8 oz 28c

L CROSS COUNTRY TURNPIKE. 3-in. metal car can be switched to 3 separate highway systems. Spring motor; lithographed metal base. For additional cars see (M) below. *Mailable.*

48 T 2936 M—27½x15 in. Ship. wt. 3 lbs. ...3.49

M EXTRA CARS. For (L) Cross Country Turnpike. Long-running clockspring motor.

48 T 2937 Set of two 3-in. cars. Wt. 5 oz. ...98c

N MIDTOWN HELICOPTER TERMINAL. The "Copter Port" of the future in lithographed steel. Hand crank winds mechanism to launch "Copter." The faster you wind the higher it flies—to 30 or 40 ft. Rotating disc 10¾-in. diameter, flexible plastic. Launching mechanism in base. About 12 in. long, 9¼ in. wide.

48 T 2950 -Ship. wt. 2 lbs. . .. 2.69

P UNION STATION. A three-unit steam-type passenger train runs around the grooved track, curves into the station and out of sight, mysteriously emerges from the opposite side on another track. Powerful clockspring motor in plastic locomotive with 2 lithographed metal cars. Lithographed metal base 20x14¼x3½ in. high.

48 T 2862—Ship. wt. 4 lbs. 2.79

R HONEYMOON EXPRESS. Wind it up ..., the little streamlined train speeds around through the tunnel and over the bridge. Made of metal brightly lithographed, abt. 9¼-in. diam. Clockspring motor. Brake lever for starting, stopping

48 T 2901—Ship. wt. 1 lb. 4 oz. 94c

T MYSTERY KITTY KAT For the tots too small to wind mechanical toys, just press her tail down and away she scampers, rolling wooden ball between her paws. Attractively lithographed metal. Clockspring motor. About 8½ in. long.

48 T 2835—Ship. wt. 12 oz. 89c

U JALOPY FORD. Replica of teen-agers' delight. Jalopy rambles around the floor in a most amusing fashion. Front wheels adjust for straightaway or a circle. Brightly lithographed metal. Clockspring motor. Abt. 6⅞ in. long.

48 T 2854—Ship. wt. 12 oz. . . 89c

V PECOS BILL THE COWBOY. Wind him up ..he whirls, as his frisky mount prances. Colorful plastic, 9½ in. high. Clockspring motor.

48 T 2863—Ship. wt. 12 oz. .... .94c

W SLINKY ... an unusual toy that almost seems to be alive. Walks by itself down stairs and slopes. Performs amazing contortions in your hand. Made of spring steel; abt. 3-in. diameter.

48 T 2921—Ship. wt. 12 oz. 89c

X THE DOODLER. Forms endless variety of familiar shapes and patterns. Inspired by a centuries old Burmese toy. Durable spring steel wire strung with colorful beads.

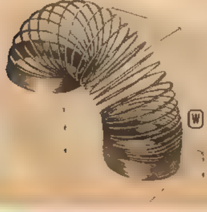
48 T 2922 Abt. 5½-in. diam. Ship. wt. 4 oz 89c

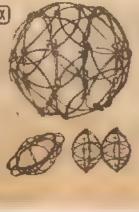
Y SET OF TWO GYRO TOPS. Pull the string and away they whirl. 1 gold, 1 silver-colored top; each precision made, scientifically balanced, all metal. Complete with 2 shiny block stands, 2 pieces string for spinning. Abt. 3 in. high.

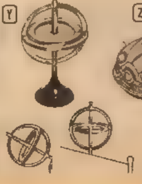
48 T 2890—Ship. wt. 10 oz. ... .Set of 2 85c

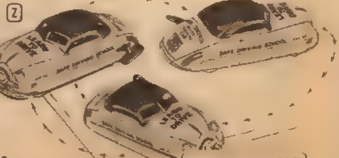
Z DRIVING SCHOOL CAR. It speeds up to very edge, stops, turns and goes in another direction, won't run off flat surface. Car of lithographed metal, spring motor. About 6¾ in. long.

48 T 2895—Ship. wt. 6 oz. 89c



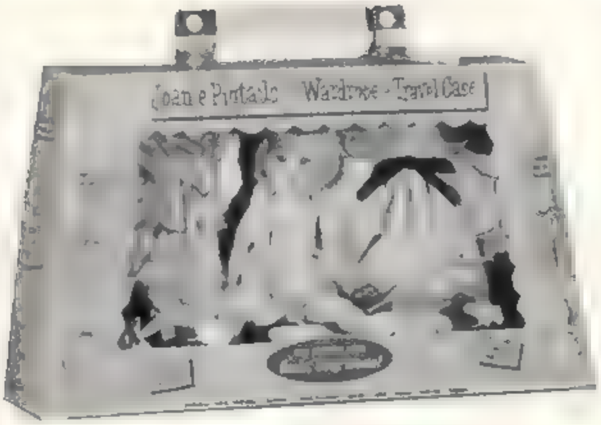






NEW LOW PRICES

THAT DEFY ALL COMPETITION



THE ORIGINAL
AND STILL CHAMPION

"JOANIE PIGTAILS"

NOW $1.98 RETAIL

"JOANIE'S DAY IN THE GARDEN" Now $1.49 RETAIL

★ ★ ★ ★ ★

"JOANIE'S MODISTE SHOPPE" Now $2.98 RETAIL

with 9½" walking doll

Come see the greatest new line of packaged dolls in years! P.M.A.'s Profit Making Angels for '55 mean even greater sales and profits for you than ever before. They're all so tremendous, we're keeping them under wraps 'til Fair Time. Priced to retail profitably from $1.00 to $15.00 and featuring an **extra-special $7.98 package.** Make P.M.A. your first stop at the Toy Fair.

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SMART NEW TOYS *for* GIRLS *and* BOYS

CUDDLY PANDA

VINYL MOUTH and SQUEAKER

Black and white rayon plush. Painted features. Sewed-in eyes, squeaker in tail, ribbon bow around neck. Soft stuffed. 13" tall
5010B150 Each.........**$2.30**

ROSY NOSEY

THE MUSICAL CLOWN

Pressed mask painted face. Plush head, feet and hands. Tassel on clown hat. Colorful printed satin body. Nose winds Swiss music box. 15" tall.
5011B392 Each........**$6.00**

CUDDLY BEAR

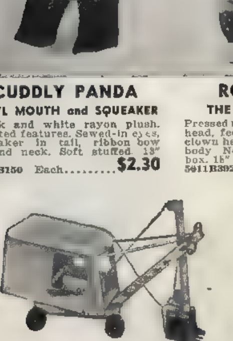
VINYL MOUTH and SQUEAKER

Two-Tone Brown rayon plush. Painted features. Sewed-in eyes, squeaker in tail, ribbon bow around neck. Soft stuffed. 16" tall.
5012B196 Each........**$3.00**

ALGY BEAR

MOVING EYES

Hypo-allergenic . . . treated with dust-seal to stop formation of household dust irritants. Eyes open and close go to sleep. Vinyl mask, painted features. Size 16" tall
5013B326 Each. **$5.50**



SCOOPS—LOADS

"Ride 'Em" POWER SHOVEL

Handle bar for steering control. Shovel arm extends additional 8½" when raised. Scoop bottom releases to dump, automatically closes when scoop is dropped. House rotates on turn-table. Hard baked enamel finish in ORANGE, GREEN and BLACK. Length 28¾". Ship. wt. 7¼ lbs.
5524B458 Each **$7.00**

COMFY SEAT

25" LONG
12" HIGH
10" WIDE

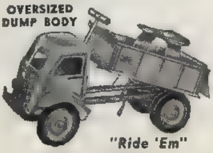
SHIP. WT. 14½ Lbs.

REAL OPERATING BULLDOZER

"Ride 'Em" TRACTOR

Sturdy, scale proportioned tractor. Large rear aircushioned rubber tires on steel disc wheels. Lever operated bulldozer designed for real operation. Handle bar extension makes steering easy. Beautiful, hard-baked enamel finish.
5527B785 Each..... .... **$12.00**

OVERSIZED DUMP BODY



"Ride 'Em"

DUMP TRUCK

DUAL WHEELS—LARGE RUBBER TIRES

Comfortable seat, handle for steering. Dumps heavy load easily. Tailgate opens automatically when truck body is raised. Lustrous baked enamel finish in attractive GREEN and ORANGE. Length 24½" height 12". Shipping weight 15½ lbs.
5526B815 Each... .... **$12.95**

"Ride 'Em"

STEAM ROLLER

RUGGED! HOLDS 150 LBS.!

With handle bar in front so that the child can sit comfortably on seat and steer while riding. Extra heavy roller and well proportioned wheels. Has loud ringing bell. This steam roller will stand a weight of about 150 lbs. Lustrous baked enamel finish in RED and GRAY. Shipping wt. 10½ lbs.
5525B555 Each. **$8.50**

STREAMLINER

"Ride 'Em"

AIRPLANE

PROPELLER SPINS AUTOMATICALLY

SHIP. WT. 11¾ Lbs.

CLICKER NOISEMAKER—COMFY SEAT

Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Hard baked finish, 2 coat metallic ALUMINUM painted body. RED enamel wings and wheels. Length 25", wing spread 27", height 11"
5528B785 Each **$12.00**

"Ride 'Em"

LOCOMOTIVE

LOUD WHISTLE . . . COMFY SEAT

With handle bar steering control. Large air rubber tires. Automobile body stock in beautiful RED and BLACK colors. Luggage space in coal tender. Whistle operated by hand. Loud ringing bell. Will carry weight of adult. Length 28", height 12½". Shipping weight, 18¼ lbs
5523B915 Each **$14.00**

DANDY AIRPLANE

with engine

18" wingspread—23" fuselage 5¼ oz. total weight incl. dry engine. Flight control unit for precision flying. 1 cyl combustion engine with platinum glow plugs. Colorful display box.
396001B650 Each. **$9.95**

AIRPLANE ACCESSORY KIT

8 oz can fuel—pouring spout—fueling tube—connector clip and wire. Colorful display box.
396002B98 Each............ **$1.49**

JOE PALOOKA

- **Helps Build Young Muscles**

Electronically sealed vinylite. Takes terrific beating—and comes right back for more. Tough, sturdy construction. Kids love to punch character of Ham Fisher's comic strip. Individually boxed
5014B198 Size 36" Each ... **$3.00**
5015B326 Size 54". Each........ 5.00

JOE PALOO
BOP BAG

BLOCK CITY

ALL PLASTIC BUILDING BLOCKS

SET NO. B300

The Junior Builder, in an attractive tube package. 3.00

SET NO. B500

This "Block City" set builds all the Models that may be constructed with the smaller sets, and a variety of larger buildings as well. 5.00

Set B750 Builds This House and Many Other Structures

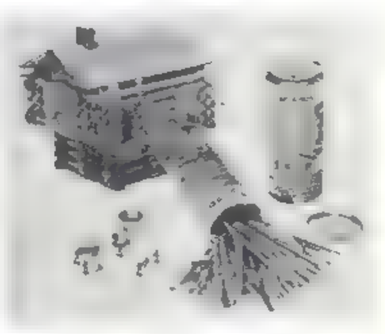
SET NO. B750

"Block City's" Building Headquarters, in a mammoth tube container. There's fun in this set for Junior and Sis both. 7.50

2C

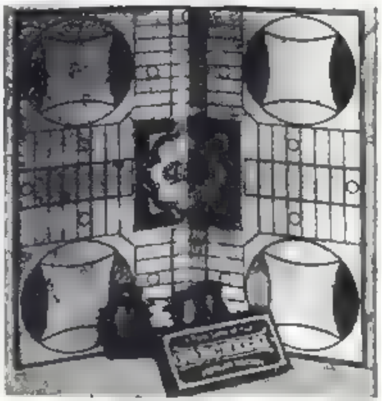
LINCOLN LOGS

No.		Set
B	SPECIAL	1.00
2C	91 wood pieces, 3/4" diam. round logs	2.00
3C	129 wood pieces, 3/4" diam. round logs	3.00
4CF	120 wood piece, 3/4 diam. round logs, cut and notched	4.00
6CF	178 wood pieces, 3/4" diam. logs, 10 metal Cowboys and Indians	6.00

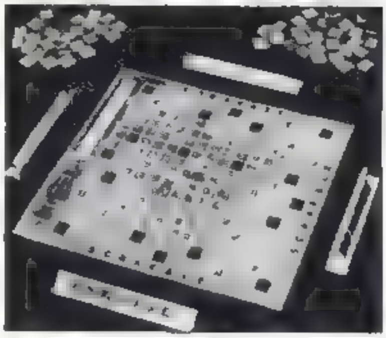


6CF

SELCHOW & RIGHTER



No 1 – PARCHEESI 1.29



No. 17 – SCRABBLE 3.00

No 26 – CHECKER SET 1.00

No. 91 – CHECKER BOARD .39

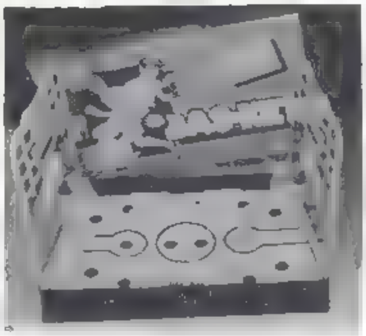
CADACO-ELLIS

No. 165

BAS-KET
Indoor Basketball
1-6 players
3.98

No. 183

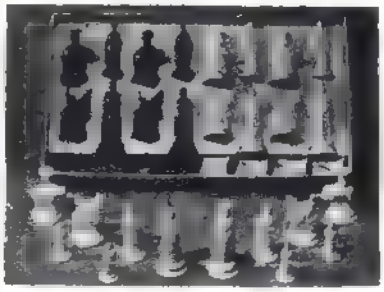
ALL STAR
BASEBALL
for 2 players
2.00



No. 165

KINGSWAY

CHESS SETS



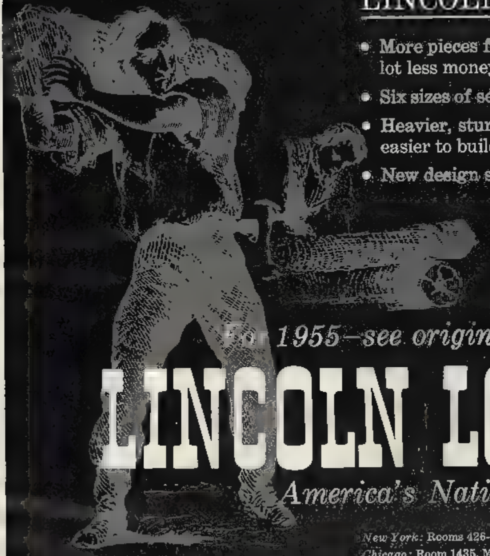
No. 99 – STUDENT SET 3.98

No 101 – CROWN SET 6.98

better
than ever
before!

LINCOLN LOGS

- More pieces for a lot less money
- Six sizes of sets in cans
- Heavier, sturdier easier to build
- New design sheets in color



For 1955—see original round

LINCOLN LOGS

America's National Toy

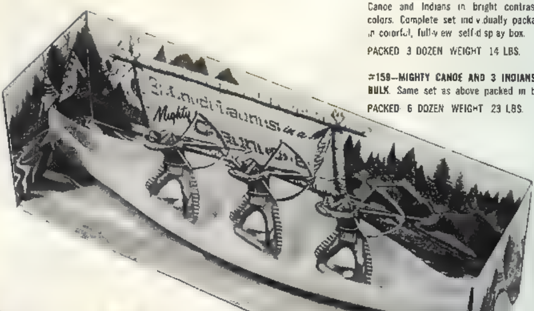
New York: Rooms 426-428, 200 Fifth Avenue
Chicago: Room 1435, Merchandise Mart
or write for catalog
Lincoln Logs
1750 N. Lawndale Ave., Chicago 47, Illinois

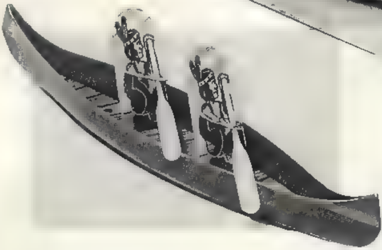
#175 — MIGHTY CANOE AND 3 INDIANS. Handsomely molded 13" floating Indian War Canoe of high impact plastic. 3 unbreakable polyethylene Indians in action poses set into position as full-fledged attacking war party. Canoe and Indians in bright contrasting colors. Complete set individually packaged in colorful, full-view self-display box.

PACKED 3 DOZEN WEIGHT 14 LBS.

#158—MIGHTY CANOE AND 3 INDIANS IN BULK. Same set as above packed in bulk.

PACKED 6 DOZEN WEIGHT 23 LBS.



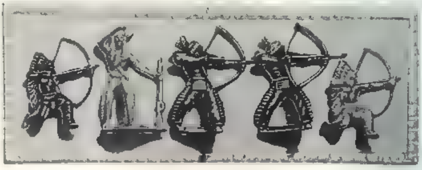


#111 -MIGHTY CANOE. Striking replica of Indian War Canoe that actually floats. 13" long from stem to stem. Complete with twin true-to-scale paddles and mounts for Indian Warriors. Made of unbreakable polyethylene plastic to insure many hours of play. In assorted colors.

PACKED: 3 DOZEN. WEIGHT 5 LBS.
PACKED: 6 DOZEN. WEIGHT 9 LBS.

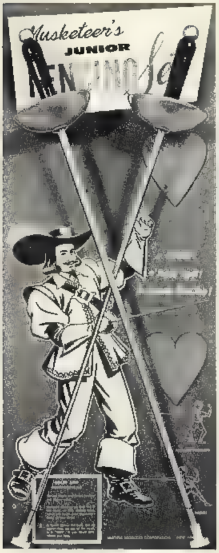
#109—FIVE INDIAN WARRIORS. A thoroughly brand new outstanding packaging process which attractively mounts and displays entire group in crystal clear acetate. Provides loads of eye-and-buy appeal for this set of 5 unbreakable polyethylene Indian Warriors on the warpath. In assorted poses and colors. 4" x 11" overall size

PACKED: 6 DOZEN
WEIGHT 9 LBS.



MULTIPLE TOYS

MULTIPLE PRODUCTS INC. ★ 55 WEST 13th STREET ★ NEW YORK 11, N. Y



#301—MUSKETEER'S JUNIOR FENCING SET

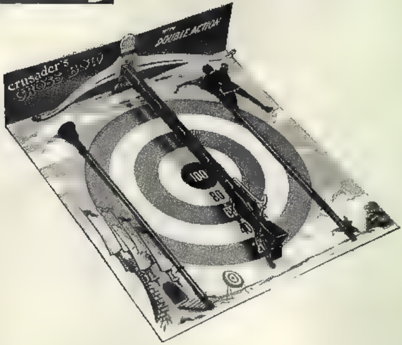
Twin 26" replicas of famed fencing masters' foils with harmless flexible blades—heavily rubber-tipped **for absolute safety.** All of high impact plastic for long and lasting play. Blades silver-finished. Hand cup guards and hand grips in smart two-tone assorted color combinations. Mounted on colorful, eye-catching card

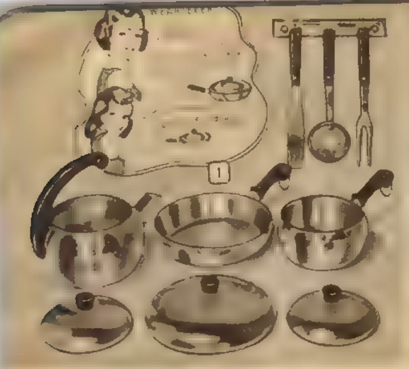
PACKED: 3 DOZEN. WEIGHT 20 LBS.

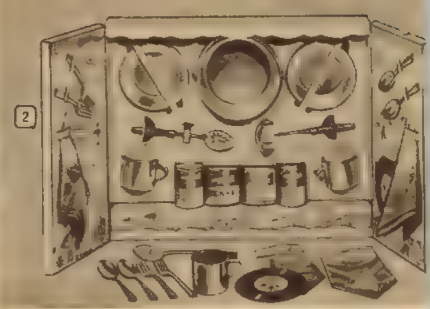
#205—CRUSADER'S CROSSBOW

Handsome authentic and scaled reproduction of medieval archer's crossbow made of colorful high impact styrene. Double trigger repeater action for shooting one or two harmless rubber-tipped darts simultaneously. Bow measures 12" shaft 13". Mounted on attractively colored card which serves as target. In assorted colors.

PACKED: 2 DOZEN WEIGHT 11 LBS.







New! Wear-Ever Hallite Jr. Cooking Sets
They look and cook just like mother's! **2.79 up**

Campbell Kids Chuck-Wagon mealtime set
Everything for good Western eatin', music **4.59**

1. 10-PC. SET. Exact miniatures of mother's in heavy gauge aluminum alloy. Set includes: 6½-in. long skillet, 5½-in. long saucepan, tea kettle. All with copper colored covers. Colors won't tarnish, never need polishing. Bakelite handles, knobs. Also stainless steel set of rack, ladle, spatula and cooking fork. Gift-boxed
35Y5878—Wt. 2 lb. 10 oz . 10-pc. **Set 4.49**
7-PC. SET—same as above, except with skillet, saucepan and cover, stainless steel set of rack with ladle, spatula and cooking fork. Gift-boxed
35Y5875—Wt. 1 lb. 14 oz . . **7-pc. Set 2.79**

2. WESTERN approach to mealtime—makes every mouthful of the tasty food included, extra delicious! Chuck-Wagon cabinet is 4½x19x15½-in. big—and every inch is loaded with news! Set includes: 1 can Campbell's pork and beans, 1 Franco-American Spaghetti, 2 cans of Campbell soups, 1 aluminum "Chow" kettle 2 each: "Chow" plates, "Range" mugs, forks, spoons Plus a ladle and stirring spoon with Redwood handles. Chuck Wagon Cook Book, Western record, 2 neckerchiefs.
35 Y 5889E—Mailable . . . . **Set 4.59**
Shipping weight 8 pounds

3. MATCHED 16-PC. CANISTER SET—Dutch design in Blue lithographed steel. Everything for play kitchens! Flour, sugar, tea, coffee canisters in graduated sizes up to 2⅝-inches high Bread and cake box measures 4⅛x2⅝x2¾-inches Red plastic mixing bowl, 5½-inch wood rolling pin, egg beater, 2 cookie cutters
35 Y 5859—Shipping weight 1 pound 2 ounces. . . . . **16-pc. Set 98c**

BELOW: Girl's newest model electric and play-cook stoves!

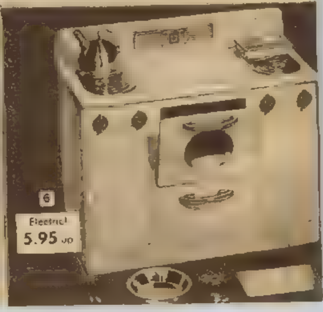
5. This large-size playstove is so realistic you'd think real food could sizzle on its simulated painted burners. Eight multi-colored push buttons on top of stove look very business-like. Little cooks will love playing with the miniature kettle, cooking pot with handles and cover, spoon, turner, perforated spoon, and tea kettle. Stove is solidly constructed of White lithographed steel, with gay Red trim. Overall size is 7x15x14-inches. Buy toys on Aldens Easy Monthly Payment Plan, see page 242 for details
35 Y 5951E—Ship. wt. 8 lb. Mail. . **3.59**

6. DELUXE "HEAT-UP" electric range actually bakes delectable little pastries! Beautiful White steel range with Red plastic knobs, glass oven window. UL approved cord. Includes easy-to-follow cookbook, metal tea kettle, 2 cookie molds, cookie sheet, cake, pie, and bread pans. 6½x14½x12¾-inch size Imagine the endless play possibilities for 3-to-9 year old girls! Wipes clean.
35 Y 5896E—Ship. wt. 12 lb. Mail. . . **8.98**
Electric range. All outstanding features of the above model. With kettle, 2-cake pans, cookie sheet, mold, burner cover
35 Y 5895E—Ship. wt. 9 lb. Mail. . **5.95**

4
2.69
With
Batteries

"Real-Action" Mixer
Battery-operated!

4. Mixes batter just like mother's mixer does! Just turn it on and the mixers turn and mix, bowl moves Strong aluminum frame finished in White enamel Powered by regular flashlight battery, battery included
35Y5862—Wt. 1 lb. 3 oz **2.69**



5
Complete Set
5.89
Mixer only
3.79

DESIGNED BY HOWARD JOHNSON!
With "Mixi" the battery-powered Mixer

PLUS 41-PC. DAIRY-DRINK MIX SET! 5.89

5. Everybody—but everybody loves to visit Howard Johnson—and now, Howard Johnson "comes to you", in this sensational new 41-pc. set which brings all you need to make those famous Howard Johnson dairy drinks! Mix delicious dairy, fruit drinks, hot or cold ones, eggnogs and sodas in "Mixi"—the mighty, battery-powered mixer of durable plastic that you just rinse to clean! Set includes: two 3-oz. jars Howard Johnson's Chocolate Syrup, 6 cups, 3 spoons, 4 serving picks, 6 doilies, 6 napkins, 6 straws, 2 hats, order pad, pencil menu, recipes

35 Y 5866—Shipping wt. 3 lb. 15 oz.......**41-pc. Set 5.89**

MIXI ONLY, 4½x4½x9½-in. high. 2 batteries included

35 Y 5867—Shipping weight 1 lb. 8 oz.............3.79

PILLSBURY CAKE MIX SETS, REFILLS 89c up

6. GIANT 15-CAKE SET: 4 boxes ass't, cake mixes, 1 box ea: cookie, gingerbread mix. 12 pkg. ass't frostings; 9 pkg. trimmings. Cookie pan, 6 cookie molds, muffin tin, 2 round, 1 square cake tin. 2 metal meas. spoons. 1 ea: metal spoon, knife, spatula, plate Plastic spoon, knife, rolling pin, bowl. Paper muffin cups, wax paper, apron

35 Y 5883E—Cookbook. Mail. Wt. 7 lb...**15-cake set 4.49**

9-CAKE SET: 1 ea: chocolate fudge, yellow cake mix. 6 pkg. frostings, 4 pkg. trimmings. 1 cake pan, metal cake knife, spatula, 2 meas. spoons, egg beater, 6 muffin tins, paper cups, Plastic mixing bowl, spoon.

35 Y 5881—Cookbook. Ship. wt. 3 lb. 8 oz. **9-cake set 2.69**

6-CAKE SET: 1 ea. chocolate fudge, golden cake mix 6 pkg. frostings, 2 of trimmings. 2 cake pans, 1 metal cake knife, 2 meas spoons. Plastic mixing bowl, spoon.

35 Y 5880—Cook book. Ship. wt. 2 lb. 7 oz **6-cake set 1.79**

REFILLS: 1 ea: chocolate fudge, golden yellow mix. 2 ea: chocolate peppermint, strawberry frosting. 1 ea: nonpareils, cinnamon hearts 6 paper muffin cups.

35 Y 5882—Shipping weight 1 lb. 9 oz...............**89c**

cake mix Set
JUNIOR COOKS
6
1.79 set up

"NESTLE" TOLL HOUSE COOKIE MIX SET 2.69

7. Everything for a cookie-baking spree! Three 5-oz. boxes cookie mix (4 doz. cookies per box!) 2 bags of Nestle's Chocolate morsels, 1 box Kellogg's Rice Krispies, 9 boxes ass't. frosting! 6 cookie molds, 1 teaspoon, 3 measuring spoons, rolling pin, plastic knife, 6½x7½-in. cookie pan. Box: 12½x20x2-inches

35 Y 5884—Cookbook. Ship. wt. 3 lb. 14 oz.........2.69

Cookie Set
NESTLE
7
2.69 set

"BETTY CROCKER" JR. BAKING KIT 3.79

8. Bake real cakes, cookies, pies—just like Mother's! 33-pc. set contains: 12 Betty Crocker Mixes, 16 Mirro aluminum utensils! 1 ea: chocolate, white, yellow, spice cake mix 2 ea: chocolate, white frosting. 2 Ginger cookie mix, 1 ea: pie crust mix, Bisquick. Also: 1 ea: mixing bowl, cookie sheet, cupcake pan, pie pan, biscuit and cookie cutter, meas. cup, mixing spoon, bowl scraper, spatula, teaspoon, 2 layer cake pans, 6 animal cookie cutters. Also: pastry cloth, rolling pin, O-Cello sponge. Beautifully illustrated Jr. Baking Book is included.

35 Y 5879—Shipping weight 3 lb. 6 oz.........**Set 3.79**

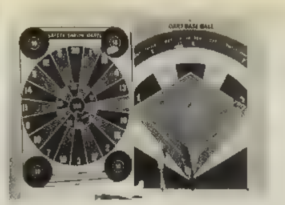
Order early—pay later on Aldens Payment Plan, p. 242

JUNIOR BAKING BOOK
Bisquick
8
3.79 set

JUMBO SPELLING AND COUNTING BOARD

Large size, colorful plastic Spelling and Counting Board, letters one side, numbers and arithmetic signs on the other side, detachable card holder and set of cards to assist a child in learning to spell. Each Spelling Board comes in a fully lithographed, set-up box. 12¼" diameter. Ship. Wt. 2 lbs.

20/253 Y140 Retail................$2.50



SAFETY THROW DARTS

Target base with very colorful design, having improved English target game on one side, interesting baseball game other side. Specially balanced feathered darts with suction cups are thrown at the target base to achieve the indicated scores. 17" x 24". Ship. Wt. 3 lbs.

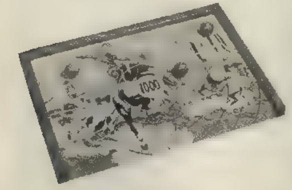
21/253 Y140 Retail....... .. .. $2.50

SHOOTING FOR THE MOON

SHOOTING FOR THE MOON

Target hangs on wood frame. Equipped with dart gun which shoots darts with suction cups at target to achieve scores. Two games in one.

22/253 Y140 Retail.. ....$2.50



A new type of patented floor or table game, in which plastic balls are rolled across table or floor and onto an attractive metal playing surface decorated with a Rodeo theme, size 18¼" x 12½". The balls stop instantly on any part of the playing area. 18⅜" x 12⅝" x 1½". Ship. Wt. 3 lbs.

23/253 Y140 Retail. $2.50

38 PIECE WESTERN SET

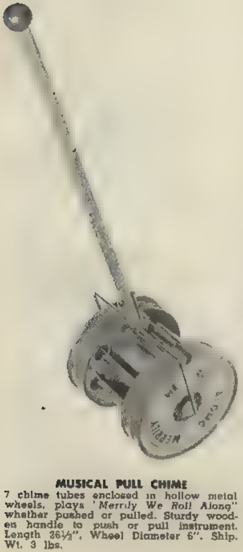
Set consists of 5-Indians kneeling, 5-Indians standing, 5-Indians mounted, 5-Cowboys kneeling, 5-Cowboys standing, 1-Cowboy mounted, 1-Medicine man, 1-Indian with war drum, 1-Indian sitting, 2-Indians dancing, 2-Cactuses, 1-Tree stump, 1-Totem Pole, 1-Canoe with 2 Indians. Sh. Wt. 5 lbs.

22/174 Y380 Retail...............$5.95

19 PIECE WESTERN SET

2 Indians Mounted, 1 Medicine Man, 1 Indian Dancing, 1 Totem Pole, 1 Indian with War Drum, 4 Indians Standing, 2 Indians Kneeling, 2 Cowboys Mounted, 2 Cowboys Standing, 2 Cowboys Prone. 1 Cowboy Kneeling. Ship. Wt. 2 lbs.

23/174 Y195 Retail..........$2.98



MUSICAL PULL CHIME

7 chime tubes enclosed in hollow metal wheels, plays *"Merrily We Roll Along"* whether pushed or pulled. Sturdy wooden handle to push or pull instrument. Length 26½". Wheel Diameter 6". Ship. Wt. 3 lbs.

24/253 Y170 Retail........$2.95

AUTHENTIC SCALE MODEL HELICOPTER

THE PIASECKI

These incredibly detailed helicopter models are precision molded in polystyrene plastic. They are replicas of their prototypes, detail for detail. In fact, actual photographs of these models look so much like the real thing; they could almost fool an aircraft spotter. Each kit includes a handsome display stand, instruction sheet, and a folder relating the fascinating history of the helicopter. Available in Army Olive Drab, Navy Blue, Air Rescue Service Gray

20/172 Y150 Retail $2.49

ALL PLASTIC
ASSEMBLY KITS
FIGHTERS

Plastic Scale Model Airplane Kits

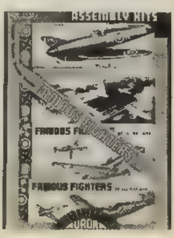
Kit consists of: 1 Sabre jet plane, 1 Lockheed jet plane, 1 P38 Lightning plane, cement, instructions, decals, Ship. wt. 2 lbs.

20/254 Y180 Retail...........$2.70

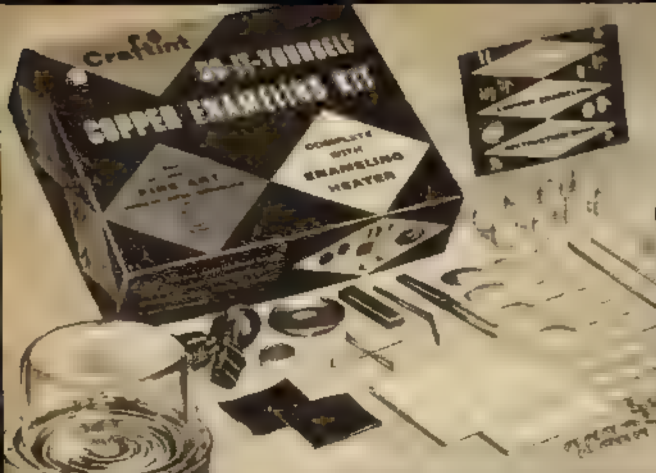
Plastic Scale Model Airplane Kit

Kit consists of: 1 Spitfire plane, 1 Jap Zero, 1 Flying Tiger, 1 Messerschmitt, cement, instructions, decals. Ship. wt. 2 lbs.

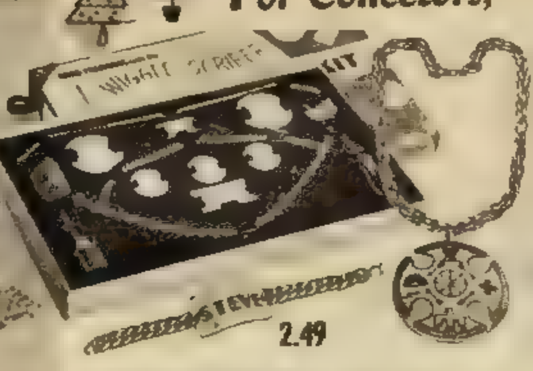
21/254 Y160 Retail...........$2.40



For Collectors,



13.95

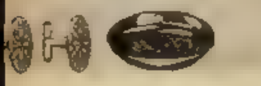


2.49

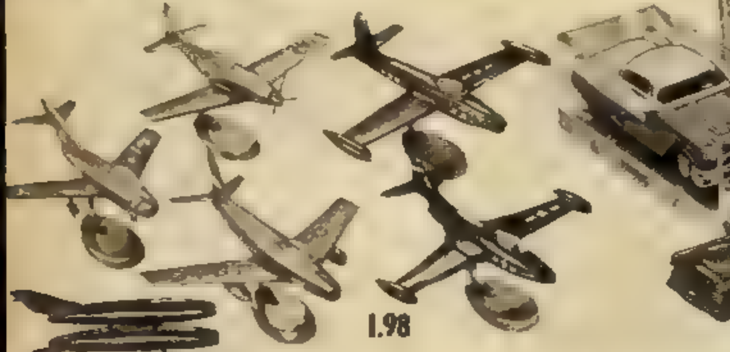
MAKE JEWELRY OF REAL QUALITY!

The newest, most popular, and exciting pastime. Make handsome jewelry you'll be proud to wear or give. Everything you need is in this set. Electric baking kiln with heat-resistant, see-thru glass cover. Enough cut copper blanks to make 27 pieces of jewelry—cuff links, earrings, medallions, ashtray, etc. with necessary mountings. 9 enamel colors including Gold. Step by step instruction book with parts list for obtaining additional materials. 110 Volt AC-DC kiln, UL app.
35 J 5700. (5 lbs.)..............Complete 13.95

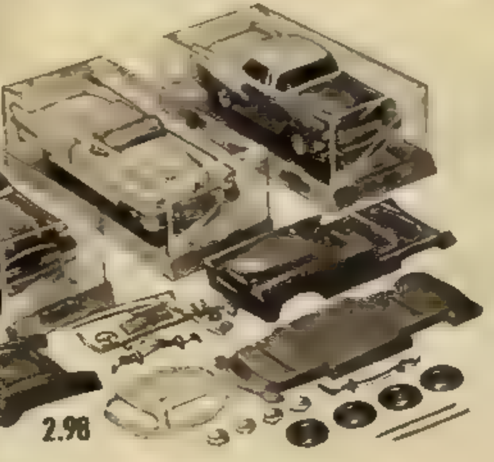
Make Cuff links, Jewelry, Ashtrays of professional quality



ALUMINUM JEWELRY SET Design, engrave, your own brooches, bracelets and medallions. "Wiggle Scriber" engraves monograms and designs on piece. Fill in engraved portion with Black paint, remove excess with steel wool. Set includes aluminum forms, single and double link bracelet chain, clasps, fasteners, 26 patterns, carbon paper, monogram alphabet. Fascinating yet easy to make.
35 J 5701 (2 lbs.). 2.49



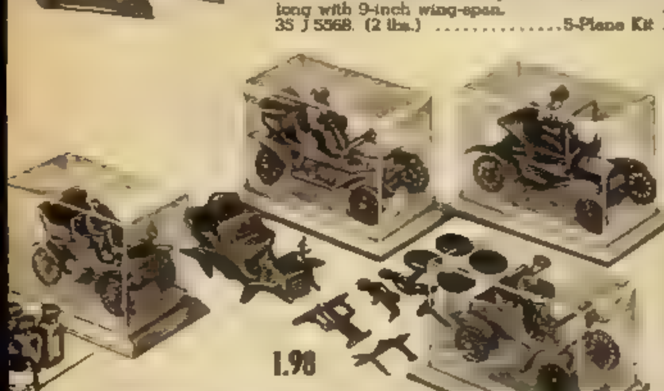
1.98



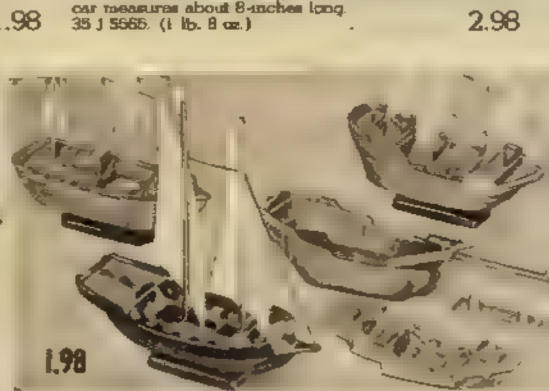
2.98

SCALE MODEL FIGHTER PLANE KIT Detailed replicas of modern warplanes. Fun to assemble—attractive decorations. F9F Panther Jet, F84 Thunder Jet, F86 Sabre Jet, F51 H Mustang, Russian Mig 15, all modeled in shiny plastic, all with clear bubble-type canopies. Planes mount on plastic stands. Set includes airplane cement, decorative decal insignias, easy-to-follow instructions. Each plane is about 10-inches long with 9-inch wing-span.
35 J 5568. (2 lbs.) ....5-Plane Kit 1.98

KIT OF 3 MODERN CARS sleek 1955 styles in realistically detailed plastic. Loads of fun to assemble, make handsome decorations for mantelpiece or den. Set includes two-tone 1955 Chevrolet Bel-Air; Cadillac Convertible, two-tone 1955 Pontiac Hardtop. All cars have clear plastic windows, silvered plastic grillework, bumpers and trim. With dustproof plastic display cases. Cement, accessories, easy-to-follow instructions. Each car measures about 8-inches long.
35 J 5565. (1 lb. 8 oz.) 2.98



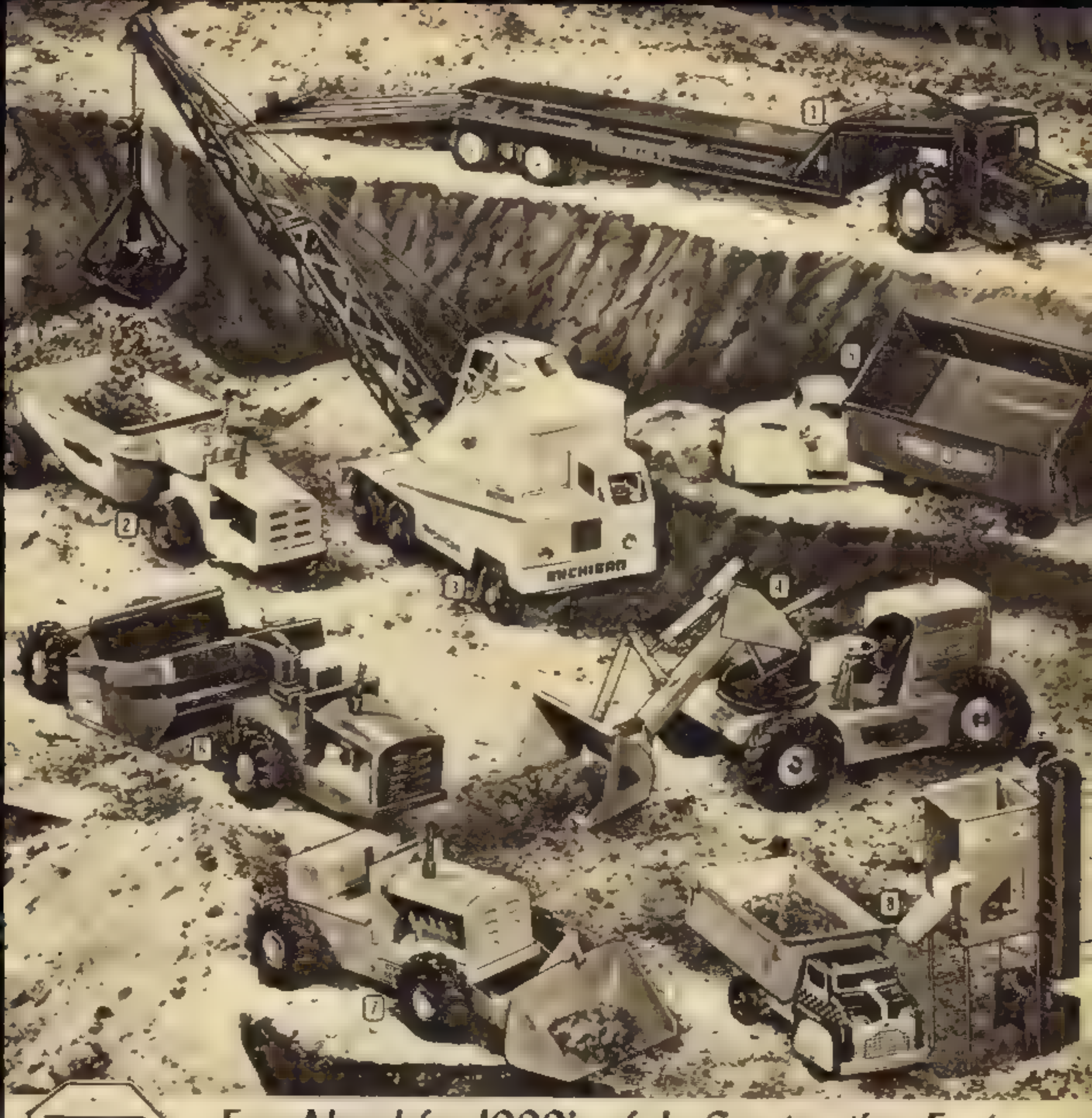
1.98



1.98

OLD TIME CAR MODELS Build miniature museum of scaled, plastic "turn-of-the-century" autos. Decorate mantelpiece, den, or children's room. 1910 Model T Ford, 1909 Stanley Steamer, 1903 Cadillac, 1900 Packard. Plastic display cases. Mtg. platforms for each model. Paint, thinner, brush, cement. Cars abt. 2x4-in. long.
35 J 5564 Shpg. wt. 1 lb. 8 oz. 1.98

FOUR FAMOUS SHIPS. Beautifully detailed models of famous historical vessels include immortal Mayflower, Santa Maria, U.S.S. Constitution (Old Ironsides) and Barbary Pirate. Plastic parts, wooden masts, paper sails, paint, cement and brush. Easy-to-follow instructions. Each model measures about 6-inches long.
35 J 5571. Shpg. wt. 2 lbs. 6 oz. 1.98



STOP

Fun Ahead for 1000's of Jr. Construction Engineers

① **NY LINT TOURNAHAULER** So strong he can stand on it, and 41 inches long. Crank operated winch pulls other toys onto platform, rear fence automatically raises, holds them on trailer. Rocker pivoted rear wheels ride smoothly over rough ground. Heavy gauge steel, baked-on enamel finish. Plastic "motor," ten thick rubber tires. Mailable.
R35 J 5541 (11 lbs.)... 7.39

② **EARTH MOVER.** Turn winch, removable trailer section tips to dump load like real earth hauler. Heavy gauge steel with baked-on Orange enamel finish. Finely detailed plastic "motor." Big 3-inch deeply treaded rubber tires almost 1-inch wide! Driver's seat, simulated rubber exhaust stack. Mover measures 7x19-inches long. A realistic toy that provides hours of fun.
R35 J 5516. (8 lbs.)........2.69

③ **NY-LINT MICHIGAN** shovel—Authentic replica of world famous shovel. Takes big bite of earth, dumps it automatically. 23-in. boom raises, lowers, turns 360°... all easily done with separate controls—even front wheels turn. Out-riggers give stability. Heavy steel, solid rubber wheels. 8x17 in. long. Baked enamel finish. Our finest sandlot toy! Mailable.
R35 J 5547 (14 lbs.).......8.95

④ **NY-LINT SPEED SWING** Authentic replica scoops, dumps, swivels, all with "hydraulic like" controls, almost like real thing. Controls in driver's seat, pump raises arm. Heavy gauge steel with baked-on enamel finish. Rocker-type front wheels. 4-in. diam. treaded tires 2-inches wide! About 20in. long, shovel extended. Perfect toy for Jr. Engineers. Mailable.
R35 J 5546. (9 lbs.) 7.39

⑤ **SIDE DUMP TRUCK** hauls sand and gravel for Junior Engineer's construction projects. Pull lever, body tips and side opens to dump load. Cab and body pivot-jointed for smooth, easy turning. All steel, brightly lithographed cab with two construction company decals. 2 inch diam. heavy-duty rubber tires. 5x6x17 inches long.
35 J 5501 (4 lbs.)..... 1.79

⑥ **GIANT EARTH MOVER** Blade lowers, raises for heavy or light road grading. Earth scoops into huge hopper for automatic dumping later. Heavy gauge steel, baked-on Red enamel finish, highly detailed plastic "motor," rubber exhaust stack, 2 operating controls. 3-inch rubber tires one inch wide. 8x22 in. long. Loads of fun to operate.
R35 J 5517 (6 lbs.)........4.69

⑦ **END-LOADER.** Crank raises and lowers scoop. Push loader forward... scoop takes big bite of earth. Raise boom, release catch, dump load where you want it. Heavy gauge steel, bright enamel finish. Big 3-in. diameter treaded rubber tires, 1-in. wide. Detailed plastic "motor," rubber exhaust stack. 6x15-inches long. Sure to please any youngster!
35 J 5518. (4 lbs. 14 oz.).. 3.59

⑧ **SAND LOADER TRUCK.** Turn crank to fill hopper gate releases sand thru chute into dump truck which dumps load thru tailgate as bed is raised. Brightly colored lithographed steel truck has metal wheels. Truck 4x11-in. long. Steel tower 4x11-in. high. Gives hours of sandlot fun! (4 lbs.)
35 J 5527 .... .Both 1.89

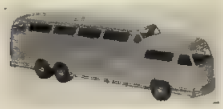
See Page 287 for Spiegel Budget Power... a better way to better living

LITTLE PLAY CARS and BOATS

OSCAR MAYER WIENERMOBILE

Spin-Torque motor on steel chassis. "Oscar the Chef" goes up and down in wiener as toy moves. Red wiener and cream-colored body, metal-like grille, bumpers and lights. Oscar Mayer decals. White wheels with black vinyl tires. Size: 9⅞ x 2¾ x 4½ inches. Sh. wt. 1 lb.

2T133X133 .... List **$2.00**



TRAILWAYS THRU-LINER BUS

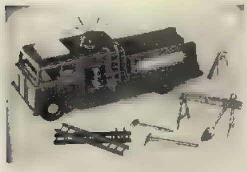
Spin-Torque motor. Demountable and interchangeable wheels; one spare wheel. Luggage compartment with miniature luggage. Destination sign can be changed to 16 different cities. Tak-a-part motor in rear compartment. Front wheels turn right or left. Interlocking steel chassis with high-impact plastic body. Size: 18 x 3¾ x 5 inches. Sh. wt. 2 lbs.

2T134X333 . List **$5.00**

CHEVROLET CORVETTE

Authentic scale model of the beautiful Chevrolet sports car. Has Spin-Torque motor, metal chassis, white plastic body, red seats, steering wheel, clear plastic windshield, metal-like grille, white wheels and black vinyl tires. 1/25 scale. Size 6⅞ x 3 x 2⅛ inches. Sh. wt. 1 lb.

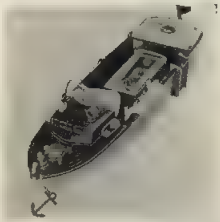
2T135X100 List **$1.50**



"IDEAL" EMERGENCY TRUCK

Sturdy friction motor emergency truck with blaring siren. Red light atop truck flashes off and on as car races along. Simulated dashboard. Microphone in control box at side of truck. Removable stretcher. Oxygen tank with movable handle. Two-piece extension ladder. Three-piece road block. Truck ladder. Tool chest with open and close door contains pick, shovel and sledge hammer. Simulated grille, headlights and equipment. Made of five times tougher high-impact plastic in bright colors. Size: 12¾" x 3" x 5". Sh. wt. 1½ lbs.

2T137X200 ....List **$3.00**



"IDEAL" TAKE-APART POWER LAUNCH

Streamlined launch can be completely disassembled by removing metal screws. Finely detailed with removable crank, lever to raise and lower anchor; hatches; fog horn, search light; fog lights; throttle; brake; compass that actually works; steering wheel that turns; fire extinguisher; 2 life preservers, 2 marlin-spikes, rack for life preservers ladder; grappling hook, motor box cover, top plate on motor; air filter, motor storage door cover with simulated life raft; flag in back; windshield. Sturdy plastic construction. Floats in water Size 14" long, 5" wide. Sh. wt. 1¼ lbs.

2T138X200 .... List **$3.00**

"IDEAL" FIX-IT SPORT CAR

Model of latest experimental sport car in rugged plastic. Has headlights which work by batteries and horn which works by wind-up motor. Has four interchangeable tires with removable lugs. Hood opens to reveal finely detailed trunk compartment, contains spare tire, lug, four-way wrench, pry bar, hammer, screw-driver, wrench, spare, gas tank and bumper jack which actually works. One piece clear windshield, simulated steering wheel, upholstery, grille, bumpers, real lights, parking lights and signal lights. Size 15½" x 6½" x 4". Sh. wt. 3 lbs.

2T106X400 ....List **$8.00**

ASSEMBLE IT!
PAINT IT!
PLAY WITH IT!

PLYMOUTH SUBURBAN KIT

Assemble it! Paint it! Play with it! Includes chassis with Spin-Torque motor, window insert, wheels, axles, screws, paints, brush and instructions. Fully constructed size: 7¾ x 3 x 2¾ inches. Sh. wt. 1 lb.

2T136X100 List **$1.50**

MATTEL DREAM CAR

The famed BOMBER BUBBLE transparent convertible top. Snap—and the top comes off. Snap—and the top is on again. Just as simple as that. Low slung, impact resistant plastic body. Permanent, high gloss chrome trim. Hold car firmly, give Speed Streak friction motor a quick push. As wheels revolve, let Dream Car speed away Car Size: 10½" long x 2¾" high x 5" wide. Sh. wt. ¾ lb.

2T108X133 .... List **$2.00**

"IDEAL" FIX-IT CONVERTIBLE

The hood of this sporty plastic convertible opens to reveal simulated motor with plastic battery that can be filled with water. Trunk contains jack, gas can, spare tire, wrench, hammer, screw driver and tire wrench for removing and replacing tires! Gas tank and radiator can be filled with water! Finely detailed upholstery inside. Sh. wt. 3 lbs.

2T109X200 .... List **$3.00**

REVELL BACKFIRING HOT ROD

Demonstrates and sells itself! The Backfiring Hot Rod is a b-i-g scale model, stripped down [redacted] ready for action! Includes driver at wheel, and Revell's famous backfiring and trigger control mechanism. A traffic stopper . . . makes clickety-clack sound even as a pull toy. Absolutely safe—uses standard roll caps. Sh. wt. 1 lb.

2T18X132 ....List **$1.98**

SPORT CAR

"Speedy" Sport Car measures 7¼" long, 2⅞" high and 3⅛" wide. It's a flashy race car molded in bright assorted toy colors of red, blue and yellow. Sturdy wind-up motor sends the car and its two occupants racing over any surface. Sh. wt. ¾ lb.

2T139X67 ....List **$1.00**

STRUCTO "LIVE-ACTION" TOYS

HI-LIFT DUMP TRUCK

Color: White Cab, Red Body, Natural Aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Dimensions: 12⅛" long, 5⅝" wide, 5⅛" high. Sh. wt. 4 lbs.

2T87X265 ....List **$3.98**

WRECKER TRUCK

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor Dimensions: 12⅛" long, 5⅝" wide, 5⅛" high. Sh. wt. 3½ lbs.

2T90X265 ....List **$3.98**

DUMP TRUCK

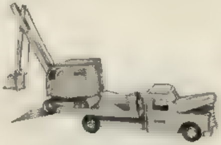
Color: Red . . . Body raises and unloads automatically . . . hood raises revealing "Fire-ball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart. Dimensions: 20" long, 6¾" wide, 6¼" high. Sh. wt. 5 lbs.

2T93X199 ....List **$2.98**

AUTO TRANSPORT

Ruggedly built for active young truckers. A true scale-model of the real auto transports that are such a familiar sight on our highways today. Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . 10 Rubber Wheels. Included are four scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. This toy is literally packed with play value. Length 27", width 5⅝", Height 6¾". Sh. wt. 5½ lbs.

2T132X397 ....List **$5.95**

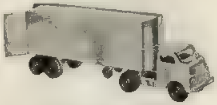


MACHINERY TRUCK AND STEAM SHOVEL COMBINATION

Truck—Color: Orange . . . Removable loading skid . . . crank operated winch with steel chain . . . Hood raises revealing "Fire-ball" motor . . . Rubber wheels. Size: 21½" long, 6¾" wide, 6¼" high.

Steam Shovel—Color: Blue . . . Two cranks control automatic unloading of shovel and raising and lowering of boom . . . Cab revolves . . . Heavy-duty rubber tractor treads. Size 26½" long 6⅝" wide, 8" high. Sh. wt. 8 lbs.

2T88X463 (Combination) ....List **$6.95**



TRANSPORT TRAILER

Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . Rear doors open . . . Trailer reinforced 14 gauge stakes . . . Retractable dolly wheels . . . 14 rubber wheels . . . Floating tandem duals. Dimensions: 21⅜" long, 5⅝" wide, 7⅜" high. Sh. wt. 6½ lbs.

2T91X397 ....List **$5.95**

PACKAGE DELIVERY TRUCK

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. It's built to last a child-time of hard play. Dimensions: 13" long, 5⅝" wide, 5" high. Has adjustable front wheels and motor brake. Sh wt. 3 lbs.

2T89X199 ....List **$2.98**

ROAD GRADER

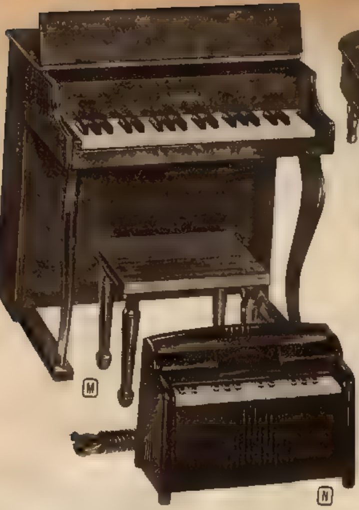
Color: Orange . . . Front wheels steer . . Scraper blade rotates, raises, lowers, tilts . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Dimensions: 18" long, 7" wide, 7½" high. Sh. wt. 5 lbs.

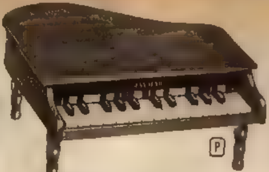
2T92X265 ....List **$3.98**

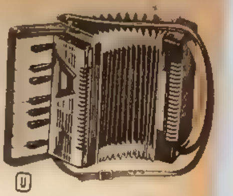
BOTTOM DUMP TRACTOR

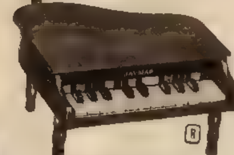
Color: Orange . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Dimensions: 21⅝" long, 6⅛" wide, 6⅝" high. Sh. wt. 5½ lbs.

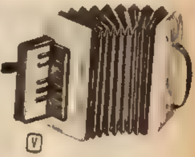
2T94X265 ....List **$3.98**

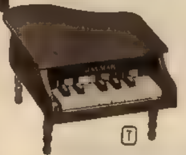


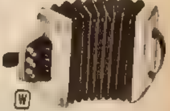












Other Musical Toys to Encourage Beginners

M **37-KEY SPINET PIANO WITH MATCHING BENCH.** Walnut finished hardwood—large enough for a child to sit at and play. 37 plastic (chip-resistant) keys, include sharps, flats. Chromatically tuned, range of 3 octaves. Top raises to form music rack. 23 in. wide. Music book included. *Mailable.* Ship. wt. 30 lbs.

(M) 48 T 1662 MO—$3.00 Down....Cash 28.95

48 T 1634 MO—Like (M) but 30 keys, 2½ octaves, Abt. 20 in. wide. Ship. wt. 26 lbs. 23.95

N **MAGNUS MINIATURE ELECTRIC ORGAN.** Easy to play—reeds respond quickly, produce rich, vibrant organ tones. 25 keys; 2 full chromatic octaves. Lightweight, plastic Mahogany finish 110-115 volt, AC. UL. Instructive song book included. Abt. 11½ x 6¾ x 5½ in

48 T 1631—Ship. wt. 7 lbs. .17.95

P **DE LUXE BABY GRAND PIANO.** Well constructed hardwood body, walnut finish. 25 plastic keys. Heavy cast-iron tone bar, tempered piano wires give bell-like tone. Instructive rainbow way color song book, color key chart incl. Abt. 14 x 6¼ in. high.

48 T 1627—Ship. wt. 5 lbs... ... . 4.29

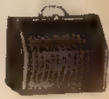
R **BABY GRAND PIANO.** Sturdy hardwood body, simulated walnut finish. 20 plastic keys. Well-tuned; same inner construction as in (P). Instructive music book, color key chart incl. About 11½ x 11¾ x 6¼ in.

48 T 1626—Ship. wt. 4 lbs...............3.49

T **LITTLE GRAND PIANO.** 13 plastic keys. Red enameled wood. Abt. 8¼x10½x5⅛ in.

48 T 1625—Ship. wt. 2 lbs. 10 oz........2.49

U **DELUXE GOLDEN PIANO ACCORDION.** Full scale piano keyboard. 11 white, 7 black keys. Bass notes, chords for left-hand play harmony. 52 hand-tuned brass reeds. Easy action bellows extend to abt. 2 ft. Gold finish trim. Music book, adj. shoulderstrap. In "luggage-type" carrying case above.



48 T 1659—Abt. 1 ft. high. Ship. wt. 2 lbs. 10 oz. .7.25

V **TALENT FINDER PIANO ACCORDION.** 8 white, 5 black keys. 1 full octave plus high C. 26 reeds. Pyroxalin coated bellows open to 14 in. Book incl.

48 T 1668—Abt. 8½ in. high. Ship. wt. 1 lb......3.59

W **JUNIOR ACCORDION.** 6 keys, 12 reeds. Range 1½ octaves. Pyroxalin-coated bellows. Book incl.

48 T 1654—Abt. 2¾ x 3½ x 5 in. Ship. wt. 8 oz.. 1.49

SAVE THIS CATALOG. YOU MAY ORDER TOYS FROM THESE TWO PAGES UNTIL OCTOBER 1, 1956.

X **MUSICAL STORY BOOKS.** Look at pictures, read story to music which plays as crank is turned. Each book 6¾x5x1 in.

Ship. wt. 10 oz..........Each 89¢

48 T 1669 -Pussy Cat, Pussy Cat.

48 T 1670—London Bridge.

48 T 1671—Hickory, Dickory, Dock.

48 T 1672—Mary Had a Little Lamb.

Y **MUSICAL CARPET SWEEPER.** Plays gay musical notes and actually sweeps up dirt as it is pushed along. Sweeper has a wire bound bristle brush and dust compartment, steel cover. Wood sides, hardwood wheels and handle. 8½x3 in., 18½-in. handle.

48 T 1646—Ship. wt. 2 lbs....1.79

Z **TRAP DRUM SET.** Everything the young drummer needs to bang out rhythm—16-in. bass drum with fabric head has color design on front; 8¼-in. snare drum; 6¼-in. tom-tom, Ivory bodies with red metal rims. Steel foot beater, triangle, cymbal, 2 bells and 2 drum sticks.

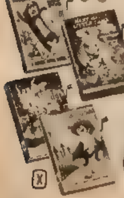
48 T 1605 L—Ship. wt. 5 lbs...2.69

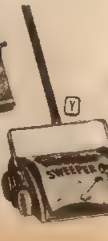
AA **TOY UKE AND BANJO.** Two-toned plastic with bright decals. Nylon strings; pick. 15½ in. long.

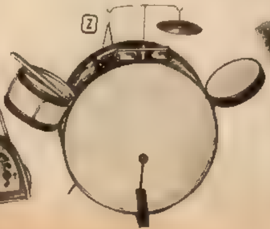
48 T 1667-Wt. 12 oz. 2-Pc. Set. 1.19

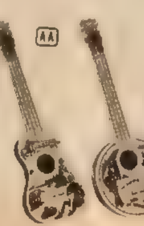
BB **PINKY LEE XYLOPHONE.** Precision tuned bars match colors in book. 2 mallets, music holder, book.

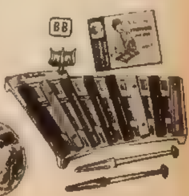
48 T 1660—Ship. wt. 2 lbs.....2.69











IT'S A GIRL'S WORLD

LITTLE MISS MUFFET METAL TEA CART WITH TEA SERVICE

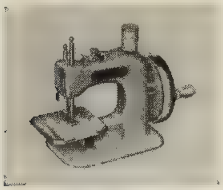
All metal tea wagon with 32-piece plastic tea service. Tea wagon beautifully constructed with 3-tiers, lithographed with 4 color Little Miss Muffet design. Wrought iron tubular legs with 4 crystal plastic wheels. 32-piece tea service consists of 4-cups, 4-saucers, 4-knives, 4-forks, 4-spoons, 1-pie knife, 1-butter knife, 4-napkins, 1 tea pot with cover, 1-creamer and sugar, and 2-candelabras. Sh. wt. 8 lbs.

3T71X530 .....List **$7.95**

4-PIECE DOLL BEDDING SET

Washable plastic mattress and pillow covered with nursery rhyme patterns. Doll comforter and pillow set covered with soft satin in baby blue and baby pink, with attractive center design. All pieces filled with 100% new cotton. Size Mattress 13" wide, 23" long pillow 7" wide, 8" long. Satin Comforter: 18" wide, 22" long; pillow 8" wide, 10" long. Sh. wt. 1 lb.

3T72X283 ....List **$3.95**



JUNIOR SEWING MACHINE

All metal sewing machine for mother's little helper. Self-feed adjustment to change size of stitch. Precision machine, constructed to give effective use for years. Finished in shiny nickel and non-chip enamel. Sh. wt. 3 lbs.

3T51X484 ....List **$6.95**

IDEAL CHINA CABINET

Size: 21¼" high x 5¼" deep x 16" wide. Two cabinet doors and utensil drawer open and close, no sharp edges. Perfect gift for girl who loves to play house. Contains plastic tea set, service for four consisting of 4 plates, 4 saucers, teapot and cover, sugar, creamer, 4 spoons, 4 knives, 4 forks. Also has contents of Ideal's Pantry set consisting of mixing bowl, small tea canister, large sugar canister, juicer, measuring cup, casserole, strainer, pancake turner, scoop, salad fork, salad spoon, 5 piece spice rack. Beautifully decorated in assorted bright colors. Sh wt 10 lbs.

3T43X400 List **$6.00**

WORCESTER "LIFE-SIZE" TEA SET SERVICE FOR 8

This beautiful tea set is made of plastic and comes in a rainbow assortment of Aqua, Chartreuse, Coral and Grey. Set consists of 8 knives, 8 forks, 8 spoons, 8—6" plates, 8—5 ounce tumblers, 8 decorated cups, 8 saucers, 1 decorated creamer and sugar, 1 decorated tea pot with cover, 1 tea set napkin holder, 1 rectangular tray, 1 paper table cloth, and 8 napkins. A practical set that can be used for actual serving Sh. wt. 3½ lbs.

3T48X400 List **$6.00**

TRIMBLE DOLL BATHINETTE

Durably constructed of ⅝" polished aluminum tubing. 2" plastic wheels and a foot lever to lower the dressing table. Heavy gauge maize vinylite sheeting used for tub, dressing table, straps and 6 section pocket. Tub has long vinyl drain hose. Comes complete with Ivory soap, sponge and large vinyl ruffled apron. Overall height 28¾", length 24". Dressing table 24½" high, 22¼" x 13¼"; utility tray 20½" x 8"; tub 19½" long, 6¾" deep. Folds to 2½" thickness. Sh. wt. 7 lbs.

3T53X685 ....List **$9.95**

HOLLYWOOD BED

Overall dimensions 25¼" x 13¼". Height of headboard 15". Foot and headboard upholstered in Modern Tweed Vinyl Plastic. Built in mattress covered with standard mattress ticking. Sh. wt. 7 lbs.

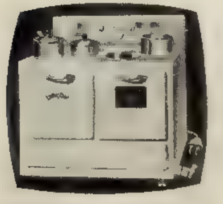
3T73X597 ....List **$8.95**

LITTLE PRINCESS WASHER

Sturdily built all metal construction. No raw edges. Battery operated, no plug in, no shocks. Uses standard 6-volt lantern battery; replaced as easy as a flashlight battery. Precision built with the same safety features and long life as a family washing machine. Baked enamel finish. Universal wringer motion, and rubber rollers. Mounted on scratch proof rubber feet. Battery not included. Size: 6½"x6½"x12½". Sh. wt. 4 lbs.

3T74X530 ....List **$7.95**

LITTLE GIRL DELIGHTS



LITTLE CHEF ELECTRIC STOVE

Finished in gleaming white enamel, with sparkling chrome clock panel Separate enclosed elements heat the top and large baking oven with rack to even moderate temperature. Knobs that turn. Bright red handles Window in oven door. Includes complement of utensils for actual cooking and baking. U.L. Approved Size: 13⅜" x 12¾" x 8". Sh. wt. 7½ lbs.

3T63X530 .... List **$7.95**

IRONING BOARD, PAD AND IRON COMBINATION

The first toy ironing board with the new streamlined "look". Nickel plated, U.L. Approved toy electric iron. Toy ironing board . . . all steel, with tubular legs. Padded cover bias-bound for snug fit. Ironing board has two height adjustments. Has rolled edge for added strength . . . insures safety. Folds flat. Top 26" long, 8" wide. Sh. wt. 6 lbs.

3T65X397 List **$5.95**

WELSH CANDY STRIPE STROLLER

A stroller just like Mommy's in the delightfully colorful red and white candy stripe. Has a tubular chrome plated pusher and has both shopping bag and canopy included Built on a conventional gear, the frame is aluminum painted and completely collapsible. Sturdy 5" eight spoke wheels, with ½" round grey tires and metal hub caps. Sh. wt. 7 lbs.

11T87X597 .... List **$8.95**

TRAVEL COSMETIC KIT

Travel cosmetic kit features a smartly styled atomizer that really works. A beautiful padded vinyl lizigator case. Size: 9⅜" x 5¼" x 4½". Contains a wealth of SAFE PURE AND HARMLESS cosmetic and vanity items, just like Mother's. Sh. wt. 1½ lbs.

3T66X197 List **$2.98**

MINIATURE DOLL KRAFT

Set contains 15 doll heads cotton wires, ribbons, hair material, doll stands, cement and complete instructions for making miniature dolls for any occasion Ideal for parties, weddings, showers or for complete stories. Hours of play value. Sh. wt. 1½ lbs.

3T67X133 .... List **$2.00**

Little Chef
MINIATURE
WARE

LITTLE CHEF MINIATURE COOKWARE

This beautiful 6-piece cooking set is a perfect miniature of the full sized Nationally Advertised utensils. Gleaming stainless steel is contrasted with jet black bakelite handles and copper bottoms. All handles have loops for hanging. Set contains a frying pan, trig teakettle, sauce pan with lid, stainless steel spatula, spoon and pancake turner hang from scaled bracket. Sh. wt. 2 lbs.

3T68X330 .... List **$4.95**

RHINESTONE

RHINESTONE JEWELRY SET

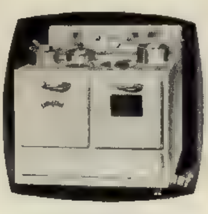
Not merely a toy contains everything needed to make exquisite costume jewelry pieces. 96 accessories and parts. Genuine rhinestones, crystal and colored jewels and silverplated jewelry Sh. wt. 1 lbs.

3T69X199 List **$2.98**

COMIC STRIP CARTOON CHARM SET

Set contains all the favorite cartoon characters Make large brooches, necklaces, bracelets, etc Each charm is multi-colored Manufactured under exclusive King Features syndicate licenses. Sh. wt. 1½ lbs.

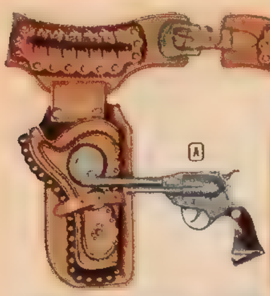
3T70X132 .... List **$1.98**



LITTLE CHEF STOVE

A true replica of a modern gas range with four realistic gas burners, complete with perforations and drip plate. Turning knobs, large oven Complement of utensils included. Size: 13⅜" x 12¾" x 8". Sh. wt. 6 lbs.

3T64X330 .... List **$4.95**



Handsome Genuine Leather Holster Sets

A FINEST "PONY BOY" DOUBLE HOLSTER, PISTOL SET. Handsome natural color top grain cowhide set for the young sharp-shooter. Decorated with nickel spots, horse head conchas. Form fitting contour belt, 7 "silver" bullets on each side. "Western" buckle, boot loop. Belt adjusts 24–36 in. Extra large 11-in. holsters snap to belt. Decorated with buckled straps. Lone Ranger "38" automatic repeater pistols (also sold separately below); side chamber breaks open for loading, secret shell case in grip. 9½ in. long.
48 T 3365 —*Set with cap-shooting pistols. Ship. wt. 3 lbs. 6 oz. 8.59
48 W 3339 —*Cap-shooting pistols only. Ship. wt. 12 oz. Each 87c

B DELUXE "PONY BOY" DOUBLE HOLSTER, PISTOL SET. One of our finest sets . . . be a cowboy in grand old "Wild West" style. Of genuine tan leather backed in white felt. Decorated with luxurious white leather, red felt, horse head conchas, red "jewels" and nickel spots. Hip-huggin' contour belt adjusts from 21–35 in., has 3 "silver" bullets on each side. Metal "Western" buckle. Big 11-in. holsters have strap with buckle and loop, snap to flap on belt. "Pearl" handle "Pony Boy" repeater pistols 9½ in. long . . push button, gun automatically opens for loading.
48 T 3367 *With cap-shooting pistols. Ship. wt. 3 lbs. 8 oz. 6.75

C "PONY BOY" DOUBLE HOLSTER PISTOL SET. Rugged gear ready for plenty of rough shooting. Genuine black leather set decorated with large conchas on white background, red "jewels", white bullet clip, 3 red wood bullets. Hip-huggin' belt adjusts from 21 to 30 in., has "Pony Boy" buckle. 9-in. holsters have embossed backs. Pockets are decorated with large "jeweled" conchas on white backgrounds. Spitfire repeater pistols, "break action" for loading. 8½ in. long.
48T3357 *With cap-shootin' pistols. Wt. 2 lbs. 3.69

D "PONY BOY" SINGLE HOLSTER, PISTOL SET. Outstanding outfit for the rugged "one-gun" man. Striking red and white genuine leather . . leather. Large Diamond shaped conchas, red jeweled centers. Contour belt adjusts from 21–28 in. Large white leather girdle riveted to center with bullet clip, 3 white wood bullets. 10-in. holster has belt loop. Break action "Spit Fire" repeater pistol. 8½ in. long. Wt. 1 lb. 4 oz.
48 T 3349—*With cap-shooting pistol. 1.85
48 T 3350—With non-shooting pistol. 1.85

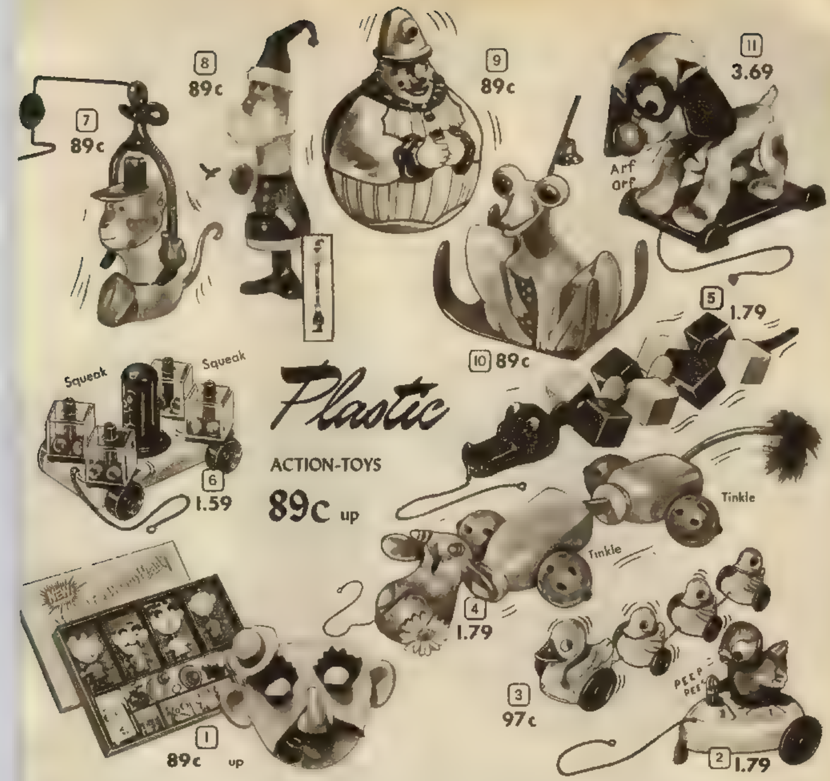
E "PONY BOY" DOUBLE HOLSTER, PISTOL SET. Handsome, rugged tan and brown tooled leather, richly decorated with Western-style "horse-rider" conchas of nickel on white leather background, red "jewel" stars. Belt has large girdle attached in center. Adjustable from 21–28 in. Holsters 10 in. long, attach to belt by white leather loop. Automatic break-open repeater pistols, 7 in. long. Ship. wt. 1 lb. 13 oz.
48 T 3355 *With cap shooting pistols. 2.89
48 T 3356—With non-shooting pistols 2.89

F JET AUTOMATIC RIFLE. Six-shot repeater fires hollow plastic balls as far as 40 ft. Plastic stock; aluminum barrel. About 29 in. long.
48 W 3352 L—6 Balls incl. Ship. wt. 1 lb. 12 oz. 2.49
48 W 3353—12 Extra Balls. Ship. wt. 4 oz. . . 57c

G DOUBLE BARREL SHOT GUN. Fire caps, hear loud report, see smoke emit from muzzles. 2 break action steel barrels with safety catch. 4 plastic cap gun shells fit into chamber.
48T3392M—*Cap-shooting gun. Wt. 2 lbs. 6 oz. 3.69

H SPARKLING SIREN SUB-MACHINE GUN. Pump gun . . . hear loud siren noise, see harmless sparks fly out of transparent red muzzle. Pull trigger . . hear "machine gun" clicking.
48 T 3368L—Of rugged plastic. Wt. 1 lb. 6 oz. 1.89

*See Gun Law Notice Opposite Page. All Items on These Two Pages Available Until October 1, 1956.



Plastic

ACTION-TOYS

89c up

ACTION-PACKED toys for toddlers — all of brightly colored washable plastics

1. POTATO HEAD FAMILY makes funny people, faces! Mount the styrofoam "potato" heads on 5½-inch tall plastic body. Add eyes, ears, nose, mouth, hands! Has many additional colorful pieces. Complete with carry kit.
35 Y 4555—MR POTATO HEAD Ship. wt. 12 oz .**Each 89c**
35 Y 4564—MRS POTATO HEAD Wt. 12 oz. . . .**Each 89c**
35 Y 4575—FAMILY (Mr , Mrs. Yam, Spud) 1 lb 6 oz **2.69**

2. EARLY BIRD pull toy. Colorful bird tries to catch disappearing worm! Peeps when pulled! Plastic. Cord.
35 Y 4597—6x9x8-in. Red, Yellow, Blue Wt. 1 lb 2 oz **1.79**

3. DUCK FAMILY. Plastic Mama, 3 baby ducks. They waddle realistically as pulled. Yellow body, Red wheels
35 Y 4534—10½x11-in. Shipping weight 12 ounces. . . **97c**

4. BOSSY THE COW The first all-sealed polyethylene pull toy ever made available for the pre-school child! When toy is pulled, two milk bottle replicas revolve—the wheels roll on to the merry tune of ringing and tinkling bells! Soft pastel colors Plastic cord included
35 Y 4663—24x6-inches. Shipping weight 12 ounces. **1.79**

5. KLATTER 'GATOR Double row of multicolor cube plastic body twists, turns when pulled along. Bright Red alligator-like head and floppy tail. Pull cord
35 Y 4584—17½-inches long. Shipping weight 14 oz. .**1.79**

6. REVOLVING BLOCK CART All plastic Clear blocks contain two marbles each, revolve and rattle as cart is pulled along. Noise maker squeaks when pressed.
35 Y 4510—7½x5¼x5⅛-in Pull cord. Wt. 1 lb. 10 oz .**1.59**

7. MR. MONKEYSHINE MONKEY brings his own perch! Tree trunk has suction cup that sticks to any non-porous surface Now—dip his hat in water and he does gymnastics for hours! Unbreakable plastic in bright multicolor design Aluminum thermex motor.
35 Y 4664—3x7-inches Shipping weight 7 ounces. . . .**89c**

8. UP POPS SANTA CLAUS And does he pop! He actually "blows his top!" The bewhiskered head and belled-cap pops 2-feet in the air when you press his jacket! Made of unbreakable high-impact styrene plastic and colorful felt Here's 1955 "Jack-in-the-box" styling!
35 Y 4675—9x3x3-inches. Shipping weight 9 ounces. . .**89c**

9. ROLY POLY CLOWN in Red, Yellow and Blue plastic His fat tummy is more than twice as round as he is high! Push him over—he bobs right up again!
35 Y 4587—7½-in. high, 16-in. around. Wt. 14 oz. . . . **89c**

10. SOMERSAULTING GO-GO the high-hopping frog—jumps up and does flip-flops time after time! Colorful unbreakable high-impact Styron plastic body, 7x4½-inches. Patented impulse motor. Winds with key.
35 Y 4557—Colors: Red-Yellow-Green. Wt. 9 oz. . . .**89c**

11. ACROBATIC PUP. "Tricksy" can do over 100 stunts! Adjustable peg-hole arrangement lets him beg, play dead, plus 98 more! Squeeze his nose—he barks! Floppy vinyl ears, jointed legs and head. Pup rides a racy scooter that goes "clackty-clack" when pulled.
35 Y 4655—16½-inches long Shipping weight 2 lb. . **3.69**

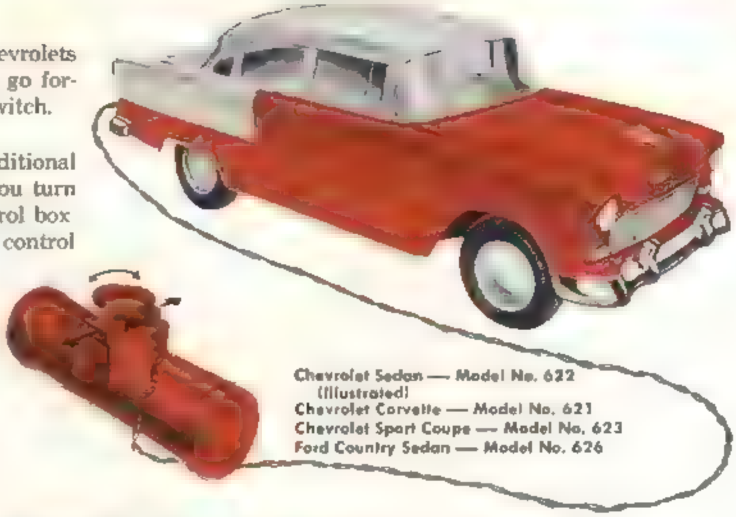
6 BIG TOY LINES

NEW! TRU-MINIATURES WITH *POWER STEERING!*

1955 Tru-Miniature Chevrolets and Fords are *remote-controlled* . . . go forward or backward at the press of a switch.

POWER STEERING — an additional motor turns the car left or right as you turn the steering wheel on the remote control box Two regular flashlight batteries in the control box furnish power for the motors.

Cars are guided around obstacles, over make-believe roads — teach youngsters the value of coordination in driving



Chevrolet Sedan — Model No. 622 (Illustrated)
Chevrolet Corvette — Model No. 621
Chevrolet Sport Coupe — Model No. 623
Ford Country Sedan — Model No. 626

SPECIAL CARS Red Cross Ambulance, Fire Chief's Car and City Police — all equipped with a real siren Yellow Cab has billboard area on trunk and a taxi sign on top of the car. All have Spin-Torque motors, tinted windows, rubber tires.

Red Cross Ambulance — Model No. 500 (Illustrated)
Fire Chief — Model No. 510 • City Police — Model No. 520
Yellow Cab — Model No. 2354

1955 SCALE MODELS

New two-toned Chevrolets and Fords with 3-gear Spin-Torque motors All have tinted windows, wrap-around windshields, tubeless rubber tires.

Chevrolet Corvette — Model No. 3455 (Illustrated)
Chevrolet Sedan — Model No. 3355
Chevrolet Sport Coupe — Model No. 3655
Ford Country Sedan — Model No. 3755

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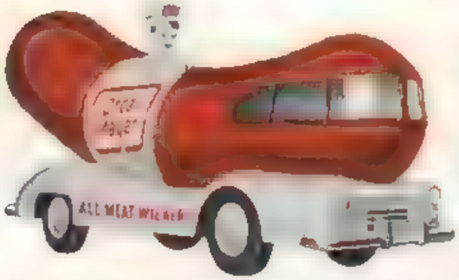


ACTION TOYS

Wienermobile — Model No. 2554 (Illustrated)
Ford Tractor — Model No. 3155
Pickup Truck — Model No. 854
Trailways Bus — Model No. 3254
Dump Truck — Model No. 2153
Turn-Trac — Model No. 354

AUTO KITS

Chevrolet Corvette — Kit No. 201
Chevrolet Sedan — Kit No. 202
Chevrolet Sport Coupe — Kit No. 203
Ford Country Sedan — Kit No. 206
Yellow Cab — Kit No. 210
Farmall Tractor — Kit No. 2853

OUTDOOR TOYS

include cart, broom, snow shovel and garden sets in four sizes.

PRODUCT MINIATURE CO., INC.

2240 SOUTH 54TH STREET • MILWAUKEE 14, WISCONSIN
Permanent Show Room — 200 Fifth Avenue Building, New York City

It's

DIFFERENT

EXCITINGLY NEW

MORE COLORFUL THAN EVER

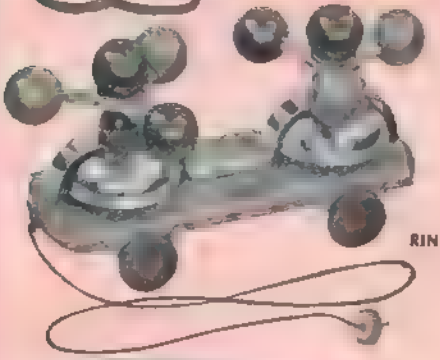
THE TOY LINE FOR '55

QUARTER 25 U.S.A.
DIME 10 U.S.A.
NICKEL 5 U.S.A.

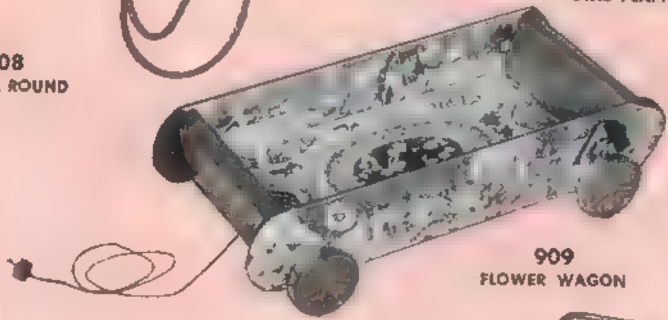
0700
PLA-PAY-PHONE

0699
WALL PHONE

0686
DIAL PLAPHONE

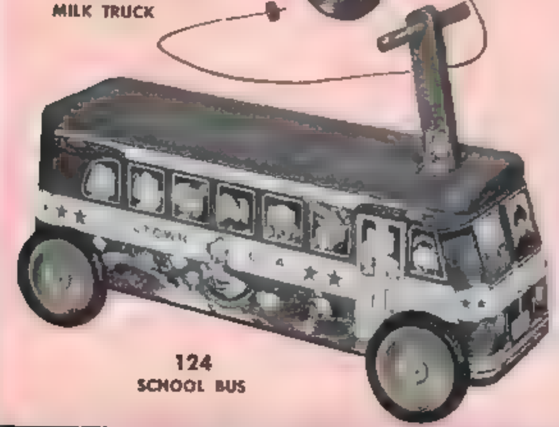


808
RING A ROUND



909
FLOWER WAGON

123
MILK TRUCK



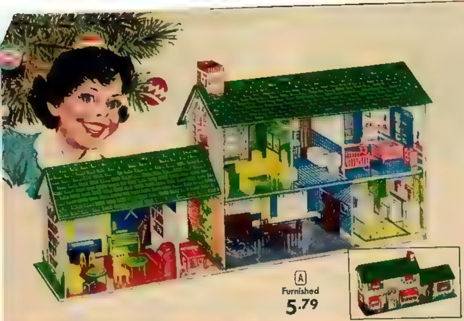
124
SCHOOL BUS

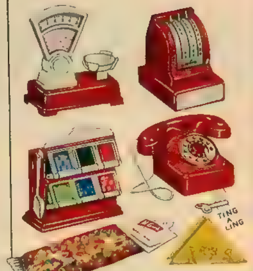
510
JINGLE SHOPPER

255
SUPER MARKET CART

THE GONG BELL MFG. CO. EAST HAMPTON CONNECTICUT

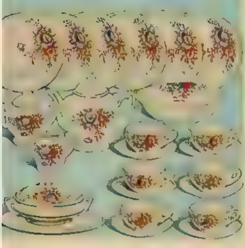
SALES OFFICE: Suite 816-818, 200 Fifth Ave.
New York 10, N. Y.



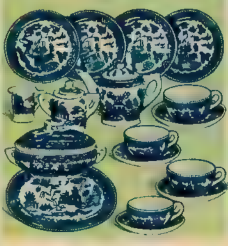


B Enterprising Shopkeepers Can Sell Real Candy **2.98**

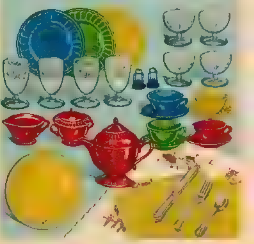
C **27-Pc. China Tea Set**



D **20-Pc. Blue Willow Tea Set**



F **44-Pc. Plastic Tea Set**



A **Colonial-Style Doll House.** A dream will come true for the make-believe homemaker when she gets this metal doll house. Brightly lithographed outside, interior has bedroom, bathroom, nursery, kitchen, living-dining room, breezeway and play room. Tastefully furnished, with over 50 scale pieces of plastic furniture to arrange and re-arrange for hours of fun. Abt 31½ x 8 x 14". Shipped flat, easily assembled
48N948 -Price, delivered............. 5.79

B **A Complete Outfit** for the young storekeeper. Sturdily constructed of metal and plastic, includes cash register showing real sales, telephone that actually rings, scales, bins with opening doors containing colorful candies. Bins measure about 4 x 4 x 2", scales 4 x 4", other pieces are sized in proportion.
48N841—Price, delivered.. , ... 2.98

C **27-Pc. Real China Tea Set,** imported from Japan, has a pretty floral design. Set includes 6 each: cups, saucers, plates; 1 teapot with lid, 1 cream jug, 1 sugar bowl and lid, 1 casserole and lid, a meat platter and a vegetable dish. Plates are about 4½" in diameter, with the other pieces in proportion.
48N941—27-pc. set, delivered 2.98

D **Give Your Little Hostess** this lovely traditional "Blue Willow" tea set. Imported from Japan, it's made of real china Set includes 4 each: cups, saucers, plates, 1 each: cream jug, sugar bowl and lid, teapot and lid, casserole and lid, meat platter. Diameter of plates is 3½", other pieces in proportion.
48N849—20-piece set, delivered.. . ... 1.39

E **54-Piece Pillsbury Cooking Set,** everything a little cook needs to make her own delicious cakes and cookies. Contains 5 packages, each containing 3 assorted cake and cookie mixes, made from best ingredients. 12 assorted frostings, 4 pkg. cake decoration. 23 pieces of real baking equipment, metal, as shown. Cake tins abt. 4" diam., other pieces in proportion.
48N937—54-piece set, delivered. 3.98

24-Piece Pillsbury Cake Mix Set contains three packages, each containing three assorted cake mixes. 3 frostings, 6 cookie cutters, 2 layer cake tins, 2 measuring spoons, 1 mixing bowl, 1 cook book. Layer cake tins are 4" in diameter
48N938—24-piece set, delivered 1.98

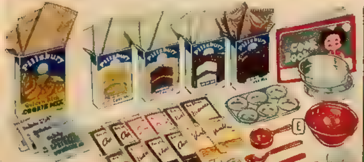
Pillsbury Cake Mix Refill. 2 packages assorted mixes (each pkg. contains 3 mixes). 3 pkg frosting, 1 pkg of cake decorations.
48N939—10-piece set, delivered 98c

F **44-Piece Plastic Tea Set,** lightweight and almost unbreakable 4 each silver effect knives, forks and spoons. 4 each: cups, saucers, plates. 1 each: teapot and lid, sugar bowl and lid, cream jug, salt and pepper. 4 clear plastic sherbets and ice cream dishes. 1 paper table-cloth and 4 serviettes. Cups are 2½" in diam., other pieces in proportion.
48N850—44-pc. set, delivered .. 1.79

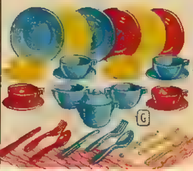
G **46-Piece Unbreakable Polythene Plastic** tea set. 6 each cups, saucers, plates, knives, forks, spoons; 1 teapot and lid, 1 cream and sugar bowl, 6 serviettes. Made in pottery colors as shown. Plates 2¾" in diameter.
48N940 -46-piece set, delivered. 89c

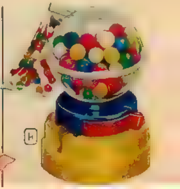
H **Candy-Vending Bank.** Place a coin (penny or dime) in the slot, push lever and out drops a round piece of good quality candy. Plastic bank may be opened with special key supplied. Bank contains about 100 candies.
48N4821 -Price, delivered............. 1.98

Candy Refill for Bank. A large cellophane bag containing about 100 candies.
48N4844 Price, delivered......... ... 49c

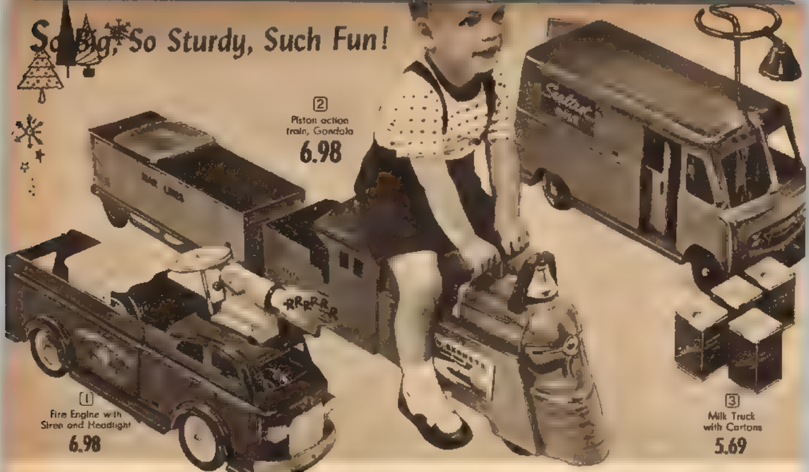


46-Piece Unbreakable Plastic Set





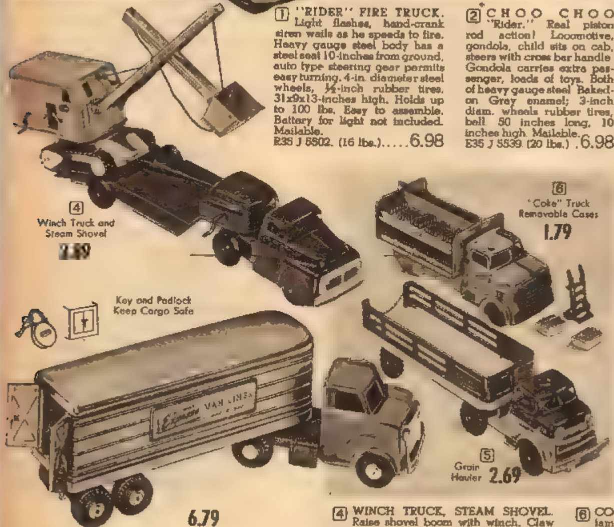
So Big, So Sturdy, Such Fun!


2
Piston action train, Gondola
6.98
1
Fire Engine with Siren and Headlight
6.98
3
Milk Truck with Cartons
5.69

① **"RIDER" FIRE TRUCK.** Light flashes, hand-crank siren wails as he speeds to fire. Heavy gauge steel body has a steel seat 10-inches from ground, auto type steering gear permits easy turning. 4-in. diameter steel wheels, ½-inch rubber tires. 31x9x13-inches high. Holds up to 100 lbs. Easy to assemble. Battery for light not included. Mailable.
R35 J 5502. (16 lbs.)..... 6.98

② **CHOO CHOO** "Rider." Real piston rod action! Locomotive, gondola, child sits on cab, steers with cross bar handle Gondola carries extra passenger, loads of toys. Both of heavy gauge steel Baked-on Gray enamel; 3-inch diam. wheels rubber tires, bell 50 inches long, 10 inches high. Mailable.
E35 J 5539. (20 lbs.) . 6.98

③ **"RIDER" MILK TRUCK** Ding, ding, here comes the Jr milkman on his Sealtest truck Sits on top, turns with easy auto type steering, bell announce his approach. Front, back door open, back holds eight ½ pin play milk cartons. Heavy gaug steel, rubber bumper saves furniture. 3-inch rubber tires Gray enamel. 22x8x15-inche high. Mailable.
R35 J 5503. (14 lbs. . . . 5.69


4
Winch Truck and Steam Shovel
3.89
6
"Coke" Truck Removable Cases
1.79
Key and Padlock Keep Cargo Safe
5
Grain Hauler 2.69
6.79

7
Wrecker and Dump Truck
1.98

CROSS COUNTRY TRUCK AND TRAILER. Replica of rugged coast to coast express truck. Large storage space in detachable trailer. Driver protects his cargo with padlock and key on back door. Enameled cab has 6 heavy-duty rubber tires, simulated air horns. Bright silver colored trailer has dual tandem wheels with 8 thick rubber tires, lithographed truck line emblems on sides. Sturdy steel construction, 6x29x9 inches high Mailable.
R35 J 5777. Shpg wt. 16 lbs. 6.79

④ **WINCH TRUCK, STEAM SHOVEL.** Raise shovel boom with winch. Claw scoops dirt, separate dump release. Shovel turns 360°. Truck winch pulls shovel onto trailer. Orange enameled steel shovel with rubber treads. 21x7x5-in. wide.
R35 J 5519. Mailable. (6 lbs.)..... 3.89

⑤ **GRAIN HAULER** Remove sides to convert it into a flat-bed steel or lumber truck Trailer detaches from tractor. Lithographed steel, six 2½-inch rubber tires. 23-inches long.
R35 J 5752. Mailable. (5 lbs). .. 2.69

⑥ **COCA COLA TRUCK** . . . replica of famous "coke" trucks. Carries 9 removable Coca Cola cases, metal hand truck for deliveries. Steel truck with shelves for cases, rubber wheels, Yellow finish. 13x5x6-inches high.
35 J 5758. (2 lbs. 9 oz.) 1.79

⑦ **WRECKER AND DUMP TRUCK.** Wrecker with action hoist, 6 wheels interchange with dump truck, jack, wrench. 12x4x6-inches high. Steel dump truck, lever operates dump. 9x4x4-inches high.
35 J 5522. (3 lbs.) Both for 1.98

Use Budget Power . . . make this the richest Christmas ever at your house

Hobbyist, Young 'N Old

START 'EM UP—THE SKY'S THE LIMIT

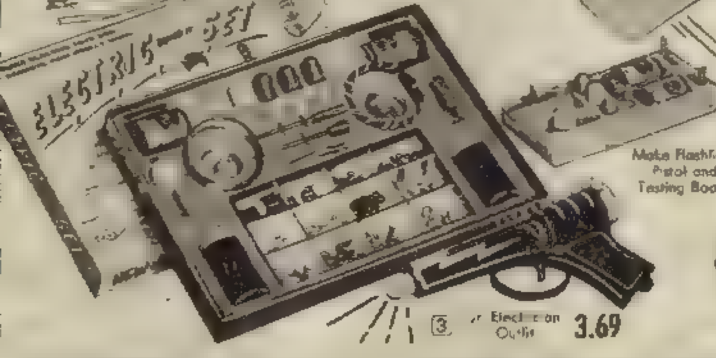
① TH MBLEDROME DELUXE GAS MODEL—easy starting smooth flying 18½-in. long high-impact plastic fuselage and tail, 24-in. hollow aluminum wings Space Bug engine, fastest, most powerful in its class Steel landing gear, plastic wheels, Bubble cockpit U-Guide-It control, dual hand reel and brake stop. Comes with 1½V battery, instructions. Blue, Red, and Yellow. Easily assembled. Buy accessory kit below
R35 P 5590M (5 lbs.) . . . . .Complete 14.95

② SURE START SABRE JET and accessory kit. New wind-around cord eliminates spinning prop by hand, gives faster starting. High impact plastic body pliable wings withstand "crackups." Herkimer 49B gas engine [illegible] landing gear, rubber wheels U-Guide-It control. 1½V battery, plus accessory kit (below). 4 in wing span, 15 in body Black body Yellow wings.
R35 P 559[illegible] (7 lbs.) . . . . Plane and kit 9.98

1.49
DYNA-GLOW Fuel

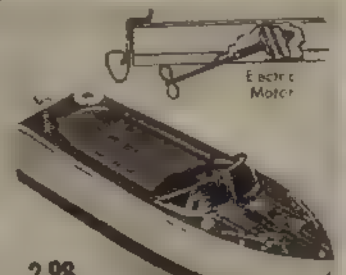
ACCESSORY KIT serves planes shown above and any models using Glow Plugs. ½ pint B-37 Glow Plug fuel, battery clips, rubber covered wires, spout, vinyl fuel tube decal, [illegible]lb.)
R35 P 5592M 1.49

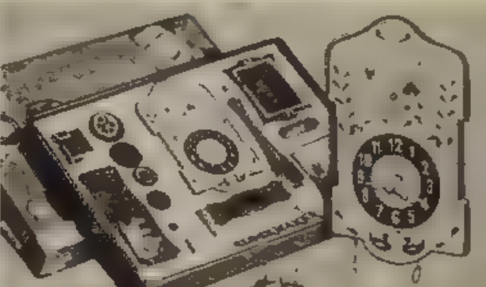
①
Deluxe
Gas Model
14.95
Pull string, It Starts!
Guide
Control
And Battery
USAF
②
Sabre Plane,
Accessory Kit
9.98



③ JR. ELECTRICIAN'S OUTFIT Wire doll house with fixtures that really work. Wire lights, switches, on 16x11 mounting board Includes door bell, 3-way switch, toggle switch, push-button receptacle 2 plugs, 2 lamp sockets, 4 wire coils, bulbs, 2 flashlight batteries in case, screwdrivers, screws washers Wiring layout printed on mounting board. Manual.
35 P 5299 (3 lbs.) . . . .Complete 3.69

④ ELECTRIC PARTS SET build over 25 electrical devices telegraph set flashing lights, sunken dome light switches, series lamp-wiring and many others. Includes bulbs, buzzer coil brackets, clips, sockets, code key various colored domes, screw driver punch pliers, wire 2 A flashlight batteries Step by step instructions
35 P 5298 3 lb 12 oz.) 2.69



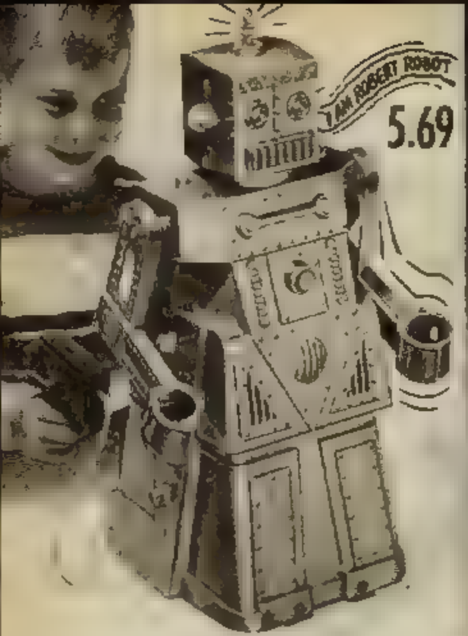


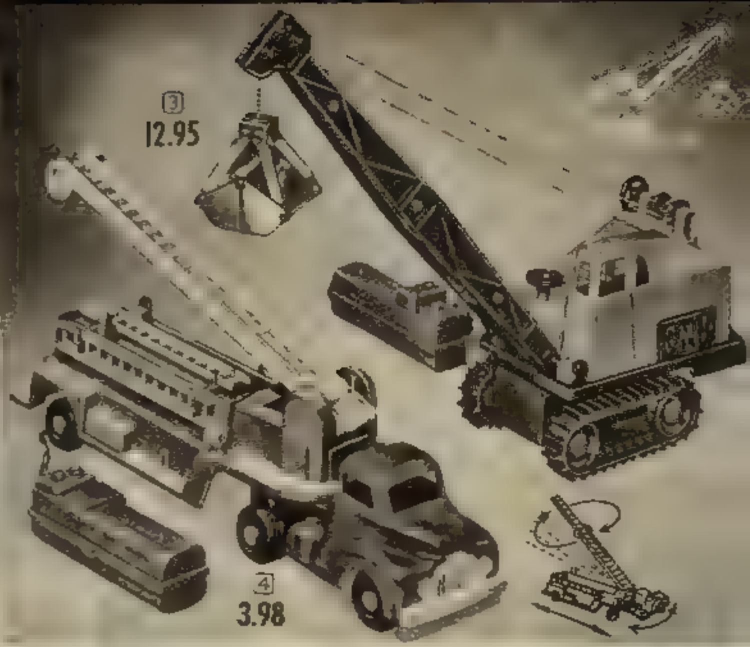
ANTIQUE GUN MODELS Fun to put together plastic scale models of Jean LaFitte, Valley Forge, Braddock pistols. Ideal wall decorations. Wall holders, cement Abt 9 inches long
35 P 5562 [illegible] 4 oz.) Set of 3 1 98

ELECTRIC MOTOR LAUNCH has carved wooden hull, simulated deck planking. Electric motor movable searchlight lights up, windshield, 3-bladed propeller Battery not incl
35 P 5514 10 in long (1 lb 8 oz.) 2 98

CLOCKMAKER SET Assemble 26 pieces, make 24-hr pendulum clock Accurate brass, steel gears decorated face chains, weight and pendulum 6x5½ inches Easy to follow instructions
35 P 5199 (2 lb 8 oz.) 3.39

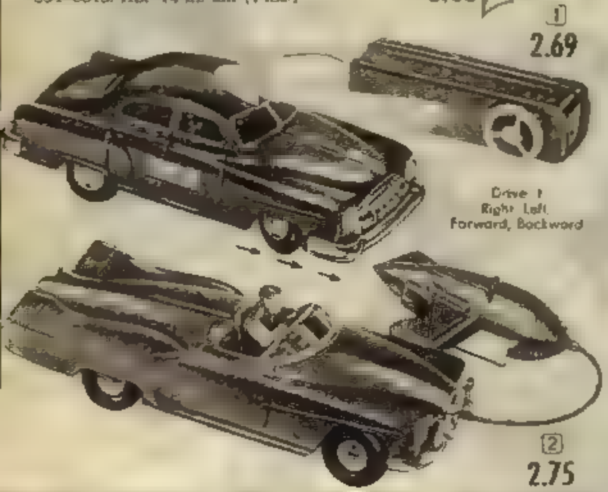
See Page 103 for Spiegel Budget Power . . . a better way to better living





ROBERT THE ROBOT SAYS. "I am Robert Robot, the mechanical man—Drive me and steer me wherever you can!" Hands clutch objects as he walks in any direction. Trigger control mechanism, winding crank. On off switch works lights in eyes, antenne Metallic-finished plastic. Battery included
35 P 5513. Abt 14 in. tall (4 lbs.) 5.69

Remote Control "Magic"


1
2.69
Drive It Right Left Forward, Backward
2
2.75

① START ELECTRIC POLICE car—flashing Red light goes on siren wails. Steer it, drive it forward backward by remote control Policeman at wheel.

Battery-powered electric motor Control has buttons for forward, reverse; steering wheel Cable is 36 inches long

1955 Chev. model. Enameled steel; bright trim; rubber tires Battery not incl. 9 in. long
35 P 5504. (2 lbs. 4 oz.) ..2.69

② REALISTIC JAGUAR remote control car Steer it left, steer it right, drive it forward or backward with pistol-grip control hand winding crank

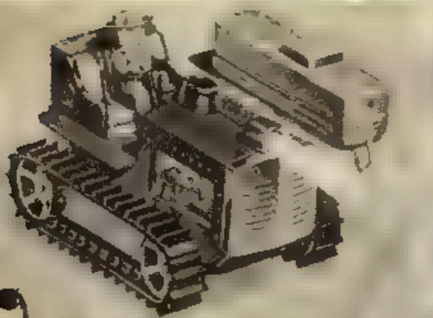
Long flexible shaft extends from hand control to automobile Little driver's arms turn realistically on steering wheel

Brightly-colored high-impact plastic with "silver" trim. Rubber tires 11 inches long
35 P 5507 (1 lb. 10 oz.) .2.75

③ "BIG JIM" CRANE GOES forward, backward Lifts load in brass clam bucket. Lifts iron, steel with electro-magnet—dumps—all by remote control! 2 electric motors.
Boom raises, lowers—body turns 360° Door opens to motor-and-gear compartment.
High impact plastic Orange with Black. Overall length 21 inches. Battery not included Fully assembled.
35 P 5510 (4 lbs. 3 oz.) 12.95

④ DRIVE ELECTRIC FIRE Engine forward or backward by remote hand control. Large ladder swivels 180°, extends 17 inches with one, 23 inches with 2 extension ladders.

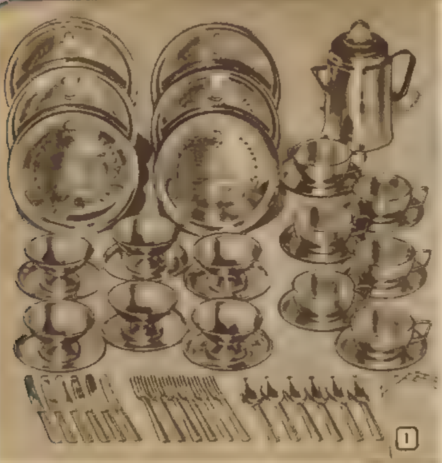
Hand crank raises and lowers ladders, 3 extra ladders on back Bright Red plastic with White trim. 10 rubber wheels 16 inches long. Powerful electric motor Battery not included.
35 P 5508. (2 lbs. 5 oz.)..3.98



RUN REMOTE-CONTROL ELECTRIC Tractor forward or backward. Composition-rubber treads drive tractor over obstacles, up steep grades. Bright headlight adds to the fun. Colorfully lithographed steel. 7 in. long. Battery not included
35 P 5509. (2 lbs. 3 oz.) 2.98

PAL THE PUP—WALKS, TURNS HEAD. Make him go by Elect- remote control operating button on battery case. Control cable resembles leash. Light Gray plush—bell on Red ribbon around neck. 10x10-in. high Battery not included
35 P 5520. (2 lbs 11 oz.) . 3.79

ELECTRIC ELEPHANT WALKS FLAPS his ears, curls and uncurls his trunk all by battery-powered remote control. Soft pile velveteen, Gray with bright Red and Yellow blanket on back. About 8 in. long. 5 in. high. Battery included.
35 P 5521. (2 lbs. 5 oz.)........ ..2.89



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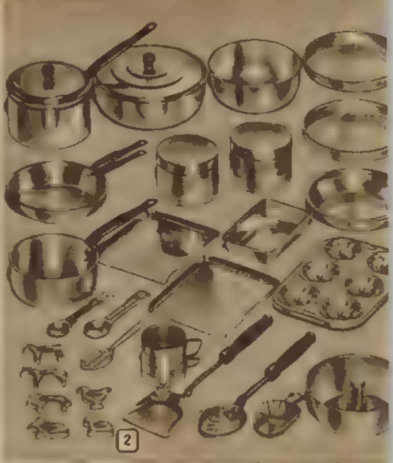


2

Bo-Peep Aluminum sets—bright, shining—unbreakable! Look just like Mother's!

59-PC. PERCOLATOR AND DINNER SET 1.79

1. Watch her eyes shine as brightly as the silverylike aluminum of this gorgeous percolator and dinner set! She'll thrill to her own "perk" as it makes real, honest-to-goodness coffee—watches it bubbling up the stem into the top globe—just like a real percolator! The 5-pc. miniature 4½-in. high percolator is of unbreakable aluminum in a dazzle-bright finish—as is the complete dinner service for 6! The whole set polishes up like sterling—won't ever, ever break! Set includes: percolator, twelve 3-in saucers, 6 each of: sherbets, 4½-in plates, cups, knives, forks, and spoons.

35 Y 5846—With 6 napkins. Ship wt. 1 lb. 7 oz.......1.79

27-PC. SET TO COOK AND BAKE WITH! 1.79

2. This cooking and baking set of unbreakable aluminum has everything a "Little Chef" will ever want! Each carefully made piece is "little-girl" size, well made of lasting aluminum that polishes up as bright as a headlight! 27-pc. set includes: biscuit pan, pie tin, angel cake pan, 2 layer cake pans, covered serving bowl, covered saucepan, flour canister, cooky canister, 6-cup muffin pan, cooky sheet, 6 cute animal cooky cutters, mixing bowl, saucepan, frying pan, egg whip, mixing spoon, cake turner, scoop, measuring cup, 2 measuring spoons, ¼ and ½-teaspoon size

35 Y 5845—Ship wt. 1 lb. 2 oz............27-pc. Set 1.79

Famous "Bo-Peep" aluminum tea and coffee service sets for proud "hostesses"

19-PC. COFFEE SERVICE SET 1.00

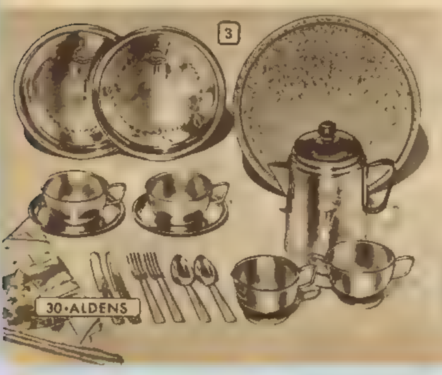
3. Big news for little hostesses—her very own coffee service, fashioned in silver-look, indestructible aluminum—and as beautiful as anything Mother uses for "company-best!" There's a handsome, large diameter serving tray of hammered aluminum, a smart covered coffee pot, in shining, smooth finish, as are the following: dainty sugar and creamer, two each of: plates, saucers, cups, knives, spoons and forks.

35 Y 5847—Two napkins. Ship wt. 12 oz..........Set 1.00

GLAMOROUS, 19-PC. TEA SERVICE 1.00

4. A brand new, different and wonderful kind of tea set that a little mother will proudly serve "Tea for Two" from—every afternoon! Of fine quality, heavy gauge, shining-bright aluminum that won't ever break! Serving tray comes in hammered finish—the rest, in smooth finish teapot with lid, smart sugar bowl and creamer. 2 each: plates, cups, saucers, knives, teaspoons and forks. 2 attractive paper tea napkins.

35 Y 5848—Shipping weight 9 ounces............Set 1.00



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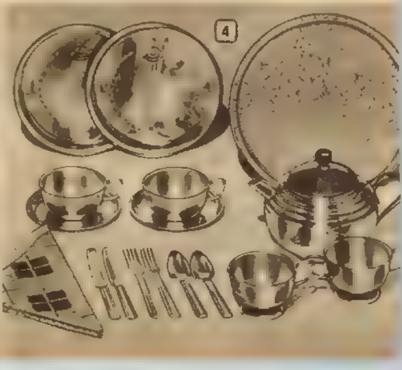

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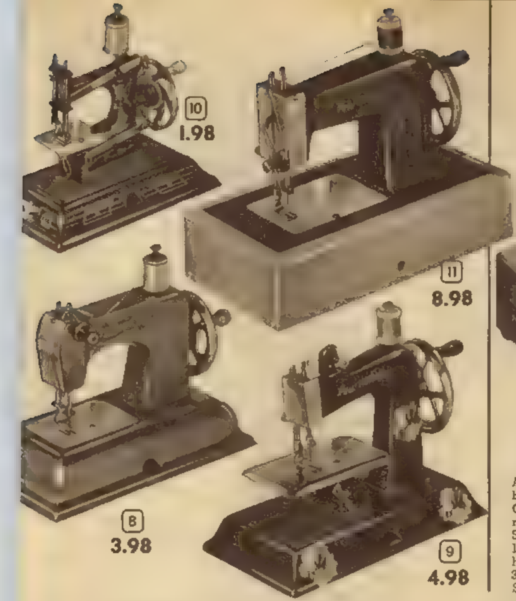
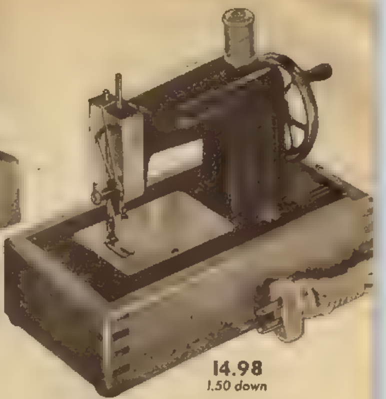




Imported electric sewing machine Operates electrically or by hand!

Aldens finest toy sewing machine has rotary bobbin, single chain stitch, self-feed thread. Chrome trim, Green metal parts on wood base, rubber-padded. Works by hand or electrically. 50-in. White plastic cord, plug. On-off switch. 110-120V, AC-DC. UL approved. 9¾x5x7½-in. high. Buy on Aldens Easy Payment Plan.
35 Y 5830—1.50 down....................14.98
Shipping weight 5 pounds 2 ounces.

SEWING MACHINES — the fun-filled way to teach little girls how to sew!

THRIFTY, IMPORTED, EASY-TO-USE! 3.98

8. Smartly styled, imported sewing machine with simple operation to teach sewing in jig-time! Has single thread chain stitch. Spool automatically unwinds the thread. Sews as fast as hand turns wheel! Bright Red enamel finish on heavy quality steel. Chrome parts. Table clamp, needle, thread, and instructions included.
35 Y 5812—Size: 5x8½x7¼-in. Ship. wt. 2 lb. 6 oz.....3.98

ECONOMY SEWING MACHINE—IMPORTED! 1.98

10. Just the ticket for your "littlest angel" who is learning how to sew! Makes real stitches, just like Mother's big machine—only it takes a chubby little hand to turn the wheel and make it work—but such fun! Single chain stitch with self-feed thread. Table clamp, needle, thread, instructions. Black enameled steel.
35 Y 5811—Size. 4x6⅜x5½ in. Ship. wt. 1 lb 3 oz.. 1.98

IMPORTED DELUXE ROTARY BOBBIN 4.98

9. So easy to operate—she'll learn much faster. This better quality machine sews with a strong chain stitch, makes fine, even seams. Automatic feed, hand wheel operated. Adjustable tension assures more even stitch. Foot lever holds cloth—prevents slipping. Chromed heavy gauge Green steel. Clamp, needle, thread included.
35 Y 5802—Size: 9¾x5½x6-in. Ship. wt. 2 lb. 5 oz. 4.98

WAS 14.98! IMPORTED SEWING MACHINE 8.98

11. This efficient portable sewing machine is more than a toy—it tackles any sewing task! Teaches real sewing faster—because it performs most like a real machine. Precision-built with metal parts. Control lever near sewing area for easy handling of fabric. Wood and metal 9⅝x5-in. base. 7⅜-in. high. Thread, needle included.
35 Y 5813—Shipping weight 3 pounds 14 ounces......8.98

BELOW: Aldens kits to teach her the arts of sewing, weaving, making costume jewelry!

12. JEWELRY KIT — Assortment of 48 antique-finish charms, rings, chains, brooch and bar pins. Tools, instr.
35 Y 5932—Wt. 1 lb. 6 oz 1.69
AS ABOVE. 24-charm assort.
35 Y 5931—Wt. 1 lb. 89c

13. WEAVING loom—make colorful, 7½-in. square hot pads, sew squares together into place mats! Metal loom, patterns, fabrics and instructions included.
35 Y 5803—Wt. 1 lb .. 1.00

14. LEARN-TO-SEW DOLL kit. 7-in. vinyl doll has painted face, hair, shoes. Sew on her ready-cut cotton dress, panties, apron!
35Y5935—Wt. 5 oz Set 79c
35Y5930—Doll only. 5 oz.49c

15. SEW KIT—6-in. doll, 5 dresses to sew, 4 cloth sqs. sewing access. in plas. case.
35Y5809—Wt. 2 lb. 6 oz. .1.79
Cardboard case with six dresses and 4 cloth squares.
35Y5808—Wt. 1 lb. 12 oz 1.00

ARMART
12
89c up

OUR IDEEL
THE MOST PEERLESS
FOSDICK OF THEM ALL

Nothing else is

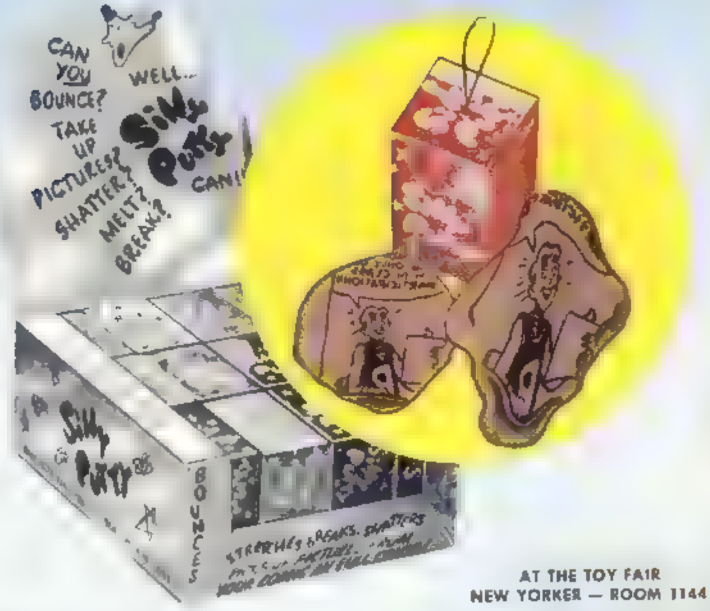
Silly Putty

Always standard quality, quantity, price
The World Over!

Can you...

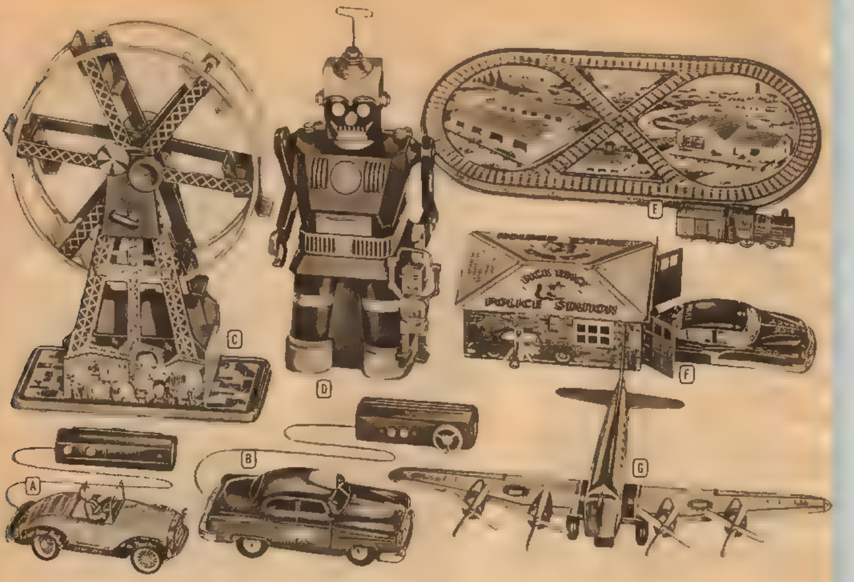
Take up pictures in color?
Bounce higher than a rubber ball?
Stretch like taffy?
Break like a biscuit?
Sell for a dollar all year 'round?
Melt into a quiet little puddle?

Silly Putty *can and does!*

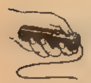

CAN YOU BOUNCE?
TAKE UP PICTURES?
SHATTER?
MELT?
BREAK?
WELL...
Silly Putty
CAN
Silly Putty
BOUNCES
STRETCHES, BREAKS, SHATTERS

AT THE TOY FAIR
NEW YORKER — ROOM 1144

SILLY PUTTY MARKETING P. O. BOX 741, NEW HAVEN, CONN.



Mechanical Toys and Remote Control Cars with


(A), (B) operate by remote control

Ⓐ **REMOTE CONTROL JALOPY WITH FIGURE.** Imported from Japan. Fashioned after a college type roadster with comical sayings printed on the body. Hand control box with 2 buttons makes the car go forward or backward and by swinging the cord, you can make the car turn. All metal, 4 rubber tires. Long cord.

48 T 2824—7¼ in. long. Ship. wt. 1 lb.. ...1.79

86 W 3259 X—2 Batteries for above. Wt. 8 oz.28¢

Ⓑ **REMOTE CONTROL POLICE CAR.** Imported from Japan. Press the buttons on control box, car runs forward or backward, turn the steering wheel and front wheels turn to make car go in any direction, with red light flashing and siren wailing. 8¾-in. metal car, nickel plated trim, enamel finish. Rubber tires. Long cord.

48 T 2825—Ship. wt. 2 lbs.... ....2.69

86 W 3259 X—2 Batteries for above. Wt. 8 oz 28¢

Ⓒ **FERRIS WHEEL.** A popular carnival ride, lots of thrills for youngsters. Easy to operate, clock spring motor makes colorful wheel go round; bell rings. Metal wheel; plastic swivel seats.

48 T 2826—Abt. 17 in. high. Ship. wt. 3 lbs..1.73

Ⓓ **ELECTRIC ROBOT WITH BABY.** All electrically operated robot moves about on its own power, driven by a miniature motor which is operated by two flashlight batteries (batteries not incl. see below). Controls at the rear of the robot guide it forward, backward, to left or right. Eyes light up as he moves, head turns from side to side. Control knobs raise and lower the arms. Hands have hooks to carry baby robot around. A code buzzer at the rear produces a buzzing sound and the Morse code is printed alongside the buzzer. Sliding aerial at the top of his head and a tool drawer at middle of his chest. Made of high impact plastic, colorfully painted. Robot, 14½ in. high to top of head, 6 in. wide at feet, runs on four wheels. Baby robot, 5 in high.

48 T 2822—Ship. wt. 2 lbs. 8 oz..... ......5.49

86 W 3259X—2 Batteries for above. Wt. 8 oz. 28¢

Ⓔ **SHUTTLIN' CHOO-CHOO TRAIN.** Mechanical locomotive shuttles the freight car back and forth over lithographed metal base. Crossover track with an inside oval, automatic switches. All-over landscape design, with busy freight depot and other buildings. Locomotive has a strong clockspring motor Base 20½x9½ inches.

48 T 2821 Ship. wt. 2 lbs.................1.79

SAVE THIS CATALOG. TOYS ON THESE TWO PAGES AVAILABLE UNTIL OCT. 1, 1956

Ⓕ **AUTOMATIC DICK TRACY POLICE STATION.** Wind key on side of police station. Door flys open, riot car zooms out, streaks across the floor with siren wailing Friction motor. Lithographed steel house 9x6x3⅞ in. high. 7½-in. car.

48 T 2820—Ship. wt. 2 lbs...... ....1.89

Ⓖ **"FOUR-MOTOR" FRICTION AIRPLANE WITH SIREN.** Like modern civilian transport plane. Propellers spin and plane runs swiftly across the floor making a siren noise. Tricycle landing wheels. Lithographed metal. Friction motor Fuselage 13¾ in. long. Wingspread abt. 18¼ in.

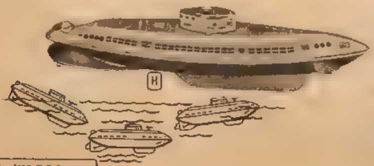
48 T 2930 Ship. wt. 1 lb. 8 oz...........1.79

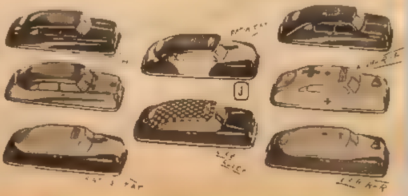
Ⓗ **DIVING SUBMARINE.** Dives 2 to 5 ft. (rudder adjusts for depth and direction); runs under water and rises again. Colorful, lithographed metal, abt. 13 in. long. Spring motor

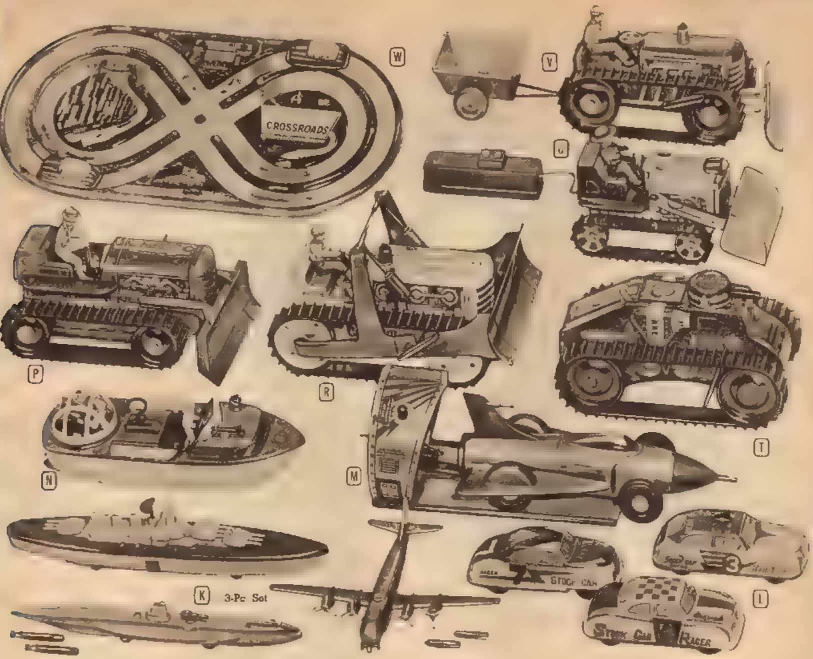
48 T 2814—Ship. wt. 1 lb. 8 oz............1.45

Ⓙ **FLEET OF EIGHT ACTION CARS.** Steel cars, 4 in. long, lithographed in color, operate when pushed along. Windshield Wiper Car (wipers move), 2 Roll-window Cars (windows work), Fire Chief Car and Ambulance (bell rings), Taxi (meter revolves), 2 Police Cars (gun moves, "bangs"). Bottoms of cars enclosed.

48 T 2815—Ship. wt. 1 lb. 4 oz....8-Pc. Set 1.79







Tractors, Tanks, Other Mechanical Toys

K EXPLODING BATTLESHIP. 3-Pc. Set. Hit Battleship with Bomber or Submarine, it will "explode" Easily reassembled. Press bomb release, 2 metal "bombs" drop from 7¼-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Ship 13 in. long Ship and sub will float.
48 T 2939 Ship. wt. 2 lbs. . . . . .3-Pc. Set 2.19

L 3 FRICTION STOCK CARS WITH SIREN. Press them down and forward and their strong friction motor will propel them across the floor with loud wailing siren. Brightly lithographed steel, rubber wheels, reinforced grilles. Ea. 6 in. long. Ass't'd sedan and coupe models. Japan import.
48 T 2819—Ship. wt. 3 lbs. . . . .Set of 3 cars 1.29

M TURBO JET AND ROCKET LAUNCHING PLATFORM. Wind up spring motor on launching platform, release push-button trigger—and Turbo Jet zooms away on 4 wheels with siren wailing as it rolls along Action-packed Turbo Jet has metalized dome, harmless soft tip, rubber wheels and friction motor. (Jet 5x11 in. long.) Metal launching platform 4½x10 in long.
48 T 2841 -Ship. wt. 1 lb. 6 oz. 3.49

N SPARKLING MECHANICAL TORPEDO BOAT. Scale model replica of P.T. Boat. As boat races through water, double gun turret in rear releases a shower of harmless sparks. Sturdy plastic boat is equipped with torpedo racks, dummy search light and air horns, windshield, sailor figure steering boat. Clockspring motor. 3½x11 in. long.
48 T 2840 Ship. wt. 1 lb. 3 oz. 1.79

P AUTOMATIC REVERSIBLE TRACTOR. Large Bulldozer blade raises and lowers. Lithographed steel tractor reverses automatically; brake for stopping. Clockspring motor; rubber treads.
48 T 2952—10 in. long Wt. 2 lbs. 6 oz. 2.79

R SPARKLING BULLDOZER TRACTOR. Climbs and pushes and pulls loads—while shooting harmless sparks. Scraper raises, lowers. Lithographed steel. Rubber treads, clockspring motor. Brake for stopping. Ship. wt. 3 lbs.
48 T 2804 –10½ in. long 3.29

T CLIMBING SPARKLING TANK. Climbs and shoots harmless sparks while making "rat-a-tat" noise. Lithographed steel; clockspring motor.
48 T 2812 -9½ in. long. Wt. 2 lbs. 6 oz. . . 2.79

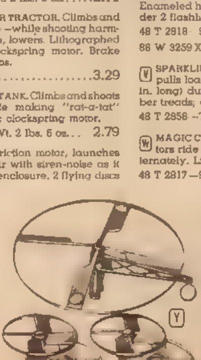
X SOLAR ROCKET with friction motor, launches flying discs into the air with siren-noise as it runs along. Sparks fly in enclosure. 2 flying discs 4⅓-in. diameter incl. Abt. 14¼ in long.
48 T 2951—Ship. wt. 1 lb. 3 oz. . . . 1.79

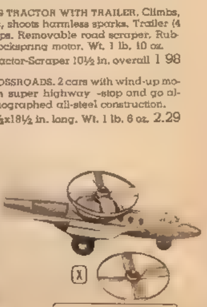
Y FLYING PROPS. Watch them sail high into space when released from launcher. Large "prop" (10½-in. diam.) "Whistles" as it sails. 4 smaller props (4½-in. diam.). Automatic rewind. Instr. on box.
48 T 2957—Ship. wt. 1 lb. 4 oz. 89¢

U REMOTE CONTROL TRACTOR WITH AUTOMATIC SCOOP AND HEADLIGHT. Goes forward or back—just press the button on control box. Climbs, pulls weights; scoop raises and lowers automatically. Cable from tractor to hand grip control. Enameled heavy-gauge steel, rubber treads. Order 2 flashlight batteries below. Japan import.
48 T 2818 9¾ in. long. Wt. 2 lbs. 3 oz. . . . 3.69
86 W 3259 X – 2 Batteries for (U). Wt. 8 oz. . .28¢

V SPARKLING TRACTOR WITH TRAILER. Climbs, pulls loads, shoots harmless sparks. Trailer (4 in. long) dumps. Removable road scraper. Rubber treads; clockspring motor. Wt. 1 lb. 10 oz.
48 T 2858 –Tractor-Scraper 10½ in. overall 1 98

W MAGIC CROSSROADS. 2 cars with wind-up motors ride on super highway—stop and go alternately. Lithographed all-steel construction.
48 T 2817—9½x18½ in. long. Wt. 1 lb. 6 oz. 2.29





BABY DOLLS

12" BABY DOLL

Latex cotton stuffed body, vinylite head, glassene button eyes, rooted in poodle hair style, coo voice. Satin dress with apron, shoes and socks Doll is 12" tall. No. 39

STOCK No. 71—83366

JOLLY TOYS, INC.

D71-30 A Retail $1.98 ea.

Inv.__________ Pur.__________

10" DRINK AND WET DOLL

Tiny "So-Wee" is the favorite of thousands of tiny mothers. Has movable head, arms and legs, voice and nursing bottle. Brightly dressed. Individually boxed. 12 to carton, wt 13 lbs. No. 10041

STOCK No. 71—83367

SUN RUBBER CO.

X91-30 N Retail $1.98 ea.

Inv.__________ Pur.__________

CRAWLING DOLL

"Mechanical Polly" has most intriguing life-like crawling action. Durably molded of plastic in fine detail. Equipped with long-running clock spring motor with key. 12" long. Six to carton, wt. 11 lbs. No. 2165.

STOCK No. 71—83372

LOUIS MARX & CO.

V41-95 B Retail $2.98 ea.

Inv.__________ Pur.__________

ANSWER DOLL

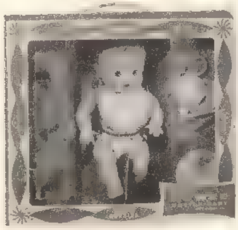
Answers any questions; press on back and she nods "yes." Press on tummy and she shakes head "no" A 10" baby doll with sleeping eyes, washable braided wig, cotton or rayon dress and plastic shoes. No. 251.

STOCK No. 71—83373■★

BLOCK DOLL CORP.

A61-95 R Retail . $2.98 ea.

Inv.__________ Pur.__________



DRINK AND WET DOLL

So-Wee drink and wet doll in a new box. A 10" doll with drink-wet-cry features, surrounded by many baby accessories. 6/ctn., wt. 11½ lbs No. 10541

STOCK No. 71—83374★

SUN RUBBER CO.

S61-95 W Retail $2.98 ea.

Inv__________ Pur.__________

"TOD-L TWINS" SET

Flesh-colored vinyl boy and girl dolls with voice and stationary plastic eyes. They wear matching playsuits. In carrying case with handle. Both are 10½" high 6/ctn., wt. 10½ lbs. No. 14038.

STOCK No. 71—83375

SUN RUBBER CO.

T51-95 B Retail . $2.98 ea.

Inv.__________ Pur.__________

BABY DOLLS

DOLL STAND

Adjustable doll stand made with heavy aluminum base and shaft. Bright cadmium rust proof plated wire arms for dolls size 9" to 13". 12/ctn., wt. 5 lbs. No. 105

STOCK No. 71—83330■

BLAKE & CONROY

M4-67 T Retail $ .67 ea.

Inv ________ Pur. ________

DOLL STAND

This size is for dolls 13" to 19" tall. 12/ctn., wt. 6 lbs. No. 107.

STOCK No. 71—83331■

BLAKE & CONROY

A4-83 M Retail $ .83 ea.

Inv ________ Pur ________

DOLL STAND

This size is for dolls 19" to 28" tall 12/ctn., wt. 9 lbs. No. 112.

STOCK No. 71—83332■

BLAKE & CONROY

Z91-25 M Retail $1.25 ea.

Inv ________ Pur ________

DOLL STAND

This size is for doll 28" to 36" tall 12/ctn., wt 12 lbs. No. 117.

STOCK No. 71—83333■

BLAKE & CONROY

B21-50 A Retail $1.50 ea.

Inv ________ Pur ________

8" VINYL BABY DOLL

Drinking and wetting doll, jointed arms and legs. Has bottle and nipple, diaper and pins. Decorated features, pink flesh doll. 8" high. Each in a polyethylene bag. 12 to carton, wt. 4 lbs. No 1098.

STOCK No. 71—83342★

IRWIN CORP.

H9-52 S Retail $ .79 ea.

Inv ________ Pur ________

DRINK AND WET DOLL

Molded in one piece, 10½" high with simulated underclothing, molded shoes and socks, squeeze voice and stationary plastic eyes. Doll drinks and wets, includes bottle. 12/ctn., wt. 7 lbs. No. 14033

STOCK No. 71—83357

SUN RUBBER CO

T9-78 R Retail $1.19 ea.

Inv. ________ Pur ________

BABY DOLL IN BLANKET

A 11-Inch "Squeeze" latex rubber doll wrapped in baby bunting and hood. Has glassene eyes. Packed three dozen to carton, wt. 21 lbs. No. 1278.

STOCK No. 71—83359

ALLIED GRAND DOLL CO

X1-78 P Retail $1.19 ea.

Inv. ________ Pur. ________

VINYL DRINK AND WET DOLL

An 11½" vinyl drinking and wetting doll with painted eyes, jointed arms and legs. Includes diaper, bottle, bib, teething ring, dish, spoon and washcloth 12/ctn., wt. 14 lbs. No. 1542

STOCK No. 71—83365

IRWIN CORP.

V81-30 N Retail $1.98 ea.

Inv. ________ Pur ________

NEW REMOTE CONTROL ELECTRIC LADDER FIRE TRUCK

JUST PRESS THE BUTTON AND WATCH IT GO! TWO FAMOUS RUN RITE MOTORS both operated from the same control box with a simple press of the button. One motor propels truck forward and reverse. One motor raises and lowers aerial ladders Realistic design aerial ladder truck in fire engine red. Completely remote controlled aerial ladders Full chrome accessories and trim. Dual rubber wheels. Motor torque steering. Powered by two flashlight batteries. 16⅝" L., 3-11/16" W., 4-11/16" H. Ship. Wt. 3 lbs. Batteries not inc.

20/261 Y635 Retail............. $9.95

REMOTE CONTROL POWERHOUSE TRACTOR

JUST PRESS THE BUTTON AND WATCH IT GO! Climbs Mountains, Over Obstacles, Pushes, Pulls many times its weight. All by remote control. Sturdy and rugged power packed performance. Forward and Reverse Propelled by the Mighty "Run Rite" Motor! Realistic Tractor Design. Authentic Mustard Yellow. Real Cleated Rubber Tread. Powered by 2 Flashlight Batteries. Safe—Unconditionally Guaranteed. Ship. Wt. 2 lbs. Batteries not included.

21/261 Y330 Retail...............$4.98

REMOTE CONTROL GEE-I JEEP

Just press the button and watch it go! This toy runs on standard flashlight batteries with push button remote control. Precision electric Run-Rite motor guarantees hours of running on pavements, rugs, up steep grades. By pressing remote control buttons the Gee-I Jeep will speed ahead in a straight line. In reverse it turns and maneuvers to desired positions. Red, blue, green Rubber wheels, metal base. 6½x2½x2½". Ship. Wt. 3 lbs. Batteries not inc.

22/261 Y200 Retail.............$2.98

REMOTE CONTROL E-91 FUTURA

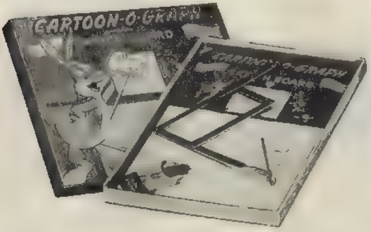
Just Press the Button and Watch It Go! Drive it! Steer it! Turn corners around obstacles, back it up, park it. Just like Dad's car. Safe, powerful, fast. Powered by 2 flashlight batteries. Over rugs, pavement, hills. Teaches coordination, driver training. Unconditionally guaranteed. Sensational futuristic designs. Metallic color combinations. Clear plastic futuristic dome. Full chrome trim. Solid rubber wheels. Time-tested "Run-Rite" Motor. 8" long, 4" wide, 3" high. Ship. wt. 3 lbs. Batteries not included.

23/261 Y465 Retail...................$6.98

THE NEW THOMPSON AUTOMATIC SUB MACHINE GUN, JR.

Exact replica of the famed Thompson Automatic Sub-Machine Gun. Built for endurance. Moulded of Dow high impact styron, and metal moving parts. Shoots 25 harmless plastic balls in one loading. No pumping of gun required, just load and shoot. 27¼" long. Ship. wt. 3 lbs.

20/263 Y330 Retail.................................$5.00



CARTOON-O-GRAPH SKETCH BOARD

The "Cartoon-O-Graph" Sketch Board opens up worlds of play and genuine training in the skill of drawing and accurately reproduces any cartoon, comic strip, photograph, map, etc., tripled in size. This sturdy metal drawing device insures hours of absorbing, quiet enjoyment. Easy operation makes it a wonderful gift for a wide range of ages. Box cover lithographed in four-color display. Accessories included: coloring set, Warner Bros. cartoons, drawing paper. Ship. wt. 4 lbs.

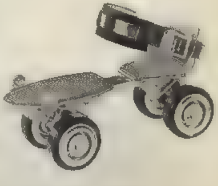
20/262 Y120 Retail........................$2.00

Dual-Pistol Set
45

LUGER AUTOMATIC AND COLT 45 SET

Durably constructed of high impact Dow styron, with metal moving parts practically indestructible. No pumping necessary, just load with 10 pellets and shoot as fast as you can pull the trigger. Each pistol is authentic looking in every detail. Packed in handsome gift box with supply of pellets.

21/263 Y200 Retail.........$3.00



ROLL KING ROLLER SKATES

Roll King Skates start faster, roll faster, turn sharper, stop quicker and give a non-skid, noise-free, more comfortable ride than other skates. Roll King Axles are mounted on rubber blocks. Over bumps, these blocks take the shock, the skater has no sense of jar, he floats over the bumps! Roll King Rubber Tires are non-skid, safer, roll easier, faster. Each wheel contains 18 ball bearings and will last many times as long as ordinary wheels. Rubber Heels and Toe Plates eliminate protruding rivets and provide firmer footing for the skater. Save shoe soles and absorb shocks. Roll King Ankle Guard is durable sponge rubber with leather backing that prevents chafing and sox wear. Ship. Wt. 7 lbs.

21/238 Y530 Retail......$7.95

Gold-Plated Tonka Dump Truck Presented to Firm's President

This Tonka Toy Dump Truck is termed "literally worth its weight in gold. The truck, entirely gold-plated except for tires, was presented by employees of Mound Metalcraft, Inc., makers of the Tonka Toy line of steel trucks, to Lynn Baker, above, president of the firm, as a Christmas present and token of esteem

Here, Mr. Baker exhibits his gold-plated truck, seated before a wall display of the Mound, Minn., company's large line of metal trucks and allied vehicles.

Four Additional Sales Reps Appointed by Capitol Records

"Name" records in the Capitol line

Capitol Records has announced appointment of four more representatives since PLAYTHINGS' February issue went to press. George Perkin, 1424 A Merchandise Mart, Chicago 54, will solicit wholesale toy jobber orders for Capitol's 25c and 99c Children's Records in the midwest states. J. V. Folsom & Son, 301 North Market St., Dallas 2, will handle these lines in Texas. Oklahoma, Arkansas and Louisiana. Sheldon Company, P O Box 3111, Greensboro, N. C., will be the representative in the southeastern area, and Alan F Wells Company, 158 Social Hall Avenue, Salt Lake City 1, Utah. for the Rocky Mountain area.

Nat Attenberg, of Nat Attenberg & Son Malden, Mass., who represents the two Capitol Kiddy lines in the New England and upper New York state area; Frank Shain recently appointed to handle the New York Metropolitan area, New Jersey, Pennsylvania, Maryland, Delaware and Washington, D. C., and Earle Colee of Colee Sales Company, Los Angeles, who represents the line on the West Coast met recently in New York with executives of Capitol's national sales organization to discuss plans for the introduction of the lines to the wholesale toy trade at the Toy Fair where Capitol will exhibit in Room 1015. Hotel New Yorker.

CLAY PLAY MODELING SET FROM STEWART CLAY CO.

Illustrated below is a new item from Stewart Clay Company, Inc., Department P, 137 Mulberry Street, New York City 13.

Known as Clay Play, the Student Modeling Set, the product is a $2.50 retailer and contains everything that's needed to carry out any modeling project: tools, clay, armatures, instructions and so forth.

Further information is available direct from the manufacturer

FAMOUS NAMES ABOUND IN NEW CHILDREN'S BOOK-ELFS

Burl Ives, Wild Bill Hickok, Guy Madison, Sparky the Fire Dog . . . famous names abound in Rand McNally's latest Book-Elfs for small fry readers. The spring books, all just published, include four 25c Book-Elfs and one 15c Book-Elf Junior.

The nation's top singer of folk songs is represented by Sailing on a Very Fine Day, his first book for children. Ives originally wrote the whimsical nonsense verse about Mish the fish, Morse the horse, Kermit the hermit and their cohorts to amuse his five-year-old son. Retail 25c

Guy Madison and Andy Devine, who are known to millions of young TV and radio fans as Wild Bill Hickok and his comical crony, Jingles, are featured in Wild Bill Hickok and Deputy Marshal Joey This is the first children's book about the famed hero of the Old West using illustrations of the two movie stars. Retail 25c

Sparky the Fire Dog, featuring the familiar mascot of the National Fire Protection Association, is published in cooperation with the current fire prevention campaign of the Advertising Council. The story is about children who learn to prevent fires and in it boys and girls are urged to join Sparky's Fire Department Retail 25c.

Friends of Jesus, the only Book-Elf Junior on the list, is a new book by Dr. Mary Alice Jones, a prominent religious educator whose other children's books on Biblical subjects are used in homes and church schools throughout the nation. Retail 15c.

All of the Book-Elfs are illustrated in full color and the covers can be wiped clean with a damp cloth.

Up go your sales with Transogram toys and games

Transogram climaxes 40 years of creating quality games and toys with a 1955 line that promises to surpass in variety and excitement anything we have ever produced. New ideas, old favorites, exciting tie-ins . . . all backed by TRANSOGRAM'S 40th Anniversary promotional wallop that includes advertising in 72 Sunday newspapers, 10 national magazines, radio, TV and publicity.

Illus. (No. 3083) Flying Superman to retail at **79c**

TRANSOGRAM *Growing Up* TOYS

CHARLES S. RAIZEN, PRESIDENT ● TRANSOGRAM COMPANY, INC. • 200 FIFTH AVENUE • NEW YORK 10, NEW YORK
FACTORIES: EASTON, PA. • STURGIS, MICH. • COUDERSPORT, PA. • ROULETTE, PA

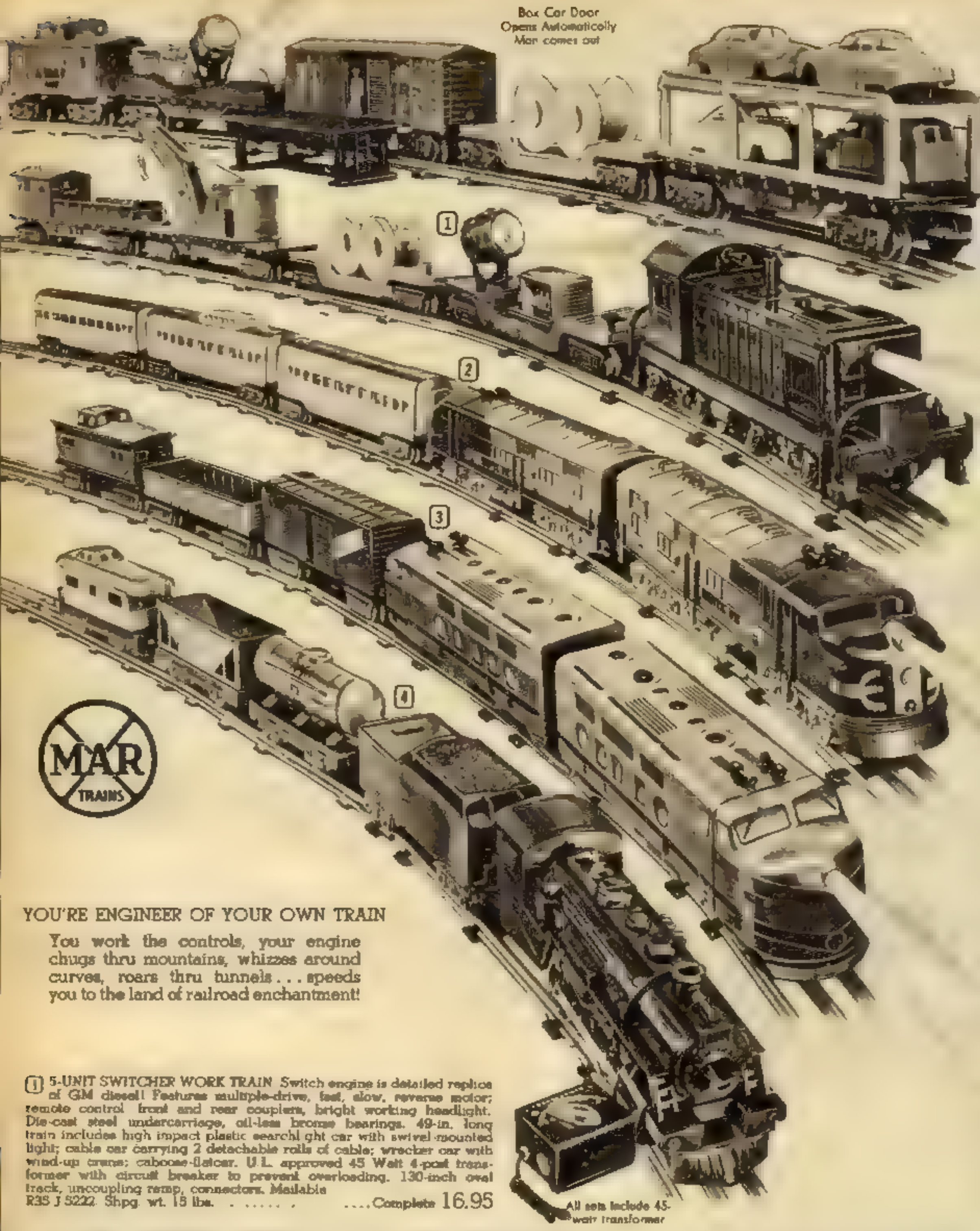
Hey there!
you with that gleam in your eye . . .
for something utterly new and gorgeous in

STUFFED TOY ANIMALS . . .

Elka's 1955 Holiday Line
will have its
premier showing
ONLY in
ROOM 713
200 FIFTH AVENUE

Elka TOYS

ROOM 713 • 200 FIFTH AVENUE
NEW YORK 10 • ALGONQUIN 5-6228



YOU'RE ENGINEER OF YOUR OWN TRAIN

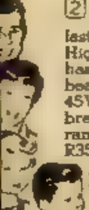
You work the controls, your engine chugs thru mountains, whizzes around curves, roars thru tunnels . . . speeds you to the land of railroad enchantment!

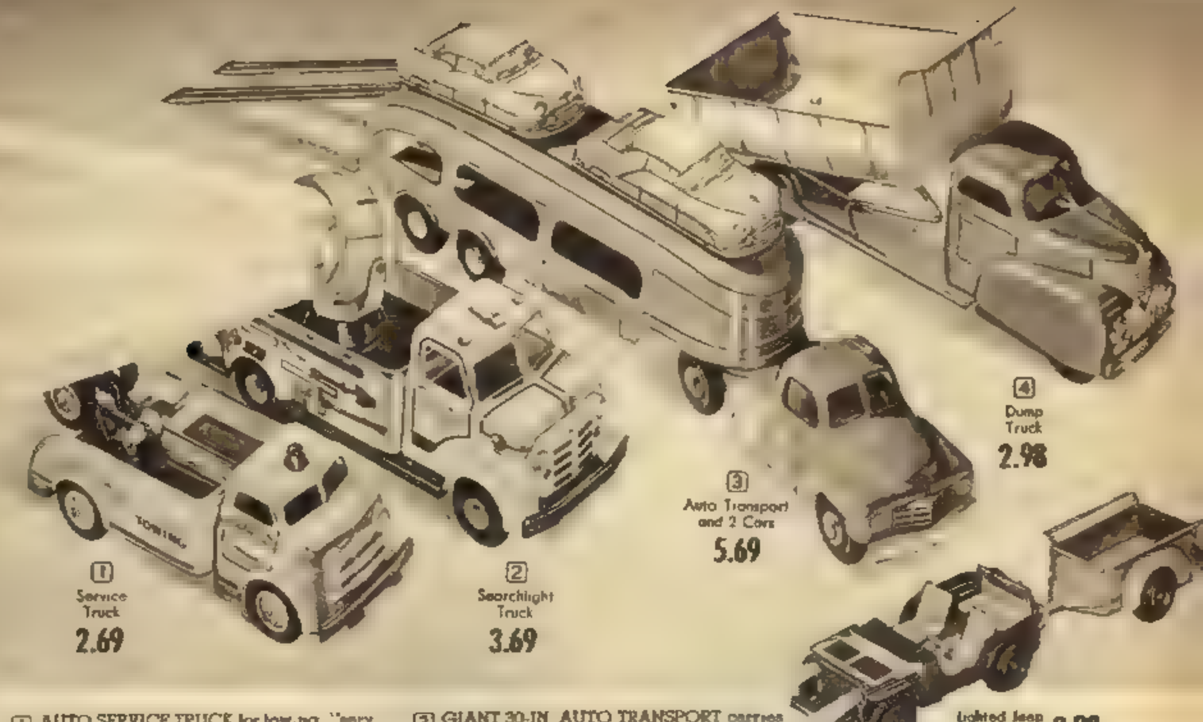
① **5-UNIT SWITCHER WORK TRAIN** Switch engine is detailed replica of GM diesel! Features multiple-drive, fast, slow, reverse motor; remote control front and rear couplers, bright working headlight. Die-cast steel undercarriage, oil-less bronze bearings. 49-in. long train includes high impact plastic searchlight car with swivel-mounted light; cable car carrying 2 detachable rolls of cable; wrecker car with wind-up crane; caboose-flatcar. U.L. approved 45 Watt 4-post transformer with circuit breaker to prevent overloading. 130-inch oval track, uncoupling ramp, connectors. Mailable
R35 J 5222. Shpg. wt. 15 lbs. . . . . .Complete 16.95

② **5-UNIT TWIN DIESEL PASSENGER** nearly 5 ft. long! Goes forward, reverse, fast, slow, uncouples, all by remote control. High impact plastic, "Santa Fe" engine has headlight, die-cast wheels, oil-less bearings. 3 electrically lighted cars. 4-post 45W transformer U.L. app., has circuit breaker 152-in. oval track, uncoupling ramp, sign, connectors.
R35 J 5273. (14 lbs.) Mailable. . . .19.65

③ **5-UNIT TWIN DIESEL FREIGHT.** 46-in. lithographed steel train goes forward, reverse, uncouples by remote control. "B & O" engine has headlight, dummy diesel horns. Box car, gondola car, and caboose. 45 Watt, 2 Post, U.L. approved transformer with circuit breaker, 102 in. oval track, track connectors, uncoupling ramps, accessories. Mailable.
R35 J 5223. (10 lbs.). 12.95

④ **5-UNIT ELECTRIC "STEAM" FREIGHT** 36-in. long, accurate in design. High-impact plastic locomotive speeds forward-reverse by remote control, has bright headlight, oil-less bronze bearings. Includes plastic tender, lithographed steel coal car, tank car, caboose. 45 Watt, 2 post, U.L. Approved transformer, 102-in. oval track, accessories. Mailable.
R35 J 5220 (8 lbs.). 9.69





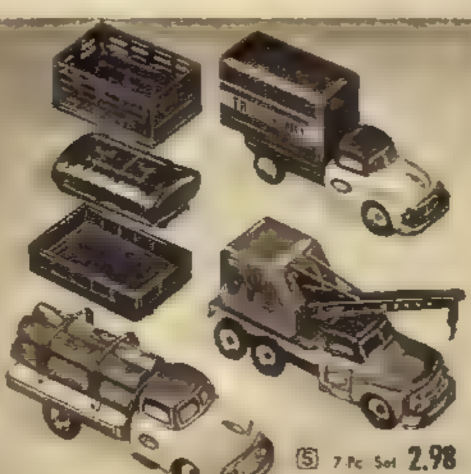
① **AUTO SERVICE TRUCK** for towing, "servicing" other toys. Working derrick chain hoist, 2 tool chests, jack, tire wrench, tire iron, hammer screwdriver really work. Steel; rubber tires. 13x5x6 in. high.
35 J 5543. Shpg. wt. 4 lbs. 2.69

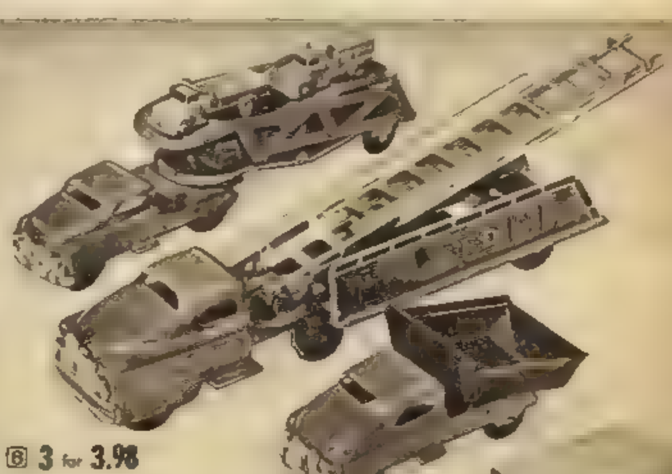
② **SEARCHLIGHT TRUCK** throws bright beam. 4½-in. light tilts, rotates 360°, lithographed steel cab, rubber wheels. 18x8x10 inches high. (Batteries not incl.)
R35 J 5759. Mailable. (7 lbs.) 3.69

③ **GIANT 30-IN. AUTO TRANSPORT** carries two 9-in. 1955 cars. Both decks have loading ramps; trailer is detachable, stands by itself. Heavy steel construction, rubber tires; realistic detail. 10x6x30 inches long.
R35 J 5775. Mailable. (10 lbs.) 5.69

④ **BIG 23-INCH DUMP TRUCK.** Turn handle . . . body raises, tailgate opens to dump. Heavy steel; rubber tires. Red, Yellow enamel finish. 9x23x9 inches high.
R35 J 5776. Mailable (9 lbs.) 2.98

LIGHTED JEEP WITH TRAILER is an exact replica of the famous army jeep . . . makes a gift that any youngster will be delighted to receive. Headlights really work. Two-wheel trailer makes it even more fun . . . has drop tail gate. Sturdy steel construction, baked enamel finish. Battery not included. (4 lbs.)
35 J 5109. 21 in. long with trailer ... 2.98





⑤ **7-PC. STEEL TRUCK SET** 7½-inch truck with removable crane that works. 7-in. truck with interchangeable bodies—gas, stake, trucks, grain hauler, van with latched door.

7½-in. lumber truck with 5 removable logs. All trucks have friction motors with sirens, just give 'em a push and watch 'em go.

Trucks are styled in two-tone colors, have plated detailed miniature grille work.
35 J 5741. (2 lbs. 13 oz.) Set 2.98

⑥ **3-TRUCK SET.** Each truck has action features that are sure to delight any youngster.

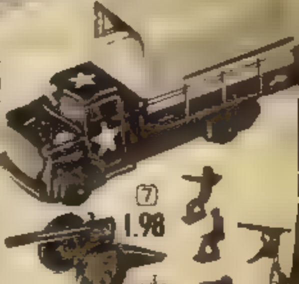
Just look . . . 20-inch steel fire engine has swiveling, 30-inch extension ladder with hoist; 17-in. steel auto transport has detachable upper tier and carries three 4-inch plastic cars.

10 in. steel dump truck has lever-action dump, plated grille. Just right for his big "construction jobs." All trucks have wood wheels.
R35 J 5733. Mail. (8 lbs.) Set 3.98

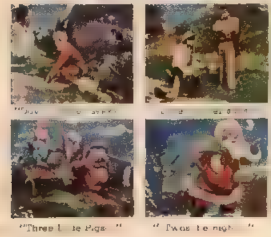
⑦ **ARMY TRUCK, CANNON** plus 5 soldiers. Lithographed steel truck has removable tarpaulin type, wire supported top, plastic wheels, measures about 14x5x6-inches high.

9-inch Lithographed steel cannon, spring fires six harmless wooden projectiles.

Five vinyl soldiers in combat positions, include two bazookamen, submachine gunner, grenade thrower, rifleman.
35 J 5724. (2 lbs. 11 oz.) 1.98



See Page 287 for Spiegel Budget Power Plan . . . a wonderful way to buy


"Three Little Pigs" "'Twas the night..."

Popular Favorites for Young Buckaroos

3-D PICTURE STORIES IN COLOR

A TRU-VUE VIEWER. Film card viewer makes stories come alive with brilliant pictures. Simple enough for child to operate. Large convex windows. Made of durable black plastic. Side lever to shift cards. Abt. 4½ in. wide. Cards sold separately.

48 TP 2010 *Postpaid* 1.49

COLOR FILM CARDS. For use in viewer above. Seven scenes on a card; 2 pictures of each scene to give natural 3-D vision. Story on each film (see illustrations). *Be sure to state catalog number, title of card, and lettered no.*

48 TP 2011—*Postpaid*.. Any 3 for 85¢

B-1 Bear Cubs Raid a Picnic
C-1 Day at the Zoo
C-2 American Indians
C-3 Wild West Rodeo
C-4 Children's Fairyland
C-5 Circus Clowns
C-6 Circus Parade
C-7 Circus Thrills
D-3 Pluto in "Baseball Catcher"
D-8 Disneyland Park I
D-9 Disneyland Park II
D-10 Disneyland Park III
D-14 Davy Crockett Indian Fighter
D-15 Davy Crockett Pioneer
D-16 Davy Crockett Battle of Alamo
F-1 Cinderella
F-2 Little Red Riding Hood
F-3 Jack and the Bean Stalk
F-4 Three Little Pigs
K Kitten Capers
P Playful Puppies
S-1 Frosty, the Snowman
S-2 Night Before Christmas
T-1 Kukla, Fran and Ollie
T-2 Wild Bill Hickok and Jingles
T-3 Buck Rogers
T-4 Howdy Doody and Clarabel
T-5 Howdy Doody-Secret Treasure
T-6 Howdy Doody-Mr. Bluster's Surprise
T-[illegible] Ramar of the Jungle
T-12 Mask of the Lone Ranger
Z-1 Baby Zoo Animals

OTHER FILM CARDS, PAGES 181, 198, 201

THEY'LL HAVE SUCH FUN WITH A NEW FLASHLIGHT OR LANTERN

B ELECTRIC LANTERN. Its good looks make it attractive as a home ornament or as a unique party decoration; fun for children; use as a night light; or on the garage—it's ready for emergencies when the lights go out. Rugged construction, unusual design. Bulb and batteries included.

86 T 3218—Ship. wt. 1 lb....... 2.98

C CHROME PLATED FLASHLIGHT in colorful Christmas gift box. Flashlight has 3-position slide switch—for signaling; use on outdoor trips. Prefocused light, throws powerful 1000-ft. beam. Detachable cap at each end. Bulb and 2 cells included.

86 T 3201—Ship. wt. 1 lb. 8 oz... 1.29

D DETECTIVE SEARCHLIGHT "Get the Facts" with this powerful, official searchlight for young detectives. Complete with metal badge and plastic whistle. 11 in. long. Bulb and 3 flashlight cells included.

86 T 3210—Ship. wt. 1 lb. 12 oz. 1.98

E "TORCHY" JR. AND SR. FLASHLIGHTS. A clever, unusual gift that's so practical, too. A full size 2-cell flashlight for Dad [illegible] his car, or outdoors for camping and picnics—and a miniature Davy Crockett flashlight for Junior. Chrome plated, have red safety glo lens hoods. Batteries and bulbs are included.

86 T 3215—Ship. wt. 2 lbs. Set [illegible]29

F G NOVELTY FLASHLIGHTS. Popular gifts for young outdoor fans. Gay 5-color design on each tube; chromed trim. Cells and prefocused bulbs are included.

(F) COWBOY—to please young buckaroos. 7½ in. long. Has glowing, red torch head and hanging ring.

86 T 3208—Ship. wt. 1 lb. 5 oz......98¢

(G) SPACE LIGHT—with an exciting design of a space ranger. Torch head gives glowing, red side light; siren in end cap for signaling. 8 in. long

86 T 3209—Ship. wt. 1 lb. 6 oz.....1.09

HOPALONG CASSIDY AND WESTERN STYLE BILLFOLDS

H TO **K** LEATHER BILLFOLDS. A gift your young range-rider will be proud to tote in his hip pocket. Smooth, saddle lambskin 3-dimensional design in multi colors. Braided edges. Bill and coin pockets. 4 windows for cards, pictures. Zip-around style. Price incl. 10% Tax. Wt. 5 oz.

(H) 60W8843-Horsehead design 1.98

(J) 60W8844-2 Collies Design ...1.98

(K) 60W8845-Rodeo Design.. .1.98

L HOPALONG CASSIDY BILLFOLD with 3-in. plastic comb and key ring. Your youngster will be thrilled to own a billfold with Hoppy and his horse Topper in a raised design for that 3-dimensional effect. Made of tough, durable plastic. Simulated lacing edge. 2 bill pockets, one secret, 2 card pockets, one with window. Removable 3-wing pass section for 4 pictures. Coin pocket contains 'surprise' lucky coin.

60 WP 8801—Fed. Tax incl. Ppd. 1.00

TOY TELESCOPE

M Ideal gift for young space cadet, ranger. Magnifies 5 times, yet telescope can be carried in pocket. Metal barrels, 3 sections. Leather-like covering. Opens to 8¾ in.

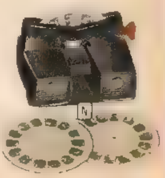
67 W 7201—Wt. 10 oz. 1.98

COWBOY VIEW MASTER

N See Hopalong Cassidy, Gene Autry, Roy Rogers and their horses in full color. 3-D pictures. Includes latest model View Master Stereoscope and 3 reels, each with seven action-packed, life-like scenes. Order other reels from Page 243. *Postpaid*

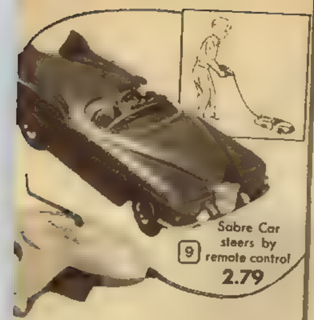
67 WN 3815—Outfit 3.00

67 WN 3816—3 DIFFERENT reels of above cowboys in scenes from their movies. *Postpaid*... 1.00



DON'T MISS THE EXCITING NEW DAVY CROCKETT BIKE IN TWO JR. SIZES ON PAGE 259.

SHOP YOUR FALL GENERAL CATALOG FOR OTHER GIFT SUGGESTIONS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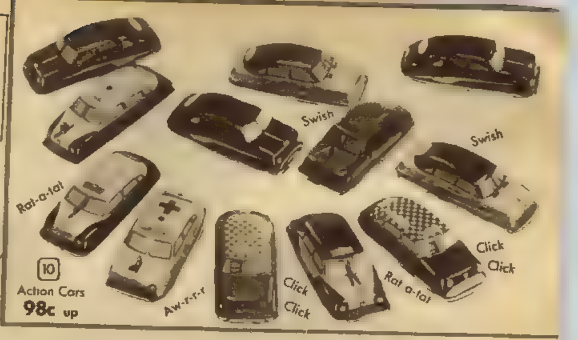
Sabre Car steers by remote control
2.79

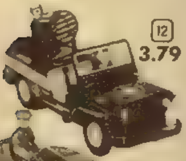


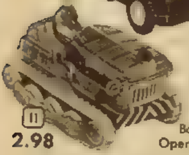
Remote control car 2.79

9. Junior will spend hours maneuvering this remote controlled plastic "Sabre" sports car. Car can move forwards and backwards accomplishing many fantastic feats. Long wire cable connects to easy-to-operate pistol-shaped control box. Crank controls car's movements, trigger steers it. 4 rubber wheels. Car is 11-inches long
35 Y 5321—Ship. wt. 1 lb. 7 oz. . . . **2.79**

FLEET OF CARS—police, ambulance, many others 98c up

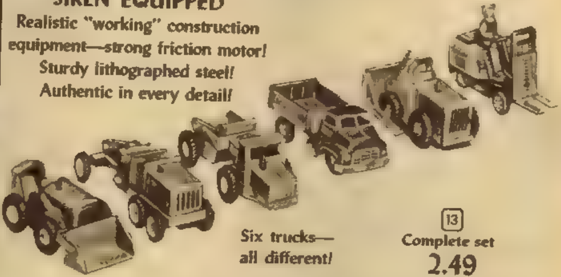
10. He'll be the envy of the block with this set of action-packed cars! Your tot and his pals can think up games by the hour with this wide assortment of cars imagine! Enough cars and noise for a bang-up traffic jam. 2 taxicabs (meters to tick cost of ride), 2 police cars firing machine guns, 2 "Fire Chief" cars with clanging bell, 2 cars with moving window wipers, 3 cars with windows that roll up and down, ambulance All bright metal cars with enclosed bottoms Lithographed in bright colors.
35 Y 5359—Each 4x1¾x1-in high Shipping wt 1 lb. 12 oz **Set of 12, 2.69**
35 Y 5362—Each 4x1¾x1-in. As above. Shipping wt. 1 lb 5 oz **Set of 6, 1.79**
35 Y 5363—Each 4x1¾x1-in As above. Shipping weight 13 oz . . . **Set of 4, 98c**





SIREN EQUIPPED

Realistic "working" construction equipment—strong friction motor! Sturdy lithographed steel! Authentic in every detail!



11. BATTERY OPERATED tractor—brightly lithographed steel. Electric motor. Rubber tracks Batteries included.
35 Y 5341—Size 7x4¾x5-in Ship wt 1 lb 14 oz **2.98**

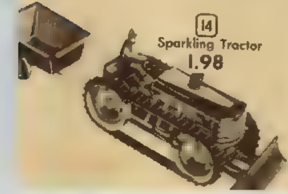
12 BATTERY OPERATED JEEP—Two-way switch 1 revolving search light, 2 headlights, 1 Red flasher, driver Lithographed steel Rubber tires Batteries included
35 Y 5340—Size 11½x4⅝x5¾-in. Wt 2 lb. 6 oz . **3.79**

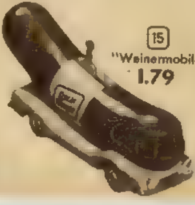
13. Here's a complete construction set At Aldens amazingly low price. Hi-Lift Loader with operating scoop, Road Grader with operating blade. Power Dozer with operating blade. GMC Dump truck with operating dump body, Fork Lift Loader with operating forks, Tip dump truck with operating dump. Sizes from 4 to 6¼-inches
35 Y 5336—Shipping weight 2 lb. 4 oz . . . . . . **6-pc. Set 2.49**

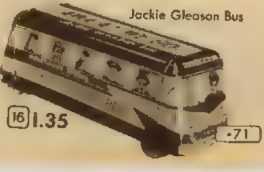
14. SPARKLING mechanical tractor, trailer, scraper. Exhaust sparks harmlessly. Steel ballon type wheels on trailer, rubber treads on tractor. Brightly colored metal unit. Tractor and scraper measure 5¼x10½x5¼-inches.
35 Y 5332—Ship. wt. 1 lb. 15 oz . . **1.98**

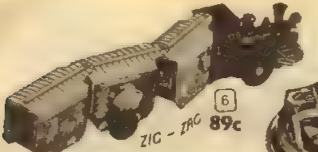
15. WIENERMOBILE — Realistically painted to look like unit seen on city streets. Tots love the way plastic Oscar bounces up and down on steel car. Friction motor. 4 sturdy rubber wheels 2½x9¾x4½-inch size.
35 Y 5320. . . . . **1.79**
Shipping weight 12 ounces.

16. JACKIE GLEASON BUS — and away we go on a bus ride Jackie's pictured steering the bus and all of his famed personalities are looking out of the windows All metal bus colorfully lithographed 17¾x4¼x4⅛-inch size.
35 Y 5367—Ship wt 1 lb 12 oz **1.35**

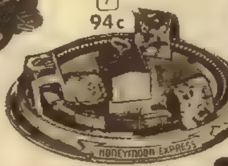






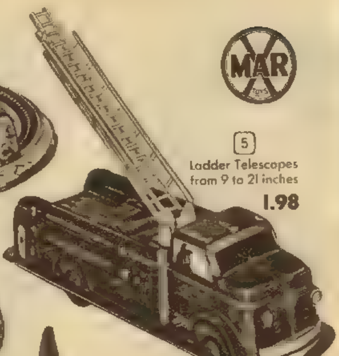


6 ZIG - ZAG 89c

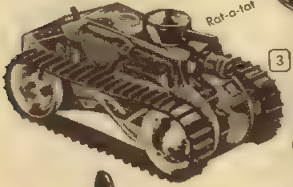


7 94c

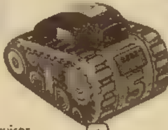
MAR



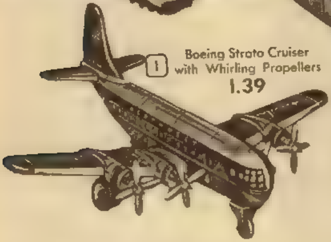
5 Ladder Telescopes from 9 to 21 inches 1.98



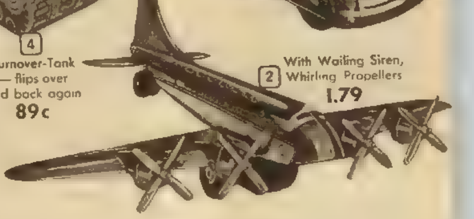
3 Climbs, Runs! 2.89



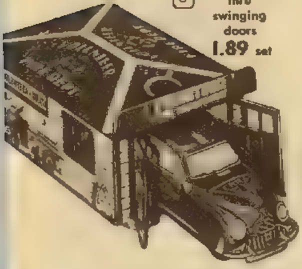
4 Turnover-Tank — flips over and back again 89c



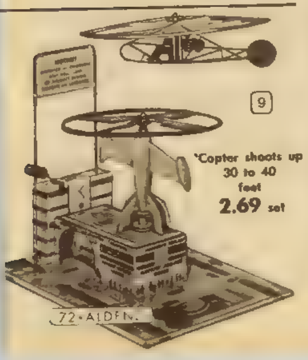
1 Boeing Strato Cruiser with Whirling Propellers 1.39



2 With Wailing Siren, Whirling Propellers 1.79



8 Car speeds thru swinging doors 1.89 set



9 'Copter shoots up 30 to 40 feet 2.69 set

ACTION TOYS with strong friction or key-wind motors

1. FAMOUS AMERICAN AIRLINES Boeing Stratocruiser Landing gear's just like real! Friction motor whirls propellers Sturdy lithographed steel 14-in wingspread Proportioned and styled like the famous civilian commercial passenger type.
35 Y 5329—Ship. wt. 1 lb. 12 oz...**1.39**

3. SPARKLING TANK—runs, climbs the "toughest" hills! Moving turret guns spark harmlessly, machine gun noise, too! Clockwork motor, rubber treads (resists scratching furniture, floors), rear hooks, cannon recoils Brightly colored lithographed steel
35 Y 5327—9½x5¼x5¼" 2 lb. 6 oz.**2.89**

5. SIREN FIRE TRUCK. Friction propelled motor with wailing siren. Steel, lithographed fire-fighting design. Equipped with swivel mounted aerial extension ladder, telescopes from 9 to 21-inches
35 Y 5346—Ship. wt. 1 lb. 12 oz...**1.98**

7. HONEYMOON EXPRESS. Streamlined train with circular track runs thru tunnel and over bridges—past landscapes. Brightly lithographed steel. With strong spring motor and brake. 9¼-in diameter.
35 Y 5323—Ship. wt. 1 lb. 3 oz....**94c**

2. FRICTION CIVILIAN TRANSPORT PLANE. 4 motored plane with whirling propellers! Fuselage measures 13¾-in. long; 18¼-in. wing span. Lithographed steel. Push down and forward starts friction motor. Four big 4-blade propellers each whirl!
35 Y 5302—Ship. wt. 2 lb. 6 oz....**1.79**

4. TURNOVER TANK in sturdy, lithographed steel. Key wound "motor". Tank turns over on back, then back to the original position and keeps running in some direction. Camouflage "jungle" colors—most realistic! 4x2⅜x 2¾-in size
35 Y 5326—Ship. wt. 8 oz.........**89c**

6. WALT DISNEY "Crazy Express" Lithographed steel. Steam-type wind-up engine with key—just like the "real" thing! Tots love the 3 other cars with their gay lithographed designs 12⅝x2⅛x2½-inch size overall.
35 Y 5304—Ship. wt. 1 lb.........**89c**

8. AUTOMATIC FIRE House and Car of lithographed steel! Realistic 9x6x 3⅞-in. fire house with 7½-in. Fire Chief's Car. Exciting action! Crank the car thru open fire house window, it speeds out swinging doors!
35 Y 5312—Ship. wt. 1 lb. 12 oz...**1.89**

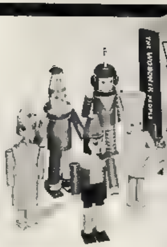
9. A "COPTER PORT" of the Future! Set 'copter on top of control building, crank, and up 30 to 40 feet goes the sturdy, unbreakable, soft, and safe plastic helicopter! Has 8-in rotor blade, 6¾-in. fuselage.
35 Y 5345—6¾-in. wingspread "Navy Corsair" also included! Wt. 2 lb. 8 oz..**2.69**

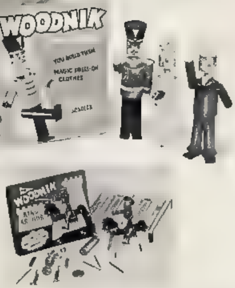
Order everything you need for Christmas now! Pay later on Aldens Easy Pay Plan.

TOYS THAT JACK BUILT **TOY MFG. CO.** *Division of Albin Enterprises*
1401 WEST 8TH STREET, LOS ANGELES 17, CALIF.

WOODNIKS

are made of simple hardwood forms cut from the finest select white Eastern Hardwood, smoothly sanded and ready for assembly. Costumes are in full color ready to be cut out. The Magic Press-On paper allows the clothes to be applied to the wood pieces by simply pressing them on. Suggested retail: $1.00 each





KING ARTHUR rides again! The newest member of the Woodnik family – King Arthur and his STEED; complete with two colorful costumes for the Founder of the Round Table. Suggested retail: $1 98 per set.

FOREST FRIENDS BOOK
PINOCCHIO
THINGS THAT GO BOOK

COLOR & RE-COLOR BOOKS

18 full pages of pictures to color! Special plastic coating makes it possible for pictures to be colored, wiped clean and colored again. 6 exciting titles. Box of Cray-offs—the washable soap-base crayon—securely attached to each book, plus a Magic Wipe-Off whiteboard in the back of each book for self-expression. Suggested retail: $1.00.

L-2 RUNABOUT

L-6 TUG ELECTRIC

L-4 SCOUT

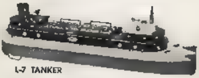
L-5 TUG MECHANICAL

LIBERTY LINE PLAYBOATS

America's outstanding Power Boat line—both wind up and electrically powered models. Made of finest quality wood, expertly designed and constructed, gayly lacquered in bright colors. Electric models have new "high-riding" power unit which keeps batteries and motor away from boat bottom. Suggested retail: from $1.50 to $11 95 each

L-8 OCEAN LINER

L-3 SPORTSTER OUTBOARD



L-7 TANKER

L-10 SCOW

L-9 OUTBOARD ELECTRIC

Leslie-Henry Hosts at Barbecue for "Wild Bill Hickok" Stars

LESLIE HENRY Corp.

The Leslie Henry Company of 200 Fifth Avenue, New York City, one of the world's largest makers of western play things, hosted a Toy Fair-time cocktail party on March 10 in the Grand Ballroom of the Plaza Hotel

In a setting reminiscent of the wide open West, more than 2,000 guests joined in an old-fashioned barbecue to honor two Hollywood screen favorites, Guy Madison and Andy Devine, whose top TV series, "Wild Bill Hickok," is a featured trade mark of the Leslie-Henry line

Milton A. Henry, Leslie-Henry's dynamic president shared hosting chores with his well-known vice-president Charles M. Sussman; Paul Kaplan, of the M. A. Henry Western Company, and Archie Palmer, head of Leslie-Henry's Canadian operation. Very much in evidence, too, was Irving Sircus, Leslie-Henry's genial veteran of many a toy show, with his son and assistant, Jerry Sircus, and young Howard Sussman. Also present was Bill Balas, eastern sales representative

The staff down from Mount Vernon included Joe Henry, plant manager, Alex Immet, his assistant, and the attractive Jean Richards Also on hand was Leslie-Henry's new showroom aide-de-camp, Lucille "Chip" Gaynes.

"Wild Bill," Mr. Henry and Jingles

Baxter, Kelly & Faust Add Space

A modern 45,000-square feet addition has just been completed on the Stoneville N C, factory of Baxter, Kelly & Faust

This textile firm manufactures plush for infants' stuffed toys, having most recently introduced a Sanitized plush toy covering which is germ resistant and "baby-safe"

All looms now in operation at their two Philadelphia plants are being transferred to the enlarged weaving mill in North Carolina.

John B. Baxter, president of the firm, addressed the mills' 250 employees at the dedication ceremony and pointed out that increased demand for Sanitized Plush and greater production efficiency are the reasons for expansion.

O. W. SIEBERT COMPANY EXPANDS LINE FOR 1955

The new 1955 Siebert baby carriage and stroller catalog has just been released and includes many new items such as the Child Organizer, inexpensive and practical Car Beds and Auto Seats plus many new improvements in both the pattern and construction of the actual Carriage and Stroller line itself

For example, there are new, extra spacious interiors designed to give the more energetic babies plenty of room for activity and exercise to keep them happy and contented

The beautiful styling with "triple-tone" contrasting colors is an outstanding feature to the extent that Siebert Carriages and Strollers are setting the pace style-wise in 1955 and are becoming more than ever the value standard of America, it is added

The O. W. Siebert Company is proud to announce that all Siebert products carry three guarantees for the safety and protection of the dealers as well as the consuming public. One seal of distinction is the *Good Housekeeping* Guarantee . . . another is the *Parents' Magazine* Seal and the third is Siebert's own guarantee on all carriages, strollers and toys.

Here are a few of the extra features that Siebert is offering in 1955. First comes safety construction plus comfort design including draft curtains, water repellent materials, sun shade canopies and functional matching shopping bags. There are several combination models that serve as lift-outs for the original carriage and become a Car Bed or a Bassinet. Then, all the line is designed on the "Easy-Ride" Easy-Stride" wheel mounting and Rock-a-Bye ride spring construction. New Nylon-bearing wheels with a heavy duty, longer wearing tire are also provided These features along with the new triple-tone color combinations and the new sparkling modern chrome designs all add superior value to the Siebert line, the manufacturer maintains

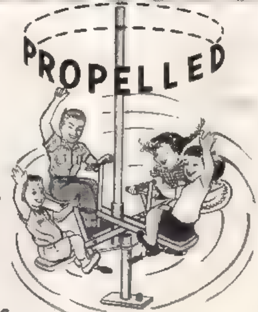
RACK JOBBER IN HAWAII LOOKING FOR TOY ITEMS

The Hawaii Toy House has moved into a new and larger modern warehouse where they will have over 10,000 square feet of space. Their new address is 1754 Hoe Street, P.O. Box 225, Honolulu, T. H. Ray M Frink, owner and manager of the firm, writes that their principal operation is that of a toy rack jobber, operating their own fleet of nine route van trucks covering all of the six islands that comprise the territory, and calling on each account every week He believes they are the second oldest toy rack jobber in the U.S., and have been established in this field in Hawaii for the past six years.

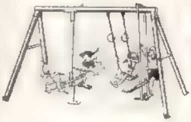
Prior to entering the toy business, Mr. Frink was head of some of Hawaii's largest corporations for ten years. Before going to Hawaii he was an executive of the West Coast Division of the A.&P food stores for 15 years. He is interested in hearing from manufacturers of rack jobber items, retailing from 5c to $1, and promises immediate attention to firms sending samples or catalog sheets, price lists, and other particulars.

NEW GYM-DANDY PROPELLED CAROUSEL

The newest in carousels are the GYM-DANDY propelled 2- and 4-seaters. Push-and-pull handles provide thrilling merry-go-round action. A standard play on GYM-DANDY Gyms Models 1242 and 1244, and also an accessory to fit most GYM-DANDY Gyms. Perfect for summer promotions.



2 and 4-Seat Models



GYM-DANDY

STEEL *Gyms and Slides*

Commended by Parents

Guaranteed by Good Housekeeping

UNIVERSAL MFG. CO., INC.
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Shreveport, Louisiana

Permanent Display Offices:
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200 Fifth Ave., Suite 264
Redell & Demov, Inc., Reps.

OH BOY!

6 BIG TOY LINES

★ 1955 Scale Models ★ Action Toys ★ Outdoor Toys
★ Remote Control Cars ★ Special Cars ★ Auto Kits

1955 Tru-Miniature Chevrolets and Fords are *remote controlled* . . . go forward or backward at the press of a switch. *Power Steering* — an additional motor turns the car left or right as you turn the steering wheel on the remote control box.

Cars are guided around obstacles, over make-believe roads — teach youngsters the value of coordination in driving.

Special cars include a Red Cross Ambulance, Fire Chief's car, and City Police — all equipped with a real siren. New 1955 scale models have 3-gear Spin-Torque motor. Six cars are offered in the kit line. Action Toy line includes Wienermobile, Ford tractor, pickup truck, Trailways bus, dump truck, and the electric remote-control crawler tractor.

WRITE FOR FREE COLOR CATALOG

OUTDOOR LINE *includes junior-size lawn broom, Kary-All Kart, snow shovel and garden sets (hoe, rake and shovel) in four sizes — 24, 30, 33 and 38 inches. Colorful metal and wood construction.*

Chevrolet, Ford, Wienermobile, and Trailways are trademarks

PRODUCT MINIATURE COMPANY, Inc.
2240 SOUTH 54TH STREET • MILWAUKEE 14, WISCONSIN

The Market for PARRIS

TRAINERIFLES

IS BIG AS

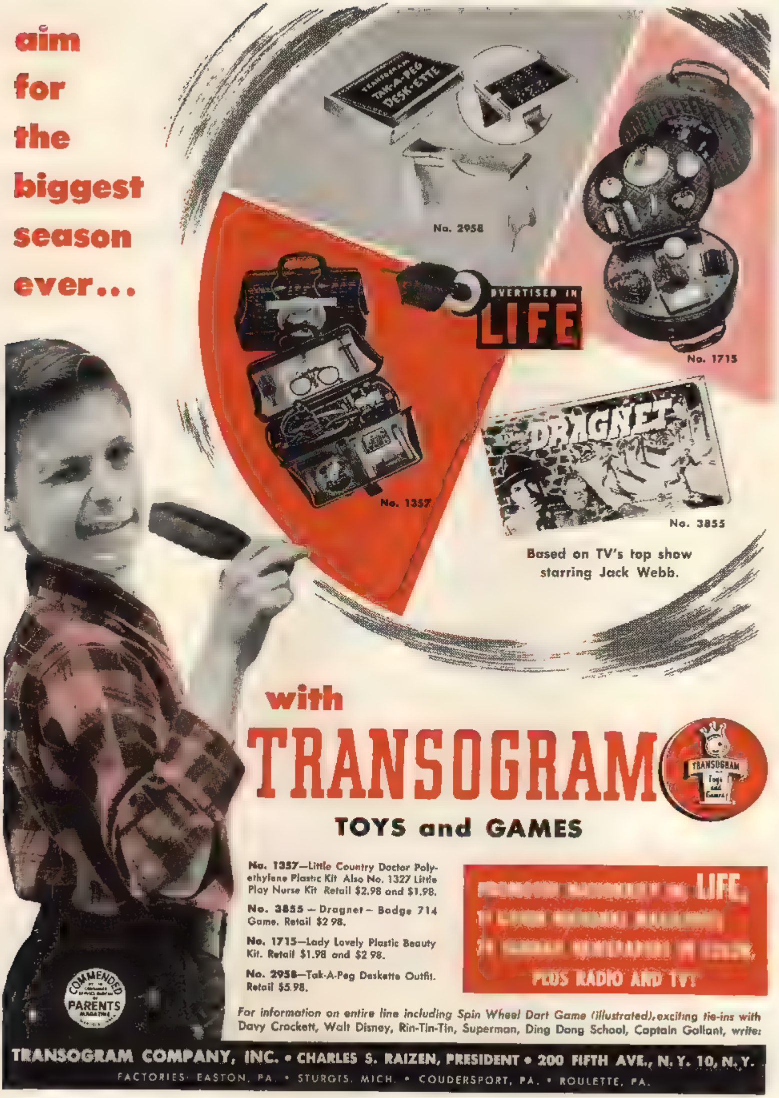
ALL OUTDOORS!

Parris cork shooting TraineRifles hit the bull's eye with boys every time— get [illegible] out of doors in the Spring. Authentic [illegible] of U. S. Army rifle, made of select hardwoods polished to a high furniture finish.

GUARANTEED For A Full YEAR

Improved manufacturing methods and new double strength shooting mechanism enable Parris to make this amazing offer

PARRIS
MANUFACTURING COMPANY
Savannah, Tenn., Home of the National Catfish Derby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DESK-ETTE
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LIFE
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Toys and Games
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PARENTS
MAGAZINE

aim
for
the
biggest
season
ever...

Based on TV's top show
starring Jack Webb.

with

TRANSOGRAM

TOYS and GAMES

No. 1357—Little Country Doctor Polyethylene Plastic Kit Also No. 1327 Little Play Nurse Kit Retail $2.98 and $1.98.

No. 3855 — Dragnet — Badge 714 Game. Retail $2 98.

No. 1715—Lady Lovely Plastic Beauty Kit. Retail $1.98 and $2 98.

No. 2958—Tak-A-Peg Deskette Outfit. Retail $5.98.

[illegible] LIFE,
[illegible]
[illegible]
PLUS RADIO AND TV!

For information on entire line including Spin Wheel Dart Game (illustrated), exciting tie-ins with Davy Crockett, Walt Disney, Rin-Tin-Tin, Superman, Ding Dong School, Captain Gallant, write:

TRANSOGRAM COMPANY, INC. • CHARLES S. RAIZEN, PRESIDENT • 200 FIFTH AVE., N. Y. 10, N. Y.
FACTORIES: EASTON, PA. • STURGIS, MICH. • COUDERSPORT, PA. • ROULETTE, PA.

MISCELLANEOUS GAMES

Groucho
Groucho
YOU BET YOUR LIFE

YOU BET YOUR LIFE

Groucho's TV quiz game with real spring-wound clock. Contains over 200 questions and answers, word scrambles and proverbs. 20 different categories. Players race against time in answering questions. No. 675

STOCK No. 71—86837

LOWELL TOY CORP

Y31-95 D Retail $2.98 ea.

Inv.________ Pur.____

BEAT the CLOCK
BEAT the CLOCK

BEAT THE CLOCK

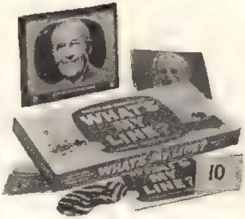
Contains 40 different stunts prepared by TV show writers. Game contains all necessary apparatus for these stunts plus movable clock. Comes in attractive box with MC Bud Collier on front. 12/ctn wt 30 lbs. No. 400

STOCK No. 71—86838

LOWELL TOY CORP

X52-60 N Retail. $3.98 ea.

Inv. ____ Pur ____



WHAT'S MY LINE

Complete with plastic TV screen and over 1500 "occupation combinations." Also includes famous celebrities, masks, flip cards. For children and adults. No. 500.

STOCK No. 71—86839★

LOWELL TOY CORP

C41-95 H Retail $2.98 ea.

Inv ____ Pur ____

PLAYTOWN BANKER
Toy Money Set

TOY MONEY SET

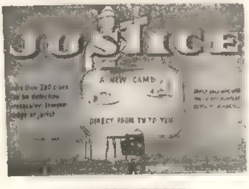
Educational set contains plastic silver coins that are beautifully sculptured and engraved. Also contains two packs of play currency in various denominations, check book, and bankers supplies. In lithographed box 14⅝" x 10⅞". No. 1019

STOCK No. 71—86840

TRANSOGRAM CO., INC.

M2-65 P Retail $ .98 ea.

Inv.________ Pur.________



JUSTICE GAME

A new game direct from television with exciting, thrilling cases from life. Match wits with two great detective novelists. Has more than 280 clues. You be the detective-prosecutor-lawyer-judge or jurist. No. 750.

STOCK No. 71—86841

LOWELL TOY CORP.

T81-95 J Retail $2.98 ea.

Inv ____ Pur.

DUNCE GAME

Ghost, the old time favorite is back. This fascinating game is here in the shape of a toy dunce, colorfully garbed in brilliant plastic and perched on stool. Adaptable to any age group. An old established set of easy to learn rules. Packed 1 and 3 doz/ctn., wt. 7 and 20 lbs. No. 1300

STOCK No. 71—86842★

HIGHLANDER SALES CORP

M31-30 D Retail $1.98 ea.

Inv.________ Pur.________

MISCELLANEOUS GAMES

Donkey Party Game
Instructions

DONKEY PARTY GAME

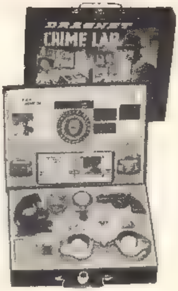
The donkey party game is in a box measuring 10½" square. Contains one cloth game sheet with 24 tails printed in colors. Game sheet measures 20¼" x 28½". 6 doz/ctn., wt 60 lbs. No. 5186

STOCK No. 71—86831

SAALFIELD PUBLISHING CO.

G4-39 A **Retail** **$ .59 ea.**

Inv.________ Pur.



DRAGNET LAB KIT

Contains microscope with lens, flashlight gun with a long whistle, handcuffs, finger print record sheets, metalized badge, finger print ink, stamp pad and many other items in sturdy carrying kit. 12/ctn., wt. 12 lbs. No. 3763

STOCK No. 71—86832

TRANSOGRAM CO., INC.

F41-30 R **Retail** **$1.98 ea.**

Inv.________ Pur ____

Party Game Chest
JINGLE BELL PARTY GAMES

PARTY PRANKS AND GAMES

A box full of party games, pranks and stunts for all youngsters. Contains all the old favorites and many exciting new games. In sturdy box measuring 15¼" x 11". 24/ctn., wt. 20 lbs. No. 3871

STOCK No. 71—86833

TRANSOGRAM CO., INC.

D4-65 Z **Retail** **$ .98 ea.**

Inv.________ Pur.________

SKUNK
DICE GAME

SKUNK

Packed in a beautifully designed box. 100 score sheets, 120 white, red and blue chips and one pair of specially designed dice. 12 to carton. One and three doz./ctn., wt. 13 and 35 lbs. No. 500

STOCK No. 71—86834

HIGHLANDER SALES CORP.

M91-30 R **F. T. Rtl.** **$1.98 ea.**

Inv.____ ___ Pur.________

COOTIE
W. H. SCHAPER MFG. CO. INC.

COOTIE GAME

Here's an exciting game the whole family will love. Idea is to construct the "cootie" from the parts supplied at the roll of the dice. Any number can play. One and three dozen per carton, wt. 7 and 20 lbs. No. 200

STOCK No. 71—86835★

HIGHLANDER SALES CO.

A81-30 L **F. T. Rtl.** **$1.98 ea.**

Inv.________ Pur.________

DOLLAR A SECOND

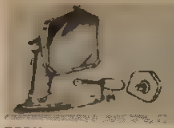
A full set of props for 56 different games, stunts, penalties and outside events exactly as played on this popular TV show. Has unique four minute timing device that pays off a dollar a second. For children and adults. No. 350.

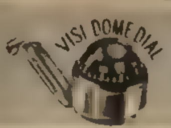
STOCK No. 71—86836★

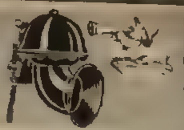
LOWELL TOY CORP.

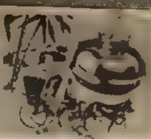
D71-95 C **Retail** **$2.98 ea.**

Inv Pur.________









BODY-MOUNT MIRROR

A quality mirror that will give top vision for years. Large 3½" x 5½" mirror head with adjustable tension screw; can be locked in any position. Combination gasket template for easy installation 1½ lbs.

NO.	LIST	NET	12 Lot
23267	5.50	3.30	2.97

AUTO COMPASS

Airguide's newest auto compass. Features airplane type compensating system; Alnico magnet, ball bracket

NO.	LIST	NET	6 LOT
26251	5.95	3.97	3.57
ILLUMINATED MODEL			
26252	6.95	4.67	4.17

Specify Gray or Brown

FOG HORN

The most exciting electric horn development in years Penetrating rolling tone — loud or soft—regulated by special steering post control Underhood mounting, independent of horn or wiring already on car. 5 lbs

NO.	LIST	NET
5906	$16 75	$9.95

BERMUDA BELL

An authentic old world carriage bell . . with all the charm and color of the romantic isle of Bermuda Beautiful resonant tone — Rust proof and polished to a glistening finish. 2 lbs

NO.	LIST	NET	3 LOT
59039	5.95	3.97	3.39

THRU-TIP CADILLAC Replacement EXTENSIONS

ALL MODELS — 1952-53

A top quality replacement engineered for easy installation. Made of rust proof cast aluminum polished to a high lustre. Rubber grommet serves as insulator. Sold in pairs. Wt. 3 lbs

NO.	LIST	NET	8 LOT
17036	15.50	10.64	9.30

ALL MODELS — 1954

Tailor made for '54 models Spun of top quality steel tubing. Protrudes slightly beyond bumper. Rubber grommet assures absence of vibration and provides cushion if hit Pairs. 2 lbs.

NO.	LIST	NET	8 LOT
17035	6.25	4.17	3.85

CASCO LIGHTER

with Illuminated Well

The lighter you can't miss in the dark Display cards

COMPLETE UNIT & WELL

NO 26213 NET $1.90
LIST $2.85 12 LOT..... 1.71

POP-OUT UNIT ONLY

NO. 26211 NET $1.03
LIST $1.55 12 LOT .93

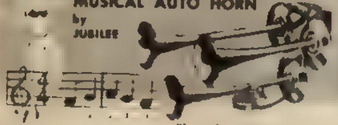
SAFETY FAN

Powerful, quiet safety fan · **defrosts** windshields or **back windows, ventilates** by circulating air throughout car. Mounts anywhere Complete with switch and fittings. Wt. 4 lbs.

NO.	VOLT	LIST	NET
26253	6V	$16.98	$10.19
26254	12V	17 44	10.46

MUSICAL AUTO HORN

by JUBILEE



Make up your own theme song! Piano key control fits convenient[illegible] on steering post Easy to play . . by the numbers. Horn is 19" L, 8½' H, 9" W. Comes completely wired and assembled. 12 lbs.

Plays the Hootchy Kootchy Dance — by the numbers!

complete with piano key control — pick out your own tunes on numbered keys

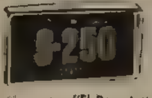
59037A	6 Volt	LIST 19.75	NET 11.85
59037B	12 Volt		NET 12.85

TRICO CLAIREON TWIN TRUMPETS

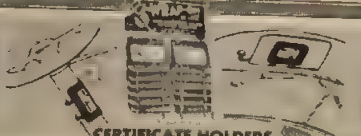
Distinctive vacuum operated warning signal with half-mile sound range!

Incorporates a proven vacuum control which eliminates all electrical connections Operates from an especially designed lever attached to the steering column. Attractive me[illegible] lacquer finish Eq[illegible] includes a reserve [illegible] with all necessary [illegible]tings. Designed for under-[illegible] hood installation

59025 15 lbs. LIST $25 50 NET $15.30



"El Dorado"



LICENSE FRAME

New hooded styling gives this frame an exciting 'forward look'. For all cars using 6x12 license plates—the new standard size adopted by most states. Heavy die cast construction Chrome finish (price each)

NO.	LIST	NET	12 LOT
25627	1.98	1.35	1.19

CERTIFICATE HOLDERS

WRAP-ON Style

Embossed leatherette in assorted colors. Easily attached to any steering post with two coil springs

NO. 2562 LIST 35c ea.
Sold only in lots of 12 displayed on counter card
1 to 11 Cards **Per Card $2 25**
12 Card Lot **Per Card 1 99**

SNAP-ON Viser Style

Same quality as famous Wrap-On Two [illegible] ring-steel [illegible] firmly grip visor. Complies with state laws.

NO. 2561 LIST 35c ea.
Sold only in lots of 12 displa[illegible]
[illegible] **Per Card $2 38**
[illegible] **Per Card 2 09**

SMALL WRAP ON FOR CALIFORNIA CARDS

NO. 25611 [illegible] $2 55

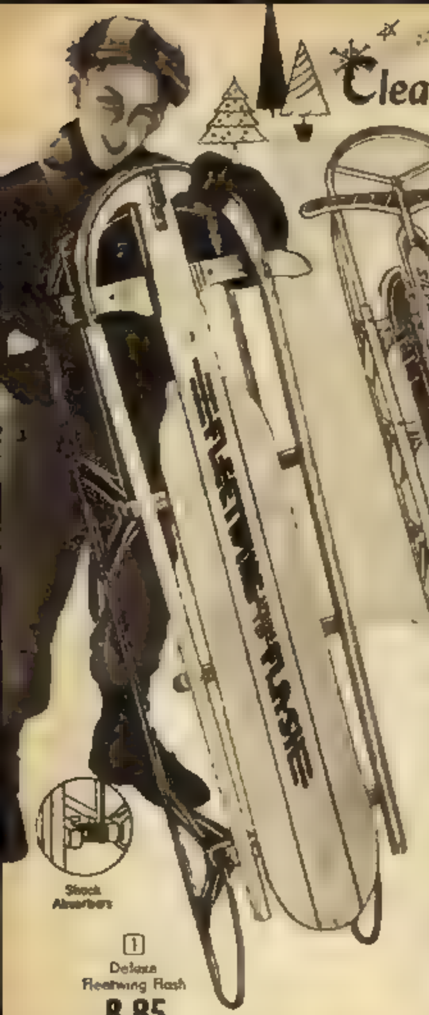
HIDE-A-KEY

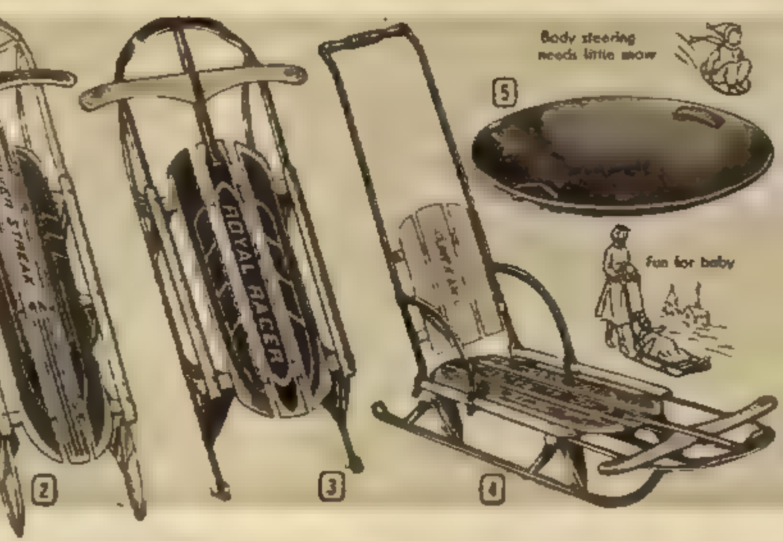
Magnetic Key Holder

The practical way to eliminate Lost Key Worries Container holds 3 or more keys. Powerful Alnico lifetime magnet holds under all road conditions.

25626 LIST 69c **NET 49c**
[illegible] NET $4 72

Clear the Way——Winner Coming Through!




Body steering needs little snow
5
Fun for baby
2
3
4

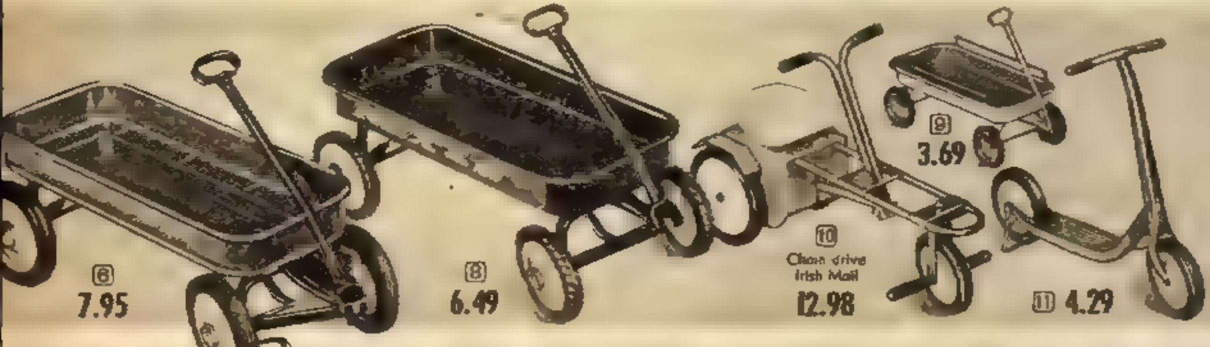
① DELUXE FLEETWING FLASH whizzes down hills, floats over bumps, turns "on a dime." Sharp, instant steering. 4 shock-absorbent springs between top and runners give smooth, shock-free ride. Grooved spring steel safety runners, reinforced steel front. Natural-finish Hardwood top. Red enameled steel. Mailable.
E35 J 3285 47 in 4 knees (15 lbs.) 8.85
E35 J 3286. 51-in. 4 knees (17 lbs.)....9.95

② SILVER STREAK with lightning-fast, easy turning "Y" steering Streamlined [illegible] safety runners, heavy-gauge steel knees Red and Blue enameled and varnished hardwood body, Silver color enameled metal parts. Mailable.
R35 , 3287 40-in. 4 knees (10 lbs.). 4.39
E35 J 3288 46-in. 4 knees (11 lbs.). 5 39
E35 J 3289 52 in. 6 knees (13 lbs.) 6 39
E35 J 3290. 58-in. 6 knees (14 lbs.) .6 79

③ ROYAL RACER -speed king Grooved steel runners, curled safety ends. Selected hardwood top. Mailable
R35 J 3291 40-in 4 knees (8 lbs.) 3.39
E35 J 3292 45-in. 4 knees (10 lbs.).. .4 39
E35 J 3293 54-in. 6 knees (13 lbs.).. 5.59

④ SLED HANDLE converts any conventional sled to pusher. Arm rests keep baby, small child, or groceries on sled. 31-in. high; wood handles . . . easy to attach to your sled.
R35 J 3294. Mailable. (6 lbs.) 3.49

⑤ SNO-FLAKE DISC—A bowlful of fun! Scoots over snow like a flying saucer 27-in. heavy-gauge steel disc, turned edges, braking studs. Canvas web steering handles. Red enamel finish.
E35 J 3299. Mailable. (11 lbs.)......4.49



⑥ POPULAR "RADIO FLYER." Steel body, 10-in. double disc wheels. 2-in. rubber tires, Congo lifetime bearings. Red, White enamel. 16x8x34 in. long Mail.
E35 J 3131. (36 lbs.). 7.95

SMALL FLYER. (Not shown) 7-inch wheels 13x4x28 inches long Mailable
R35 J 3160. (20 lbs.)....4.79

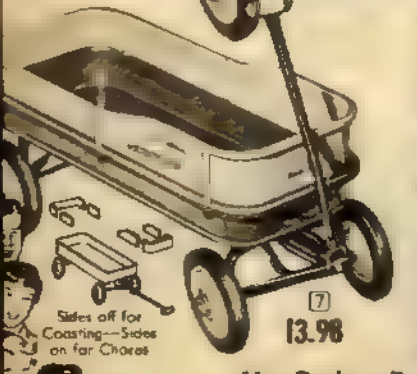
⑦ "RADIO RANCHER." Reposition sides, converts to any use. Heavy-steel, Red enamel, Gray panels. 10-in. wheels, Congo lifetime bearings. 1¾-in. tires. 18x10x42-in. long Mailable
E35 J 3141 (40 lbs.) 13.98

⑧ RADIO "REX 100." Double disc 8½-in. ball-bearing wheels. Heavy gauged stamped steel body, undercarriage. 1½-in. tractor-tread tires. Maroon enamel White trim Tubular steel handle. 16x4x33 in. long. Mailable.
E35 J 3164. (32 lbs.) 6.49

⑨ TOT'S WAGON. Durable steel body with bright steel handrails. 5¾-in. wheels, ½-in. rubber tires. Bright red enamel inside, White sides with Red circus animal design. Durable steel handle. 10x3x25 in. long Mailable.
R35 J 3114 (11 lbs.) 3.69

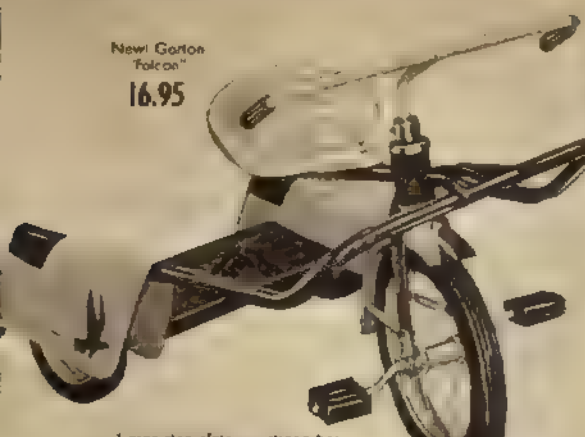
⑩ "IRISH MAIL." Pump the handle steer with feet on front axle. Enclosed chain drive, seat adjusts to legs 19 to 29-in. Steel body, 9-in. back wheels, 1½-in. rubber tires. Ball-bearings rear wheels. 18x34 in. long Mailable.
E35 J 3145. (30 lbs.) 12.98

⑪ DELUXE SCOOTER. Heavy gauge steel. 10-in. double disc wheels, 2-in. rubber tires. Congo lifetime bearings. Steel handle, rubber hand grips. Non-slip platform, stand, brake. Red enamel. 38x34-inches long Mailable.
R35 J 3126 (20 lbs.) 4.29

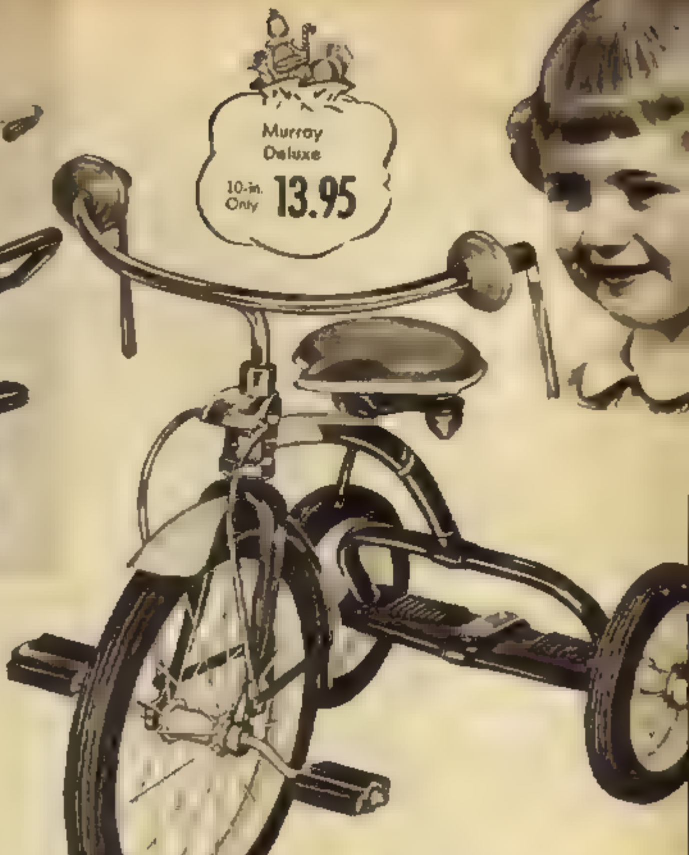

Sides off for Coasting—Sides on for Chores
7
13.98

Use Budget Power . . . make this the richest Christmas ever at your house

BRAND NEW STREAMLINED "FALCON"



Large step plate ... strong bar on 3 sides; big, sturdy fenders



Streamlined Speedsters!

NEW! GARTON "FALCON" TRICYCLE

- Flashy and speedy—a brand new model
- Protective tubular steel bar on 3 sides
- Two large safety fenders on rear wheels

Sturdily constructed ⅞-in. tubular steel frame, reinforced fork with new bronze bearings. Handlebars adjust. Safety-type bucket seat. 1 pc. rubber pedals. Large ridged non-slip step plate. Wire spoked wheels 12-in. front, 7 in. rear. Semi-pneumatic tires 1¾ in. front, 1½-in. rear. Bright Red with Ivory
E35 J 3110. Mailable. (32 lbs.) 16.95

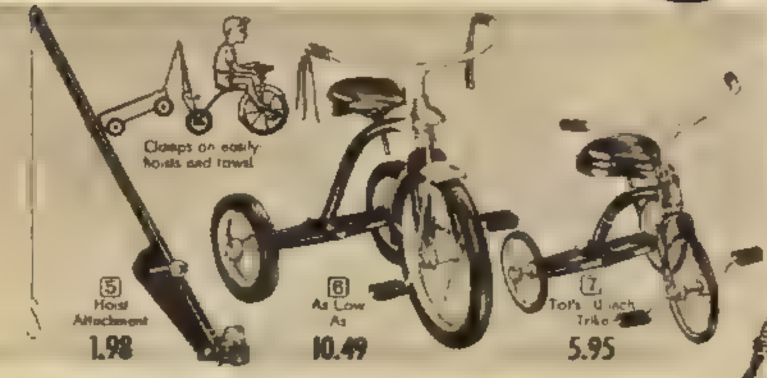
DELUXE MURRAY TRICYCLES. Superior strength built into every detail! All strain points on 1¼-in. tubular steel frame extra welded. Chrome handle bars, double spring saddle adjusts. Ball bearing wheels, 1¾-in. semi-pneumatic tires. 5-in. wide step-plate, rubber pedals. Maroon and White baked enamel. See "How to Order" below. Mailable

E35 J 3250 10-inch (25 lbs.) 13.95
E35 J 3251 12 inch (28 lbs.) 14.95
E35 J 3252 16-inch (30 lbs.) 16.49
E35 J 3253 20-inch. (36 lbs.) . . 17.95

HOW TO ORDER VELOCIPEDES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

FRONT WHEEL	LEG REACH
10 inch	14½ to 17 in.
12 inch	17½ to 19 in.
16 inch	19½ to 21 in.
20 inch	21½ to 23 in.



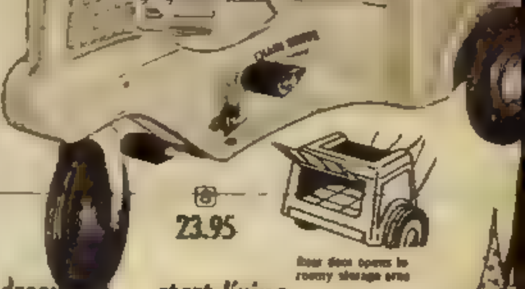
RUGGED THREE WHEELERS FOR FUN 'N FAST ACTION

5 ATTACH HOIST to any standard tricycle, wagon or in a stationary position . . . swivel raise and lower just like a real boom! Sturdy steel construction. Crank operates strong tow line with heavy plated hook. Youngsters love to hoist and tow friends' "cars". Measures about 26-in. long. Mailable.
R35 J 3100. (3 lbs.) . 1.98

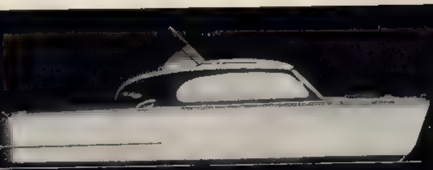
6 RUGGED MURRAY TRIKE. Reinforced brazed 1¼-in. steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. rubber front tires. Vinyl covered seat. Adj. handle [illegible] Blue with Red trim. "How to Order" above. Mailable.
R35 J 3261 10 in. (20 lbs.) 10.49
E35 J 3262. 12 in. (25 lbs.) 11.49
E35 J 3263. 16 in. (29 lbs.) 12.98

7 TOT'S 10-IN. TRIKE. Ideal for beginners . . . "grows" with the child! Adjust steel handle bar and bucket seat to desired height. Ball bearing front, sleeve bearing 7-inch rear wheels. 1¼-in. sturdily constructed tubular steel frame. Rubber pedals. ⅝-in. tires. Red and White baked enamel. Mailable.
R35 J 3108. (17 lbs.) 5.95

8 MURRAY GOOD HUMOR Truck. Brand new—kids will love it! Heavy auto-type steel embossed grille, gas tank; plated bell. Ball bearing pedal chain drive. 8-in. dble. disc wheels. Semi-pneumatic 1¾-in. front tire, 1⅝-in. solid rubber rear tires. Baked White enamel, Red, Blue trim. 22x36x20 in. high. (42 lbs.)
E35 J 3183. Mailable. 23.95



Rear door opens to roomy storage area



Trojan Model 4-24 Sea Breeze Cruiser—Brand new for 1955, this 24' Sea Breeze offers solid cruising comfort for four adults . . . features FULL headroom, *complete* galley, private toilet room, 4 big berths and lots of extra storage space. And, of course, this big beautiful cruiser includes all the construction and design features that have made the 20' Sea Breeze first choice with thousands of satisfied owners.

Trojan Model 2-20 Sea Breeze Cruiser—This is the cruiser more Americans ordered in 1954 than any similar boat, made by any manufacturer, in any year! The 20' Sea Breeze sleeps two, offers *complete* galley and enclosed toilet room . . . and is already the most copied boat afloat! Need we say more! Power: Either inboard or outboard.

The Best Years of Your Life are Ahead when you buy a Trojan BOAT

Pleasure-packed years of carefree boating begin for you, your family and your friends the minute you step aboard your Trojan boat. Depend on it . . . the name Trojan means boating at its best! For beauty, value and performance, Trojan boats lead them all. Seeing is believing. Examine them first hand at your nearest Trojan dealer's. And write for free folders which describe the full line of Trojan Cruisers and Runabouts . . . both Inboard and Outboard.

Trojan BOAT CO. LANCASTER 10, PENNA.

Trojan 16' Sea Bee Inboard Runabout—With your choice of 60, 75 or 100 H.P. engines, there's lots of "get-up-and-go" for water skiing or just skimming along. Unbreakable plexiglass wrap-around windshield and planked, solid mahogany forward deck present a new look in boating to make the Sea Bee one of the prettiest "gad-abouts" on the water.

Trojan Sea Queens—Available in two lengths (14' and 16') and three models (De Luxe, Super De Luxe and Custom), the Queens feature the beautiful lines, superb finishes and matchless performance that have made them stand-outs in the outboard field wherever they go. You'll want to see how easily the installation of matching mahogany seat backs and center decks can convert any Sea Queen . . . at any time . . . to meet your changing needs. Power: Outboard up to 40 H.P.

Trojan 14' Offshore Angler—(Not shown) Designed for blue water fishermen, the Angler has a wide 63" beam and a high 29" freeboard for lots of room and that extra margin of safety.

SEE THE *Monterrey* AT THE NEW YORK BOAT SHOW

THE NEW FEADSHIP AUXILIARY SLOOP

This cruising sloop, sleeping four, is an entirely new American design. Under sail or power she offers new treats in performance for a craft of its size. Principal specifications are: L.O.A. 30′; L.W.L. 21′3″; Beam 8′1″; Draft 4′3″; Sails 330 sq. ft.; Power—Universal Blue Jacket Twin. Has enclosed head, galley, self-bailing cockpit, mahogany planking and superstructure

A visit aboard the FEADSHIP Monterrey at the Boat Show is a must for all serious minded yachtsmen contemplating the purchase of any size yacht up to 200 feet. The 50′ Monterrey is a typical example of the fine designing, superb craftsmanship and niceties in appointments of these Dutch built, yet American supervised and American equipped yachts which are proudly flying the private signals of an ever increasing number of American yachtsmen

The Monterrey has a steel hull, teak decks, teak superstructure and beautiful teak interior. Accommodations include: spacious deck salon, owner's and guest staterooms, each with private bath and shower. It is powered with two 200 H.P. Chrysler V-8's with Panish Controls and cruises at over 15 m.p.h. If it's not convenient for you to visit the Monterrey at the show write us for additional information about this or any of our custom or standard cruisers.

Pressman

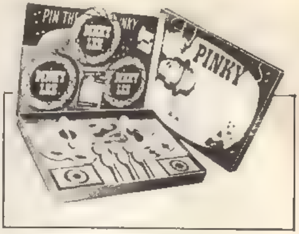
PINKY LEE GAME TIME SET

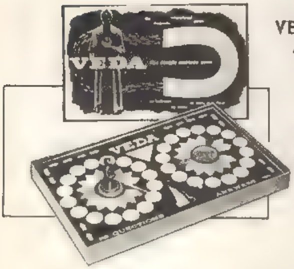
Party Games

Over 40 games and stunts for youngsters and adults in a big 13 x 18 x 1½ inch hinged cover box. Complete props for fun and laughter with a full color instruction booklet showing each game is played on "Pinky Lee Time".

No.	Retail	L.P.L.	P.L.
EG219-3368	2.98		

Pkd. 12 ea. - 25 lbs.





Pressman

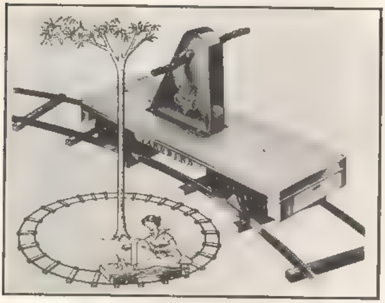
VEDA, THE MAGIC ANSWER MAN

Fine for younger children, fun for all. Point "Veda" at a question, spinner stops at correct answer, by magnetic action. Set includes 8 colorful quiz cards, each with many questions on it. Bright 10½ x 16½ inch box.

No.	Retail	1/11	12/m
EG219-1523	$1.49		

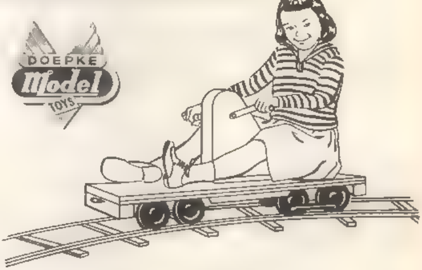
Pkd. 24 ea. - 28 lbs.

CHILDREN'S MINIATURE RAILROAD



Chas. Wm. Doepke

YARDBIRD BACK YARD RAILROAD



Yardbird is a flashy scarlet and yellow car that streaks along its own miniature railroad tracks. It is propelled by cranks and will carry 2 youngsters. Car is 34½ inches long, crank-through-chain driven, has 8 cast iron wheels mounted on 2 trucks. Comes complete with 40 feet of curved track which mounts on special cross ties. Car comes KD in a carton, track in separate container. Trailing flat car and extra track (straight and curved) available.

No.	Retail	Packed	Weight	Each
EG219-2021	$34.95	1 set	86 lbs.	

Accessories

Direct shipment, F.O.B. Rossmoyne, Ohio. Write orders for these items separately.

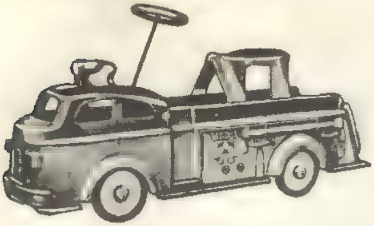
No.	Retail	Packed	Each
EG-Trailer Car	$15.95	1 each	

No.	Retail	Packed	4 for
EG-Straight Track	4 for $7.95	4 sections	

No.	Retail	Packed	4 for
EG-Curved Track	4 for $7.95	4 sections	

All Metal Products

HEAVY DUTY RIDER FIRE TRUCK

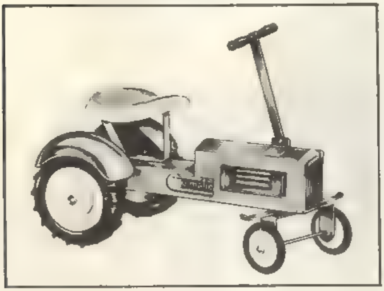


Hand operated siren on top of cab. Flashing searchlight! Battery operated bulb with red lense flashes on and off as siren is operated. Metal front comes off for battery insertion. (Battery not included). Extra heavy gauge steel. Automobile type chassis, reinforced and welded. 32½ inches long, 15 inches high. 4½ inch rubber tires with heavy gauge steel inserts and hub caps. Decorated metal sides.

No.	Retail	Packed	Weight	1/2	3/m
EG220-1704	$7.95	1 each	12 lbs.		

Tru-Matic Toy Co.

HAND PROPELLED TRACTOR

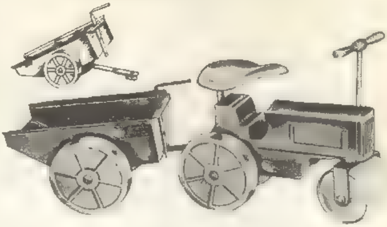


All steel construction; no sharp edges. Hand propelled. Foot steering bar. Adjustable seat. Heavy rubber tractor tires. 22 inches long, 19 inches high, 12 inches wide. In brilliant enamel colors.

No.	Retail	Packed	Weight	1/2	*3/m
EG220-700	$10.95	1 each	14 lbs.		

Tru-Matic Toy Co.

ROAD ROLLER & DUMP CART

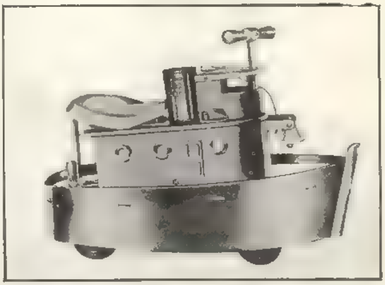


37½ inches long. Bicycle seat, adjustable from 12 to 14 inches. All steel construction, no sharp edges. Brilliant enamel colors. Detachable lever-action dump cart. Direct steering action from handlebars. Each set in a carton.

No.	Retail	Packed	Weight	1/2	*3/m
EG220-460	$9.95	1 each	17 lbs.		

Tru-Matic Toy Co.

TUGBOAT



Sturdy all steel construction with no sharp edges. Has 4 rubber wheels, a bell to ring, hardwood steering handle, comfortable seat. 20 inches long, 10½ inches wide. Bright enamel finished in three contrasting colors.

No.	Retail	Packed	Weight	1/2	*3/m
EG220-500	$7.95	1 each	10 lbs.		

** 3 or more assorted Tru-Matic riding toys qualify for best price.*

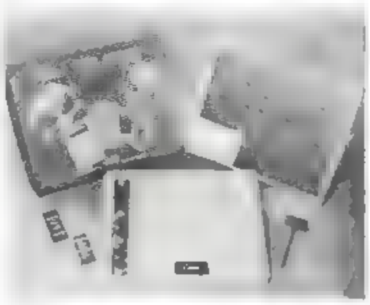
PRESSMAN — TOYS & GAMES

No. 5511

No.		Each
1139	Peg Chest, Slate	1.00
2239	Counting Frame Peg Chest	2.00
2309	Peg Table	2.75
4409	Counting Frame Peg Table	3.98
5511	Bowling Alley	5.00
1523	Veda	1.50
2220	Donwyflake Donut Set	2.00
3352	Electric Horse Race	3.00
3366	Bingo, Electric	3.00
3383	"America Beauty" Beauty Bag	3.00
3368	Pinky Lee Game Time	3.00
3372	Mr. Peepers School Bag & Game	3.00
5593	Doctor Hospital Set	5.00

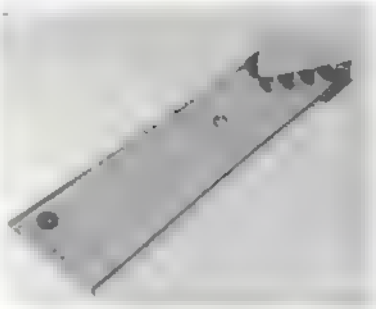
No 3368

No 2220


No. 2239

No 3366

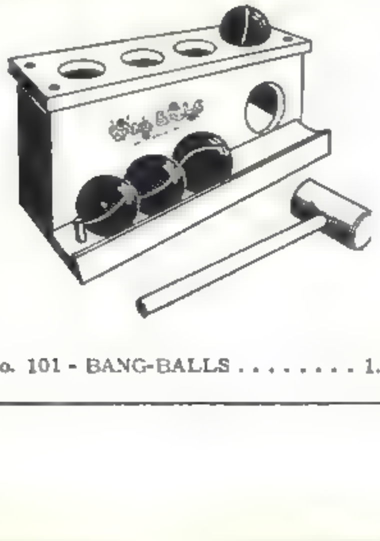
T. COHN

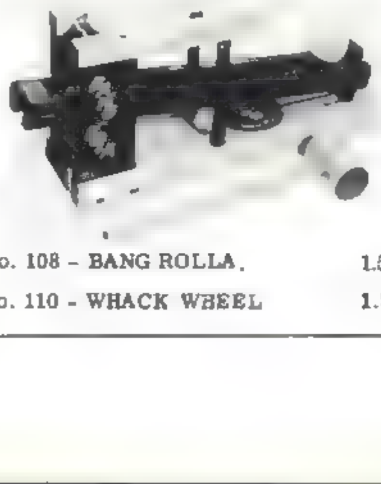

No. 21

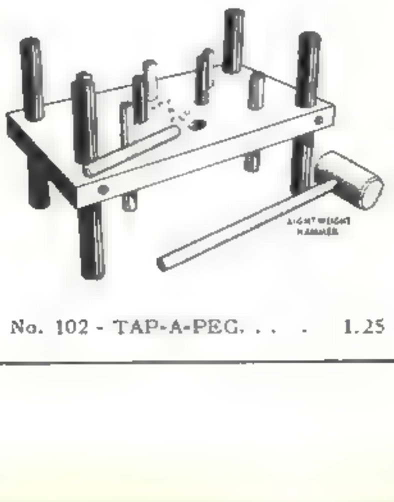
No.		Each
21	Bowling Alley	3.98
31	Target Game	2.00
225	Flying Duck with Dart Rifle	5.00

No. 225

THREE MOUNTAINEERS







No. 108 - BANG ROLLA. 1.50

No. 101 - BANG-BALLS 1.25

No. 110 - WHACK WHEEL 1.50

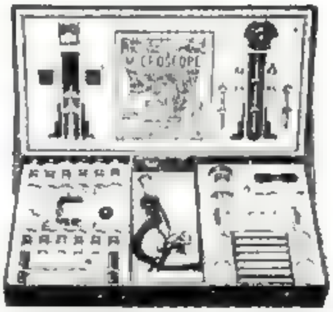
No. 102 - TAP-A-PEG. . . . 1.25

GILBERT TOYS

ERECTOR

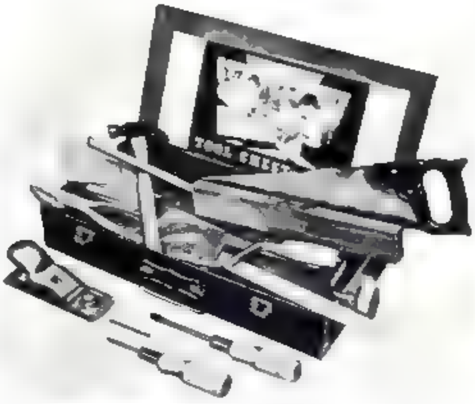
No. 1½	Erector	2.00
No. 2½	"	3.50
No. 3½	"	5.00
No. 4½	"	9.95
No 6½	"	14.95
No. 7½	"	17.95
No. 8½	"	24.50
No. 10½	"	39.95

MICROSCOPE


MICROSCOPE

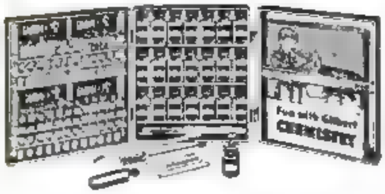
5	Microscope	4.95
8	"	7.95
9	"	9.95
20	"	16.95
21	"	18.95

TOOL CHESTS



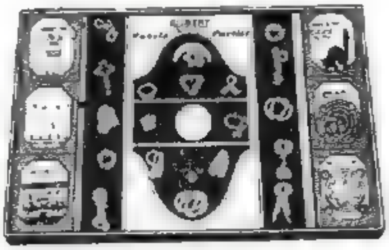
3	Tool Chest	2.95
4	"	4.95
8	"	8.95

CHEMISTRY


Fun with Gilbert CHEMISTRY

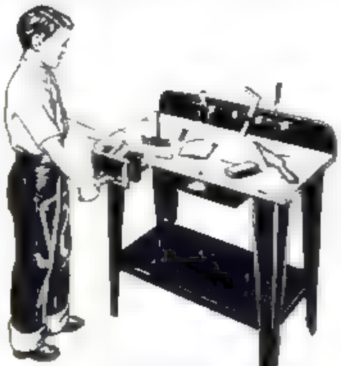
1	Chemistry	2.50
5	"	4.95
12	"	9.95
14	"	13.95
25	"	22.50

PUZZLES


GILBERT Puzzles

1032	Puzzles	2.00
1033	"	3.50
1034	"	1.50

SUBURBAN TOY



No. 12 WD

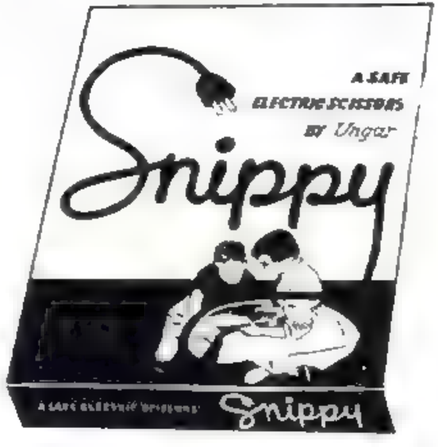
JUNIOR DELUXE WORK BENCH WITH TOOLS 15.00

UNGAR

WOODBURNING

WOODBURNING SETS

No. 203	3.00
No. 206	5.00


A SAFE ELECTRIC SCISSORS BY Ungar
Snippy
A SAFE ELECTRIC SCISSORS
Snippy

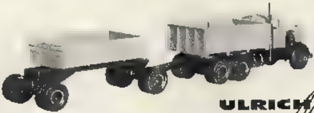
No. 301 – SNIPPY ELECTRIC SCISSORS SET
7 Paper Craft Projects 3.98

BRAND NEW!
ULRICH HO SCALE
MODEL TRUCKS

COAST TO COAST CARRIER

$2.50 Available in Denver-Chicago, P.I.E. and Garrett.

Built by one of the country's leading model railroad manufacturers—C. J. Ulrich Co.—beautiful all-metal scale accessories for HO train sets! They are rugged enough for children of all ages yet have great appeal for adults. Accurately scaled from the famous Kenworth tractor and 35 ft. Fruehauf van, each model is exquisitely detailed from lug nuts on the wheels to working bogies and driveshaft. Each is pre-painted and lettered and can be easily assembled in minutes without filing or soldering. These are really unique toys with a proven sales record in hobby shops everywhere. They're priced to sell quickly. Order a stock of all types today.

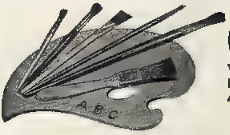


Dump truck and transfer trailer.
$2.75

ULRICH Model kits

4233 Babcock, North Hollywood, California

PAINT SET MANUFACTURERS
and
CONVERTERS



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AS LOW AS 75 CENTS
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APPLICATOR BRUSH CO., INC.
100 WATER STREET • BROOKLYN 1, N. Y.

DOLL DESIGNERS
for 1955

Before You Start
Your Sample Line . . .
See Us about DOLLS'
You'll Want Your Dolls to Wear
•
Your Own Specifications or Stock Styles
• DRESSES • COAT & SWEATER SETS
• BOOTIES • BELTS • BONNETS
• ANYTHING IN UNDERWEAR & OUTERWEAR
•
M & J KNITCRAFT CO.
1552 GREENE AVENUE
BROOKLYN 21, N. Y.
GLenmore 2, 1047-1048

Changeable Charlie
BLOCKS
GASTON MANUFACTURING CO.

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. . . "Price Line"

(Continued from page 607)

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Three Year Progress Report of L. M. Cox Mfg. Company

Engine powered toys that start easy and really work, that have appeal for every youngster and adult who likes to run things mechanical and that are as free as any mechanical device can be of service problems.

This was the specific, if not too easy assignment, that L. M. Cox Mfg Company, Inc., makers of the Thimble Drome line of race cars, engines, planes, etc., set for itself three years ago.

Today, it is probably no exaggeration to write "mission accomplished" beside this project Since the introduction of the first easy starting Thimble Drome Space Bug Engine, Cox has produced and sold over half a million of the miniature power plants, it is reported

Improving and simplifying the engine so that youngters—and toy retailers would no longer have trouble starting them was Step One in the Cox program Next was the development of the toys to take advantage of the engines. Analyzing the market, Cox saw first an opening for a ready to fly plane with a real aluminum wing. This first plane, the TD-1, is strictly a deluxe job selling for $19.95 assembled and $15.95 for "two minute" assembly

Continuing along its charted course, Cox introduced at the recent Toy Fair two new items for "volume sales"—one, a revised TD-3, an all plastic model plane, with new wing and fuselage five color paint job. The TD-3 is so versatile that it can be used as a trainer, stunt or a high speed ship. It will fly very fast or very slow at will and retails at $11 95. The two-color job with engine dismounted sells for $9.95.

As a companion seller to the TD-3, Cox has also introduced the first of a new pusher type racer, the Prop Rod, aluminum and plastic construction, at the popular level of $9.95. As a model, the racer is a low slung "car of the future" with bright colors and streamlined design The "Prop Rod" is a tether type racing car, to run with or without a tether. In other words, the "driver" simply starts the racer on any level surface and Prop Rod takes off entirely on its own. In a minute, it spins around and dashes off in another direction. Then another spin and off goes Prop Rod in a brand new direction As the ad says, 'every time you run it, it does something different" Here, early trade and consumer response indicates, is a toy with the action and easy operation and popular price for wide appeal and sales.

The Thimble Drome line is represented on the West Coast by Clifford Gottlieb, Los Angeles; in the Mountain States by Mountain States Sales Co., Denver; in Missouri, Kansas, Nebraska and Iowa by Stan Stokes, Kansas City; in Illinois and Wisconsin by Paul Oberlin, Chicago; in Michigan, Indiana, Kentucky and Ohio by Clem Amorose, Worthington, O.; in the hobby trade on the Atlantic Seaboard and South by Tim Skinner, Norristown, Pa.; in Pennsylvania, New Jersey, Delaware, Washington, D. C., New York and Maryland by Ernest Nathan for other than hobby trade; and in New England by Joe Gross & Associates. The L. M. Cox Mfg Company also is represented in Sweden, Holland, South Africa and various other spots.

NORTHWESTERN OFFERS NEW "SLUGGER" BASEBALL GAME

It's "Batter Up" for boys and girls of all age groups with Northwestern Products Company's new baseball game, "Slugger."

Reported to be completely automatic in reloading and feeding, with pitcher and batter, "Slugger" is a large, sturdy, glass-covered, self contained game. Measuring 15" x 21" x 2", it has a multi-colored playing surface which pictures plenty of baseball action. A heavy, finished wood frame and metal legs are other features of Slugger." The game is made to entertain one or many players, it is reported; Hi Score can also be played.

"Slugger," which comes complete with polished metal balls and instructions, is #450 in the Northwestern line and retails for $3.98. The game is packed one to a carton, six to a shipper weighing 35 pounds.

MIA MOVES TO ESTABLISH A NATIONAL HEADQUARTERS

Three moves of widespread interest to the hobby and craft trade were taken by outgoing and incoming boards of directors of the Model Industry Association during the latter organization's Convention and Trade Show.

President Charles D. Miller appointed Richard P. Mates, of Chicago, to select suitable office and showroom space to serve as the MIA's national headquarters. The budget item for rental was increased and $5,000 appropriated to cover the cost of moving and decorating.

A new official bulletin of the Model Industry Association was voted. To be named *Hobby Happenings*, it replaces *Sales Talk* upon recommendation of the Association's Publications Committee. It will be published every other month and will save the Association more than $1,000 annually over its predecessor. *Hobby Happenings* will devote its columns to MIA and related matters—official and for the good of all members of the industry: manufacturer, jobber, dealer, publisher, and associates.

The board voted that the Executive Director Lawrence W. Rember put into operation as soon as possible a new MIA service for its dealer members consisting of supply items of bags, wrapping paper, tapes, stickers, tags, Christmas paper, remittance envelopes, and statement forms. This service, it is said, will save money for dealers and give them attractive artwork that includes the member emblem of MIA, a selling slogan, and some action illustrations of various model and craft product areas being worked and operated by youths and adults Imprinting will be included on some of the items offered It is hoped that the many details involved in launching such a service can be completed before the end of this year

Two actions were taken in reference to the 1956 Trade Show. The board voted that the 1956 Trade Show be held in Grand Rapids (Mich.) starting February 22 and ending February 26, with the first two days closed and the last three days open. The board further voted that "the people who display at the MIA Show be limited to those who display products to the industry that will be sold for resale to the consuming public as the ultimate purchaser, except that publishers of trade magazines be excluded from this restriction."

DAVIDSON NAMED W. C. REP FOR AUSTIN ART STUDIOS

Austin Art Studios, of Omaha, Nebr., manufacturers of Halloween Masks and make-up kits, have recently announced the appointment of John R. Davidson as their representative covering the States of California, Oregon and Washington.

Mr. Davidson has had wide experience in the merchandising field, having been associated with Sears, Roebuck & Company and later as an executive with the Army Exchange Service in the Far East.

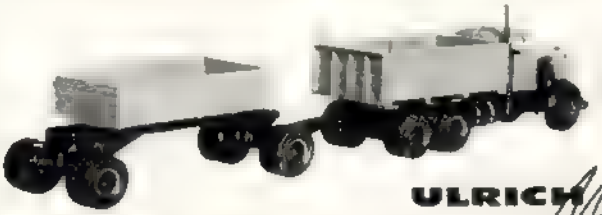
His offices and showroom are in the Western Merchandise Mart, San Francisco, where the Austin line is displayed.

BRAND NEW!
ULRICH HO SCALE
MODEL TRUCKS

Denver-Chicago Trucking Co. Inc.
Coast to Coast Carrier

$2.50 Available in Denver-Chicago, P.I.E. and Garrett.

Built by one of the country's leading model railroad manufacturers—C. J. Ulrich Co.—beautiful all-metal scale accessories for HO train sets! They are rugged enough for children of all ages yet have great appeal for adults. Accurately scaled from the famous Kenworth tractor and 35 ft. Fruehauf van, each model is exquisitely detailed from lug nuts on the wheels to working bogies and driveshaft. Each is pre-painted and lettered and can be easily assembled in minutes without filing or soldering. These are really unique toys with a proven sales record in hobby shops everywhere. They're priced to sell quickly. Order a stock of all types today



Dump truck and transfer trailer.
$2.75

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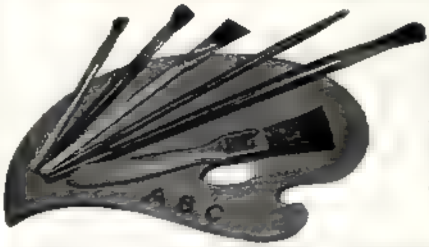
and
CONVERTERS



WATER COLOR BRUSHES
FOR YOUR PAINT SETS
AS LOW AS 75 CENTS
PER GROSS

APPLICATOR BRUSH CO., INC.
100 WATER STREET • BROOKLYN 1, N. Y.

DOLL DESIGNERS
for 1955
Before You Start
Your Sample Line . . .
See Us about DOLLS'
You'll Want Your Dolls to Wear
•
Your Own Specifications or Stock Styles
• DRESSES • COAT & SWEATER SETS
• BOOTIES • BELTS • BONNETS
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Changeable Charlie
BLOCKS
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buyer, Sid Stark, emphasizes that all spring they have been stressing the need to promote Easter merchandise. Because of the great volume done in the summer on backyard items, they feel too many buyers are overlooking the dollarwise importance of this "out of season" potential. Mr. Stark says they put out a 30-page book on Easter numbers, with the slogan: "Easter is Good. It is up to You." In this booklet they feature 32 items, not only soft animals and dolls but musical toys and novelties. In each of their promotions for certain seasonal projects they stress, "You Can Double Your Business," then give the stores concrete ideas with which to work. This buying office reports their stores have been doing well with gym promotions from $19.95 to $29.95 with early season ads, in addition to the spotlighted items for Easter. At the Toy Fair they will be looking for outstanding values in good merchandise . . . hoping it will not be slaughtered by discount houses. They, like other offices, are trying to get some individual items that can be featured exclusively. Looking for bigger and more variety in baby dolls, also. Games being on the up trend, they will be looking for new ideas in this classification; the same in good educational toys.

Felix Lilienthal & Company's Hermine Myers reported their stores would feature gyms at $29.95 in March, and that they had some interesting promotions on dolls for $1.98 to $2.98 slated for early dates. For Easter they have had some notable advance action on a sleepy bunny and dog, 20" long and 18" high, to sell around $3.50 to $4. With this store group, interest in Easter merchandise has indicated renewed impetus, since reorders were coming in before the middle of February on such merchandise. This office put out a catalogue with a range of soft items and some novelties, just for Easter promotion. One of their big between season sellers has been a large cloth dancing doll to retail for $3.98. At the Toy Fair Hermine Myers will look for more novel games, what with the rise in interest in games; and a better range in baby

VANITY FAIR MAKES *Phonograph History!*

Volume Control

FIRST TIME ON ACOUSTIC PHONOGRAPHS

A GOLD Mine of Phonograph Profits for You!

Turn Knob CLOCKWISE To Reduce Volume
Turn Knob COUNTER CLOCKWISE To Increase Volume

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MAR. 7-16
COLONIAL ROOM, McALPIN HOTEL

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50 South 4th St., Brooklyn 11, N. Y.

"JUST A REMINDER"

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This proven scientific process makes plush actively self-antiseptic, self-sterilizing and germ resistant throughout its normal life. Unaffected by airing, brushing, dry cleaning or washing. Safe and Harmless.

For Quality PLUSH Toys Priced to Sell
Be Sure To See Us At The Toy Fair In New York City
March 7th to 16th

New Yorker Hotel
Room 1250

McAlpin Hotel
Room 581

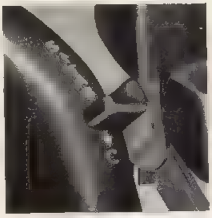
Jee-hee toy Creations

411 East 8th St., Kansas City 6, Missouri

"As Good As The Best And Better Than The Rest"

REMINGTON
"Quiet-riter"

*Sold to Dealers for Resale Only. Minimum Fair Trade Price in States Having Fair Trade Laws Must Be Maintained



EXCLUSIVE MIRACLE TAB

Makes possible setting and clearing tab stops from keyboard with a flick of the finger. Perfect for typing lists of names, dates and figures

- **Miracle Tab**—set and clear tab stops from the keyboard
- **Direct-Set Visible Margins** set both margins without moving the carriage; stops never slip
- **Larger Size Paper Cylinder** gives sure-grip paper feed and clearer printing
- **Finger Speed Keys**—contour formed, non-glare keys for sure touch
- **Standard Keyboard**—84 characters with controls placed as in office typewriters
- **2-Color Ribbon with Stencil Cut-out**
- **Semi-Automatic Ribbon Changer**—fast one operation changing
- **Single, Double or Triple Line Space Selection**
- **Super Strength Frame**

744N8809—Remington "Quiet-riter" Portable. The fine Remington "Quiet-riter" has the latest styling, operational features and performance It gives big machine results—instant response to the touch with clear sharp printwork—without sacrificing portable convenience. Attractive non-glare grey velour finish with green keys and a sturdy luggage type carrying case. Comes complete with Touch Method Typing Instruction Book Ship. wt 21 lbs **PICA or Elite type—Please Specify.** **Estab. Retail $115.21**

SPECIFY
CHOICE OF
ELITE OR
PICA TYPE

NEW VISIBLE MARGINS

Both right and left margins are set with finger-tip ease without moving carriage. Always stay in place—never slip!

`This is PICA Type`

`This is ELITE Type`

NEW REMINGTON PORTABLE

745N7719—New Remington Portable. The features are the same as the above 744N8809 "Quiet-riter" (direct-set visible margins, larger size paper cylinder, finger speed keys, etc) except that the Miracle Tab is omitted Ship. wt. 23 lbs. **Please specify—PICA or Elite type.** **Estab. Retail $100.94**

SMITH-CORONA *Skyriter*

- Weighs only 9 lbs.
- Fits in a Briefcase
- Has a full-size keyboard
- Retractable Paper Supports
- Typebar Speed Booster
- Colorspeed Keyboard
- Error Control
- Quickset Margins
- Line Retainer
- Touch Selector

CONVENIENT
CARRYING

733N5478—Skyriter. Perfect for travelers, this portable is 3" high, 11" wide and 12" long, taking full size stationery. Fast, easy-writing and fully equipped to meet all normal typing needs. Non-glare grey-crackle finish, with sturdy matching

New Underwood Deluxe Typewriter

Beauty and Performance

- "Key-Set" Tabulation—tabulator stops are controlled from keyboard—"no fussing" with back
- See-Set Margins—Margin stops are always visible—left and right margins are set simultaneously
- Left and Right Margin Release Key
- Touch Tuning—adjusts for individual touch
- Variable Line Spacer—Automatic Line Finder
- Writes Red, Black or Cuts Stencils
- Balanced Segment Shift—no carriage movement when shifting
- Standard 84 character keyboard—with standard spacing between keys

762N8728—The portable with "Big Standard Machine Features"! This is the newest of the Underwood line, having a well earned reputation for first-rate performance. In addition to the features presented above, the following add to its value and service, Automatic ribbon reverse, Single, double or triple spacing; Paper aligning guide and bail; Lateral paper guide; Centralizing lock, 9" writing line, Fingerform keys. Non glare two tone green finish on typewriter, with tapered Fashion-Flite Carrying Case. **PICA** or Elite type—Please Specify.

Estab. Retail **$114.15**

Specify
Elite or Pica
Type

762N8728

Underwood Deluxe

Estab. Retail **$114.15**

New Underwood Leader

• ATTRACTIVE • LOW PRICED • LIGHTWEIGHT

- Balanced Segment Shift
- Standard Spaced Keyboard
- 84 Characters including Arithmetic Signs
- Manual and Automatic Ribbon Reverse
- Right and Left Shift Key
- Adjustable Hand Margins with Warning Bell
- Single, Double and Triple Spacing
- Automatic Line Finder
- Adjustable Paper Fingers

754N5692—This is the NEWEST low priced Portable typewriter; well-constructed, lightweight Family model. Has the above features plus: Finger form keys, Easy touch action, Back spacer, Coordinated carriage scale, Shift lock, and many others. Non-glare Tan Tone finish with Green keys and attractive Green carrying case. Available in **PICA** only. Ship. wt. approx. 22 lbs.

Estab. Retail **$74.41**

Complete Instruction Booklet and "Touch Typewriting Chart" are included with each machine describing in detail the proper operation of your typewriter

754N5692

The Leader

Estab. Retail **$74.41**

Smith-Corona Clipper

- Page Gage—indicates space left on last 2½" of each page
- Colorspeed Keyboard—finger fitted keys with permanent lettering in plastic
- Super-Speed Escapement—minimizes jamming
- Typebar Speed Booster—spring snaps typebar back after printing
- Synchronized Line Space Lever—close to the keyboard for rapid carriage return
- Piano Key Action—key motion matches the finger's natural stroke
- Quickset Margins—slide into position
- Skidproof Feet—will not shift position
- Acoustical Vents—for quiet typing
- Tip-Touch Back Spacer—for easy action
- Floating Shift—type segment glides down noiselessly

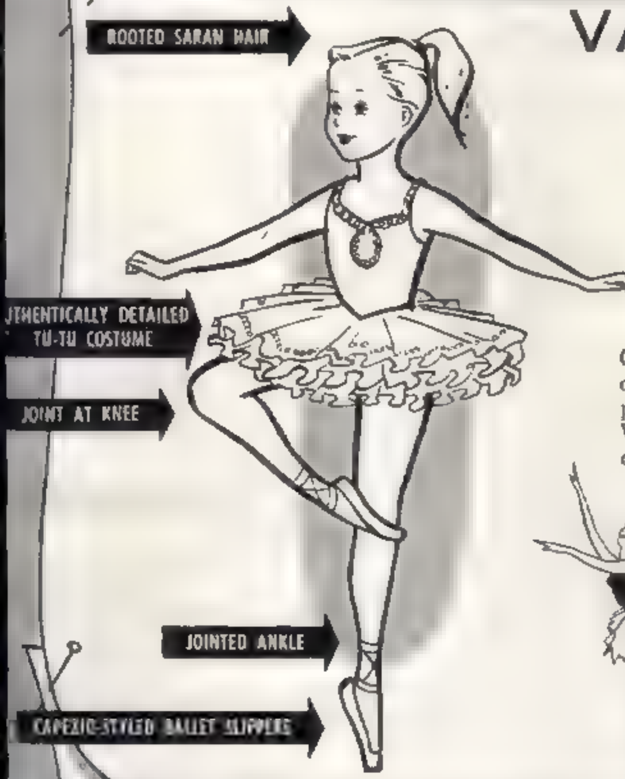
728N7271—A moderately priced machine built to withstand rough treatment from constant handling—steel frame on four sides with heavy cross

Specify Choice of Type

728N7271

The Clipper

Profit PIN UPS for 1955


ROOTED SARAN HAIR
JTHENTICALLY DETAILED TU-TU COSTUME
JOINT AT KNEE
JOINTED ANKLE
CAPEZIO-STYLED BALLET SLIPPERS

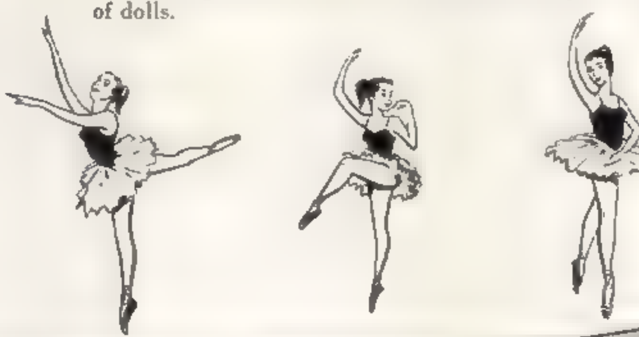
VALENTINE'S FAMOUS

Ballerina Doll

Now With Jointed Knees And Ankles

FOR THE FIRST TIME EVER, A DOLL THAT DANCES ON HER TOES AND WALKS NORMALLY AS WELL!

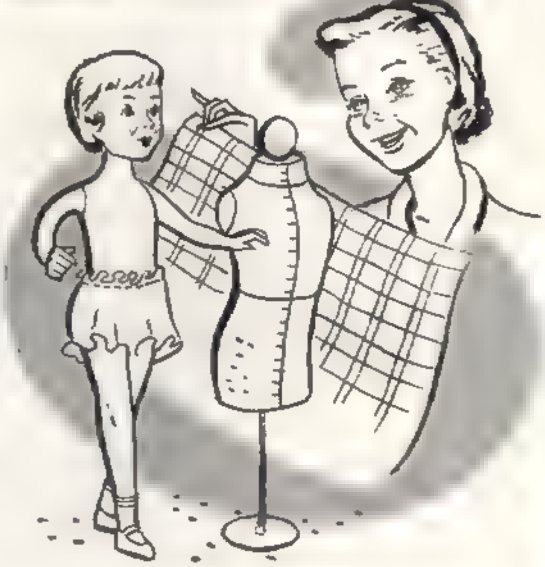
Can perform practically every pose in ballet choreography! Authentically styled shoes by CAPEZIO — she is truly worthy of a S. HUROK production.
Watch every head turn in her direction as they see this most versatile of dolls.



THE VERY NEWEST

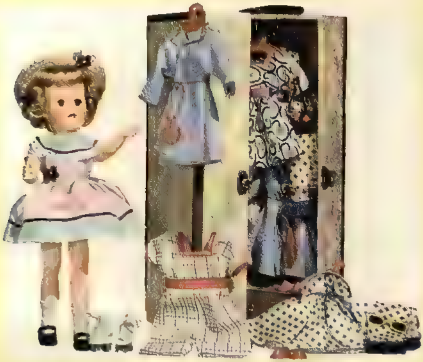
"Style It Yourself"

Dressmaker Doll



Any little girl can now drape her own fashions on the revolving dressmaker form that comes with the doll. No patterns needed. Trimmings, basic materials, and sleeve board included, as well as illustrated brochure that explains the few simple steps to follow.

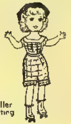
VALENTINE DOLLS INC. 200 FIFTH AVE., NEW YORK 10, N. Y.



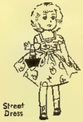
Holiday

18" rooted hair walking doll—soft vinyl face—plastic body and legs. Lead her by the hand and she walks and turns her head from side to side. Dressed in a beautiful taffeta party dress and straw bonnet. Included in her wardrobe are shoes and stockings, printed picolay street dress, pedal-pusher shorts with attached matching shirt adorable sun-back dress with separate fringed stole, a bathrobe complete with tassled sash. She has sun-glasses, roller skates, bedroom slippers and pocketbook. She comes complete in an extravagant steamer trunk which has room for all her clothes and a drawer for her accessories. She has her own hair curlers for curling and setting her rooted hair—which is actually imbedded in her scalp so that it cannot come out and feels and looks as if it were real. Endless hours of play.

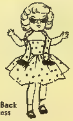
E1787P-1067 RETAIL $15.95



Roller Skating



Street Dress



Sun-Back Dress

Mona Lisa Dolls
BY
VALENTINE DOLLS INC.

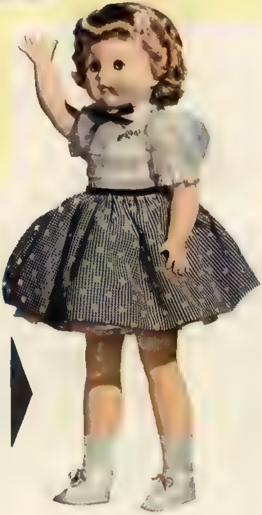
FOR *Play*

FOR *Beauty* FOR *Quality*

Best Friend

Best friend for almost any little girl. 29" tall—unbreakable plastic with soft life-like vinyl head and hair rooted (actually imbedded) in the scalp. She walks and turns her head from side to side as she walks. She is so big she is the size of a 3 year old child. As high as your dining room table. She will become another member of the family with her life-like appearance and characteristics. Her dress is a combination of organdy and printed taffeta with embossed polka-dots. A lasting companion for a little girl growing up.

E1788P-1333 RETAIL $19.95



Mona Lisa Dolls

BY

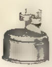
VALENTINE DOLLS INC.

FOR *Beauty*
FOR *Quality*
FOR *Play*

Cassie

16" lovely soft squeezable all latex doll with life-like vinyl head and rooted hair (hair actually imbedded in the scalp like real hair) Cries when you squeeze her. Material of dress is special checked puckered taffeta.

E1785P-400 RETAIL $5.95



Musical Bride

Gorgeous 16" all plastic bride doll with saran wig that can be washed, waved, curled and combed. Every little girl's dream. This beautiful doll comes mounted on a Swiss Music Box (as illustrated). She revolves as the music box plays a lovely romantic tune—switch permits music to be turned on and off. The doll can be removed at any time and played with as any ordinary doll. Mother will borrow this as a gorgeous centerpiece for anniversaries and bridal showers.

E1781P-867 RETAIL $12.95

Special stand

Aida

TOE DANCING

Ballerina Doll

WITH A SALUTE TO THE

S. Hurok

Presentation of AIDA

the Opera film

The only real dancing doll ever made. She is 19" tall and her toes are forever in a ballet dance position. She is all plastic except for her soft life-like vinyl head and her hair is rooted (actually imbedded) in her scalp like real hair. When you hold her and lead her she takes short dancing steps as any ballerina and her head turns from side to side as she dances. She kicks out and does a split and the design of her shoes are approved by CAPEZIO, The Dancers' Cobbler since 1887. One of the most unusual dolls we have ever made. Special stand illustrated will hold this doll upright or in many other positions. The doll with stand

E1786P-800 RETAIL $11.95

School Date

18" all plastic WALKING doll. Lovely hair in pony tail style that can be combed and curled. Dress is of ever fresh printed picolay that will last and last. She walks, turns her head from side to side as she walks, and sits.

E1783P-533 RETAIL $7.95

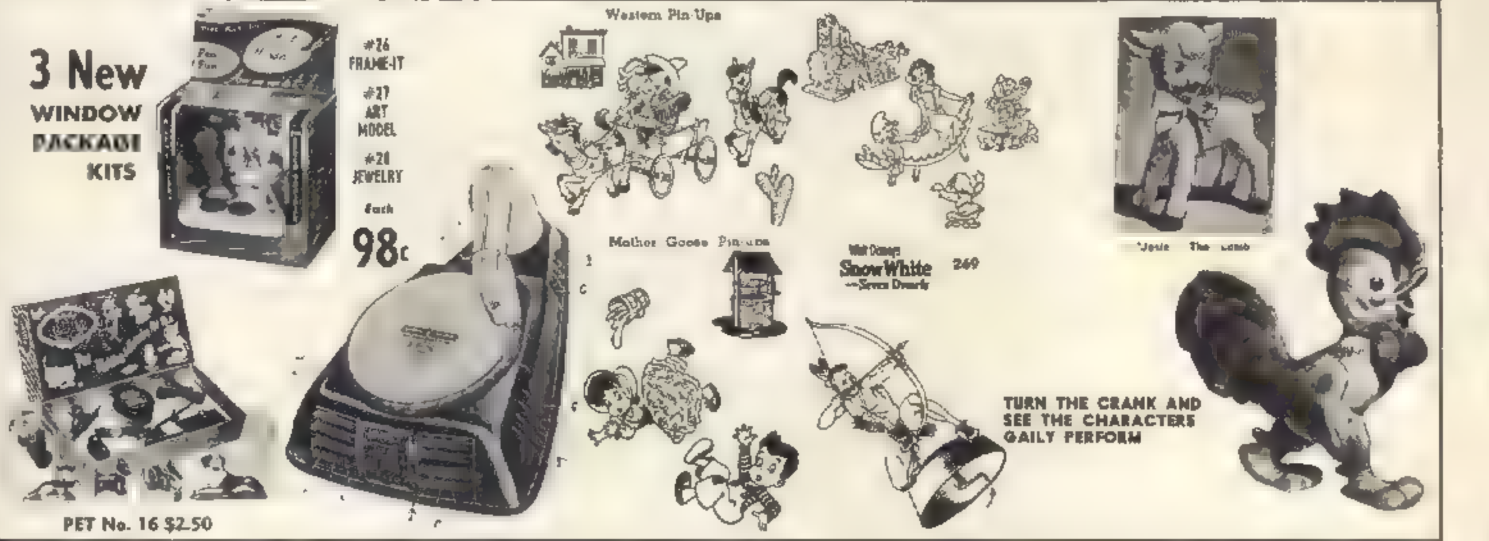
22" same as above.
E1784P-800 RETAIL $11.95

Darling Baby

Big 22" washable skin doll with jointed arms and lovely life-like vinyl head with rooted hair (hair actually imbedded in the scalp like real hair.) She cries when you squeeze her. She wears a taffeta and printed picolay party dress and her whole bonnet is made of real lace. She comes complete with a beautiful matching "going visiting" coat.

E1789P-800 RETAIL $11.95

MOLDING SETS - PHONOGRAPHS - RUBBER TOYS



BERSTED'S Hobbycraft *Rubber Molds and Kits*

Bersted Hobbycraft Molding sets, Creative fun for everyone... grownups to... the whole family will join to create real life fascinating characters with BERSTED-HOBBYCRAFT. Educational... This absorbing play with BERSTED HOBBYCRAFT, a simple sculpture and paint set, will bring out and develop artistic talents in youngsters. Each mold will make hundred of figures.

#11 Nic Nak Molding Set	1.50
#12 Junior Molding Set	1.00
#16 Animal'Pet's Molding Set	2.50
#19 Indian Molding Set	3.00
#20 Manger Scene Molding Set	3.00
#22 Farmyard Molding Set	2.00
#24 Our Lady of Fatima Set	2.00
#25 Hansel & Gretel Molding Set	3.50
#26 Frame It Kit	.98
#27 Art Model Kit	.98
#28 Jewelry Kit	.98
#29 Davy Crockett Kit	.98
#PM-101 The Last Supper	5.00
#PM-1 The Lord is My Shepard	3.00
Bersted Molding Powder, 5 lbs. pkg. 65¢ ea., Carton of 9 pkgs.	5.85

NOTE For individual Molds and finishing materials, see CRAFT SECTION of this catalog.

VANITY FAIR

Vanity Fair is First Again. Adult Phonographs designed for Children. Vani-tone Volume Control... a fabulous engineering achievement now gives you true volume control for the first time in acoustic phonographs. This new and exclusive feature PLUS Vanity Fair's exciting new models, once again proves Vanity Fair's supremacy.

#700 Table Model Phonograph (110 A.C. electric Motor)	9.95
#600 Portable Phonograph (110 A.C. electric Motor)	12.95

NOTE: Add 10% Fed Exc. Tax to All models.

THE DOLLY TOY COMPANY

Dolly Toy Pin-Ups Nationally advertised and publicized in the Nation's leading magazines, Newspapers and on Television. Three Dimensional Cut-Outs... Central Figure approximately 18' high... Made of Heavy 3/8" thick laminated board... Illustrated in 8 gorgeous colors. Terrific birth rate continues to create an army of new prospects for you! over 4,150,000 in 1954.

THE DOLLY TOY COMPANY

MOTHER GOOSE PIN-UPS

#228 Mary Had A Lamb	2.29
#229 Little Bo Peep	2.29
#230 Cat & Fiddle	2.29
#238 Jack & Jill	2.29
#256 Little Boy Blue	2.29
#265 Rock-A-Bye Baby	2.29
#289 Three Little Kittens	2.29
#290 Peter, Pumkin Eater	2.29
#240 Grow Up Clock	2.98
#270 Carousel Pony	4.98

COWBOY & INDIAN PIN-UPS

#245 Bronco	2.29
#246 Smokey	2.29
#247 Prairie Pete	2.29
#264 Buckaroos	2.29

FAIRYTALE PIN-UPS

#258 Pinocchio	2.29
#259 Cinderella	2.29
#261 Dumbo	2.29
#268 Peter Pan	2.29
#269 Snow White	2.29

CIRCUS PIN-UPS

#275 Bareback Rider	2.29
#276 Circus Wagon	2.29
#277 Clown	2.29
#278 Elephant	2.29

TIDEE-UPS

#291 Elephant	2.29
#292 Bunny	2.29

REMPEL *Manufacturing*

The kiddies Love "The Little Folk from Sunnyslope"... Sanitary... Squeezable... Washable... Durable... Made of pure Natural Latex Rubber... Won't Harm Furniture... Harmless Colors Used... Whistle or Special Reed Voice in each Character.

#R-7 "Frisky" The Horse	.98
#R-8 "Milky" The Cow	.98
#R-9 "Balky" The Mule	.98
#R-010 "Teeny" The Bear	.69
#R-10 "Fleecy" The Lamb	.69
#R-11 "Peeper" The Frog	.69
#R-12 "Croaker" The Frog	1.98
#R-13 "Mr. Squawker" The Duck	1.98
#R-14 "Josie" The Lamb	1.98
#R-15 "Longhop" The Rabbit	1.98
#R-16 "Hugger" The Bear	1.98
#R-18 "Roofus" The Rooster	1.98
#R-20 "Curly" The Cocker	1.98
#R-21 "Sniffy" The Hound	1.98
#R-30 "Tusky" The Elephant	.98
#R-33 "Little Cookie" The Ostrich	.98
#2 Assortment "Rempel Toys" Consists of 3 ea. R-7, 8, 9, 30.	11.76
#3 Assortment "Rempel Toys" Consists of 4 ea. R-010, 10, 11.	8.28
#4 Assortment "Rempel Toys" Consists of 2 ea. R-13, 14, 15.	11.76

CENTAUR PRODUCTIONS, INC.

Large realistic figures detailed modeling-animated-realistic colored. Just turn the crank in the base for real life movements and actions.

#500 Wild West Series—4½" height-Ind. Boxed.

Bronco Buster	.60
Cowboy Roping	.60
Indian with Tomahawk	.60
Davy Crockett	.60

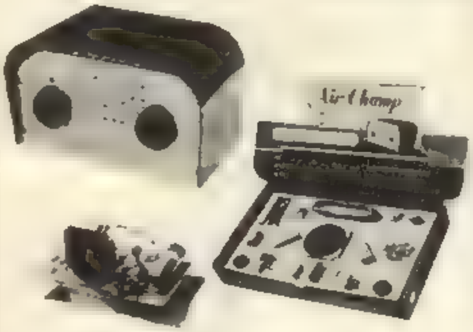
#1000 Animated Talking Animal Series—Just turn the crank for voice and animated movements. Ind. Boxed.

Talking Bear	1.00
Talking Elephant	1.00
Talking Dog	1.00

#350 Deluxe Figure Craft Series—make 14 Characters, with 14 different life like molded plastic heads-colorful "Fuzzy Wires" make body.

Circus Set-14 figures	2.00
Dog Show-14 figures	2.00

RADIO KITS–PLASTIC HORSES–AIRPLANES



AIR CHAMP RADIO KITS

The following radio kits are complete less batteries. Earphones furnished where required.

#AC-50	Crystal Radio Set	3.00
#AC-101	One Tube Receiver Kit	7.95
#AC-202	Two Tube Radio Kit	14.95
#AC-303	Loudspeaker Kit	7.95
#AC-909	Fixed Crystal Radio Kit	4.98
#AC-SW2	Short Wave Adapter Kit	2.25
#AC-CB	Crystal Display Card-12	3.00

BREYER MOLDING CO.

Non Breakable Plastic Horses

41 Black Pinto, 7½"	2.35
42 Brown Pinto, 7½"	2.35
43 Palomino Western Mount, 7½"	2.50
44 Black Western Mount, 7½"	2.00
45 White Western Mount, 7½"	2.00
55 Black Pinto, 10½"	4.00
56 Brown Pinto, 10½"	4.00
57 Palomino Western Mount, 10½"	4.00
58 Black Western Mount, 10½"	3.00
59 White Western Mount, 10½"	3.00
242 Pinto with Indian Rider	4.00
343 Palomino with Indian Rider	4.00
P40 Brown Dancing Horse	2.00
P41 Black Pinto Dancing Horse	2.30
P42 Brown Pinto Dancing Horse	2.30
P43 Palomino Dancing Horse	2.30
P45 White Dancing Horse	2.00
P440 Canadian Mountie on Brown Dancer	4.00
P540 Davey Crockett on Brown Prancer	4.00
66 Boxer Dog 8½"	2.49

DONALD F. DUNCAN

22 Poney Boy 10¢ Yo Yo Packed 3 doz to Box	net	2.25
77 Tournament 35¢ Yo Yo Packed 1 doz to Box	net	2.65
101 Jeweled 60¢ Yo Yo Packed 1 doz to Box	net	4.55
10 Yo Yo Strings 2 to pkg. 1 doz pkg. banded	net	.38

CRUNDEN-MARTIN

2W Top Flite 10¢ Kites packed 1 doz	net	.80
2P Plastic 15¢ Kites packed 1 doz	net	1.20
2 B Box Kites packed 1 doz	net	2.50
Kite String		.10

JUMP ROPE

JUMPING ROPES

Patty 10¢	doz net .72
Sandy 25¢	doz net 1.80

KIDDYKOOK PERCOLATOR SET FOR [illegible] 33 PIECES

KIDDYKOOK
Aluminum

KIDDYKOOK ALUMINUM TOY SETS, again have been selected by leading educators and toy conselors as outstanding. The safety and longevity of alum. is unquestionable.

#3512	Coffe Pot Set	1.00
#3514	Percolator Set for 4	2.00
#3516	Percolator Set for 6	3.00
#3551	Bake Set	1.00
#3575	Candy Set	2.00
#3576	Cake Set	2.00
#3577	Angel Cake Set	3.00
#4101	Bagged Alum. Cutlery	.39
#4109	Bagged Alum. Coffee Pot	.59
#4116	Bagged Cake Mix Set	.49
#4118	Bagged Cup Cake Set	.69
#4121	Bagged Angel Cake Set	.98

Note Bagged Set are in polly-ethelene bag with cooking pans and accessories.

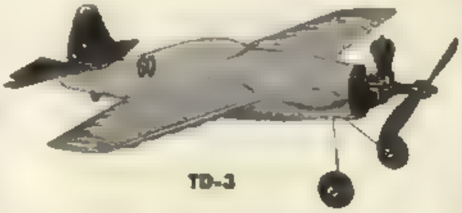
SELLING MODEL AIRPLANES?

READY TO FLY AIRPLANES

A-J Firebabies

FOR MORE
Flying Fun!

A.J. Firebaby with Wasp Engine	7.85
A.J. Firebaby with O.K. Cub Eng.	7.85
A.J. Firebaby Less Engine	2.50
A.J. Firebaby Biplane with Eng.	9.75
A.J. Hornet Rubber Powered	.50
A.J. Pursuit Rubber Powered	.79
A.J. Interceptor Glider	.50



TD-3

#400 Cox TD-1 With Engine (Alumn Wing)	19.95
#601C Cox TD-3 With Engine (2-color)	11.95
#600 Cox TD-3 With Engine (1-color) New Durable plastic Fuselage	9.95
#660 Cox Accessory Kit Fuel-Filler Cap-Battery Wires Skylon reel-Flying Lines.	2.95
Stansel 'Lil Rocket with Engine	7.95

PLM-1 SABRE '44'

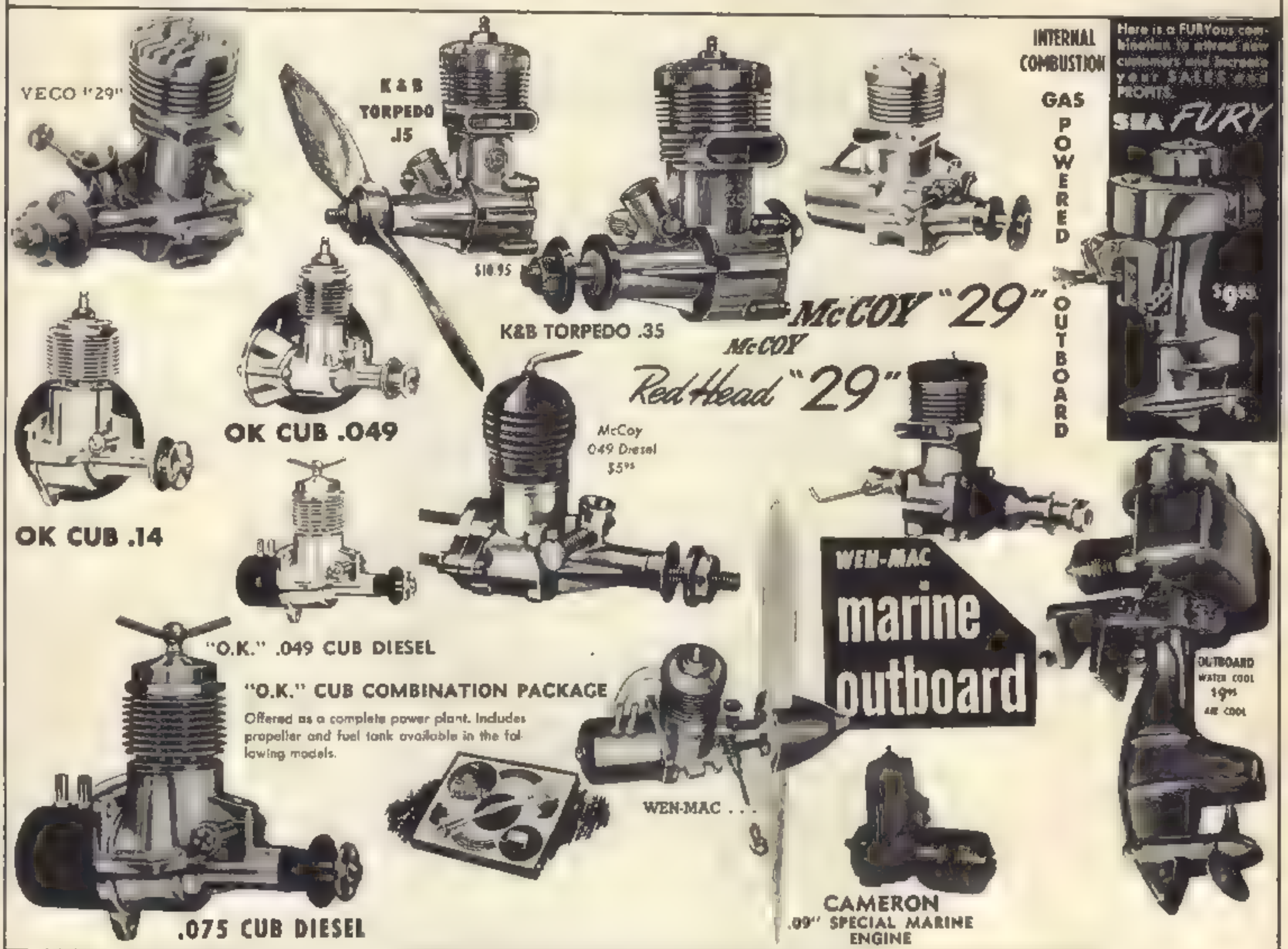
#PLM-44 Comet Sabre 44 with Engine "NEW"	9.95

WEN-MAC Aeromite

Wen Mac Aeromite with Engine (the old Stand by)	9.95
Wen Mac TurboJet "NEW" with new Automatic Self Starting Engine.	11.95
Wen Mac Accessory Kit Use with airplane or race car Fuel-Spout-Hook up Wire.	1.49

MOTOR *Showcase*

MINIATURE ENGINES


VECO "29"
K & B TORPEDO .15
$10.95
K&B TORPEDO .35
INTERNAL COMBUSTION
GAS POWERED OUTBOARD
Here is a FURYous combination to attract new customers and increase your SALES and PROFITS.
SEA FURY
$9.95
McCOY "29"
McCOY Red Head "29"
OK CUB .049
OK CUB .14
McCoy 049 Diesel $5.95
"O.K." .049 CUB DIESEL
"O.K." CUB COMBINATION PACKAGE
WEN-MAC marine outboard
OUTBOARD WATER COOL $9.95 AIR COOL
WEN-MAC . . .
.075 CUB DIESEL
CAMERON .09" SPECIAL MARINE ENGINE

Offered as a complete power plant. Includes propeller and fuel tank available in the following models.

HENRY ENGINEERING CO.

GP-19	VECO .19 Glo-Engine	9.95
GP-29	VECO .29 Glo-Engine	14.95
GP-31	VECO .31 Glo-Engine	14.95
GP-35	VECO .35 Glo-Engine	14.95

HERKIMER TOOL

O K Cub .049B Power Kit	3.95
O K Cub .049B Combo	4.95
O K Cub .049A Combo	4.95
O K Cub .074	5.95
O K Cub .074 Combo	6.75
O K Cub .099	6.95
O K Cub .099 Combo	7.75
O K Cub .14	7.95
O K Cub .19	8.95
O K Hothead .29	10.95
O K Cub .29	11.95
O K Cub .35	12.95

HOLLAND ENGINEERING CO.

.049 Wasp U-Cont. Combo. Includes prop, plug, clip, motor, mount & wrench.	5.70
.049 Wasp Free-Flite Combo. Includes prop, plug, clip, tank, motor, mount & wrench.	5.95

K & B MANUFACTURING CO.

K&B Infant	5.95
K&B Torpedo .09	8.95
K&B Torpedo .15	10.95
K&B Torpedo .15 2-Speed	11.95
K&B Torpedo .19	13.95
K&B Torpedo .19 2-Speed	16.95
K&B Torpedo .23	13.95
K&B Torpedo .29	15.95
K&B Torpedo .35	14.95

McCOY PRODUCTS

McCoy .049 Glo-Engine	4.95
McCoy .049 Diesel Engine	5.95
McCoy .09 Glo-Engine	7.95
McCoy .19 Super Stunt Glo-Eng.	9.95
McCoy .29 Super Stunt Glo-Eng.	11.95
McCoy .36 Super Stunt Glo-Eng.	12.95
McCoy .19 Red Head Glo-Eng.	12.95
McCoy .29 Red Head Glo-Eng.	16.95
McCoy .60 Red Head Glo-Eng.	24.95

Spitfire

Spitzy .045	3.95
Royal Baby Spitfire .049	4.95
Royal Spitfire .065	7.95

WEN-MAC CORPORATION

#E-1 Wen Mac .049 Glo-Eng. (Incorporates new automatic self-starter)	6.95
#OE-1AC Wen Mac Marine .049 Outboard (Air cooled)	9.95
#OE-1WC Wen Mac Marine .049 Outboard (Water Cooled)	9.95

Note: Outboards formerly "Atwood"

Parts

We stock engine parts on all lines of engines offered to the Trade through Distributors, how ever we do not repair engines. All engines needing repair return direct to the manufacture.

Sky Fury **TWIN**

SCALE PLASTIC BOAT KITS

KIT No. 320
VIKING SHIP
NAVAL GIFT PACK
G - 310
ATOM POWERED
SUBMARINE
U.S.S. NAUTILUS
Start a Mighty Ocean Fleet with Revell's
MIGHTY "MO"
Kit P-3 Ready Now
PYRO LINE OF PLASTIC MODEL KITS
Ships in Bottles - anyone can build!
VICTORY AT SEA
G - 311
Baltimore Class HEAVY CRUISER

AURORA PLASTICS

210	Black Falcon Pirate	1.98
320	Viking Ship	1.98
430	Chinese Junk	2.49
480	U.S.S. Halford Destroyer	1.29
500	U.S.S. Nautilus Submarine	.98

Buy on Ideal today.

2501	Viking Ship	.69
2502	Sloop Ferret	.89

Lindberg Models

700	Chris Craft Cruiser	.98
701	P.T. Torpedo Boat	1.98
702	L.S.T. Boat	1.98
703	Fleet Submarine	.98
704	U.S.S. Nautilus Atomic Sub.	.69
705	Wasp Aircraft Carrier	1.98

MARX & CO.

#4405	The "SEA WITCH" Clipper Ship Construction Kit	9.98

A prototype of the first true "clipper" ship. 31" long, 23" high 4½" wide. The plastic parts (500) furnished for this model are truly scaled and precise in minute detail.

MASTER MODELCRAFT

COMMODORE SERIES

C-1	Revenue Cutter	2.95
C-2	Brig Washington	2.95
C-3	Brig Boxer	2.95
C-4	Baltimore Clipper	2.95

MONOGRAM MODELS,

Monogram P-3 Speedboat	.98

PREMIER PRODUCTS CO.

#900	The Explorer	.69
#901	The Sea Hawk	.69

PYRO PLASTICS CORPORATION

146	Big Mo. Battleship	.89
147	Cruiser USS Chicago	.89
148	Aircraft Carrier Shangri-La	.89
149	Destroyer USS A.M. Sumner	.59
206	Grand Banks Fishing Schooner 17½"	3.49
207	Sea Going Diesel Tug	3.49

Revell

H-301	U.S.S. Missouri Battleship	1.98
H-302	Chris Craft Cabin Cruiser	.89
H-304	P.T. Torpedo Boat	.89
H-305	U.S.S. Sullivans Destroyer	1.29
H-306	U.S.S. Los Angeles Cruiser	1.69
H-307	Franklin D. Roosevelt Aircraft Carrier	2.49
H-308	U.S.S. Nautilus Atomic Sub.	.89
H-309	Motorized Missouri Batt'l	4.95
G-310	Navel Fleet Gift Pack	6.95
G-311	Victory at Sea Gift Pack	4.95
H-312	SS United States	1.98
H-316	Battleship New Jersey	1.98

Revell AUTHENTIC KITS

REVELL SHIP KITS ONLY

H-407	Bottle Only	.89
H-408	Santa Maria '1492'	.79
H-409	Golden Hind '1588'	.79
H-410	Mayflower '1620'	.79
H-411	Bon Homme Richard	.79
H-412	U.S. Frigate Const. '1797'	.79
H 413	U.S. Revenue Cutter	.79
H-414	S.S. Savannah '1819'	.79
H 415	Flying Cloud '1849'	.79
H-416	Chas. W. Morgan '1850'	.79
H-417	Gertrude L. Thebaud	.79

REVELL SHIP KITS WITH BOTTLE

B-408	Santa Maria w/Bottle	1.49
B 409	Golden Hind w/Bottle	1.49
B-410	Mayflower w/Bottle	1.49
B-411	Bon Homme Richard w/Bttl.	1.49
B 412	U.S. Frigate Const. w/Bttl.	1.49
B 413	U.S. Revenue Cutter w/Bttl.	1.49
B-414	S.S. Savannah w/Bottle	1.49
B-415	Flying Cloud w/Bottle	1.49
B-416	C.W. Morgan w/Bottle	1.49
B-417	G.L. Thebaud w/Bottle	1.49

SAUNDERS

Saunders Shangri-La Airchraft carrier with Plane Launcher	.98

U.S.S. Shangri-La
aircraft carrier with
plane launcher
Stock number 38 E
Overall length—12¼ inches
Suggested retail 98c

A&B BATS

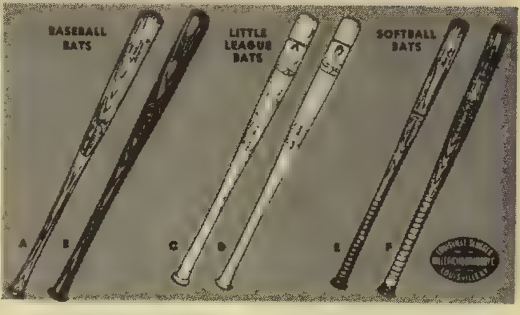
(A) LOUISVILLE SLUGGER—125
A natural white finish. "Powerized" bat of select grade Northern White Ash. Genuine Autographed models of leading Major League players. Lengths 33 to 36 inches.
5AM39 Ship. Wt. 3 lbs.
List $3.80............Dealer's, ea. **$2.50**

(B) MAJOR LEAGUE—35
Turned from high quality Ash or Hickory with Walnut Brown finish. Famous Sluggers models Lengths 33 to 36 inches.
5AM41 Ship. Wt. 3 lbs.
List $2 35............. Dealer's, ea. **$1.65**

(C) APPROVED LITTLE LEAGUE—125LL
Approved for Little League play. Natural white or Saddle Brown finish. 31" to 33".
5AM46 Ship Wt. 3 lbs.
List $2.85.............Dealer's, ea. **$1.90**

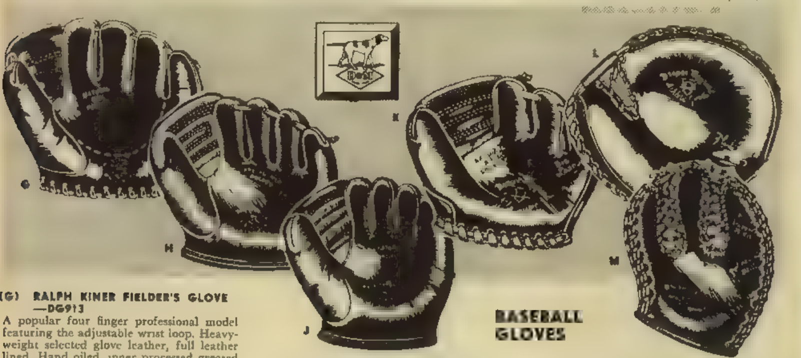
(D) LOUISVILLE SLUGGER JUNIOR —125J
Turned from select Ash and finished in Ash White Famous Sluggers models. Jr sizes.
5AM51 Ship. Wt. 3 lbs.
List $2.00 ....Dealer's, ea. **$1.35**

Bats are not guaranteed against breakage.



(E) OFFICIAL LOUISVILLE SLUGGER—125Y
For the consistent hitter. Small barrel, 2 1/16", with straight taper to small grip. Select ash or hickory, antique finish. 33 to 34 inch lengths.
5AM60 Ship. Wt. 3 lbs.
List $3.00 ....Dealer's, ea. **$2.00**

(F) OFFICIAL LOUISVILLE SLUGGER —102
First quality Ash or Hickory. Oil tempered and finished in Saddle Brown. Taped handle. 33 to 34 inch lengths.
5AM70 Ship. Wt. 3 lbs.
List $2.30 ....Dealer's, ea. **$1.60**



(G) RALPH KINER FIELDER'S GLOVE —DG913
A popular four finger professional model featuring the adjustable wrist loop. Heavyweight selected glove leather, full leather lined. Hand oiled, inner processed greased palm. Laced crotch and fingers. Hand built pad with easy flexing hinged heel.
6AM82 Ship. Wt. 3 lbs.
List $16.95............Dealer's, ea. **$10.20**

(H) "RICHIE ASHBURN" FIELDER'S GLOVE—DG916
Regulation size four finger model. Closed wrist, "Natural Contour" model. Preformed pocket. Finest glove leather, adjustable finger lace, full leather lining One piece leather tunnel web and extra large crotch
6AM60 Ship Wt. 3 lbs.
List $13.45. ..Dealer's, ea. **$8.00**

CURT SIMMONS—DG918
A four finger fielder's glove with one-piece extended palm. Full welted seams throughout. Selected glove leather palm and back, full leather lined. Large tunnel web; adjustable finger lace
6AM49 Ship. Wt. 3 lbs.
List $9.95. ....Dealer's, ea. **$6.00**

(J) "ROBIN ROBERTS" GLOVE—DG920
Low priced full-size four finger glove. Leather lined palm, fingers and thumb. Leather tunnel web. New type narrow compact heel provides a deep ball pocket.
6AM57 Ship. Wt. 3 lbs.
List $6.45..............Dealer's, ea. **$3.85**

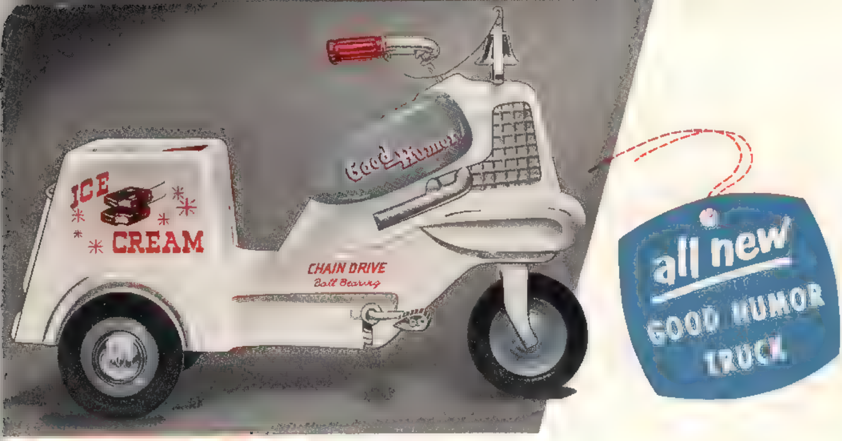
GRADY HATTON YOUTH'S—DG921
Similar to above model except smaller size to fit the youngster
6AM55 Ship. Wt. 3 lbs.
List $4 95..............Dealer's, ea. **$3.00**
6AM56 Right Hand. Ship Wt. 3 lbs.
List $4.95..............Dealer's, ea. **$3.00**

VINCE DIMAGGIO—DG942
Youth's four finger model with a natural ball pocket. Genuine leather. Lined palm, finger and thumb. Leather web, bound wrist. Narrow heel provides a deep ball pocket.
6AM48 Ship. Wt. 3 lbs.
List $3 95..............Dealer's, ea. **$2.40**

(K) PROFESSIONAL 3-FINGER—DG934
Features the natural ball pocket and a new easy breaking hinged heel for extreme flexibility. Full leather lined
6AM50 Ship. Wt. 3 lbs.
List $10.95............Dealer's, ea. **$6.60**

(L) HANK GOWDY—DG982
Youths' model catcher's mitt. Genuine willow cowhide. "Flex-Pad" construction. Bound edge, leather laced. Adjustable laced wrist strap, deep pocket.
6AM77 Ship. Wt. 3 lbs.
List $7.95.............Dealer's, ea. **$4.80**

(M) EARL TORGESON TRAPPER —DG954
Full size baseman's mitt with quality leather palm and back, leather lined palm Adjustable fleece lined wrist strap.
6AM61 Ship. Wt. 3 lbs.
List $12.50............Dealer's, ea. **$8.00**


Good Humor
ICE CREAM
CHAIN DRIVE
Ball Bearing
all new
GOOD HUMOR
TRUCK

MURRAY LEADS AGAIN!

These two unique Murray Ohio models are sure to be the sales sensation of the year. Nothing else on the market can match their originality. Both are packed with high play value for a broad age group. Outstanding features include:

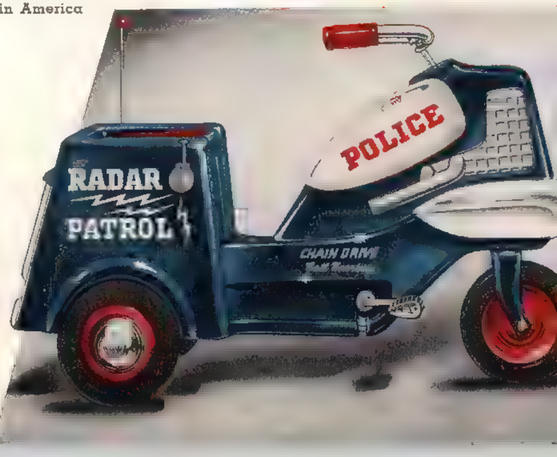
- Famous Murray Ball Bearing Chain Drive for remarkable ease of pedaling
- Built-in compartment with snap-down hinged door
- For extra realism, Good Humor Truck has bell; Patrol Cycle has spring radar antenna and siren

These new Murray models are way out front—the wheel goods of tomorrow, available today...Remember Murray Ohio has specialized in wheel goods for 33 years and produces the broadest line in America . . . Ask your jobber or write.

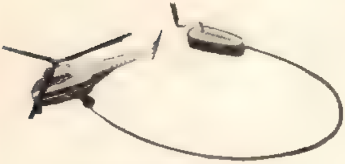
all new
RADAR PATROL
CYCLE

Both models have this compartment. Children really go for this feature.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO


RADAR
PATROL
POLICE
CHAIN DRIVE
Ball Bearing

SPACE TOYS



REMOTE CONTROL HELICOPTER

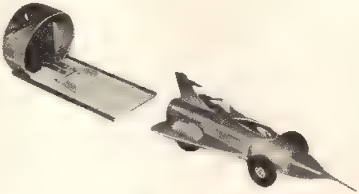
Place helicopter on floor and with control box turn crank. Start turning slowly and increase speed and this will cause helicopter to rise. You control the rising or lowering of the helicopter by the speed of turning the crank. All metal construction with control box attached to plane by strong cable. No. 213-90

STOCK No. 71—85420

F. J. STRAUSS CO., INC.

L42-60 T **Retail** .... **$3.98 ea.**

Inv.____________ Pur.____________



JET WITH LAUNCHER

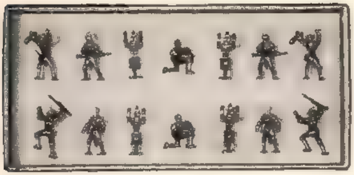
Rocket is propelled from platform by strong wind-up spring motor with push button trigger. Turbo Jet zooms away on four wheels under the power of its own friction motor. Made of polyethelene and has siren. 10" x 4½". Jet is 13" x 4". 6/ctn., wt. 8 lbs. No. 4867

STOCK No. 71—85481

IDEAL TOY CORP

B72-60 R **Retail** **$3.98 ea.**

Inv.____________ Pur.____________



SPACEMEN SET

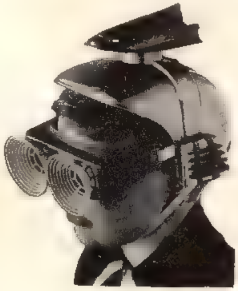
High quality hollow-casting, hand painted, space men, four robots, two spacemen with ray guns, two kneeling spacemen, two with space equipment, two walking spacemen, two action spacemen. 12 to carton. No. 1002A.

STOCK No. 71—85505

WALTER KRAEMER & CO.

T3-65 X **Retail** .... **$ .98 ea.**

Inv.____________ Pur.____________



SPACE HELMET

Helmet and goggles moulded plastic with elastic chin and head straps. Radar antennas on front of goggles revolve. Hat and goggles mounted on cardboard face which acts as merchandising unit. 12 to carton. No. 975.

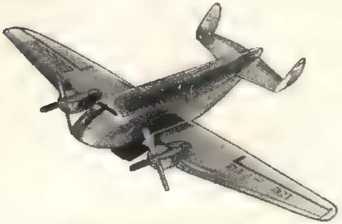
STOCK No. 71—85509

BANNER PLASTICS CORP.

V81-17 V **Retail**........ **$1.79 ea.**

Inv.____________ Pur.____________

AIRPLANES



FRICTION PLANE WITH SIREN

A modern designed transport plan equipped with friction motor. Has siren noise and propellers spin as plane proceeds along Fuselage measures 13¾" long, wingspread 18¼". 12/ctn., Wt 17 lbs. No. 799

STOCK No. 71--85404

LOUIS MARX & CO

G7-99 T **Retail** .... **$1.49 ea.**

Inv.______________ Pur

SPARKLING JET PLANE

Replica of new jet plane with friction motor. Cut away section with transparent window shows revolving motor Tail shoots sparks while plane is in action. Has rubber nose and tricycle landing gear. Measures 15¼" long, wingspread 10½", 3¾" high. 6/ctn., wt. 9¼ lbs. No. 1667

STOCK No. 71—85407

LOUIS MARX & CO.

G71-30 N **Retail** **$1.98 ea.**

Inv.______ Pur.______________

FRICTION ROCKET WITH FLYING DISC

As rocket is pushed forward it runs a few feet after which it launches into air a flying disc measuring 4½" in diameter. Has siren-like noise and sparks. Equipped with rubber wheels. Measures 14¼" long, 4" high. 6/ctn., or 12/ctn., wt 7 or 14 lbs. No. 1687

STOCK No. 71—85409

LOUIS MARX & CO.

S81-30 K **Retail**............ **$1.98 ea.**

Inv.______ Pur.______________

TAKE-A-PART HELICOPTER

Made of high-impact plastic with 14" diameter rotor blades which can be folded. All parts can be removed from plane and put back together to form a beautiful model. Instruction sheet and decals are supplied. 12/ctn., wt. 5 lbs No. 2557

STOCK No. 71—85410

LOUIS MARX & CO.

R71-30 N **Retail** **$1.98 ea.**

Inv Pur

PAN-AMERICAN CLIPPER

Replica of famous Pan American Clipper plane. Made of steel with baked enamel finish and decorated with decals. Complete with dummy motors and spinning propellers. Has tricycle landing gear. Wing span 27½", length 21½". One in carton Wt. 4½ lbs. No. 1699

STOCK No. 71—85411

CHARLAMAR CO.

R82-10 X **Retail** .... **$2.98 ea.**

Inv.______________ Pur.______________

New NON-NUMBERED OIL PAINTING SET

Silloo

the NEW SILHOUETTE METHOD

Easy, absorbing, instructive. Not a numbered picture, but a way to see and paint shapes, values, colors the way real artists do.

Display art, banner and point-of-sale folders with first order. Ask your jobber, or write for details to

SILLOO ART COMPANY
Dept. 32 Herkimer, N.Y.

It's got to go
It's REMCO!

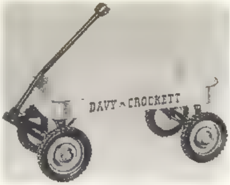
REMCO IND., INC.
113 N 13th St.
NEWARK 7, N. J.

"The Curly Top Line"

YOU, TOO, CAN PROFIT WITH THE De JOURNETTE LINE!

50c to $3

DeJournette Mfg. Co.
"Quality for over a Decade"
476 LUCKIE ST., N. W. ATLANTA, GA.



New Crockett wagon

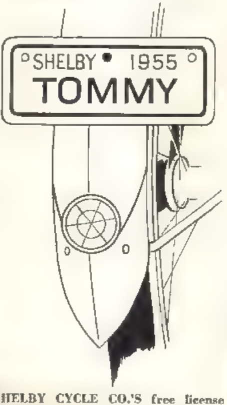
Modern Davys can ride in style in Radio Steel wagon

Radio Steel & Manufacturing Co., Chicago, has announced that its newest wagon takes advantage of the current popularity of the backwoods hero, Davy Crockett. Promotional possibilities for dealers for summer and fall are available in the free mats, window posters and other material offered by the company.

Color of the new wagon is a departure from the traditional red. It has a deep rustic yellow baked enamel body with gray wheels, and tractor style semi-pneumatic tires with chevron treads.

Lettering on the wagon is black, with black stripes on the wheels. The bed of the wagon measures 34" x 15½" x 3¾"; tires are 8" x 1.25". Packing is one to a carton, shipping weight 28 pounds.

Promotions in action . . .



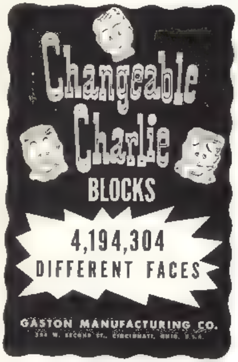
SHELBY CYCLE CO.'S free license plate plan has been such a success that the Cleveland firm is extending its "giveaway" through 1955. New Shelby bike owners merely indicate desired name, and the black-on-yellow tag is mailed direct from the plant. Personalized note is popular with the small-fry.

1930-1955
TOTSY
SILVER ANNIVERSARY

"STERLING"
SUCCESS STORY

Setting the style for 25 years in latest doll fashions of the smartest fabrics including complete wardrobes, knit goods, accessories of every type, jewelry, shoes and furs

TOTSY
MFG. CO., INC.
893 State St., Springfield, Mass.
WEST COAST REPRESENTATIVES.
J. K. Robertson Co., Box 41015, Los Angeles, Calif.
O. A. Robertson Co., Box 31, Lafayette, Calif.



Changeable Charlie
BLOCKS

4,194,304
DIFFERENT FACES

GASTON MANUFACTURING CO.
324 W. SECOND ST., CINCINNATI, OHIO, U.S.A.

FOUR PRE-FABRICATED
"BUILD-IT YOURSELF"
(4) KITS (4)
COMPLETE—EVERYTHING INCLUDED:
LUMBER PARTS—TOOLS
NAILS—PAINT—BRUSH
SELF DISPLAYING
RE-MAILABLE
PACKAGING
$2.98 Retail

PRE-FABRICATED KIT CO.
ROCHESTER, MINNESOTA

New Toys on parade

DAVY CROCKETT
DAVY CROCKETT

DAVY CROCKETT FLASHLIGHTS featuring a picture of the western hero in his familiar buckskin gear have been introduced by Bantam-Lite Sales Corp., 79 Fifth ave., New York 3, N. Y.

These streamlined pocket flashlights, small enough to fit into the palm of the hand, are offered in two models. The 59c model (illustrated) has a key chain with a miniature gun. It is made of plastic with a choice of colorful switches, and comes with a penlite battery. It lights with a simple pressure of the thumb.

The one-dollar model is made of ivory metal with a red plastic top, has a "real western" suede belt loop, and two Mini-Giant batteries. A flip of the lid lights it.

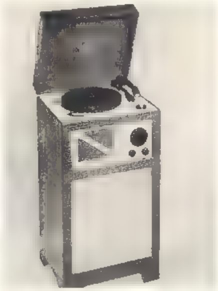
Bantamlite offers a counter display card free with each dozen Davy Crockett Bantamlites.

* * *

PETER PAN KIDDIE RADIO-PHONO COMBINATION (Model CM 865) is one of 15 models in the 1955 line of B & R Electronics, 1701 Boone ave., New York 60, N. Y. Model CM-865, a 3-speed console with 5-tube radio combination and record compartment, lists at $49.95 and is available in red alligator, western, circus or polka dot coverings.

Other models in the line are #602, table model acoustic, $8.95; #604, portable acoustic, $10.95; #621, portable 78 RMP amplified, $17.95, #630, 3-speed amplified, $19.95; #400, 3-speed portable, 2 speakers, volume and tone control, $29.95; #641, 3-speed portable, turnover cartridge, $29.95; #656, deluxe portable, 3-speed, outside speaker, $34.95; CP-100, 3-speed clock phono, $29.95; 865X, radio-phono, $34.95.

Model TR-455 is a table radio listing at $14.95 Console phonograph models include: CM 602, acoustic on wrought iron stand, $14.95, CM 604, acoustic, wood case with storage compartment for records, $19.95; CM 621, 78 RMP amplified, $29.95, CM 630, 3-speed, $34.95.



* * *

SLUGGER, a new baseball game manufactured by Northwestern Products Co., is a self-contained game with a glass covered, heavy wooden frame and metal legs. The game measures 15" x 21" x 2", has a multicolored playing surface, automatic reload and feed, and comes complete with polished metal balls and instructions.

"Slugger," which retails at $3.98, is No. 450 in the line of Northwestern Products Co., 2721 Spruce st., St. Louis 3, Mo. The game is packed one to a carton, six to a shipper, weight 35 lbs.

PULL DOWN
MAIL
LETTERS

U.S. LETTER BOX BANK, an authentic scale model made of postal green color polystyrene, has a swinging door for coins and a savings chart. The removable bottom is secured by a sturdy lock complete with key. The 5" high x 3-7/16" wide x 2" deep bank, which is individually boxed, retails for $1. Packed 2 doz. or 4 doz. per shipping carton, the gross weight is 4½ lbs. per dozen. The manufacturer is Superior Stationery Co., 700 N. Michigan ave., Chicago 11, Ill.

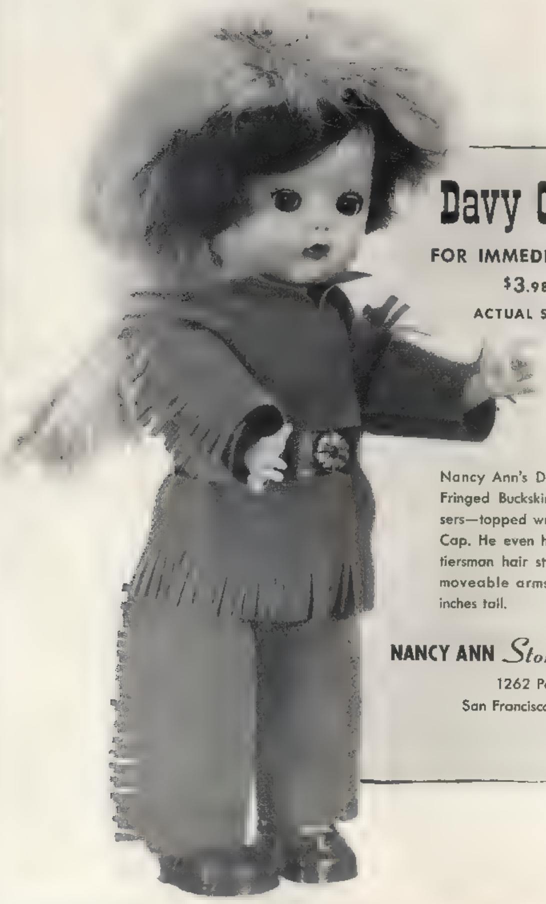
Another bank in the Superior line is No. S-300, a red-white-blue precision built scale model mail box bank which stands 9" high Constructed of cold rolled sheet steel, spot welded, this bank retails for $1.98. The bottom of the bank is removable, secured with sturdy lock complete with key. Weight per bank in individual box is 1 lb., 10 oz. Packed one doz. banks per shipping carton, the weight is approximately 22 lbs.

* * *

PLAYFORMS Creative Playthings, Inc., 5 University pl., New York 3, N Y, has presented a new line of sculptured wood toys which features a floor plan doll house with five rooms of natural finished maple doll furniture with a modern "future look." Drawers pull out, cupboard and refrigerator doors open up, cradle and chair rock, and arm chairs and couches are realistically shaped.

Other items in the line are boats with smoke stacks, cabins trailer trucks with solid tractors all carved from one piece of wood. For the very young children, Playforms offers a child's concept of a car, airplane, taxi, and boat complete with sail.

BUCKSKIN PIONEER



Davy Crockett

FOR IMMEDIATE DELIVERY

$3.98 RETAIL

ACTUAL SIZE SHOWN

Nancy Ann's Davy is dressed in Fringed Buckskin Jerkin and Trousers—topped with a real 'Coonskin Cap. He even has a typical Frontiersman hair style. He walks, has moveable arms and head. Eight inches tall.

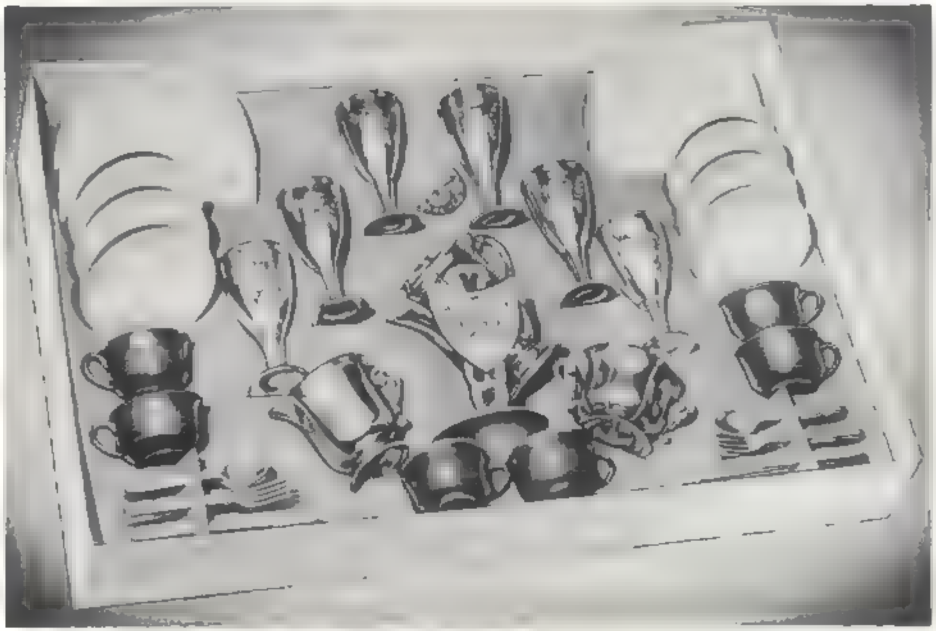
NANCY ANN *Storybook* DOLLS, INC.
1262 Post Street
San Francisco 9, California

WORCESTER PLAYTIME SETS

In 1954
The first to introduce unbreakable Polyethylene Playtime sets.

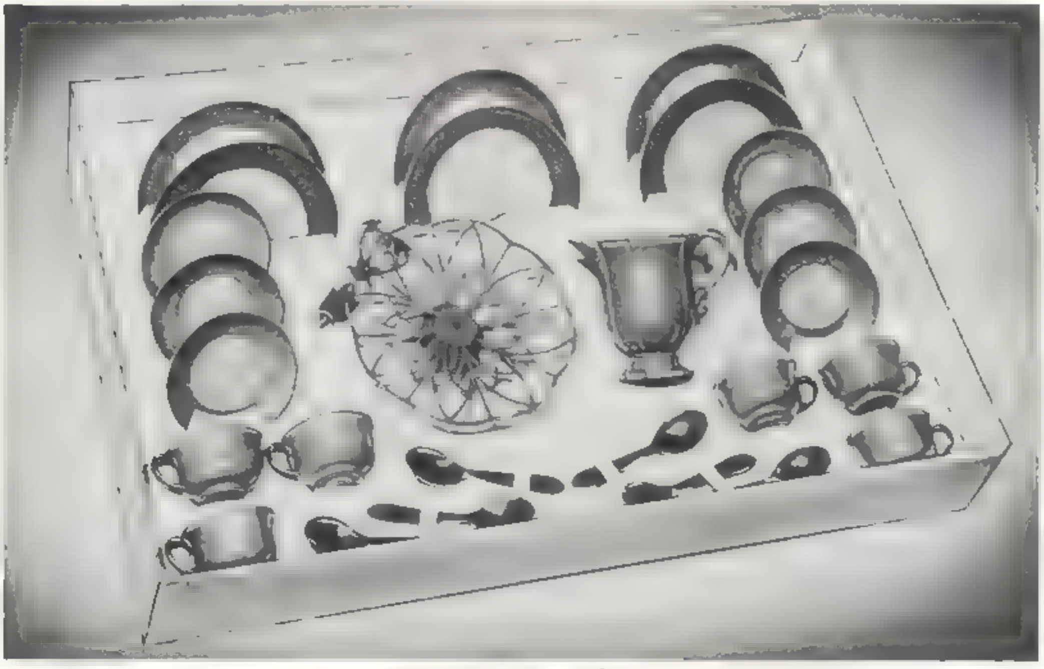
In 1955
The first with the new TWO-TONE unbreakable Polyethylene playtime sets.

In 1955
The first with the all-new SWINGING TEA KETTLE



No. 258—Service for 6

TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ



No. 288—Service for 6

QUALITY
LIFE SIZE
SETS

Sole Sales Representatives
HENRY KATZ
PLAYTHINGS, INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

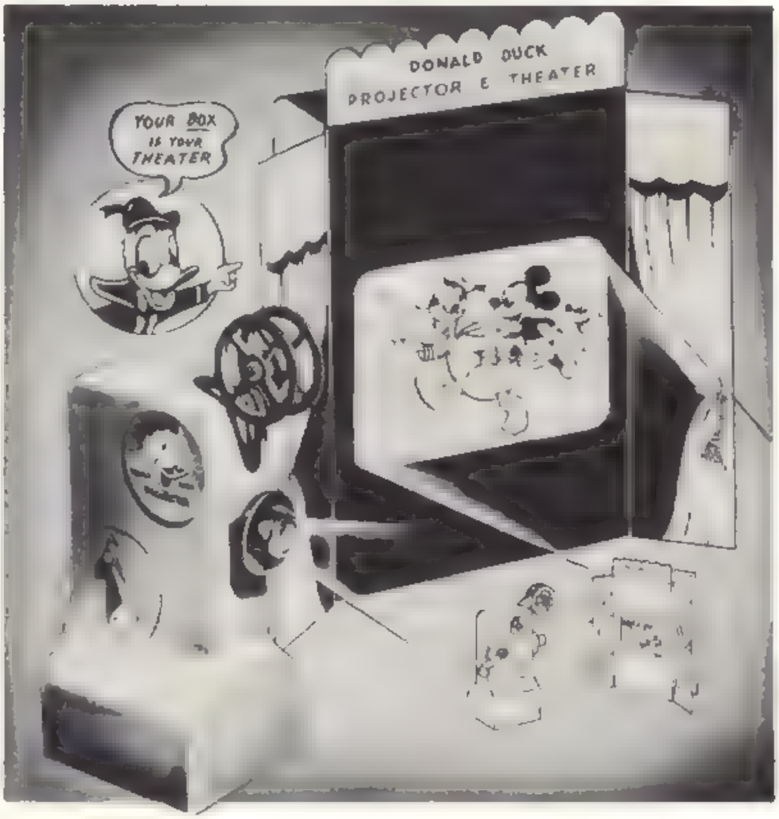
WRITE — WIRE — PHONE

WORCESTER TOY CO. WORCESTER, MASS

WALT DISNEY'S
DONALD DUCK
Auto-Magic

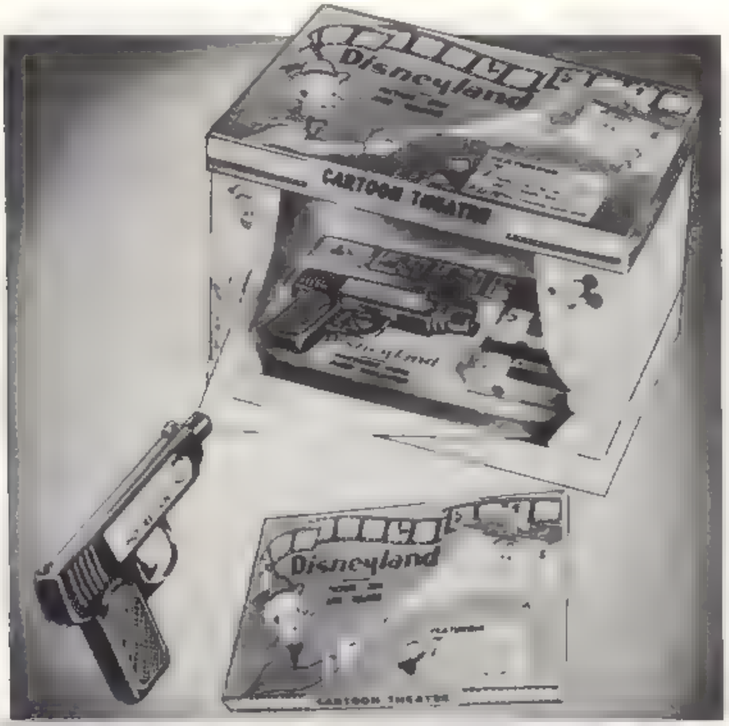
PROJECTOR by STEPHENS

- EQUIPPED WITH BATTERIES
- 4 COMPLETE FILMS
- THE BOX IS YOUR THEATER
- CAN BE SHOWN ON ANY FLAT SURFACE


DONALD DUCK
PROJECTOR & THEATER
YOUR BOX IS YOUR THEATER

No. 499

TOY LINES OF DISTINCTION HENRY KATZ TOY LINES OF DISTINCTION HENRY KATZ


Disneyland
CARTOON THEATRE
Disneyland
CARTOON THEATRE

Disneyland

AUTO-MAGIC

PICTURE GUN AND THEATRE

- 4 COMPLETE FILMS
- PROJECTS ON ANY FLAT SURFACE
- EASY TO LOAD AND USE
- COMPLETE LIBRARY OF FILMS AVAILABLE

No. 497

Sole Sales Representatives
HENRY KATZ
FACTORY LINES, INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WRITE — WIRE — PHONE

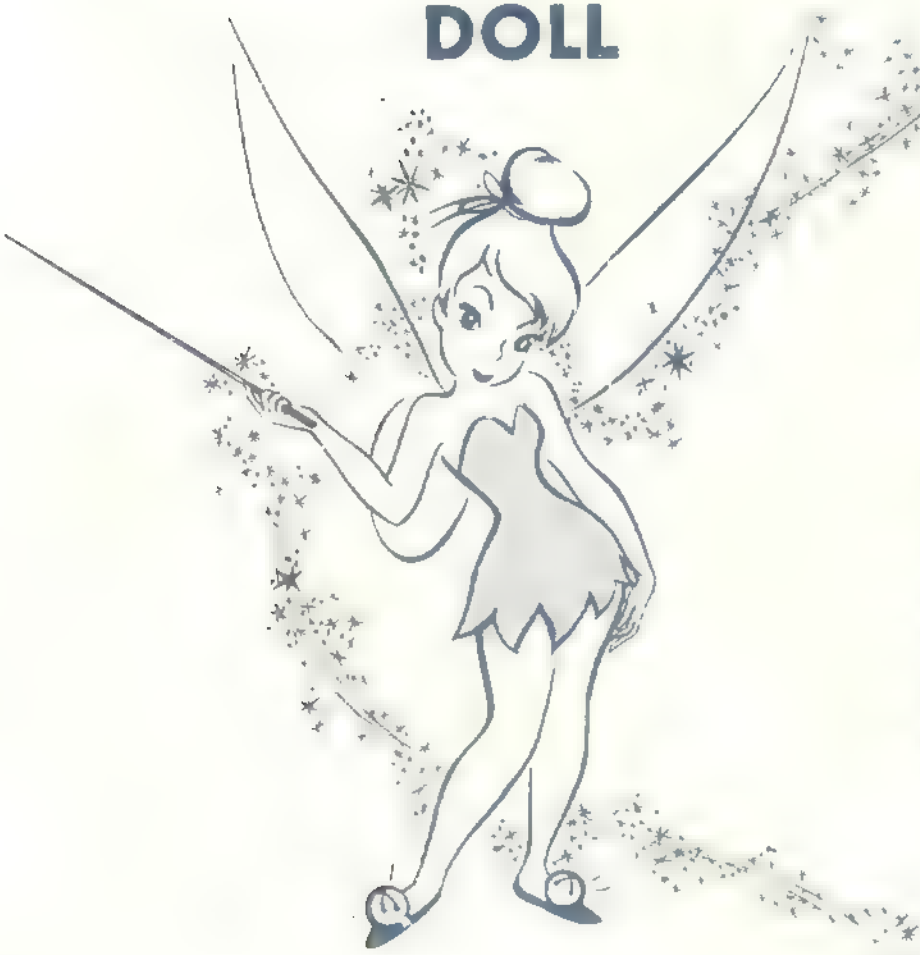
STEPHENS PRODUCTS CO. MIDDLETOWN, CONN.

Don't miss

Walt Disney's

Tinker Bell

DOLL



In Room 1170
at the
Hotel McAlpin

Already a Television Favorite of millions of children (and their parents, too), TINKER BELL promises to be the DOLL SENSATION of 1955

See me on the reverse side — and on the Disneyland Television Program over the ABC-TV network every Wednesday night at 7:30 P.M.

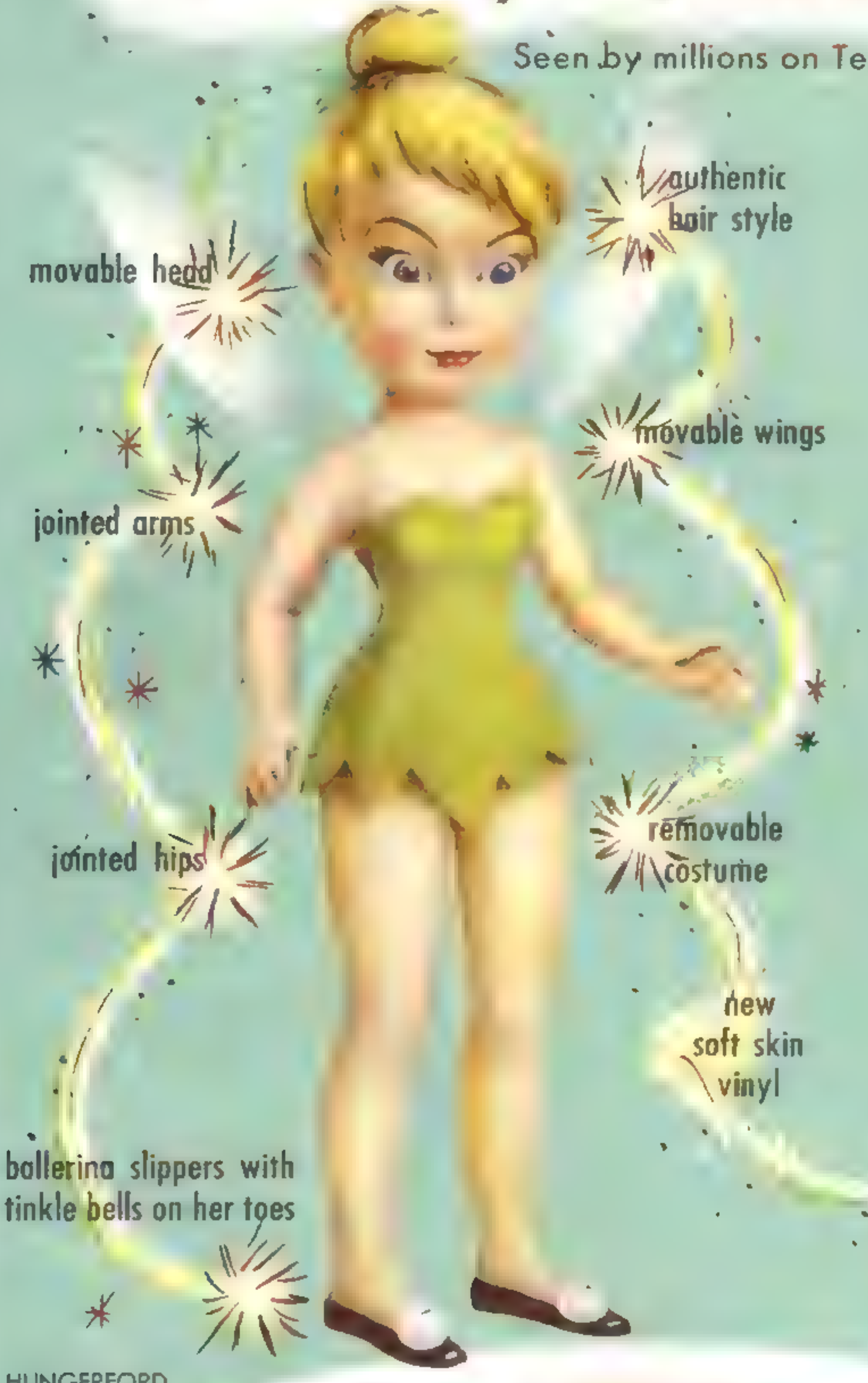
The Hungerford Plastics Corporation, manufacturers of the Walt Disney Tinker Bell Doll, is licensed by Walt Disney Productions, Incorporated, to produce Tinker Bell and other famous **WALT DISNEY CHARACTER DOLLS.**

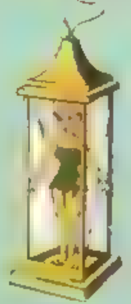
Walt Disney

Introducing WALT DISNEY'S Tinker Bell

Seen by millions on Television every week

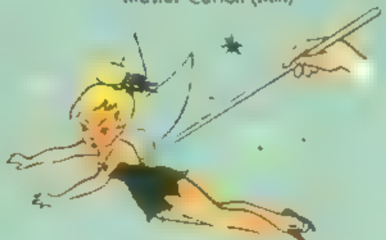
11" DOLL


authentic hair style
movable head
movable wings
jointed arms
removable costume
jointed hips
new soft skin vinyl
ballerina slippers with tinkle bells on her toes

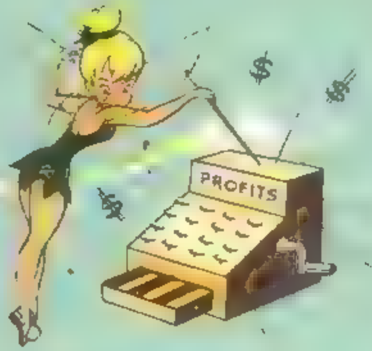


Packaged in
Captain Hook's
Lantern
as seen in
Walt Disney's
"PETER PAN"

*Packed 6 pieces per
Master Carton (Min)



Pixie
Flying Wand
with every doll



HUNGERFORD
Quality Toys

See TINKER BELL in
Room No. 1170 Hotel McAlpin during the
Toy Show March 7th to 16th

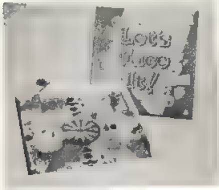
© Walt Disney

Manufactured by HUNGERFORD PLASTICS CORPORATION Rockaway, New Jersey

Please order by
Cat No. TB11A

readied now for Christmas

Public will be pre-sold on toys, thanks to national advertising

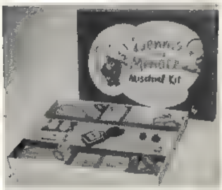


Face Facts! It's Funny!

LET'S FACE IT*

Spin the dial for frolicking fun! An amusing, easy-to-play game, that will delight youngsters Place the plastic features on the face, as the dial directs. Results will really tickle the funny bone. First one to finish the face, wins the game. 2-4 players. Age 4-12. $2.†

HASSENFELD BROS., INC.
1033 Broad St., Central Falls, R. I.



Packed Full O Pranks

DENNIS THE MENACE MISCHIEF KIT*

More fun than a barrel of monkeys, for all fun-loving youngsters! Comic strip's little prince of mischief, Dennis the Menace, lends his lovable charm to this kit of harmless pranks. floating sugar squirt flower, talking cigarette pack. imitation ink blot, trick monkey, etc. Age 4-10. $2.†

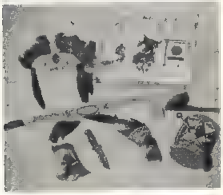
HASSENFELD BROS., INC.
1033 Broad St., Central Falls, R. I.

Toyland Town

SUBURBAN UNIT*

A miniature town, just like one you'd love to live in! Fosters imagination. lends charm and realism to model developments. Scaled to "HO" and "O" electric trains. Molded of high impact styrene for greater durability Safe! Sanitary! A toy that grows with the child. Age 4 and up. $4 98.

BANNER PLASTICS CORP.
80 Beckwith Ave., Paterson 3, N. J.



Hi-Ho-Fun

TONTO

*Deluxe Indian Outfit**

Youngsters have a "whooping" good time with this authentically designed Indian outfit! It's got everything for realistic play genuine leather holster, automatic break-open gun, full-feathered Indian headdress, tom-tom, tomahawk, scabbard and "play" dagger Complete, $5 95 Can also be bought individually

ESQUIRE NOVELTY COMPANY
200 Fifth Ave., New York 10, N. Y.

From Never Never Land

WALT DISNEY'S
TINKER BELL

Doll of her fairy-tale dreams! Completely lovable from the topknot on her head to the tips of her tinkle toes. She soars through the air on new Stardust Pick-Up Wand. Detachable wings actually move. New life like vinyl body, Packaged in Captain Hook's lantern Saran hair, $5.98†, Molded hair, $4.98†

HUNGERFORD PLASTICS CORP.
116 Beach St., Rockaway, N. J.

[illegible] DELUXE
DOLL-E-CRIB
*With Mattress**

"Little mothers" love to tuck-in their dollies in this beautiful, roomy crib. Adjustable side slides up and down to make happy task easy. Spinning play beads to amuse "baby." Steel construction, with baked enamel finish and fairy tale decorations. Swivel casters. Washable air-inflated mattress. $9 95 †

AMERICAN METAL SPECIALTIES CORP.
Hatboro, Pa.

Pretty As A Picture

PENCIL CRAFT PAINTING SET

They can paint water color pictures beautiful enough to frame, with this unique art set! Contains water color pencils, brush, water dish, pencil sharpener Plus striking art subjects, pre-sketched by famous artists, and prints to be used as color guide. Age 7-adult $1.50.†

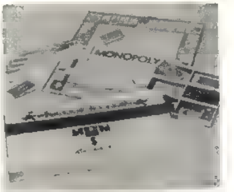
HASSENFELD BROS., INC.
1033 Broad St., Central Falls, R. I.

For Happy Quiet Hours

COLORAMA CRAFT*

New 3-D bead picture craft delights and fascinates youngsters! Set contains big plastic frame. hundreds of colored beads, 3-D pictures, Beads fit into frame to form design Pictures fit under frame as guides. Bead lifter makes design changing easy as pie. Age 5-15, $2.50.†

HASSENFELD BROS., INC.
1033 Broad St. Central Falls, R. I.



MONOPOLY

Parker Brothers' Trade Name for Its Real Estate Trading Game

Most Popular of the World's Great Board Games

No. 9 White Box Edition, illus. —with removable Bank Tray, gold stamped Grand Hotels, double "Money" supply For up to 10 players, $4. No. 5 De Luxe Set with realistic, plastic houses, hotels, $10. No. 8 Popular Edition, for 8, $3.

PARKER BROTHERS INC.
Salem, Mass.

A Merry Miss

MAGIC LIPS DOLL

Most unusual baby doll ever made! Pert face and appealing smile win any little girl's heart. Squeeze her, she *brings her lips together* and cries. Crying and lip-moving mechanism an Ideal exclusive. Saran wig can be washed, shampooed, combed, brushed. Comes in dress, slip, panties, socks, vinyl shoes. $15.

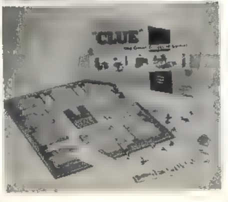
IDEAL TOY CORPORATION
200 Fifth Ave., New York 10, N. Y.

Sparkling Fun!

FIESTA JEWELED SET*

Kids and parents alike can be their own jewelry designers. Rhinestones and colored nailheads make glamourous creations out of felt appliques, clothes, costumes or gifts Comes with tools, settings, 6 felt appliques, instructions and reusable jewel boxes filled with rhinestones and colored nailheads. $2

RAPAPORT BROS, INC.
1826 South Washtenaw Avenue,
Chicago 8, Ill.



CLUE

The Great Detective Game

Exciting interest throughout! A best seller for adults and teenagers alike. Many enjoyable features entirely new in this age of smart games CLUE contains the finest equipment for as many as six players—and is a detective game that would delight any sleuth. $3.

PARKER BROTHERS INC.
Salem, Mass.

ill 72 selected toys will be seen on coast-to-coast TV

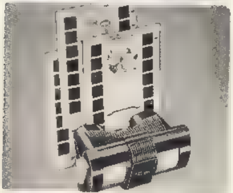
T&N previews toys being

Transogram's

LITTLE COUNTRY DOCTOR—LITTLE PLAY NURSE KITS*

He's completely outfitted to "heal" sister's dolls, and she can be his "assistant," with these realistic medical kits Equipment that is safe-for-children, has professional look from stethoscope to candy pills Packed in leather-soft unbreakable plastic kits. Age 3-10 $3. ea.† Others at $2.†

TRANSOGRAM COMPANY, INC.
200 Fifth Avenue, New York, N.Y



TRU-VUE*

3 Dimension Viewer
Color Film Stories

Give them hours of fun through the magic window of Tru-Vue! Big choice of 3-D color films - Disneyland subjects, cowboy stars, fairy tales, scenic wonders A flick of the finger changes pictures. No neck craning or eye strain. special lenses gather 30% more light Viewer, $1.49. Films, 29¢ ea

TRU-VUE COMPANY
Beaverton, Oregon

For the Young Cowhands!

REGULAR WONDER HORSE*

They'll *really* be "home on the range" on this bright red "gaited" steed, of durable hard wood! Magic Spring Action gives "real horseback ride" that thrills youngsters. Helps develop grace and muscular coordination Safe! Sanitary! Guaranteed. Comes assembled. Age 1-7 $14.95

WONDER PRODUCTS COMPANY
Collierville, Tennessee

FINGER PAINT

Painting the Town

REDSKIN FINGER PAINTS

Key to hours of enjoyment and self-expression. The youngest to the oldest will love this freest of all painting methods, Set contains spatulas, paper, instructions and eight 2 oz jars of paint .. basic colors that produce bright, vivid, paintings $2. Another MB Key to Fun and Learning. $2.

MILTON BRADLEY COMPANY
Springfield 2, Mass.

Precision Speedsters!

WINCHESTER ROLLER SKATES

America's most famous skates The ultimate in speed, safety and smoothness Steel ball-bearings in every wheel. Live rubber shock absorbers Special clamps for exact fit. Nickel plated from toe to heel, Deluxe Super Speed Skates. $3.95.† Speed Skates. $2.98.† Ball Bearing Junior Skates. $2.35.† Ages 6-14

WINCHESTER ROLLER SKATES
OLIN MATHIESON
CHEMICAL CORP.
New Haven 4, Conn

Arts 'n Crafts Enthusiasts

WALCO CORK 'N POM POM JEWELRY

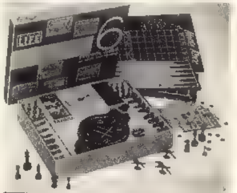
An unusual do-it-yourself gift, that will inspire the craft lover for the making of popular cork and pom pom jewelry, such as bracelets, necklaces, ornaments. Excellent assortment of beads, bugles, sequins, spangles, cork balls, earring backs, etc No needles and thread required. Complete instructions. All ages. $3.

WALCO BEAD COMPANY
37 W 37th St., New York 18, N.Y

COOK 'N SERVE

All the play "fixings" for cooking and serving just as mother does! A kitchen of her own, equipped with stove, refrigerator, sink, 2 tables complete line of cooking utensils. Also chairs and place settings for a "family" of four Complete with mother father and daughter dolls. All in tough, high impact plastic Age 4-10 $3.

RENWAL MANUFACTURING CO., INC.
Toyland Park, Mineola, N.Y



GAME-WORLD*

Six Favorite Games
For Boys and Girls

A world of exciting fun! In sturdy, handsome game chest. Contains Chess Set, Checker Set, Backgammon game, all with playing boards. Also thrilling Horse Race game. Bingo and the new Tilt-Tac-Toe, a modern, action-filled version of popular Tic-Tac-Toe! Complete instructions for each game. Ages 6-16. $4.98†

E. S. LOWE COMPANY, INC.
200 Fifth Avenue, N.Y 10, N.Y

AMERICAN LOGS
95

Shades of the Pioneers!

ORIGINAL "HEWN" AMERICAN LOGS*

American history comes to life! Build pioneer settlements, just like those on the early frontier Also perfect for model train installations. Natural brown selected wood, smoothed and waxed for splinter-free building safety. 211 pcs Age 4-12 $4.00. Other sets 50¢-$10.

HALSAM PRODUCTS CO., INC.
3610 Touhy Ave., Chicago 45, Ill.

Adds New Look In Cycling!

HUFFY RADIO-BIKE*

Hear ball games, music, favorite programs on powerful built-in radio, *while you ride*. 100 mile reception On-off lock, non-directional antenna; clear speaker; volume control, Super-life battery. Rain, tamper and shockproof All in new-design bike—a gearshift, easy-pedal. Fits—Sooner*Huffy Age 8 up. Write for catalog.

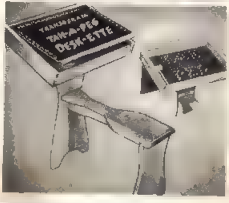
THE HUFFMAN MANUFACTURING CO.
Dayton 1, Ohio

Pull Toy Wonder!

THE SLINKY DOG

12 inches of lively fun! His slinky-spring body wiggles merrily as he wheels along, and the bell on his wagging tail jingles sweetly. His face has that appealing "rascal-like" expression kids love . . and he's got big black ears, nose and eyes. Complete with gaily colored ribbon and leash. Age 2-10. $2.

JAMES INDUSTRIES, INC.
P.O. Box 486, Paoli, Pa.



For Pre-School Days

TRANSOGRAM'S TAK-A-PEG DESK-ETTE OUTFIT*

Give the child in your life a head-start in learning, with this smooth, safe, wooden desk and seat combination. Blackboard top, with alphabet and numbers, swings upward to reveal large 208-hole punched board for Tak-A-Peg . . the fun filled peg and hammer coordination game. Age 2-6. Complete, $5.98.†

TRANSOGRAM COMPANY, INC.
200 Fifth Avenue, New York, N.Y.

12 5.85
13 4.95
Box

Tom Corbett, Space Cadet

12. Rockets Away! Chrome case watches with unbreakable crystal. Metal expansion band, too. Easy-to-read dial.
323 Y 2214..................5.85
13. With Black leather strap
323 Y 2238 ....4.95
Ship. wt. each 5 ounces

Boy's Girl's Watches Gift boxed. Postpaid.

18. "ALICE IN WONDERLAND" wrist watch. "Alice's picture on the dial. Pink plastic round shape case. Water, shock resistant. Pink grosgrain strap. Plastic tea cup included, too.
323 Y 2228—Postpaid 7.65

19. "SNOW WHITE" wrist watch has a fairy tale charm that makes it very popular "Snow White" picture on dial. Yellow round plastic case, Yellow grosgrain strap. Non-breakable crystal. Resists water, shock.
323 Y 2234—Postpaid 7.65

20. "CINDERELLA" wrist watch. Cinderella picture on dial. Blue plastic case in round shape. Water, shock resistant. Gift boxed with plastic "glass slipper."
323 Y 2241—Grosgrain strap.7.65
Chrome expansion band.
323 Y 2242W 8.75

21. "MICKEY MOUSE" wrist watch. Picture of friendly faced "Mickey" on the dial. Red plastic case, non-breakable crystal Water and shock resistant. In holiday gift box.
323Y2245—Red Vinyl strap..7.65
Chrome expansion band.
323 Y 2246W 8.75

22. "HOPALONG CASSIDY" watch with picture of "Hoppy" right on the dial. Ebony Black plastic case. Black leather strap
323 Y 2243 ....7.65
Chrome expansion band.
323 Y 2244W 8.75

14 7.65
15 8.75
16 59c
17 1.00
FREE Powder Horn

No "Late" Excuses when they're on "Davy Crockett" time

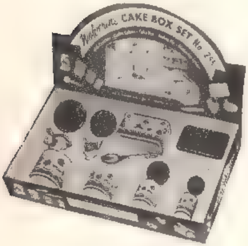
Keep your young "scout" on time with sturdy "Davy Crockett" wrist watch. Your boy will be keen about the Forest Green water repellent plastic case. Has shock resistant movement—takes rough wear! "Davy Crockett" picture on dial.
14. Frontier symbols on leather strap.
323 Y 2236—Postpaid 7.65
15. Long life chromed expansion band
323 Y 2237W—Postpaid ......only 8.75

"DAVY CROCKETT" FLASHLIGHT. Big Disney picture of famed Indian fighter on the flashlight. Fine for night-time trips to the "ice box," in a darkened T.V. room. 1001 uses camping, boating, swimming and at night.
16. PLASTIC CASE, gilt chain and pistol at bottom of case. No Fed. tax
313 Y 2605—Shipping weight 4 oz...59c
17. METAL CASE, strong leather thong at bottom of case. No Fed tax.
313 Y 2607—Shipping weight 5 oz..1.00

10% Federal excise tax included in price of all watches on these two pages.

By WALT DISNEY
18 7.65
Cinderella 7.65
19 Snow White 7.65
7.65
22 7.65 up Hopalong Cassidy

TOY COOKING SETS



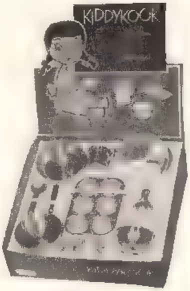
CAKE BOX SET

Set contains four canisters; 4 canister lids, plastic measuring spoon, two attractively lithographed cookie cutters, rolling pin, metal cake and bread box. Cover of cake box is used as pastry board. 12 to carton. No. 255.

STOCK No. 71—84019
WOLVERINE SUPPLY & MFG. CO.

X7-65 V Retail $ .98 ea.

Inv.________ Pur.________



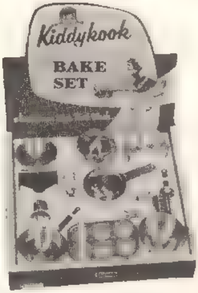
ALUMINUM BAKE SET

Cook and bake set made of shiny aluminum consists of muffin pan, mixing bowl, measuring cup, scoop, measuring spoon, fry pan, cake pan, pie pan and two cookie cutters. 12/ctn., wt. 13 lbs. No. 3551

STOCK No. 71—84020★
ALUMINUM SPECIALTY CO.

G7-65 A Retail $ .98 ea.

Inv.________ Pur.________



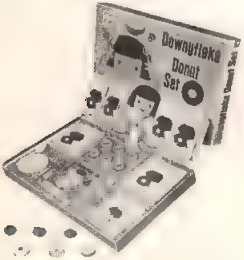
ALUMINUM BAKE SET

Large cook and bake set consisting of pressure pan, cake pan, whistling tea kettle, mixing bowl, measuring cup, scoop, fry pan, cookie sheet, muffin pan, and cookie cutters. 12/ctn., wt. 21 lbs. No. 3552

STOCK No. 71—84027★
ALUMINUM SPECIALTY CO

Z41-30 R Retail $1.98 ea.

Inv.________ Pur.________



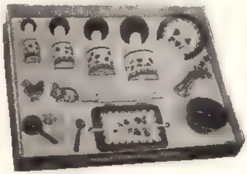
DOUGHNUT BAKING SET

Contains three two-ounce bags of genuine doughnut mix, four one-ounce bags of assorted frostings, six compartment aluminum mold, metal egg beater, plastic mixing bowl, spatula and illustration booklet. All in attractive box. 12/ctn., wt. 30 lbs. No. 2220

STOCK No. 71—84029
PRESSMAN TOY CORP

A81-30 D Retail $1.98 ea.

Inv.________ Pur.________



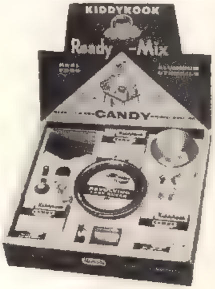
PASTRY SET

Includes workable egg beater, mixing bowl, pastry board and rolling pin, cookie cutters, cannister set and many other kitchen utensils. All items are made of metal and come in decorated box 15 x 20". No. 256.

STOCK No. 71—84034
WOLVERINE SUPPLY & MFG. CO.

B71-30 R Retail $1.98 ea.

Inv.________ Pur.________



CANDY SET

This set contains three boxes of fudge candy ready mix (chocolate—peppermint—butterscotch), large mixing bowl, oblong pan, revolving candy dish and other utensils to make candy. All utensils are aluminum. Comes in attractive display box. 12/ctn., wt. 32 lbs. No. 3575.

STOCK No. 71—84041
ALUMINUM SPECIALTY CO.

G81-30 F Retail $1.98 ea.

Inv.________ Pur.________

IRONING BOARDS

METAL IRONING BOARD

Here's something very modern in toy ironing boards. Strongly constructed of heavy gauge steel. White enamel top is perforated just like mother's. Sturdy, folding legs in red enamel. Automatic—opens and closes with one operation. 8" wide, 30" long, 22" high. 12/ctn., wt. 57 lbs. No. 25.

STOCK No. 71—84001★
NASSAU PRODUCTS CORP.

M41-30 A **Retail** **$1.98 ea.**

Inv. ____________ Pur. ____________

METAL IRONING BOARD

A unique ironing board with automatic action—opens and closes with simple action. Has steel tubular legs with rubber tips. Top measures 30" x 8". Height is 22¼". Legs and supports are polished aluminum. Blue quilted plastic cover. Twelve per carton. wt. 51 lbs. No. 35-C.

STOCK No. 71—84005★
NASSAU PRODUCTS CORPORATION

V41-95 A **Retail** ____________ **$2.98 ea.**

Inv. ____________ Pur. ____________

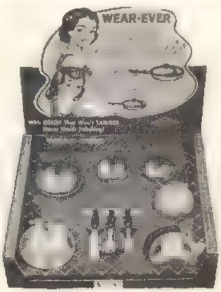
WEAR-EVER HALLITE JR. SET

Exact replicas in miniature of Wear-Ever's deluxe line of Hallite kitchen ware. Contains skillet and sauce pan of aluminum with copper colored lid. Also has ladle, spatula and and cooking fork of stainless steel. Comes in attractive display box. 6/ctn., wt. 7 lbs. No. 250.

STOCK No. 71—84010
WOLVERINE ALUMINUM WEAR CO.

J91-95 H **Retail** **$2.98 ea.**

Inv. ____________ Pur. ____________



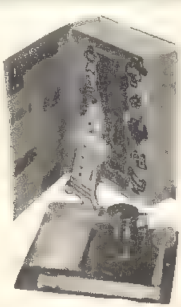
WEAR-EVER HALLITE JR. SET

Skillet, saucepan and kettle made of heavy gauge aluminum with copper colored lids. Spatula, ladle and fork of stainless steel with hanging rack. Exact replicas of Wear-Ever Hallite deluxe kitchenware. In display box. 6/ctn., wt. 8 lbs. No. 251

STOCK No. 71—84011
WOLVERINE ALUMINUM WEAR CO.

T43-25 A **Retail** **$4.98 ea.**

Inv. ____________ Pur. ____________



GINGERBREAD BOY BAKING SET

Story of the gingerbread boy is told inside this book shaped baking set. Has package of real gingerbread mix, and metal gingerbread boy cookie cutter, measuring cup, spoon, mixing bowl, rolling pin and cookie tray. Receipe book is included. Size 10" x 7" x 2¼". 24/ctn., wt. 25 lbs. No. 1120

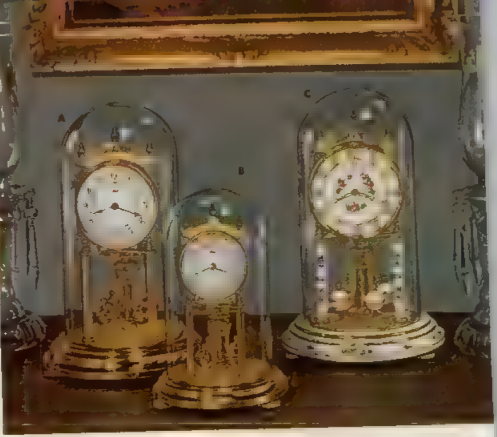
STOCK No. 71—84018★
PRESSMAN TOY CORP.

Z6-65 R **Retail** **$ .98 ea.**

Inv. ____________ Pur. ____________

400 DAY
anniversary clocks by
WELBY

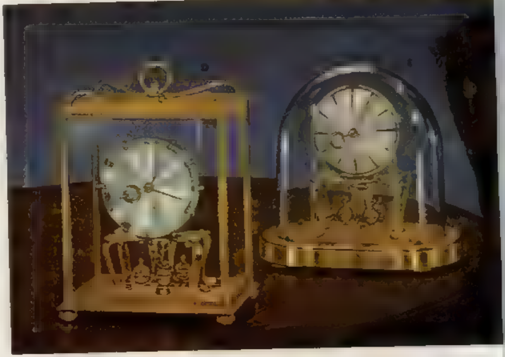
WELBY styling makes these completely enchanting timepieces as smartly attractive as they are dependably accurate. Carefully fashioned by skilled Old World artisans, these brilliantly different clocks run smoothly and silently *for more than a year* on just a single winding! Pre-assembled pendulums and adjustable bases are Welby innovations.



A. 400 DAY ANNIVERSARY CLOCK. A truly lovely masterpiece of the clockmaker's craft! The beautifully proportioned, crystal clear glass dome shields all moving parts from abrasive dust—keeps the clock ever-functioning at top precision accuracy. The delicately hand-painted decorative design of the enameled dial is handsomely framed by the bold brilliance of highly polished, solid brass posts, case, and working parts. Adjustable base, with leveling device and pre-assembled pendulum. Height, 12" including dome. Diameter: 7¾". Retail **$26.95**
9801B1565

B. JUNIOR 400-DAY CLOCK. Same as clock above. ¾ size. Retail **$24.95**
9802B1467

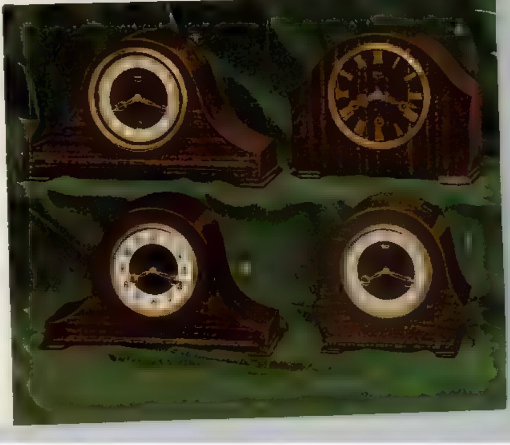
C. HAND-DECORATED DELUXE STYLE 400 DAY ANNIVERSARY CLOCK. Dial, posts and base artistically decorated with hand painted floral designs baked in enamel Raised gold numerals, pierced gold hands. Highly polished solid brass movement. Adjustable base, pre-assembled pendulum. Height 12" with dome. Width: 7¾". Dial. 4" Retail **$36.95**
9803B2153



D. MODERN 400 DAY CLOCK. A shining gem of a timepiece! Sheathed in a scintillating, square-cut vault of diamond-bright glass to protect the precision accuracy of the solid brass movement! Modern dial, hands, posts, and trim are also of bright solid brass. Sleek styling and graceful simplicity makes this our most attractive clock buy! Pre-assembled pendulum and adjustable base. 11"x7½"x4½" Retail **$49.95**
9804B2937

E. OVAL DOME STYLE 400 DAY CLOCK. A gleaming beauty . . . with trim, base, movements, hands, and numerals of solid brass Pre-assembled pendulum and adjustable base Twinkling glass dome. 9½"x9½"—depth 3½" Retail **$39.95**
9805B2349

SMITH-ENFIELD Clocks by WELBY



IMPORTED WESTMINSTER CHIME CLOCKS. Justly famed Smith-Enfield movement! Genuine mahogany veneer wood case, hand-rubbed and hand polished to a rich lustre. Full Westminster-Chimes peal out quarter, half, three-quarter, full hour and then strike the full hour, on 4 melodious chime rods. Made in London! Fully guaranteed

F. LONDON. Tambour case: 8½" x 15½" x 4½" 6" dial Retail **$49.95**
9806B2937

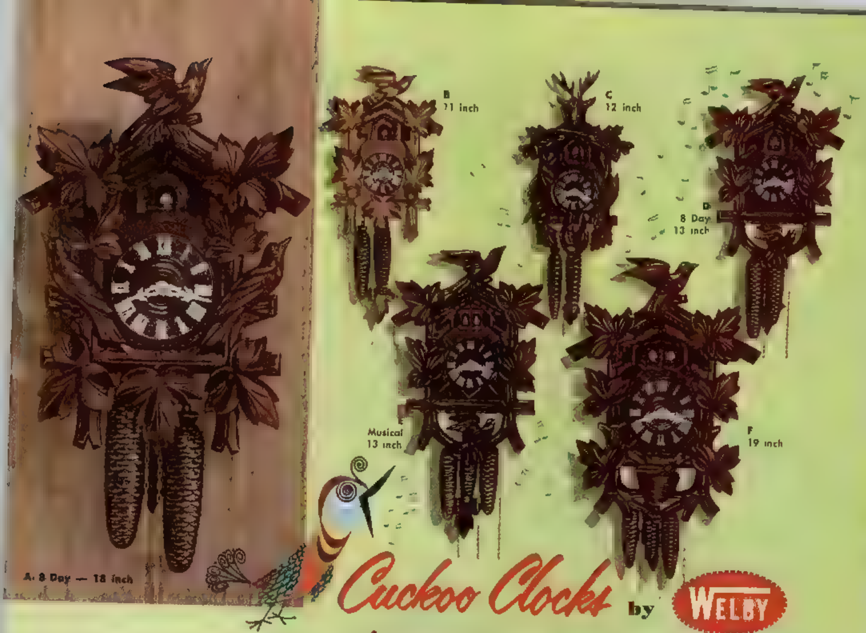
G. DANBURY. 9"x11½"x4½". 7" dial. Cut-out numerals Retail **$59.95**
9807B3525

IMPORTED 8-DAY STRIKING CLOCKS. Melodic cathedral spiral gong lilts the half hours and full hours. Admired Smith-Enfield precision 8-day pendulum movement The case is of the highest quality mahogany veneer, hand-rubbed and hand-polished to a warm, rich, lustrous finish. Made in London! Fully guaranteed

H. CAMBRIDGE. Tambour case. 7½"x12¾"x4" 4½" dial Retail **$29.95**
9808B1761

J. BRYANT. 8-day strike 7½" x 8" x 4½" 4½" dial Retail **$24.95**
9809B1467

ROHDE-SPENCER COMPANY
18 S. MICHIGAN AVE., CHICAGO 3, ILL.



Cuckoo Clocks by WELBY

imported from the BLACK FOREST

From the deep mystic beauty of the legendary Black Forest of Germany come these superb examples of the clockmakers' skills! Wonderfully carved by hand in magnificent detail, the cases of these accurate timepieces are a joy in themselves . . . Cuckoos carol the hours and fractions to add a final touch of delight.

A. 8-DAY 18" CUCKOO CLOCK. Brightly colored bird cuckoos half hour, hour. Runs 8 days on one winding. 18" high, 13" wide
9810B2349 Retail **$39.95**
Above clock with one-day movement
9811B1761 Retail **$29.95**

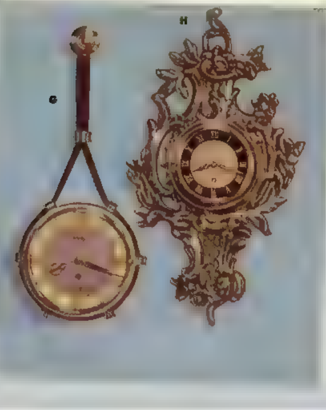
B. 11" CUCKOO CLOCK IN TWO-TONE FINISH. Cuckoos half-hour and full. A blending of shades of tan and brown.
9812B997 Retail **$16.95**
Above clock in solid brown color
9813B997 Retail **$16.95**

C. 12" FAMOUS BLACK FOREST HUNTING SCENE. Gay bird cuckoos half-hours and hours. Solid brown.
9814B1114 Retail **$18.95**

D. 8-DAY 13" CUCKOO CLOCK. Runs 8 Days on one winding. Cuckoos half-hour and hour. Solid brown finish. 13" x 10"
9815B1761 Retail **$29.95**
Above clock with one-day movement.
9816B1323 Retail **$22.50**

E. 13" MUSICAL 2-DOOR CUCKOO CLOCK. From one door cuckoo calls every ½ hour & hour. Carved figure in other door follows with delightful tune. Solid brown. 13" x 10"
9817B1761 Retail **$29.95**

F. 19" CUCKOO & QUAIL 2 DOOR CLOCK. Quail calls at 15 minute intervals—once on quarter, twice on half, three times on three-quarter hour. Cuckoo calls half hours and full hour. 19" high, 13" wide
9818B3088 Retail **$52.50**

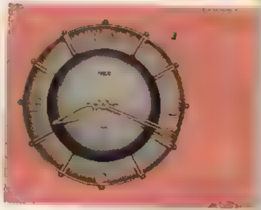


wall clocks by WELBY

To grace the beauty of your home. The splendor of luxurious wall clocks lend a note of charm to brighten the passing hours. *Of course* they're handsomely styled—they're by Welby. A timely gift for others—or a welcome present for yourself!

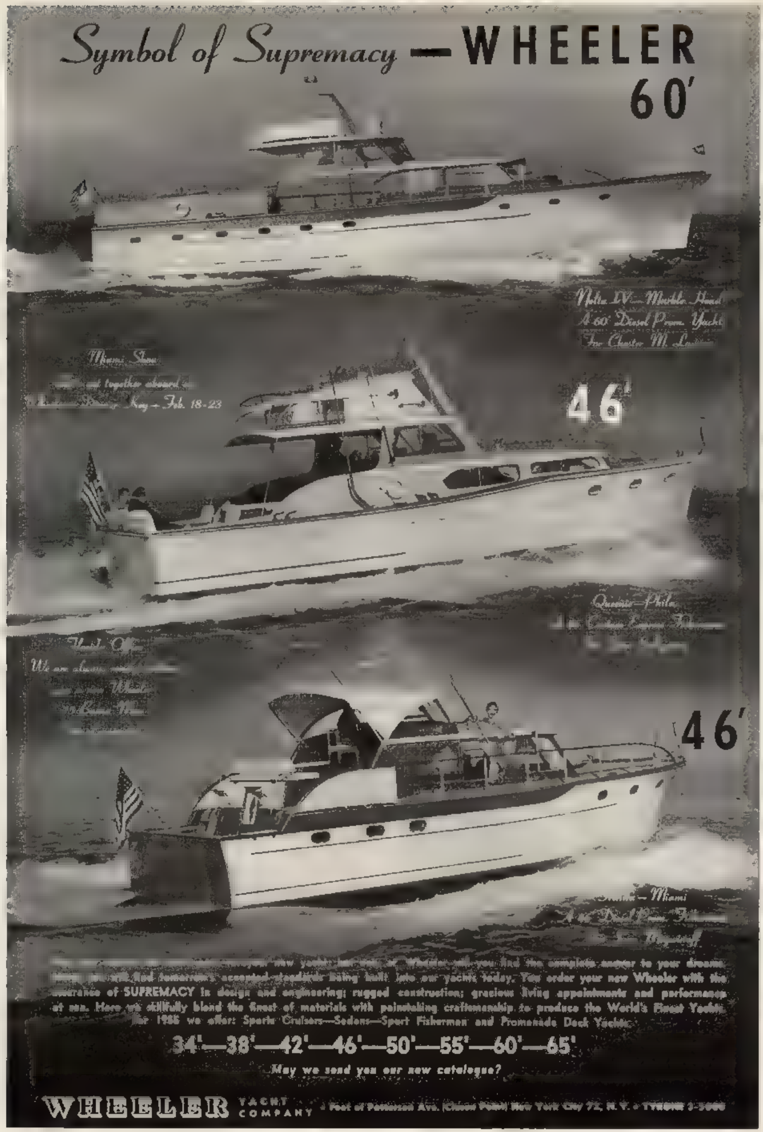
G. 8-DAY FOUR JEWEL CLOCK. Highly styled, brightly trimmed to brass. Blond mahogany. This finely jeweled movement—a dependable timekeeper, a wonderful adjunct for your wall suspended by its silken cord. 7" dial
9821B1467 Retail **$24.95**
Same as above in dark mahogany
9823B1467 Retail **$24.95**

H. LA BAROQUE . . . 8 DAY. Richly gilded metal to enhance the beauty of the traditional home. Accurate as well as distinctive. 19" x 11"
9819B1761 Retail **$29.95**
Same as above with dependable self-starting electric movement.
9820B1761 Retail **$29.95**



J. ULTRA-SMART SOLID BRASS WALL CLOCK. The last word in sophistication. Brilliantly modern in distinctively functional styling. A decorator's delight this clock adds beauty to any room of your home. Hand decorated in subtle shades to fit the decor of any room. Available in black, brown and green. 12" dia
9822B1911 Retail **$32.50**

ROHDE-SPENCER COMPANY
18 S. MICHIGAN AVE., CHICAGO 3, ILL.


Symbol of Supremacy —WHEELER
60'
Nelia IV—Marble Head
A 60' Diesel Prom. Yacht
For Chester M. Lewis
Miami Show
get together aboard
Key — Feb. 18-23
46'
Queenie—Phila.
46'
We are always
— Miami

[illegible] your new yacht [illegible] Wheeler will you find the complete answer to your dreams. [illegible] you will find tomorrow's accepted standards being built into our yachts today. You order your new Wheeler with the assurance of SUPREMACY in design and engineering; rugged construction; gracious living appointments and performance at sea. Here we skillfully blend the finest of materials with painstaking craftsmanship to produce the World's Finest Yachts. For 1956 we offer: Sports Cruisers—Sedans—Sport Fishermen and Promenade Deck Yachts.

34'—38'—42'—46'—50'—55'—60'—65'

May we send you our new catalogue?

WHEELER YACHT COMPANY • Foot of Patterson Ave. (Clason Point) New York City 72, N.Y. • TYrone [illegible]

"YEAR ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During National Toy Show
Rooms 907-8-11 New Yorker Hotel

FAMOUS
FLI-BACK PADDLE BALL GAMES

DE LUXE
FLI-BACK

25c
DELUXE BALL GAMES

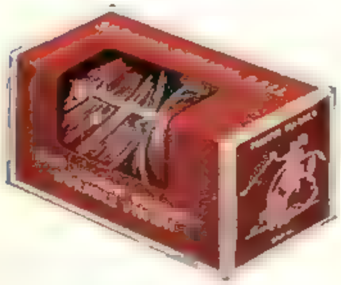
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

FLI-BACK
FLI BACK CO.

10c
PADDLE BALL GAMES

Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL



Size 1⅜" in Cello. Window Box
Red Gloss and Rainbow

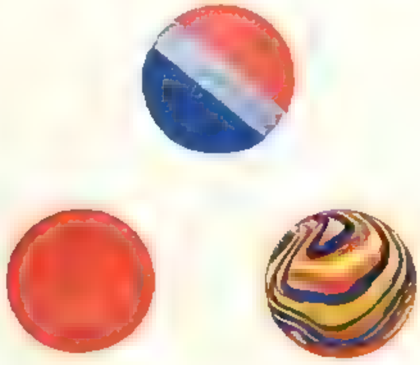
Packed Equally Assorted
Red Gloss—Rainbow—3-Color
Nos. 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a Minimum of Counter space and has Maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details.

Three Color, Cellophane Wrapped
RETURN BALLS

PLAY BALL WITH "FLI-BACK"



SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

Junior League
No. 53

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞" - 3⅜"

Major League
No 64

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½" 2¾" - 2⅞"
Printed With Baseball Stitch
and Name

THE FLI-BACK SALES CORPORATION

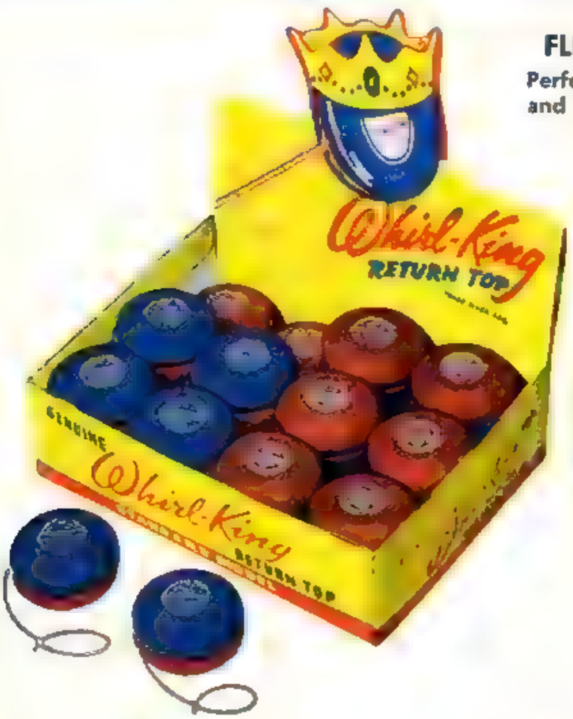
HIGH POINT, NORTH CAROLINA

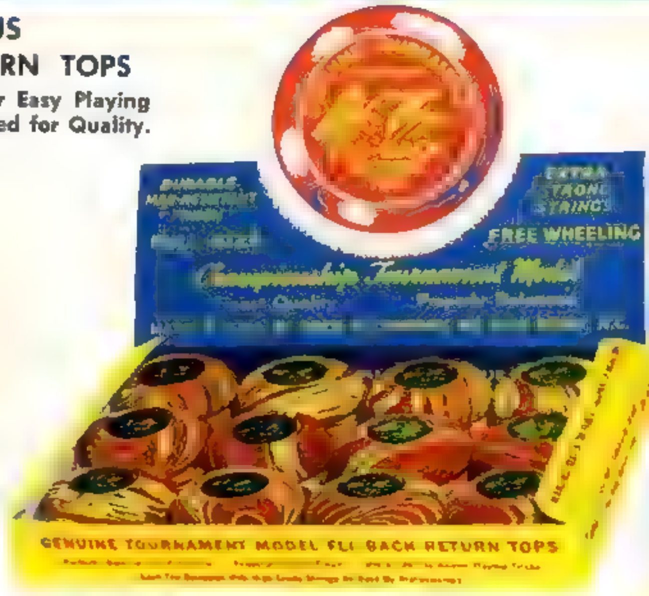
EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931

You Are Invited To Visit Our Beautiful Display
During National Toy Show
Rooms 907-9-11 New Yorker Hotel

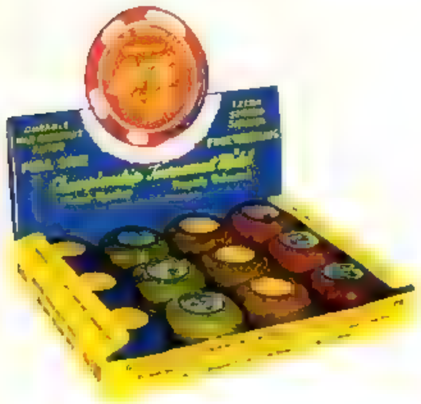
FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality.


Whirl-King
RETURN TOP
GENUINE Whirl-King RETURN TOP

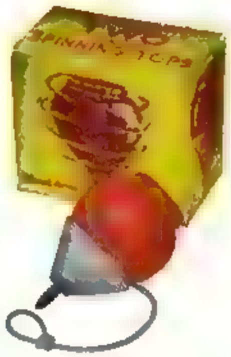

DURABLE
EXTRA STRONG STRINGS
FREE WHEELING
Championship Tournament Model
GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Most colorful return top available. Fli-Back's new variegated tournament mode return top will do all known playing tricks free wheeling sleeper type


Championship Tournament Model
FREE WHEELING

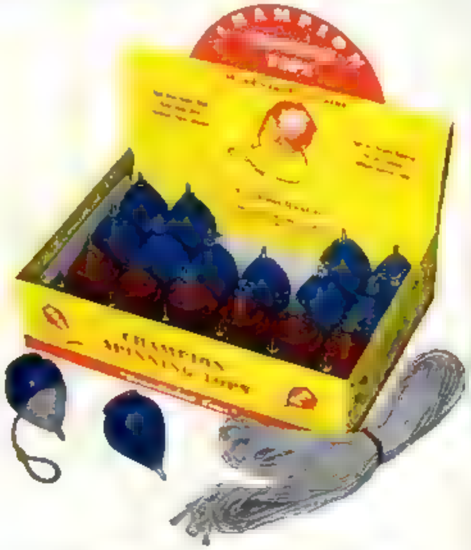
GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks


SPINNING TOPS

CHAMPION SPINNING TOPS

Each Box Contains
"Two" Tops and
"Two" Strings

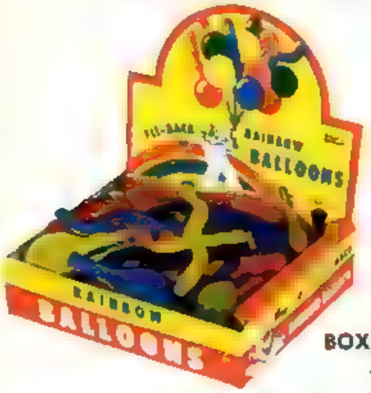

CHAMPION
CHAMPION SPINNING TOPS

CHAMPION SPINNING TOPS

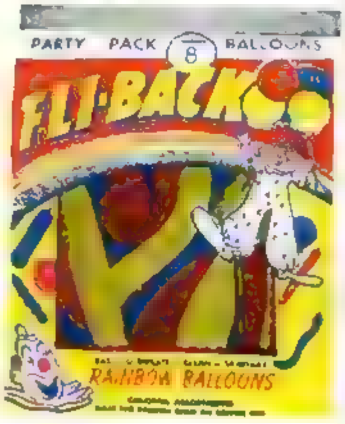
Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI-BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side


FLI-BACK RAINBOW BALLOONS
RAINBOW BALLOONS

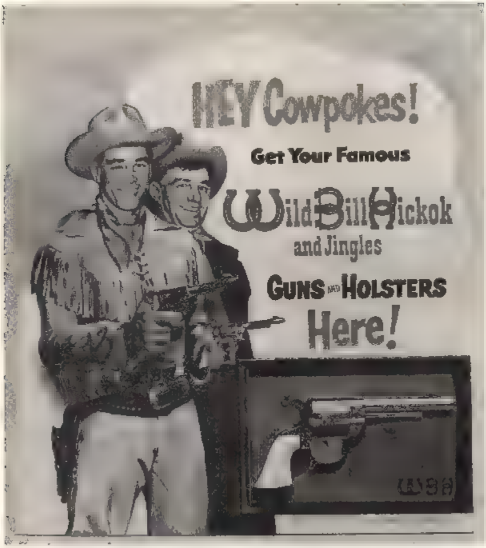
BOXED ILLUSTRATION ASSORTMENT


PARTY PACK 8 BALLOONS
FLI-BACK
RAINBOW BALLOONS

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931



MULTI-COLOR motion display for Leslie-Henry Co., Inc., of Mount Vernon, N. Y. Wild Bill Hickok's right arm moves up and down with battery-powered motor. "Mechanical" is 24" x 24" and is example of one kind of display currently popular among retailers.

How point-of-purchase displays boost toy sales

National advertising "conditions" the shoppers, but it takes an on-the-spot reminder to complete the sale.

By Donald S. Hutchinson*
President
Point-of-Purchase Advertising Institute, Inc.

TOY manufacturers and retail dealers are constantly fighting for year 'round sales rather than one big push during the Christmas season. One of the best ways to accomplish this is with eye-catching displays and point-of-purchase materials.

To merchandise a product today, manufacturers seek all possible advertising media: newspapers, magazines, radio, television, and point-of-purchase. All these media bring the consumer to the product except point-of-purchase.

Point-of-purchase brings the product to the consumer.

Most advertising media have one common purpose—to inform the consumer, to create desire, and to condition him for the sale.

However, the actual sale has yet to be made. Consumers may be pre-sold on the products you sell through other media but sometimes many weeks may pass before they are exposed to the product at the point-of-sale. That is where point-of-purchase displays step in. Again and again store displays stress the strong points of a product, reminding the shopper to buy.

Some of the most successful national advertisers and their agencies today agree that no advertising program is complete without point-of-purchase displays. Unbiased surveys made in markets of all types, for widely diversified products, prove beyond queston that store displays increase sales of the products they advertise. This is how we can define it.

People nearly always buy *more* items than they intended before entering the store. These additional sales are known in the industry as "impulse" sales.

And men usually leave the drug stores with *more* than just cigarettes or razor blades. Why?

Impulse sales

Because they were influenced to buy by window displays and store displays. The shoppers themselves gave that answer.

These shoppers told interviewers that they had made the unplanned purchases because displays influenced them in three different ways:

One: They said displays sparked an "impulse" to buy, such as a candy bar or a refreshing drink.

Two: They said a display *reminded* them of something they needed or wanted, and they decided to buy . . . and *did!*

Three: A store display sold them on new *uses* or *advantages* which caused them to buy!

Store displays were the *culmination—the clincher* for the shopper.

There is plenty of proof that the manufacturer who does a good job of store displays increases his advantage over competitors and makes his overall advertising program *more productive*.

A newspaper ad passes the customer on into the hands of a store display. Store displays and all other types of advertising are on the same team and have the same goal: To make the sale.

Eighty per cent of the people surveyed have stated that they made additional unplanned purchases. And 70.3 per cent made these unplanned purchases because they saw the items displayed and they decided to buy.

This is true in toy stores, toy departments, grocery stores, drug stores, department stores, variety, hardware, and other stores. They all *can* and *do*, make powerful use of displays.

In all of the above, two things are very important:

a) Repetition of sales points featured in advertising: point-of-purchase advertising is the final link in the advertising and selling chain, at the place where the customer comes in to buy: the retail store.

b) Point-of-purchase displays are widely varied in type. From window streamers and shelf strip tape to permanent types of counter and floor displays. Each type has its own special advantages, depending on the kind of store

---

*Vice president, Lutz & Sheinkman, New York lithographing firm.

Wilson

Popular Choice of Baseball Players Everywhere!

B
Wilson
MADE IN U.S.A.

C
PROFESSIONAL MODEL
Wilson
MADE IN U.S.A.

E
Wilson
MADE IN U.S.A.

A
Wilson
MADE IN U.S.A.

For Professional and Amateur . . .

A WILSON NELSON FOX MODEL

Five-finger glove—Wilson's finest Major League infielder's model! Made from specially selected glove cowhide—full cowhide lining. Tan color. Leather-laced palm, finger tips, crotch, and binding. Full-welted streamlined back fingers and grease-set Grip Tite pocket for perfect control. It's fully oiled, too. Regular model.
41162A1573—Shpg. wt. 1½ lbs. Retail $24.00

Wilson glove as above but for southpaw.
41163A1573—Shpg. wt. 1½ lbs. Retail $24.00

B WILSON GEORGE KELL GLOVE

Large size—preferred by professionals! Five-finger model—designed from rugged tan cowhide with full leather lining. Adjustable palm lacing—leather finger-tip lacing, laced crotch. Full welted seams—roll leather binding. Closed wrist with Hold Tite adjustable strap. Two-piece web. Popular Grip Tite pocket. Contour-type felt heel pad, hand-formed heel. Oiled.
41209A960—Shpg. wt. 1½ lbs. . Retail $15.00

C WILSON ANDY PAFKO GLOVE

Large size—champion endorsed! Long-wearing tan cowhide with full leather lining. Leather-laced crotch and finger tips for perfect control. Closed wrist. Hand-formed heel with felt pad. Greased Grip Tite pocket. Oiled. Regular model.
41210A800—Shpg. wt. 1½ lbs. . Retail $12.50

Wilson glove as above but for southpaw.
41211A800—Shpg. wt. 1½ lbs. . Retail $12.50

D WILSON HARVEY KUEHN GLOVE

Big 5-finger fielder's glove. Made of high-grade tan cowhide with full cowhide lining. Has leather-laced palm, finger tips, and wrist. Button-and-leather laced tie-down wrist adjustment. Rolled leather binding. Greased pocket, wool felt pad with hand-formed heel. Fully oiled. Finest craftsmanship throughout—made to take many years of hard play.
41212A1200—Shpg. wt. 1½ lbs. Retail $18.50

E WILSON HANK SAUER GLOVE

Famous for winning play. Five-finger model made of fine cowhide that's specially tanned. Full leather lining, too. Welted seams and roll-style binding — leather-laced fingers and wrist. Grip Tite pocket for easy catching. Contour-type felt pad with hand-formed heel for more control, greater comfort. Fully oiled—ready for play, needs no "warming up."
41207A640—Shpg. wt. 1½ lbs. . Retail $10.00

DUBOW

Field-Tested for Superior Quality

EDDIE STANKY GLOVE

A Dubow Major Leaguer! 5-finger fielder of fine tan cowhide. Full cowhide lining, rolled leather binding, and leather-welted seams. Adjustable deep pocket and crotch—solid ball trap. Extra-long fingers—inner-greased pocket. Felt pad and heel. Fully oiled. Wt. 1½ lbs
41152A1195—Regular $18.75

MIKE GARCIA GLOVE

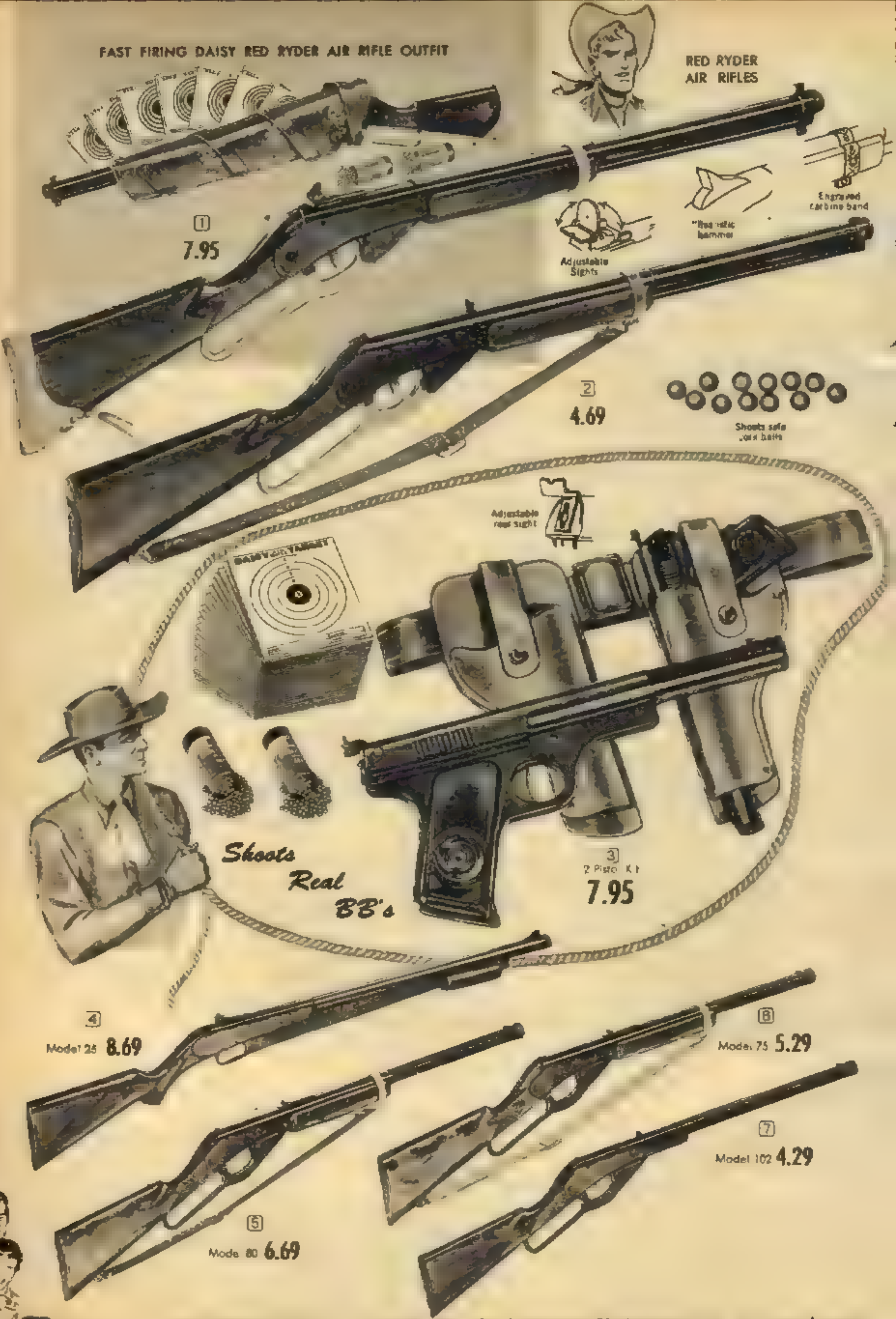
An extra-large four-finger fielder—by Dubow! Designed from select dark tan cowhide with full cowhide lining—leather welted. Rolled leather binding, leather-laced heel. Extra-large solid ball trap. Deep-set pocket is heavily greased—adjustable lacing. Built-in pad. Glove is fully oiled—ready for fast play.

DUKE SNIDER GLOVE

A large professional-size fielder—by Dubow! 5-finger model of high-grade tan cowhide. Cowhide lining, rolled leather binding, leather welted. Leather-interlaced fingers, closed heel—laced crotch. Extra-large solid ball trap — double-laced pocket. Adjustable thumb loop. Glove is heavily greased and fully oiled.

FAST FIRING DAISY RED RYDER AIR RIFLE OUTFIT

RED RYDER AIR RIFLES


Adjustable Sights
Realistic hammer
Engraved carbine band
Shoots safe cork balls
Adjustable rear sight
Shoots Real BB's

1 **7.95**

2 **4.69**

3 2 Pistol Kit **7.95**

4 Model 25 **8.69**

5 Model 80 **6.69**

6 Model 75 **5.29**

7 Model 102 **4.29**

6.95

"All-Americans"

① "TED WILLIAMS"—3-finger top quality Ball Hawk, autographed, leather glove. Perfect Christmas surprise for your "little leaguer" Completely lined in leather. Leather interlaced fingers; leather laced ball trap and heel. Pre-formed grip-tite pocket. Plastic binding. The Wilson name on this glove means it can take "boy" punishment (1 lb 1 oz)
52 J 7045 Wear on L. Hand 4.95
52 J 7046. Wear on R. Hand. . 4.95

② "ROY SIEVERS"—professional size 4-finger Fielder's glove—with famous autograph. Your favorite boy will get a thrill out of this on Christmas and all through the year! Features pre-shaped Flexi-pad; solid leather ball trap and full leather lining. Completely oil treated. Leather lacings at heel and fingers. Seams are leather welted. Shpg. wt. 1 lb. 12 oz
52 J 7055. Wear on L. Hand 5.95
52 J 7056 Wear on R. Hand . 5.95

③ WILSON BAT AND BALL SET—delight of the junior-size ball player! Well constructed—by the same people who supply the champions. Reg. size horsehide covered ball, felt center 31-in. bat, natural ash finish
RS2 J 7138. Shop early—save at Spiegels (5 lbs) 2-Pc Set 1.98

④ WILSON BALL-GLOVE SET Play ball! Start your youngster on a baseball career with this specially priced, top-quality Wilson set. An exciting gift for every boy, especially at Christmas time! Includes Regulation size horsehide ball with felt center. Plus "Irv Noren" 4-finger glove of top grain cowhide. Half leather lined; plastic binding throughout. Wear on Left Hand.
52 J 7139. (3 lbs 4 oz.) 2-Pc. 3.95

⑤ NEW "WARREN SPAHN"—Fielder's glove with laced pocket . . the feature professionals asked for. Made of genuine cowhide with full leather lining. Fits solid and firm in your hand—yet it's plenty wide. Features adjustable wrist lock. Laced fingers—no ball can slip through! "Pre-broke" perma-pack padding. Leather laced heel (1 lb 5 oz)
52 J 7024. Wear on L. Hand 9.94
52 J 7025 Wear on R Hand 9.94

BOY'S 5-PC. BASEBALL UNIFORM OUTFIT

- With bright felt letters . . . 9-in ball
- Carrying case for "visiting" games

Score a big hit Christmas morning! This is the complete baseball outfit to give your future "big leaguer." Everything he wants is packed in the handy type carrying case! Uniform of heavy duty cotton baseball jersey. Short sleeved shirt buttons down front. Well made pants have zipper pocket and elastic bottoms, self belt. Matching cap. Long stirrup socks. To complete the outfit—a 9-in. solid rubber amateur league baseball! And a package of bright felt letters to personalize with any insignia he chooses. A Christmas thrill to last all year! (Bat not inc.)
State size 6-8 10-12 14. See chart 7 p. 289
52 J 7268 (2 lbs) Color Gray 5 Pc. Outfit 6.95

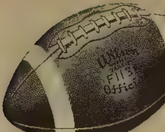
⑥ 3-PC. SET—BASKETBALL, GOAL, BACKBOARD—plenty of fun-days with this complete basketball set! Includes: 2-ply American Eagle rubber basketball, pebble grained 1-pc. watertight construction, Rubber valve. Regulation size ⅜-in. steel goal, Orange color; net. 29x29-in. wood backboard. For gym or outdoors
RS2 J 8376Y Instr. (25 lbs.) Mailable 3-Pc. Set 9.95

⑦ 4-PLY BASKETBALL, GOAL SET—official ball has 4 thicknesses of impregnated rubber twill; valve-type bladder. ½-in. steel goal. Orange color; net.
RS2 J 8378. (8 lbs.) Mailable. . . . . 2-Pc. Set 6.79

⑧ 2-PLY BASKETBALL, GOAL SET—2-ply rubber; valve type bladder, ⅜-in. steel goal, net.
RS2 J 8375. (10 lbs.) Mailable . . 2-Pc. Set 4.95

⑨ WILSON BASKETBALL—listed for $6.00. Molded rubber "Triumph"—regulation size, weight.
52 J 8371. Inflating needle incl. (2 lbs. 8 oz.) 4.95

See Page 287 for Spiegel Budget Power . . . stop dreaming . . . start living



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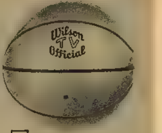


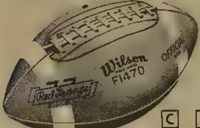
D

Wilson
F1142
Pass Master

B

Wilson
B1550
OFFICIAL
All Star

E



C

Wilson
Comet

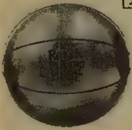
F

Wilson ...TOPS IN SPORTS

H

Reach
VARSITY
446

K

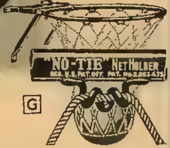


J

OFFICIAL
Reach
COLLEGE

L

Reach by SPALDING



G

FOOTBALL and BASKETBALL

(A) WILSON VARSITY OFFICIAL FOOTBALL. Popularly priced. Official size and weight. Water repellent, top selected, full grain, pebbled cowhide Lockstitch construction; triple lining; rawhide leather lacing; rubber valve bladder Tan with 2 white stripes. (#F1136).
No. 16S-10005. Index 1-720. LIST 10^{95}

(B) WILSON OFFICIAL JOHNNY LUJACK "PASS-MASTER". Endorsed by Johnny Lujack for quality and durability. High grade pebble cowhide with double lining and water repellent leather. Tan with 2 white stripes. Official size and weight. Plastic lacing and rubber valve bladder.
No. 16S-10002. (#F1142).
Index 1-480. LIST 6^{95}

(C) WILSON "RED" GRANGE AUTOGRAPH FOOTBALL. Withstands hard usage. Made of "Tuf-Kover" pebble grained fabric Rubber valve bladder. Official size. Tan with 2 white stripes.
No. 16S-10004. (#F1470).
Index 1-200. LIST 2^{95}

(D) WILSON "TV" BASKETBALL. Moulded leather cover with lively nylon fabricated carcass. High grade, genuine full grain leather cover. Official size and weight. Wide depressed seams. Butyl bladder for full air retention. (#B1080).
No. 16S-10259. Index 1-1150. LIST 17^{25}

(E) WILSON "ALL STAR" BASKETBALL. Made of super "Tuf-Kover" pebbled grain leather-like fabric. Official size and weight. Double lacing and rubber valve bladder. (#B1550).
No. 16S-10252. Index 1-320. LIST 4^{75}

(F) WILSON "COMET" RUBBER COVERED BASKETBALL. Made for long-lasting service on any playing surface. Multiple 3-ply fabric lining. Absolutely waterproof. Official size & weight Molded rubber bladder. Needle type valve (#B1610).
No. 16S-10253.
Index 1-935. LIST 14^{35}

(G) WILSON BASKETBALL GOAL. All steel construction. Regulation size with round steel ring and steel dieformed "No-Tie" net holder. Orange enamel finish. Complete with net (#B1870)
No. 16S-10257.
Index 1-425. LIST 6^{50}

(H) REACH "ALL COURT" OFFICIAL BASKETBALL. Perfect for teaching players the fundamentals of game. Moisture-proof, rubber covered ball. Withstands wear. Molded roundness. Official size and weight. 2-tone finish (#262).
No. 16S-10261. Index 1-935. LIST 14^{35}

(J) REACH "PLAY-TRU" OFFICIAL BASKETBALL. Popularly priced seamless ball. Cord wound and fabric-stripped for long life. No, soft spots. Official size and weight. (#263).
No. 16S-10262. Index 1-580. LIST 8^{65}

(K) REACH BILL WADE VARSITY FOOTBALL. The official size and weight football Bill Wade endorses for accurate passing, punting, etc. Double-lined with durable, quality fabric. Lock-stitched. Rubber valve bladder. Brightly banded on each end for night play (#446).
No. 16S-10008. Index 1-480. LIST 7^{25}

(L) REACH OFFICIAL COLLEGE FOOTBALL. Will last for many seasons. Made of pebble-grained leather for easy finger gripping. Triple lined, lock-stitched and double laced. Rubber valve bladder. Official size and weight. (#425).
No. 16S-10007. Index 1-875. LIST 13^{75}

for the Bowler

M

N

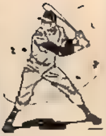
(M) LEATHER BOWLING BAG. Beautifully designed and craftsman tailored. Made of specially selected quality steerhide for texture and suppleness. Single needle, lock-stitch construction. All seams piped and bound with extra heavy thread. Rivets reinforced with leather washers. Heavy duty Tenite handles. Long zipper fasteners. Double row of stitching on zipper with reinforcing tabs on ends. Heavy duty studs and rubber cap in durable unbreakable base. Black leather finish. (#153).
No. 16S-10506. Index 1-760. LIST 11^{95}

NAUGAHYDE BOWLING BAG. Same general construction as above except made of leather-like Naugahyde. Impervious to oil, grease, etc. Won't chip, crack or peel. Wipes clean with soap and water Brown finish. (#1805).
No. 16S-10509. Index 1-460. LIST 6^{95}

(N) TWILL SHOE BAG. Full-sized rubberized twill shoe bag with leather handle. Full length zipper runs around bottom. Has leather nameplate pocket. 2-tone brown and tan. (#1400).
No. 16S-10510. Index 1-107. LIST 1^{75}

"It's Wilson

TODAY IN SPORTS EQUIPMENT"



No. 1851M665

No. 1852M1065

EARLY WYNN PROFESSIONAL. Above at left. Popular priced glove with top quality features. Large size [illegible] model of tan cowhide. Bound with red leather, wool [illegible] pad, hand formed heel, leather lined. Grip-Tite pocket and leather laced throughout. Right hand model.
1848M1065 Retail, each $16.00

WILSON "TRAPPER" MODEL. Above center. New trapper design yields better performance—allows more finger action and automatically closes over ball at time of impact. Features tan color cowhide with leather lacing, hand-formed felt pad, fibre reinforced thumb and finger sections, fully oiled and grease set pocket. Specify on which hand glove is to be worn—right or left.
1849M600 Retail, each $9.95

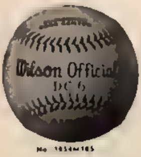
HANK SAUER PROFESSIONAL MODEL. Above at right. Large size, five-finger [illegible] model with greased Grip-Tite pocket. Tan glove cowhide construction, full welted seams, roll leather binding, leather lining and laced wrist, felt pad with hand formed heel; and finger tip lacing. Right hand model.
1850M835 Retail, each $12.50

ROY McMILLAN PROFESSIONAL MODEL. At left. Tops in the low priced field—a five finger Ball Hawk model. Features tan cowhide construction, welted seams, greased Grip-Tite pocket, laced wrist, and leather finger tip lacing. Leather lined with felt pad and hand formed heel. Right hand model.
1851M665 Retail, each $10.00

CATCHER'S MITT—LES MOSS MODEL. At right. Large size, has shaped felt pad with Snap-Action and high quality tanned cowhide leather construction. Grease set pocket, leather laced, wool shearling wrist pad. Moderately priced with top performance features. [illegible]
1852M1065 Retail, each $16.00

FROM THE SANDLOT TO MAJOR LEAGUE STARS . . IT'S WILSON

No. 1853M940



No. 1854M185

PROFESSIONAL BASEBALL. At left. The last word in modern baseballs! Exact major league specifications and Wilson quality materials and workmanship—from center to cover—make the ball top choice in many important Leagues. Patented Cushion Cork center wound with the finest blue-gray and white wool yarn. Covered with the highest selection Non-tanned horsehide. Anchored and balanced winding insures better shape retention and more durability. Ball is double hand-stitched with strong red cotton thread.
1853M940 Retail, each $3.35

WILSON OFFICIAL BASEBALL. At right. By every form of comparison—materials, workmanship, and performance—no finer baseball equipment is made today than that which carries the Wilson name. Here is another example of baseball perfection—the Official used by professional players. This model has a cushion cork center, anchored and balanced winding of high-quality blue-gray and white wool yarn. Covered with white alum-tanned selected horsehide and securely stitched, insuring rugged durability.
1854M185 Retail, each $2.75

WILSON REGULATION 12" SOFTBALL. Pictured at left. A durable official model softball universally used in many tournament games or practice play. Features New Private Estate Kapok center. Rugged Pre-Vulcanized inner covering over good quality yarn winding. Has Pearl color, tough horsehide cover which is securely double hand stitched with white waxed thread. Attractively priced ball.
[illegible] Retail, each $1.50

WILSON OFFICIAL 12" SOFTBALL. At right. Highly preferred ball with New Private Estate Kapok center. The fast, accurate performance of the Triple A Official is responsible for its popular acclaim. Duplex Pre-Vulcanized inner cover over yarn winding. Highest quality white washable horsehide cover—for night play under floodlights. Double hand-stitched with white waxed thread.
1856M190 Retail, each $2.85

"CHICAGO"

for Health's Sake Roller Skate

INDOOR SHOE SKATES. Pictured at left. These Rink Skates fulfill every requirement for safe, enjoyable rolling—pleasing to the most discriminating skate enthusiast.

Men's Model: Closed toe type. Inside ankle brace extends under the heel giving support with perfect freedom of action. Long counter under arch, provides excellent control. The shoes are leather lined and constructed of finest full grain Black or White Elk leather. Also available in a popular grade open toe model (tongue to the toe sole), as quoted below. Sizes 5 to 12.

Ladies' Model: Closed toe type. Shoe construction comparable to the men's style except for higher heel and ankle brace. Constructed of finest White Elk leather. Also available in open toe model as quoted. Ladies' sizes 3 to 10.

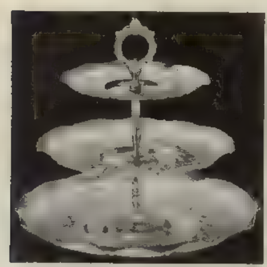
Attachments: Light weight, featuring hard Maple wheels. Base made of cold rolled steel with rubber shock absorbers and 10° trucks. Free wheeling assured by ball bearing construction.

3146M1375	Men's Open Toe	Retail, pr		**$10.50**
3147M1625	Men's Closed Toe	"	"	**11.75**
3148M1375	Ladies' Open Toe	"	"	**10.50**
3149M1690	Ladies' Closed Toe	"	"	**12.50**

NOTE: Specify size and color when ordering.

OUTDOOR ROLLER SKATES. Start the children in a sport they can enjoy—roller skating. Provides easy exercise which develops physical poise and strengthens leg, arm and back muscles. These skates are constructed with reinforced Channel Arch that will not bend or buckle. Features rubber shock absorbers, oscillating trucks, high speed grade "A" ball bearings, wide no-slip toe clamps and sturdy leather ankle straps on raised heel support. Extends 8" to 11". Bright nickel finish. Shpg. wt., 5 lbs.
[illegible] Retail, pair $4.50

Wilson Ware Hand Wrought Aluminum



THREE TIER TID-BIT

Smart, graceful serving pieces of hand wrought aluminum, ideal for serving cookies, pastries, sandwiches, etc. Neat floral design Diameter 15"—Height 12"

20/12 Y480 Retail..............$7.95

Same as above except 2-tier. Diameter 12" — Height 7½".

21/12 Y295 Retail..............$4.95

COVERED CASSEROLE

Covered casserole of hand wrought aluminum, complete with genuine Pyrex insert, 1½ qt. capacity. Attractive rolled Wheat Border.

30/12 Y270 Retail...............$4.25

THREE TIER TID-BIT

Popular price serving piece, ideal for serving candies, cookies, etc. Made of hand wrought aluminum, neat floral design Diameter 14", height 11"

33/12 Y350 Retail . . . $5.75

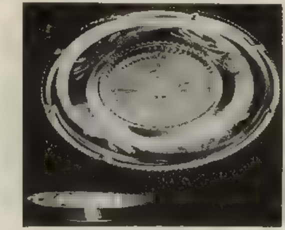
Same as above except 2 tier. Dia 12", ht 7"

34/12 Y215 Retail . .. $3.35

ICE BUCKET

Attractive Ice Bucket of Hand wrought aluminum, lined with fibreglass therefore will keep contents hot or cold for 10 hours. Smart side handles, and adorned with "swirl rope" border. 2 qt. capacity. Height 8 in.

32/12 Y525 Retail $9.50



LARGE SIZE LAZY SUSAN

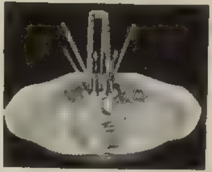
Extra large beautiful Lazy Susan with attractive engraved floral pattern. Complete with 10" five compartment crystal relish glass. Revolves on real ball bearings. Diameter 20".

29/12 Y510 Retail..............$8.50

LAZY SUSAN

Popular sized Lazy Susan of hand wrought aluminum, 15" in diameter, revolves on real ball bearings. Beautiful floral pattern, complete with 7" crystal glass.

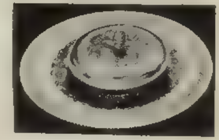
25/12 Y270 Retail.... . . $4.25



NUT BOWL

Nicely styled nut bowl, fluted design shield pattern. Diameter 10", complete with nut cracker and 6 picks.

23/12 Y225 Retail.......$3.50



CHEESE AND JELLY DISH

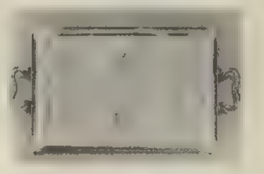
Useful and desired item for cheese and jelly, of hand wrought aluminum, attractive border, 10" in diameter.

24/12 Y160 Retail......$2.50

HANDLED SANDWICH TRAY

Useful serving piece of hand wrought aluminum, ideal for serving cookies, sandwiches, etc. Diameter 13".

35/12 Y160 Retail..........$2.50



HANDLED OBLONG TRAY

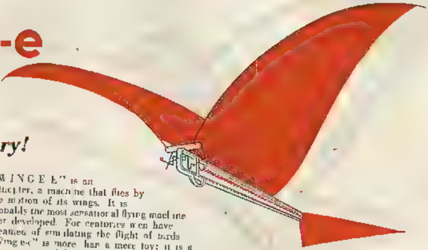
Attractive handled oblong tray of hand wrought aluminum, lovely floral design, sturdily constructed. Size 21½" long (including handles), 11" wide.

31/12 Y400 Retail............$6.00

It's new! *It's never been done before!*

wing-e-e

the hottest toy find of the century!



Flies like a bird

WINGS FLAP IN FLIGHT

- RUGGED
- PRECISION-MADE
- TEAR-PROOF WINGS

"WINGE-E" is an ornithopter, a machine that flies by the motion of its wings. It is probably the most sensational flying machine ever developed. For centuries men have dreamed of simulating the flight of birds. "Wing-e-e" is more than a mere toy; it is a new concept of flight. For young and old it's fun, it's educational, it's phenomenal!

Made with new DuPont "MYLAR" polyester film . . . the strongest of all plastic films.*

(* "MYLAR" is a registered DuPont trade-mark.)

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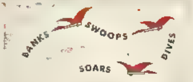

SIMPLE TO OPERATE . . .
ANY CHILD CAN FLY IT!

Quality

- **DOLL WIGS**
- **DOLL HOSPITAL SUPPLIES**
- **ACCESSORIES**

Featuring this year

SARAN, DYNEL AND NYLON WIGS

plus a most diversified line of Wigs for Miniature Dolls

Since 1919

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ALL MOVEMENT PARTS
GUARANTEED FOR LIFE**
NEVER TO BREAK
Shock-Resistant***
Wolbrook

A ▶ AUTOMATIC, SELF-WINDING WATERPROOF! As rich in color as natural Gold with steel back. Has sweep second hand, luminous dial and Gold-filled expansion band . . . 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W500L2612 . ... Retail $59 50
As above, with WHITE chrome top case and All-Steel expansion band
No. W502L2477 Retail $55.00

• • •

E ▶ TWO EXQUISITE DIAMONDS set in a dramatic 10 K WHITE rolled Gold plate steel back case. Companion Gold-filled expansion band. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. W510L2543 .... Retail $55.00
As above, in YELLOW
No. W512L2543 . Retail $55.00

B ▶ MASTERFUL CONTEMPORARY DESIGN in a handsome 14 K YELLOW SOLID GOLD case with a 4 way pyramid crystal, raised numeral dial and matching Gold-filled expansion band dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W504L2754 .... Retail $59 50

C ▶ INCOMPARABLE CRAFTSMANSHIP in a beautiful yellow case with a steel back, curved crystal, and matching Gold filled expansion band. 17 JEWEL movement GUARANTEED FOR LIFE.**
No. W506L1739 .... Retail $37 50

D ▶ ENDURING PERFECTION in a rectangular case in the color of natural Gold with steel back and modern dial . . . harmonizing Gold-filled expansion band adds to its beauty dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W508L1994 .... Retail $45.00

• • •

F ▶ A CELEBRATED WATCH in 14 K yellow SOLID GOLD acclaimed for its individualistic case design and raised numeral-and-dot dial . . . smart companion Gold-filled telescope expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W514L2411 .... Retail $52.50

G ▶ NURSE'S WATERPROOF WATCH, in a gleaming yellow case with steel back . . sweep second hand, curved, unbreakable crystal, luminous dial and hands and harmonizing Gold filled expansion band .. dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W516L2007 .... Retail $45.00

H ▶ DESIGNED FOR YOU in a 10 K yellow rolled Gold plate sculptured case with a stainless steel back and modern dome crystal . . companion Gold-filled telescope expansion band adds brilliance . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. W518L1955 .... Retail $45.00

K ▶ CHERISHED STYLING in a 10 K yellow rolled Gold plate fashion perfect case with a stainless steel back . . raised dial numerals and matching Gold-filled expansion band dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W520L1955 .... Retail $45.00
As above, with 7 JEWEL shock resistant movement GUARANTEED FOR LIFE**
No. W521L1539 .... Retail $29 75

Wolbrook
Nurse's

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee.

Unless otherwise stated retail prices include federal excise tax. Prices are subject to change without notice.

L ▶ WATERPROOF . . . UNSURPASSED ACCURACY in a case as bright as Gold with a stainless steel back, luminous dial and hands and unbreakable crystal . . . sweep second hand and matching Gold-filled expansion band . . . dustprotected 17 JEWEL movement GUARANTEED FOR LIFE **
No. W530L2007 .... **Retail $45.00**

As above, with WHITE chrome top and steel back, all steel band
No W532L1759 .... **Retail $37.50**

M ▶ CLASSIC SIMPLICITY in a 10 K yellow rolled Gold plate case with a stainless steel back . . . companion Gold-filled expansion band . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W534L2007 .... **Retail $45.00**

As above, in a 10 K WHITE rolled Gold plate designer's case.
No. W536L2007 .... **Retail $45.00**

GUARANTEED FOR LIFE**

Shock-Resistant***

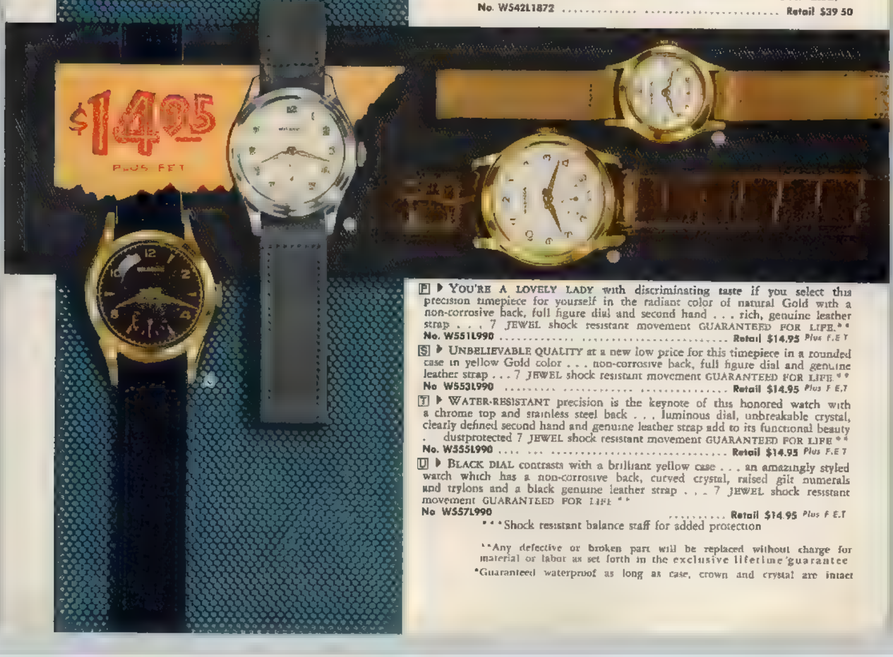
Wolbrook

ANOTHER FINE CLINTON PRODUCT

N ▶ A NEW STANDARD in fine watches is this timepiece in a 10 K yellow rolled Gold plate case designed with a stainless steel back and raised crystal . . . new trylon-and-figure checkerboard dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W538L1823 .... **Retail $39.50**

As above, with WHITE chrome top, and all steel expansion band
No. W540L1676 .... **Retail $37.50**

O ▶ FOR NOW AND EVER AFTER, we suggest this 10 K yellow rolled Gold plate case with stainless steel back and raised rock crystal . . . easy-to-read dial and matching Gold-filled expansion band . . . dustprotected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W542L1872 .... **Retail $39 50**



P ▶ YOU'RE A LOVELY LADY with discriminating taste if you select this precision timepiece for yourself in the radiant color of natural Gold with a non-corrosive back, full figure dial and second hand . . . rich, genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No. W551L990 .... **Retail $14.95** *Plus F.E T*

S ▶ UNBELIEVABLE QUALITY at a new low price for this timepiece in a rounded case in yellow Gold color . . . non-corrosive back, full figure dial and genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE.**
No W553L990 .... **Retail $14.95** *Plus F E,T*

T ▶ WATER-RESISTANT precision is the keynote of this honored watch with a chrome top and stainless steel back . . . luminous dial, unbreakable crystal, clearly defined second hand and genuine leather strap add to its functional beauty . dustprotected 7 JEWEL shock resistant movement GUARANTEED FOR LIFE **
No. W555L990 .... **Retail $14.95** *Plus F.E T*

U ▶ BLACK DIAL contrasts with a brilliant yellow case . . . an amazingly styled watch which has a non-corrosive back, curved crystal, raised gilt numerals and trylons and a black genuine leather strap . . . 7 JEWEL shock resistant movement GUARANTEED FOR LIFE **
No W557L990 .... **Retail $14.95** *Plus F E.T*

***Shock resistant balance staff for added protection

**Any defective or broken part will be replaced without charge for material or labor as set forth in the exclusive lifetime guarantee

*Guaranteed waterproof as long as case, crown and crystal are intact

New Toys on **parade**

tested balloons 5¢
Hold Air for Days - Stay Bright & Glossy

VARIETY BALLOON CARD, designed by Raymond Loewy Associates, holds three dozen Pioneer Qualatex balloons in a variety of colors. There are nine each of four different styles which, with inflated sizes given, are: 7" x 18" paddle style agates, 8" round balloons; 8" x 13" cowboy head and body balloons, and 17" x 18" plain paddle style.

The card, No. 77-C, is available from Pioneer Rubber Co., Willard, Ohio.

SEE SLED takes advantage of the fad for underwater viewing. The plastic inflatable sled, 4' long, has a clear vinyl window that permits viewing of life below the water. Usable by adults or children, the See Sled retails at about $5 and is also available in a three-foot model listing at $3.

See Sled is packed in Ideal's patented inflato-pump package, and is easily and quickly unpacked and inflated, according to Ideal Toy Corp., 184-10 Jamaica Ave., Hollis 23, N Y

* * *

TRICK STRIPS, manufactured by The Tracies Co., 541 Main St., Holyoke, Mass., are gummed paper strips for paper chain and model making. Complete with illustrations and directions, 102 strips, 5" x ½", in six colors, are packed in a brightly colored envelope 5" x 3⅛". Suggested retail price is 10c.

Trick Strips are packed five gross to a carton. Wrapped three dozen.

* * *

MEGAPHONE-HORN, about 14" long, is a new item in the Kamkap line. With this full-sized combination horn and megaphone, the child can sound for attention, then speak in amplified tones that can be heard over the roar of crowds It can be used for cheerleading, races, circuses, parties, and sporting events.

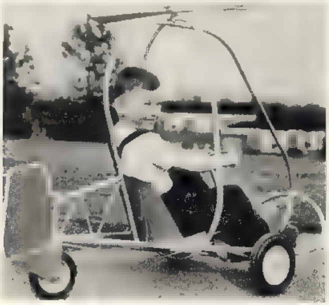
The horn, with four "everlasting" batteries, retails for $14.98 and is manufactured by Kamkap, Inc., 200 Fifth ave., New York 10, N Y.

* * *

LA LANGO is a new educational game which teaches some 500 foreign words, with their English phonetic pronunciations, and enables beginners, both juveniles and adults, to learn a foreign language simply, automatically and with enjoyment. It can be played by 1, 2 or up to 8 players and while designed as a table game, can also be played with comfort while traveling in a train, plane, bus, car, etc., or by bed-confined invalids.

The set consists of a 12½" x 9½" x 1¼" setup box with four-color descriptive cover; 16 charts, 8 cards with separate charts on each side; 240 tabs with a separate series on each side. Charts are printed in English, the tabs with their foreign language equivalents and English phonetic pronunciations.

Retailing at $2.98, La Lango is now produced in French and Spanish; German and Italian are to follow The game is manufactured by The Rippon Corp., 10-02 34th ave., Long Island City 6, New York.



ROLYBIRD is a backyard helicopter brought out by Charles William Doepke Manufacturing Co., Rossmoyne, Ohio. The sidewalk toy, complete with rotor and rudder, is designed for active five- to eight-year-olds.

The Rolybird, patterned after real helicopters, has a two-blade free moving rotor suspended over the head of the pint-size pilot by tubular steel which forms a "crash protector" fore and aft and on both sides of the cockpit. The "tail assembly" consists of a rudder and wheel—both of which turn at a flick of the airplane-type steering wheel. The pilot powers his craft with foot pedals which turn a chain drive connected to the front wheels.

Retail price for the new toy, said to be the first of its type offered to the toy market, is $34.95

Presenting
The Wonder Pail Set

An attractive item, consisting of 4 Pails and 1 Shovel, in multiple bright colors, made of sturdy Polyethylene unbreakable material and mounted on a beautiful display card. Is harmless and nontoxic and sealed in a cellophane bag

A lot for the money! Has great play value for children of all ages! A Hot Spring and Summer item!

CASH IN NOW!

Packed incartons of 1 dozen

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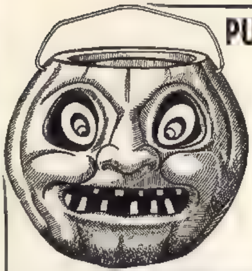

PUMPKINS
FOR
HALLOWE'EN

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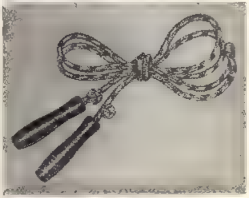
JUMP ROPE

with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for SPRING

Write for Illustrated Circulars and Prices



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BIG HIT of 1955

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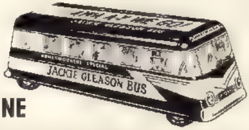

WOLVERINE
JACKIE GLEASON BUS . . . No. 30

one of the many Sales-leaders in the Wolverine line of Household Toys, Mechanical Toys & Games.

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Babs
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Tyke
Spike

SELL THE BEST PRODUCT AT THE RIGHT PRICE

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Wolverine
MYSTERY CAR & TRAILER

27¼ inches overall length. Handsomely lithographed metal car and trailer in the latest designs. Car is powered by a mystery motor, pressure on the back of the top sends the car speeding away pulling the trailer. Each set in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG46-35	$2.59	12 each		

P.L. weight 36 lbs.

Wolverine
MECHANICAL FARM WAGON

10¾ inches long. The motion of the horse's legs duplicates the gait of a farm steed. The driver bobs up and down as the wagon rolls along. The horse, driver and wagon are durable plastic in brilliant colors. Body of horse contains strong metal wind-up motor. Packaged in a smartly designed box.

No.	Retail	Packed	L.P.L.	P.L.
EG46-34	$1.98	6 each		

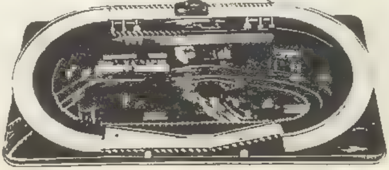
P.L. weight 4 lbs.

Ranger Steel Products
CROSS COUNTRY TURNPIKE

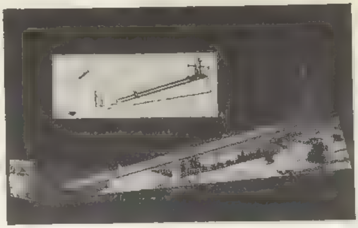
Large and colorful, 27 x 18 inches. Has 3 separate highway systems on a lithographed metal base. A 3-inch metal car, powered by a long-running clock spring motor zips around the highway at least 20 times. A turn of the control lever routes the car through tunnel, country road or city street. In an individual box.

No.	Retail	Packed	L.P.L.	P.L.
EG46-450	$3.98	6 each		

P.L. weight 20 lbs.



Wolverine
TRICK SKI JUMPER

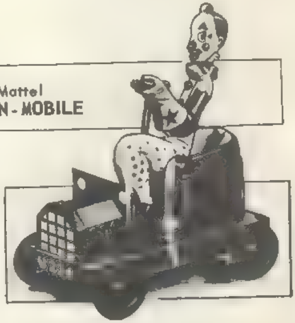


25¾ inches long. Brightly lithographed metal. The jumper scoots down the incline, turns a complete somersault, clearing the hurdle, then rolls ahead for a long distance. Packaged in a gaily decorated box.

No.	Retail	Packed	L.P.L.	P.L.
EG46-32	$1.98	12 each		

P.L. weight 26 lbs.

Mattel
CLOWN-MOBILE



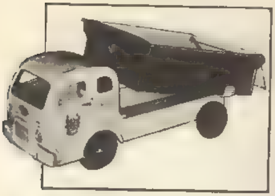
4 x 6 x 7 inches. Pull the clown back, release, and he goes chugging and clacking across the floor. Powerful impact-proof plastic motor requires no winding, no keys. Body of sturdy plastic with rubber wheels.

No.	Retail	Packed	L.P.L.	P.L.
EG46-463	$0.98	24 each		

P.L. weight 14 lbs.

Wolverine

DUMP TRUCK



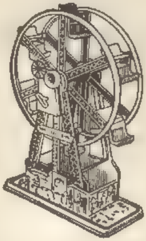
13 inches long, a replica of the famous White "3000" truck. All steel construction, colorfully decorated, propelled by an extra powerful friction motor. 4 treaded rubber tires. In a box.

No.	Retail	L.P.L.	P.L.
EG45-37	$1.98		

Pkd. 12 ea.-30 lbs.

Ohio Art

MECHANICAL FERRIS WHEEL



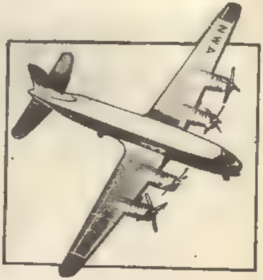
17 inches high. Made of sturdy metal and litho'd in gay colors. Six seats are of colored plastic, swing just like those on a real ferris wheel. Strong clockspring motor.

No.	Retail	L.P.L.	P.L.
EG45-40	$1.98		

Pkd. 6 ea.-18 lbs.

Frankonia

NORTHWEST AIRLINER



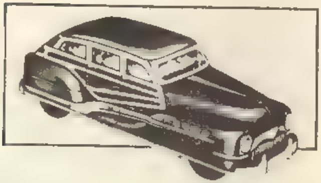
Giant 19 inch wingspan 4-motor plane with powerful friction motor. Made of metal and beautifully lithographed. Propellers whirl. Each in an attractive box.

No.	Retail	L.P.L.	P.L.
EG45-213	$2.98		

Pkd. 12 ea.-21 lbs.

Wolverine

TOWN–AND–COUNTRY CAR



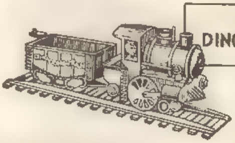
13¾ inches long. Super-powerful mystery motor; pressure on the back speeds it ahead. Made of metal, realistically litho'd in full detail. Each car in a decorated box.

No.	Retail	Packed	L.P.L.	P.L.
EG45-36	$1.69	12 each		

P.L. weight 21 lbs.

Ohio Art

DING DONG TRAIN



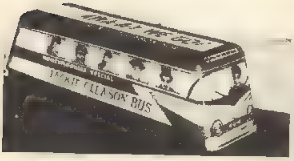
"The Little Engine That Couldn't." It furiously rocks up and down with the shiny metal bell ringing, and gets nowhere! 12 inches long, made colorful of high impact styron. Securely attached to rails. Strong clockspring motor. In a display box.

No.	Retail	Packed	L.P.L.	P.L.
EG45-58	$1.98	6 each		

P.L. weight 12 lbs.

Wolverine

JACKIE GLEASON BUS



Gleason is at the wheel and peering from the windows are his famous "characters." Bus is all steel gaily colored. Powered by a mystery motor; press the bus top and "Away We Go." 14 inches long. In a decorated box.

No.	Retail	Packed	L.P.L.	P.L.
EG45-30	$1.49	12 each		

P.L. Weight 17 lbs.

TOY COOKING SETS

KIDDYKOOK
KIDDYKOOK

READY MIX BAKE SET

This deluxe set combines real food and pure aluminum. Makes 24 tasty treats including angel food cakes, pie fillings, devil's food cakes, etc. Has 12 kitchen utensils of shiny aluminum and wood, plus 24 packages of cake mix and frostings. 6/ctn., wt. 25 lbs. No. 3578

STOCK No. 71—84050

ALUMINUM SPECIALTY CO

C33-25 D Retail $4.98 ea.

Inv. Pur ______

HEINZ KITCHEN

Heinz Kitchen is a realistic, attractive plaything containing one cabinet, six cans of Heinz foods, two bowls, two plates, and many other items including casserole dish, sauce pan, chef's hat and cook book. Walls of cabinet may be decorated. No. H57

STOCK No. 71—84055★

MODEL CRAFT, INC

H43-25 A Retail $4.98 ea.

Inv.____________ Pur.____________

CANDY MAKER SET

Set contains three boxes of quick fudge cook book, wax paper and metal and wood cooking utensils necessary to make candy. All utensils and ready-to-fix ingredients in attractive package. 12/ctn., wt. 36 lbs. No. K91.

STOCK No. 71—84056★

MODEL CRAFT, INC

W41-95 E Retail $2.98 ea.

Inv __ Pur.

SOFT DRINK STAND

Everything to make and sell Kool-Aid drinks and frozen suckers. Has six packages of Kool-Aid, frozen sucker molds, sucker sticks, 12 Lilly cups, package of straws and booklet on how to get into business. Full color display package. 12/ctn., wt. 20 lbs. No. 562/12

STOCK No. 71—84058

AMERICAN METAL SPECIALTIES CORP.

S81-30 D Retail $1.98 ea.

Inv Pur.____________

TEA AND BAKING SET

Includes complete tea service for four plus cannister set, cookie cutters, rolling pin, pastry board and measuring spoons. Colorful strawberry design. All pieces made of metal. No. 259.

STOCK No. 71—84059

WOLVERINE SUPPLY & MFG. CO.

S21-95 X Retail $2.98 ea.

Inv.____________ Pur.____________

cake mix set

CAKE MIX SET

A 40-pc. set which contains everything to bake except milk. Has three kinds of Pillsbury cake mix; chocolate fudge, golden yellow, snowy white. Enough to bake nine cakes, frostings and decoractions. All utensils needed. Easy to understand cook book. 12 to carton No. P71.

STOCK No. 71—84060★

MODEL-CRAFT, INC.

W21-95 E Retail $2.98 ea.

Inv ____________ Pur

TOY COOKING SETS

COOKIE SET

This set features famous Nestle brand cookie mixes and chocolate. Has cookie utensils and accessories that are safe and fool proof. Also includes other cooking ingredients and utensils. In display box. 12/ctn. wt. 36 lbs. No. N31

STOCK No. 71 84062
MODEL-CRAFT, INC.

R91-95 L Retail $2.98 ea.

Inv.________ Pur.________

KIDDYKOOK
Ready-Mix
ANGEL FOOD CAKES

ANGEL CAKE SET

Kiddy cook angel food cake set includes eight individual angle food cakes. Also includes shiny aluminum cooking utensils such as angel food cake pans, mixing bowl, measuring cup and other items. Real food in packages. 12/ctn., wt. 32 lbs. No. 3577

STOCK No. 71 84063
ALUMINUM SPECIALTY CO.

G91-95 L Retail $2.98 ea.

Inv Pur ________

COOK-N-SERVE SET

Safe, durable, practical aluminum pieces. Set has complete service for four with a total of 48 pieces. Has cooking and baking pans and utensils plus dishes and silverware. 6/ctn., wt 16 lbs. No. 3463

STOCK No. 71—84064
ALUMINUM SPECIALTY CO.

S81-95 K Retail ....$2.98 ea.

Inv.________ Pur.________

JUNIOR BAKING KIT

CAKE MIX SET

A 33 piece Betty Crocker junior baking kit including 12 baking mixes and 21 utensils. All food packed in sealed tin foil packages. Colorful instruction book with recipes included. In display box. 12/ctn., wt. 29 lbs. No. 9999

STOCK No. 71—84066
IDEAL TOY CORP

G73-25 P Retail $4.98 ea.

Inv________ Pur________

Cooking Set

CAMPBELL KIDS SET

A cooking set including six filled cans of Campbell Soup. Pantry shelf type box includes many cooking utensils such as soup ladle, soup bowls, sauce pan, measuring cup, etc. Also includes Campbell's Kids Chef's apron and hat. 6/ctn., wt. 5 lbs. No. 512/6

STOCK No. 71—84069
AMERICAN METAL SPECIALTIES

G43-25 P Retail $4.98 ea.

Inv.________ Pur.________

Chuck Wagon Set

CHUCK WAGON SET

Famous Campbell kid's chuck wagon set contains cans of spaghetti, pork and beans, soup plus kettle, plates, mugs, silverware, ladle and Campbell Kid's Chuck Wagon Cookbook. Also has Western neckerchief and phonograph record with Western tune. 6/ctn., wt. 35½ lbs. No. 516/6.

STOCK No. 71—84070★
AMERICAN METAL SPECIALTIES CO.

D73-25 L Retail $4.98 ea.

Inv.________ Pur.

new toy review new toy review new toy review

SHOOTS
ROCKETS
DAVY CROCKETT

NO. 415 THUNDER JET SQUADRON ACTION TARGET GAME (at top in photo) shoots harmless plastic rockets. The box contains four jet planes, 24 plastic rockets, four cut-out targets, and one cut-out hangar Packaging is six dozen to a carton

No. 128 Davy Crockett Pencil Box (at bottom in photo) contains six crayons, three pencils, one 6" plastic ruler, and one pencil sharpener packed in a plastic box. They are packed one-half dozen to a box with display card, six dozen to a shipping carton.

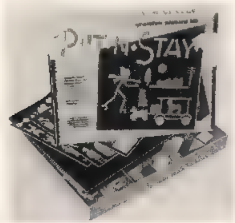
The manufacturer of these new items is Best Plastics Corp., 945 39 st., Brooklyn 19 N. Y.

* * *

PUT 'N STAY, a creative picture kit, enables children to make pictures, designs and numbers—without cutting or pasting—by using colorfully printed, easily handled pieces which stay on the easel type play board. A velvety textured finish on the pieces and the top of the play board causes the pieces to adhere.

Set No. 266, which lists at $2, contains four sheets of die-cut pieces ready to push out and use: Circus animals and performers; abstract pieces to make all kinds of designs, pictures, words, numbers; whole city of buildings, houses, cars and other pieces; and people—firemen, policemen, nurses, athletes, all the people of the city. The set also includes the 9" x 12" board with easels, a sturdy compartment box, and a full color illustrated instruction booklet.

The manufacturer, Kenner Products Co., 912 Sycamore st., Cincinnati 2, Ohio, also offers a set listing at $1 (No. 166) which contains just the circus and abstract pieces, plus the board, box and instruction sheet.



* * *

DAVY CROCKETT
DAVY CROCKETT

DAVY CROCKETT PLASTIC CANTEENS are manufactured by Spraz Co., 420 Commercial sq., Cincinnati, Ohio.

#1500 Deluxe canteen comes in a genuine leather case trimmed with fringe, and has a leather strap and a belt loop. The canteen has an eight ounce capacity. Packed one dozen to a carton weighing 2½ lbs., the canteens retail at $1.49.

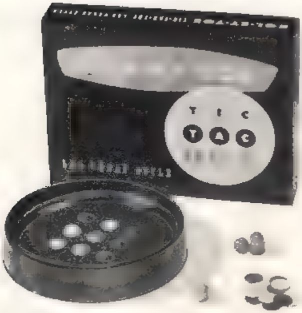
MOVIELAND DOLLS: California Doll Corp., 3316 S. Broadway, Los Angeles 37, Calif., recently introduced its Movieland Dolls which carry a full two year unconditional guarantee against material or manufacturing defects. The written guarantee which accompanies each doll also offers the owner free "hospitalization" during this period should the doll need repairs because of such defects.

Movieland Dolls cover a full range of prices, and the line includes such novelty dolls as Silly Billy, Bon Bon the Royal Jester, and life-like vinyl body baby dolls, jointed knee dolls and walking dolls.

Illustrated is the 17" all-vinyl baby doll in the Movieland series. She has moving eyes, rooted hair in bobbed and ponytail styles, and she talks. Dominique of Paris designed her lace-trimmed dress.

LINDA LOU DOLL ROCKERS. Hall's Lifetime Toys, P. O. Box 787, Chattanooga 1, Tenn., has introduced two new items in its *Linda Lou* line of doll furniture. Style 5R Doll Rocker (left above) is 11" high, and the 6" x 6" seat is four inches from the floor. Finished in cherry or mahogany, it retails for about $3.95.

Style 6B Boston Type Doll Rocker (right above) has the same dimensions as Style 5R but is finished in black enamel with gold and flower trim. Retail price is about $4.95.



The ever popular TIC-TAC-TOE combined with the Rolling Ball of Roulette into a fascinating game of chance and observant alertness. Ten marbles, five each of two colors, a set of tally chips and a richly colored, durable plastic playing bowl 6½" in diameter, 1⅜" high.

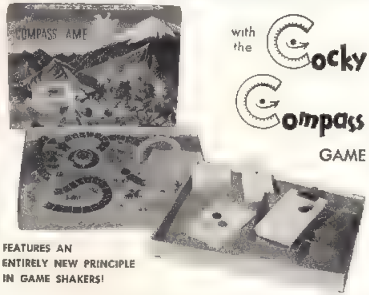
Designed for play interest through a wide age range and priced to retail at $1.00

Packaged 2 dozen to a carton — Individual game weight 7 oz
Freight allowance over 100 lbs

TRI-G COMPANY

Pacific Palisades, Calif.

They "Learn as They Play — the Indoor-Outdoor Way"



with the **Cocky Compass** GAME

FEATURES AN ENTIRELY NEW PRINCIPLE IN GAME SHAKERS!

No dice! No spinners! Points determined by compass and magnet. All ages can play it Indoors or Out. Full color world famous Palm Springs, California setting on box, size 12"x16"x1¾", protected with Welco-Glaze.

OUTDOOR FIELD KIT with game has Army Type Compass, protractor, metal clip, field note pad, pencil, complete instructions. An Activity-Set with hours of instructive fun Outdoors, using principles learned from Indoor Game.

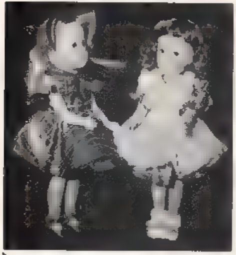
RETAIL **$2.95**

Contact your local jobber or write for information and sample box wrap in color.

CHRISTIAN TOY COMPANY

P.O. Box 357 A, Upland, California

UNUSUAL DOLLS



authentically
costumed
to
tiniest
detail

Lovely new walking dolls ranging in size from 9" to 25" tall. All made of hard plastic with moving eyes. Choice of saran or dynel wigs in wide variety of shades and styles.

Pictured here are two of our 14" models as shown on National T.V. "Junior Auction" programs. Watch for these in your locality and place your orders for volume sales. Twelve different costumes to choose from. Materials Nylon, satin and taffeta.

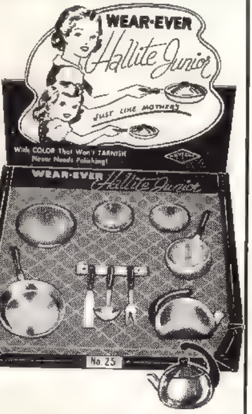
No minimum order required Write today for full information and prices.

Terms: 2/10, net 30. F.O.B. Des Moines

BROOKS DOLL MANUFACTURERS

1233 W. 13TH ST. — DES MOINES, IOWA

WEAR-EVER *Hallite Junior*



Just Like Mother's

Made of HARD ALUMINUM ALLOY with BAKELITE HANDLES

COPPER COLORED COVERS WON'T TARNISH
Never Need Polishing

Illustrated SET NO. 251

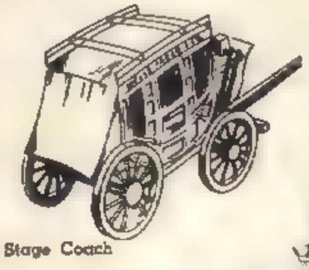
Complete Set in Smart Counter Display Unit

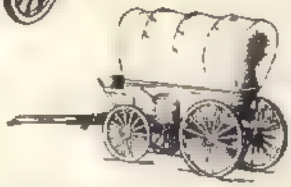
Write for Catalog Sheet of Line

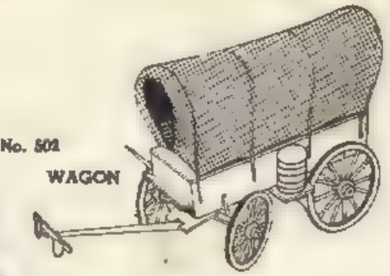
WOLVERINE ALUMINUM WARE CO.

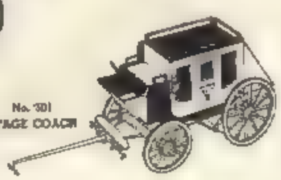
Factory, Pittsburgh, Pa.
Sales Offices: 200 Fifth Avenue, New York

SCALE MODEL VEHICLES-WOOD


Stage Coach


Covered Wagon


No. 502
WAGON


No. 301
STAGE COACH

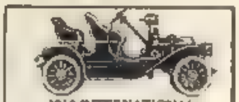
CHEVROLET
CORVETTE

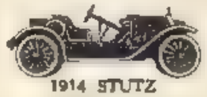
JEEP STATION
WAGON

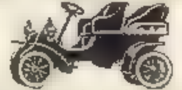
CHRYSLER
IMPERIAL

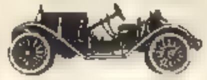
JAGUAR XK 120

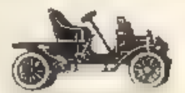
NASH RAMBLER

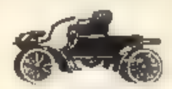

1910 INTERNATIONAL
HARVESTER $2.95

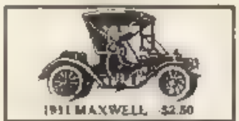

1914 STUTZ
BEARCAT $3.95

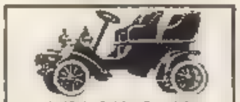

1903 MODEL 'A' FORD $2.50

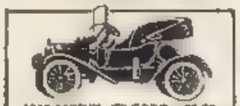

1911 MERCER
RACEABOUT—$3.95

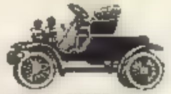

1911 BUICK "BUG" $2.50

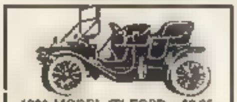

1904 OLDSMOBILE—$1.95

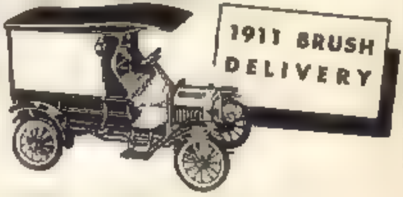

1911 MAXWELL $2.50


1903 CADILLAC $2.50


1910 MODEL 'T' FORD $3.50


1900 PACKARD $2.50


1909 MODEL 'T' FORD $2.95



AUSTIN CRAFT

Stagecoach	1.75
Covered Wagon	1.75
Treasure Chest Covered wagon	3.95
Farmer's Buckboard	1.25
2½ Ton Truck	1.75
Ranchito Cart	.85
¼ Ton U.S. Army Jeep	1.00
U.S. Army Trailer	.75

D & J DELUXE KITS

Cotton Wagon with Cotton Load	1.49
Hay Wagon with Hay Load	1.49

F&B MODEL AIRCRAFT

F & B SPORT CARS

Jaguar	1.49
Nash	1.69
Chrysler	1.69
Corvette	1.00
Jeep	1.00

Ideal MODELS

501	Ideal STAGE COACH	$1.50
502	Ideal COVERED WAGON	1.50
503	Ideal BUCKBOARD	1.50
504	Ideal CHUCK WAGON	1.50
505	Ideal SURREY	1.50
506	Ideal ARTILLERY SET	1.00

NEW!
BATTLE
TANKS

[illegible] by U.S. Army Ordnance

$2.95
EACH

USA
Patton "48"
11½-in. Long
U.S.A.
Gen. PATTON
13-in. Long
USA
Gen. Sherman
11½-in.
RUSSIAN
"STALIN"
14½-in. Long
U.S.A. T-4
"BULLDOG"
12-in. Long

A complete line of Korean and World War II battle tanks by MERCO. Simple construction from full size plans. Build authentic scale models for your den, desk or library. Scale 1 inch equal 2 1/4 feet.

Patton "48" USA Tank,	11½" long	$2.95
Gen. Sherman USA Tank,	11½" long	2.95
USA T-4 "Bulldog" Tank,	12" long	2.95
German "Tiger" Tank,	12" long	2.95
Gen. Patton USA Tank,	13" long	2.95
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HUDSON MINIATURES

THE ORIGINAL, AUTHENTIC
¾" SCALE MODEL ANTIQUE
"OLD TIMERS" AUTO SETS!

1904	Oldsmobile	$1.95
1900	Packard Roadster	2.50
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1910	Model "T" Ford Firetruck	2.95
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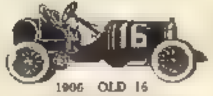
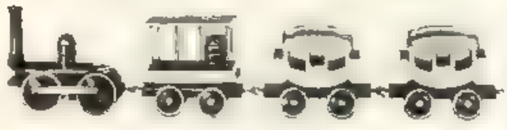
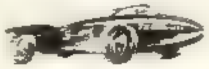
1911	Mercer Raceabout	3.95
1906	Locomobile "Old 16"	3.95
1914	Regal Sedan	3.95

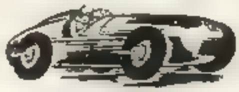
Measuring 8" to 10½" in length when complete — they are easy to assemble, fun to own — they come pre-fabricated with pre-shaped die-cut parts and die-cast plastic wheels, radiator, lamps, horn, etc. We feature 16 famous antique autos—all rendered in accurate authentic ¾" scale—so perfect a replica of the original that they are now on permanent display in famous museums including The Smithsonian! A market for millions is waiting to be tapped—in the ages from 9 to 90!

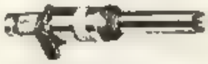

1906 OLD 16
LOCOMOBILE $3.95

SCALE VEHICLES-JET RACERS

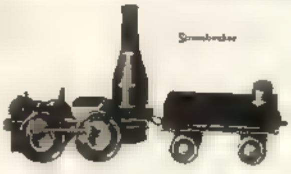

1831GT DeWitt Clinton


Terra-Jet, R2 1.00


JET POWER


Allyn Jet Shooter

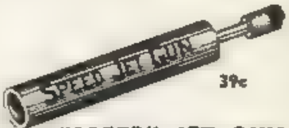
STAINLESS
STEEL WIRE



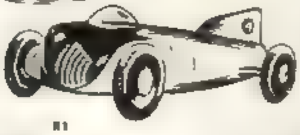
1830C Best Friend of Charleston

AMT

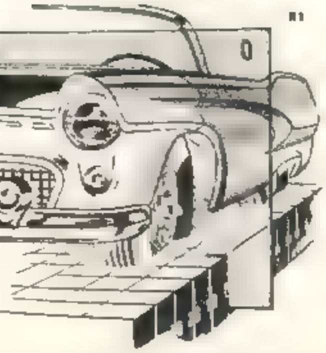
3 CAR ASSEMBLY KIT
66 PARTS
THREE CAR ASSEMBLY KITS.

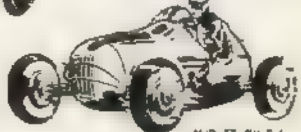


39c
"SPEED" JET GUN


R1

PRODUCT MINIATURE


#300 A.M.T.
STYLING KIT


MIDJET, Kit R-4

Monogram jet racers have fully-carved bodies, all finished parts. Youngsters can get one rolling in an hour.

Monogrill Front End

StromBecker

A line of hardwood models, that is ideal for beginners or for group work in camps, schools, or playground activities. Each piece is partial shaped or die cut, a little sanding or whittling completes pieces. All hardware such as axles and couplers furnished.

LOCOMOTIVE KITS:

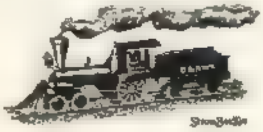
1830 C Best Friend of Charleston	.79
1831 C DeWitt Clinton	.69
1837 C Wm. Galloway	.79
1848 C Pioneer	.89

LOCOMOTIVE & CAR KITS

1830 ST Best Friend of Charleston	1.49
1831 GT DeWitt Clinton	1.29
1837 BT Wm. Galloway	1.29
1848 NT Pioneer Train	1.39

PASSENGER TRAINS

1937 Rock Island Rocket	1.79
R-1 Midado Loco & Tender	1.19
R-100 Mikado Train	2.79
R-200 City of San Francisco Train	2.79
R-210 B&O Streamliner Train	2.79



1848C Pioneer

StromBecker
R1 Mikado Loco & Tend.

PRODUCT MINIATURE CO

A complete line of Authentic Scale model assembly Car kits that include a spin-torque motor. Metal chasis-high impact plastic bodies, seats & windshields. Metal like grills, whitewall tires and two jars of paint-brush and instructions-all in colorful gift box.

#201	Cheverolet Corvette	1.00
#202	Cheverolet Sedan	1.00
#203	Cheverolet Sport Coupe	1.00
#206	Ford Country Sedan	1.00
#210	Yellow Cab	1.00
#2853	Farmall Tractor Kit	1.50

Aluminum Model Toys, Inc.

These kits are made up of the identical pieces used in making up A.M.T. famous scale model Gen. Mtrs.-Ford and Chrysler cars. The 3-car assembly kits offer the young hours of enjoyment, allowing the child to express his own individuality.

#500	3-Car Assembly Kit Dodge-Ford Thunderbird and Buick Roadmaster.	4.95
#501	3-Car Assembly Kit Cadillac Coupe-Buick Century Conv.-Ford Victoria.	4.95

Now for the first time a real styling kit that allows the modeler to model the car of his dreams. Recommended for boys 9 years and up. Kit has complete car-chasis -wheels-seats etc. Start with the Ford Thunderbird body-place on layout box-style in clay (furnished) the car of your dreams-use the many profile templates furnished-trim in krome-sand-paint and you have the car of tomorrow.

#300 AMT Thunderbird "Styling" Kit	2.98

JET RACERS

Jet powered models offer thrills-spills and excitement. A complete selection is listed for your convience, with neccessary supplies. Powered by CO-2 Cartridges scale speeds off 100 MPH are possible. Ideal projects for class room or playground projects.

ACE PRODUCTS—

20 R Hot Rod Racer	1.00

BERKELEY—

P-1 G.M. Firebird-Plastic Body	.89
P-2 G.M. Firebird-w/accessories	1.49

CAVACRAFT—

R-1 Dirt Track Racer	.60
R-2 Bluebird Jet Racer	.60
RB-3 Jet Racer	.75

COMET MODELS—

#Z-2 Jet Racer	.50

MONOGRAM—

R-1 Hot Shot Racer	.70
R-2 Terra Jet Racer	1.00
R-3 Mono-Jet	.85
R-4 Mid-Jet	.85
B-6 Aqua Jet Boat	.60

JET RACING SUPPLIES

Toy Jets 12¢ ea., Ctn. of 10	1.20
Allyn Jet Gun 50¢ ea. Ctn. of 6	3.00
Berkeley Jet Gun 39¢ ea. Ctn. of 12	4.68
Jet Guide Wire (100 ft.) 25¢ea. ctn	1.50

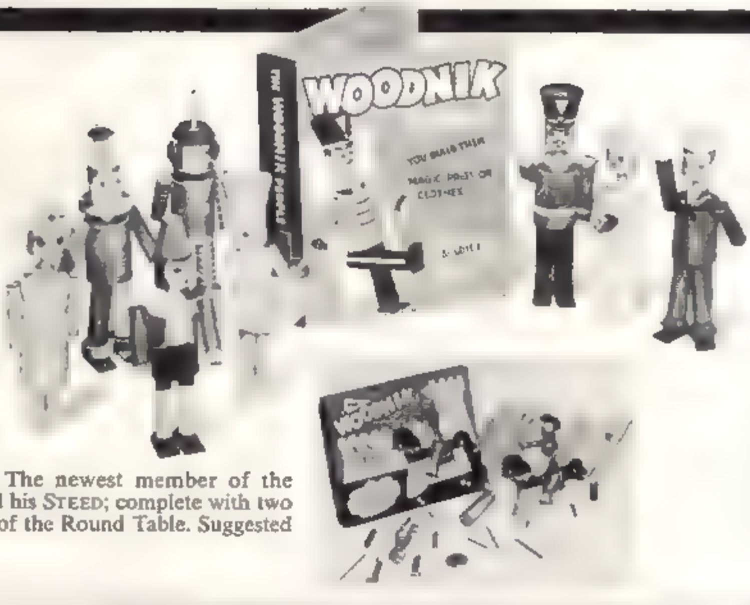
Hot Shot, R1

TOYS THAT JACK BUILT

TOY MFG. CO. *Division of Albin Enterprises*
1401 WEST 8TH STREET, LOS ANGELES 17, CALIF.

WOODNIKS

are made of simple hardwood forms cut from the finest select white Eastern Hardwood, smoothly sanded and ready for assembly. Costumes are in full color ready to be cut out. The Magic Press-On paper allows the clothes to be applied to the wood pieces by simply pressing them on. Suggested retail: $1.00 each.



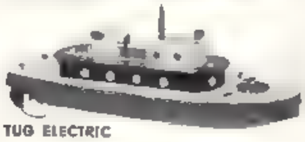
KING ARTHUR rides again! The newest member of the Woodnik family — King Arthur and his STEED; complete with two colorful costumes for the Founder of the Round Table. Suggested retail: $1.98 per set.

FOREST FRIENDS BOOK
PINOCCHIO
WINGS THAT GO

COLOR & RE-COLOR BOOKS

18 full pages of pictures to color! Special plastic coating makes it possible for pictures to be colored, wiped clean and colored again. 6 exciting titles. Box of Crayoffs—the washable soap-base crayon—securely attached to each book, plus a Magic Wipe-Off whiteboard in the back of each book for self-expression. Suggested retail: $1.00

L-2 RUNABOUT



L-6 TUG ELECTRIC

L-4 SCOUT

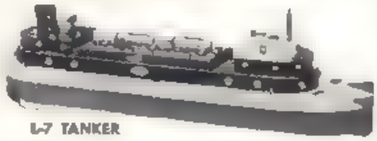
L-5 TUG MECHANICAL

LIBERTY LINE PLAYBOATS

America's outstanding Power Boat line — both wind up and electrically powered models. Made of finest quality wood, expertly designed and constructed, gayly lacquered in bright colors. Electric models have new "high-riding" power unit which keeps batteries and motor away from boat bottom. Suggested retail: from $1.50 to $11.95 each.

L-8 OCEAN LINER

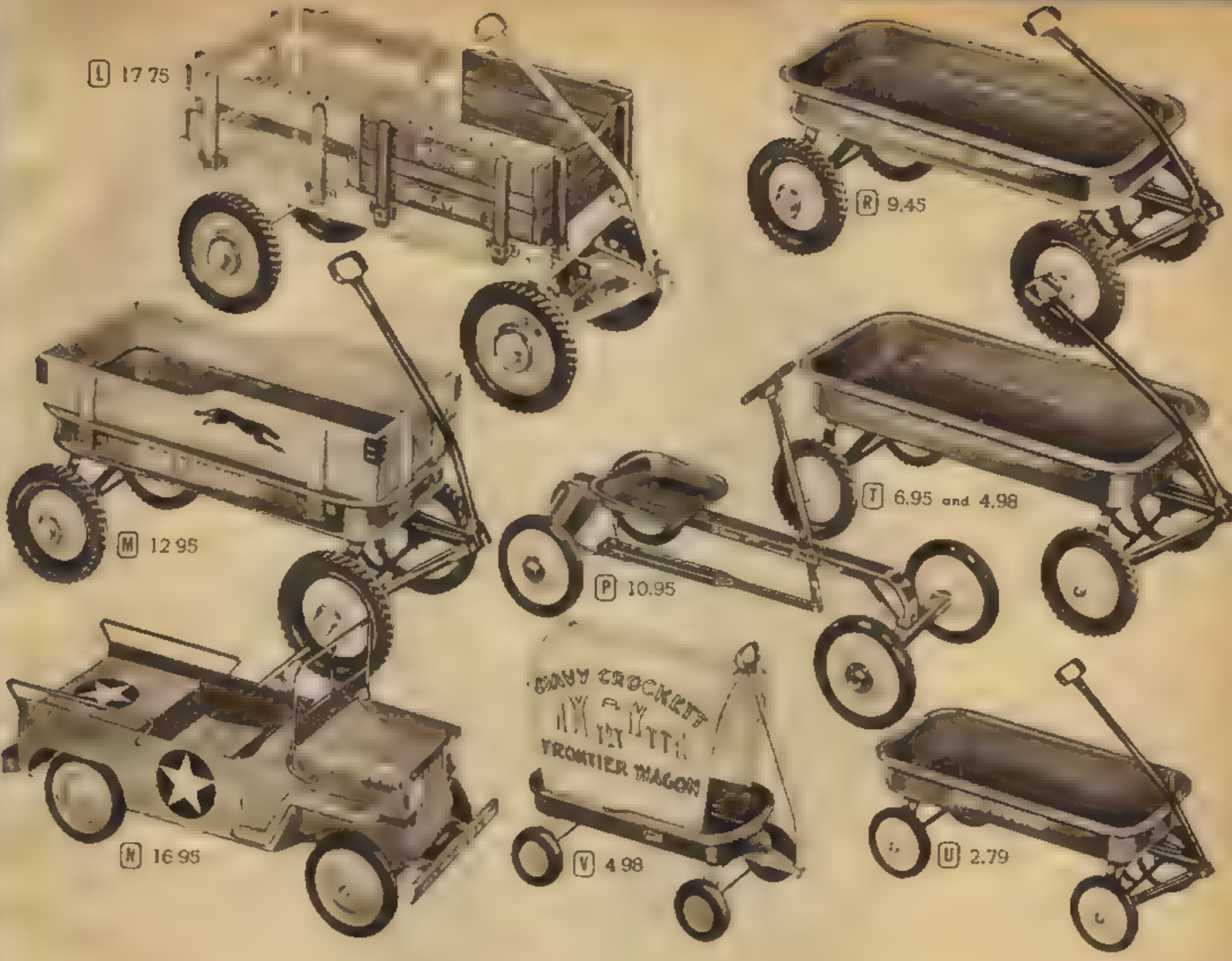
L-3 SPORTSTER OUTBOARD



L-7 TANKER

L-10 SCOW

L-9 OUTBOARD ELECTRIC



Coaster Wagons, Jeep for Outdoor Fun

L **STAKE WAGON** with removable sides. Carries 2 ten-gallon milk cans. Hardwood body, reinforced with steel cleats and box rods. 36x16x3 in. deep (8½ in. deep with sides added). 10-in. artillery-type wheels, nylon bearings, 1¾-in. semi-pneumatic chevron tread tires. Heavy steel undergear, easy-to-steer "fifth wheel" construction. Tubular steel handle. Natural varnish, red enamel.

48 W 5522 MO—Ship. wt. 39 lbs. *Mailable* 17.75

M **STEEL AND WOOD UTILITY WAGON** carries 2 ten-gallon milk cans. Sides remove for coaster wagon. Steel body 34⅜x16x3¼ in. deep; with wood sides added, 9 in. deep in front 7½ in. in rear. Steel cleats hold sides rigid. 10-in. wheels, 1¾-in. semi-pneumatic chevron tread tires. Oil impregnated wood bearings. Steel handle, under-gear painted black; easy to steer "fifth wheel" construction. Red baked-on enamel, varnish finish. *Mailable.*

48 W 5511MO—Ship. wt. 37 lbs. . 12.95

N **"AIR FORCE" JEEP.** (3-6 yrs.) Adj. pedal drive, ball bearing rear axle hangers, 8-in. wheels, 1¼ in. semi-pneumatic tires. 2-level seat, retractable steel windshield (no glass), tow ring on rear bumper. Sturdy welded steel construction. Finished in Air Force blue with realistic markings. Abt. 41 in. long

48 T 5829 MO—Ship. wt. 30 lbs. *Mailable*.....16.95

P **IRISH MAIL.** (Ages 3 to 7). Develops shoulders, arms, legs, chest. Child propels with arms, steers with feet. Heavy-gauge steel; adj. seat, rubber hand grips. Ball bearing front wheels, rear hangers, crank shaft. 9-in. wheels; 1½-in. semi-pneumatic rubber tires. Red, white trim. *Mailable.*

48 W 5831MO—Abt. 41 in. long. Wt. 23 lbs. 10.95

ORDER TOYS ON THESE PAGES UNTIL Oct. 1, 1956.

R **"GREYHOUND" STEEL WAGON.** Double-disc ball bearing wheels, 10x1¾-in. semi-pneumatic tires, chevron treads. One-piece smooth steel body built for hard use and coasting fun. Body is 34⅜x16x3¼ in. deep. Undergear is heavy stamped channel steel. Easy steering "fifth wheel" construction. Tubular steel handle with "D" shaped grip. Plated hub caps. Baked-on bright red enamel with white wheels rimmed in black. *Mailable*

48 W 5523 MO—Ship. wt. 31 lbs.. .9.45

T **STEEL COASTER WAGONS.** Ball bearing wheels; 1¼-in. molded rubber, chevron tread tires. 1-pc. smooth stamped steel body, red baked-on enamel, black steel handle. Heavy-gauge stamped steel undergear, black. *Mailable.*

48 W 5502 MO—Large (shown). Body 34½x16½x3⅞ in. 8-in. wheels. Ship. wt. 27 lbs.....6.95

48 W 5501M—Medium. Body 30x13½x3½ in. 7-in. wheels. Ship. wt. 16 lbs...................4.98

U **26½-IN. "GREYHOUND" STEEL WAGON.** 1-pc. smooth stamped steel body, built for hard use. Body 26½x10x3¼ in. deep; 6-in. wheels, 1-in. rib tread semi-pneumatic tires. Red baked-on all enamel body, white wheels, black enamel undergear.

48 T 5503 M—Ship. wt. 12 lbs. *Mailable*........2.79

V **"DAVY CROCKETT" COVERED WAGON** Stamped steel body. 5-in. wheels; 1½-in. molded tires. Removable, durable cotton duck canopy supported by steel bands. Red enamel, silver-color trim. *Mail.*

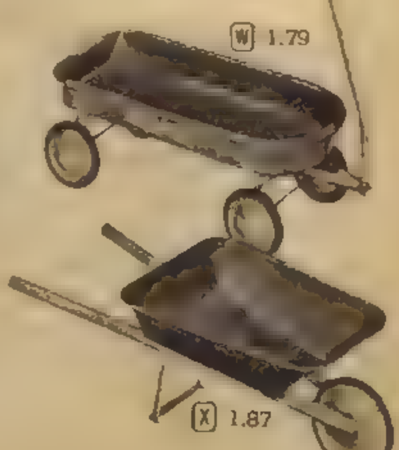
48 T 5506 M—Body 20½x10x2½ in. Ship. wt. 9 lbs. 4.98

NOTE: To save you money on shipping charges, wagons are shipped flat. Jeep, Irish Mail partly assembled. Easy to assemble, instructions included.

W **X** **TOT'S STEEL TOYS.** Bodies of 1-pc. smooth steel. ½ in. rubber tires. Red enamel body. *Mailable.*

(W) 48 T 5513 M—Wagon. 21x10⅝x2¼ in. deep, 4¾ in. wheels. Wt. 5 lbs. 8 oz. 1.79

(X) 48 T 5517 M—Wheelbarrow 17⅝x15x6½ in. deep. 7-in. wheel. Smooth wood handles. Ship. wt 6 lbs. . 1.87



B 13.89

A 19.69

C 9.45

D 9.98

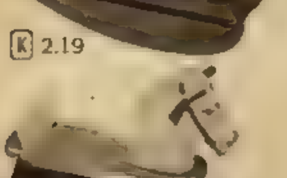
E 5.25

F 5.79

G 5.95

H 4 49

J 1.69



K 2.19

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Riding Toys for Fun and Exercise

A TO **E** RIDING HORSES. Tough plastic bodies, heads; smooth Ponderosa pine legs and rockers. Hardwood bases and supports. Shaped rockers prevent tipping (B) (D) (E) have white bodies, black and yellow trim; red handles and rockers. Shipped flat, easy to assemble. *Mailable.*

(A) GIANT PALOMINO SPRING HORSE (Ages to 7). Extra large body, bounces on 4 heavy springs. Tan body, black, red and yellow trim. Plastic covered steel stirrups. Secure reins. Bell rings as horse moves.
48 W 5128 MO—44½x21½x32 in. high. Wt. 20 lbs. 19.69

(B) "DAVY CROCKETT" SPRING HORSE WITH BELL (Ages to 6). Bounces on 4 springs. Steel stirrups.
48 T 5109 M—34½x19x30 in. Ship. wt. 17 lbs. . .13.89

(C) "DAVY CROCKETT" SPRING HORSE. (Ages to 4). Steel and wood footrests. Tan body, black, red trim.
48 T 5102 M—34x18¾x25 in. high. Wt. 12 lbs. . .9.45

(D) ROCKING HORSE WITH BELL (Ages to 6). Bell rings when horse moves. Steel stirrups; plastic covers
48 T 5119 M—34¾x12x24¾ in. Ship. wt. 8 lbs. . .9.98

(E) ROCKING HORSE (Ages to 4). Wood footrests.
48 T 5120 M—29¼x9½x20½ in. Wt. 5 lbs. 8 oz. .5.25

F CAL'S COLT (Ages to 7). For fun, exercise. Tough steel spring securely mounted on heavy wood base. Wood seat and head, adjustable steel footrest. Red, green, white trim. Easily assembled. *Mailable.*
48 T 5131M—35½x25½ in. high. Wt. 13 lbs. . . .5.79

G "CHOO CHOO" SHOOFLY (Ages to 2½). Built-up sides of smooth clear plywood. Deep seat, tray, high back and footrest of Ponderosa pine. Plastic safety strap. Soft "choo choo" sound when rocked. Red, black, yellow and white trim. *Mailable.*
48 W 5129 M—30⅛x12x16 in. Ship. wt. 8 lbs. . . . 5 95

H TOTS' MOTORCYCLE. (Ages to 3). An ideal first riding toy for small children. Sturdy wood and metal construction. Smooth-riding on floor or sidewalks with ⁷⁄₁₆-in. rubber tires. Gongs on rear wheels. Tubular steel handle bar with rubber grips. Smooth metal seat. Wood parts realistically lithographed. Motorcycle 22 in. long. Seat 10½ in. high.
48 T 5101M—Ship. wt. 7 lbs. *Mailable*. 4.49

J CHIME STICK HOBBY HORSE. (Ages to 6). Tinkles merrily as steel wheels and wood balls revolve. Web reins with bells. Wood head, stick 32 in. long.
48 T 5124—Ship. wt. 3 lbs. 4 oz. 1.69

K DOGGIE PLATFORM ROCKER. For tiny tots. Smooth Ponderosa pine with built-up back, hand grips. Seat only 4 in. from floor, low enough for creeping baby. Blue, red and white. Shipped partly assembled.
48 T 5133 L—20x11 in. high. Ship. wt. 3 lbs. 12 oz. .2 19

L SMALL ROCKING HORSE. (Ages to 3). Secure handle, backrest. Ponderosa pine seat, shaped rockers guard against tipping. Reinforcement bar; plastic head. Red, yellow, green, black enamel trim. 26x17½x8¾ in. wide. Shipped partly assembled.
48 T 5103 M—Ship. wt. 5 lbs. *Mailable* 3 89

New! WORCESTER *Exclusive!*

Plastic MODEL KITS • *Plastic* PRE-SCHOOL TOYS

Exact scale models of the Yankee Stadium and the United Nations Building in "Build It Yourself" kits.

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- Sturdy plastic
- Two-Tone Color combinations
- Packaged in attractive 4 color 2 piece boxes

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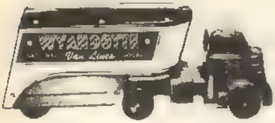
All Metal Products

SEMI-TRAILER MOVING VAN



15 inches long, 5½ inches high. Cab and chassis are of colorful plastic, body of lithographed metal. Lithographed metal front bumper and radiator grille. Semi-trailer, six wheels. Appropriate van fleet markings. Each in a box.

No.	Retail	L.P.L.	P.L.
EG70-356	$0.98		

Pkd. 12 ea. - 33 lbs.

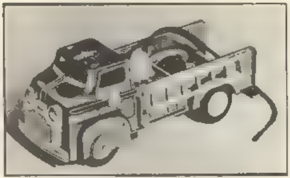
All Metal Products

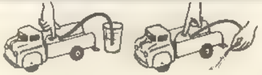
FIRE DEPARTMENT TRUCK

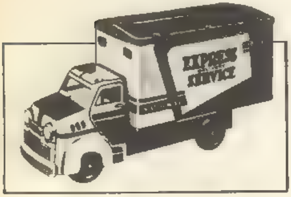
Hours of fun with this 10 inch all-steel truck. Realistically designed and lithographed. Dome shaped bulb acts as pump, water can be sucked in and squirted from the attached hose. 2 miniature ladders on side of truck. Individually boxed.

No.	Retail	L.P.L.	P.L.
EG70-127	$0.98		

Pkd. 12 ea. - 16 lbs.







All Metal Products

EXPRESS TRUCK

10 inches long. All steel, with cab and body lithographed in realistic design. Back of truck is open for loading. Each in a box.

No.	Retail	L.P.L.	P.L.
EG70-120	$0.98		

Pkd. 12 ea. - 19 lbs.

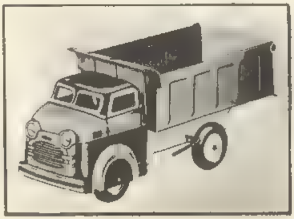
All Metal Products

DUMP TRUCK

11 inches long, cab and chassis of heavy gauge steel with colorful design and lithographed grille. Each truck in a box.

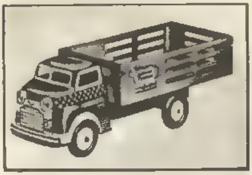
No.	Retail	L.P.L.	P.L.
EG70-124	$0.98		

Pkd. 12 ea. - 19 lbs.



All Metal Products

STAKE BODY TRUCK



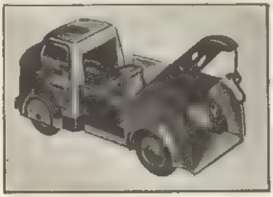
All steel, 11 inches long. Modern designed cab with litho'd design. Large stake body with plenty of hauling room. In a box.

No.	Retail	L.P.L.	P.L.
EG70-129	$0.98		

Pkd. 12 ea. - 18 lbs.

All Metal Products

WRECKER TRUCK



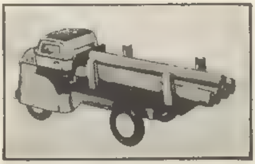
11 inches long. Crank operated hoist. All steel, carefully copied from actual wrecker trucks. Each in a box.

No.	Retail	L.P.L.	P.L.
EG70-128	$0.98		

Pkd. 12 ea. - 18 lbs.

All Metal Products

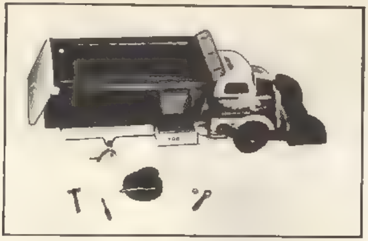
LUMBER TRUCK



11¼ inches long. All steel with miniature lumber. Lastest type cab, lithographed in brilliant color with realistic grille and head lights. Each in a box.

No.	Retail	L.P.L.	P.L.
EG70-125	$0.98		

Pkd. 12 ea. - 16 lbs.



All Metal Products

DUMP TRUCK WITH FRONT LOADER

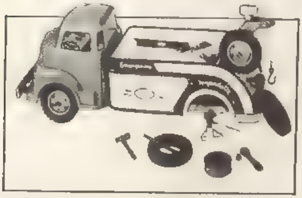
16½ inches long. Chassis and body of heavy gauge steel, baked enamel finish. Litho'd steel cab. Scraper type front scoop lifts load, dumps it in body. Tool box with lid holds complete set of tools for changing tires; working jack, tire iron, screwdriver, hammer and tire wrench. Rubber wheels. Lever action dump body, swing tail gate.

No.	Retail	Packed	L.P.L.	P.L.
EG69-1022	$2.98	6 each		

P.L. weight 26 lbs.

All Metal Products

AUTO SERVICE TRUCK WITH TOOLS

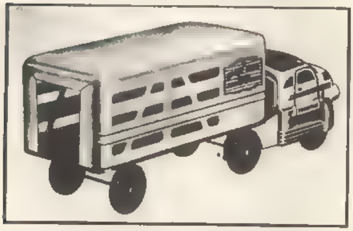


15 inches long. Chassis of heavy gauge steel, cab of high impact plastic body of litho'd metal. Lot's of play value; wheels are removable from threaded axles, tires come off wheels. Crank operated chain hoist. Two tool boxes in truck for tools. Equipment includes two spare tires and wheels, working jack, tire iron, screwdriver, hammer and tire wrench.

No.	Retail	Packed	Weight	L.P.L.	P.L.
EG69-1015	$2.98	6 each	20 lbs.		

All Metal Products

SEMI-TRAILER CATTLE TRUCK



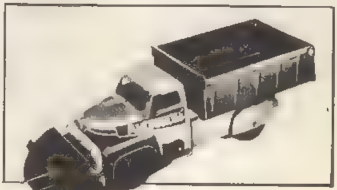
17 inches long. Made of steel with cab litho'd in contrasting colors. Trailer designed with open ends and sides for realistic play. Rubber wheels. Decal on side. Boxed.

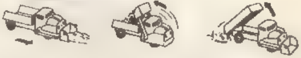
No.	Retail	Packed	L.P.L.	P.L.
EG69-323	$1.98	12 each		

P.L. weight 41 lbs.

All Metal Products

AUTOMATIC FRONT LOADER TRUCK





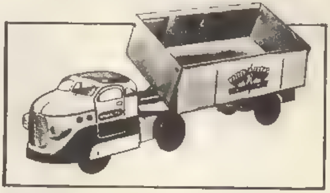
15 inches long. Made of heavy gauge steel, realistically lithographed. Patented design enables front loader to dump sand or dirt automatically into the truck as it is moved forward and backward. Each in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG69-331	$1.98	12 each		

P.L. weight 32 lbs.

All Metal Products

SEMI-TRAILER DUMP TRUCK



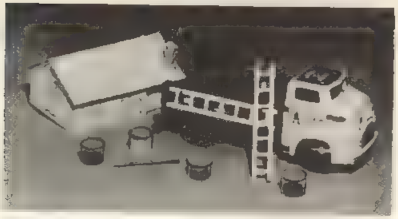
16½ inches long. All heavy gauge steel with 6 rubber wheels and side action dump arrangement. Decorated cab with simulated headlights and grille. Each truck in a box.

No.	Retail	Packed	L.P.L.	P.L.
EG69-321	$1.98	12 each		

P.L. weight 41 lbs.

All Metal Products

PAINTER'S TRUCK



Realistically styled all-steel truck, 10 inches long. Box can be set up as an unpainted house and child can enjoy hours of fun painting it. Paint brush, 4 buckets of paint and 2 ladders are provided.

No.	Retail	Packed	L.P.L.	P.L.
EG71-126	$0.98	12 each		

P.L. weight 16 lbs.

All Metal Products

GARDENING TRUCK

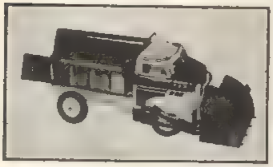
Complete with a miniature metal shovel, wheelbarrow and a package of Ferry's flower seeds for planting. All steel truck, 10 inches long, colorfully lithographed. In a box.

No.	Retail	Packed	L.P.L.	P.L.
EG71-121	$0.98	12 each		

P.L. weight 15 lbs.

All Metal Products

DUMP TRUCK WITH FRONT LOADER



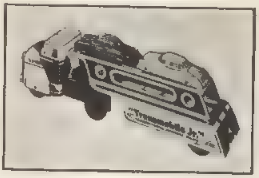
12½ inches long. Body, chassis and cab of heavy gauge steel. Litho decorated cab. Scraper type front scoop lifts load and dumps it in body. Each truck in a box.

No.	Retail	L.P.L.	P.L.
EG71-122	$0.98		

Pkd. 12 ea. - 18 lbs.

All Metal Products

SEMI-TRAILER AUTO TRANSPORT



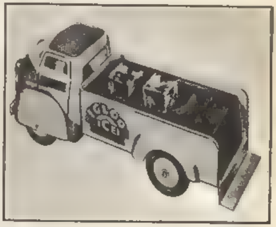
12½ inches long. Made entirely of metal with litho'd detail on cab and trailer; grille, headlights and bumper in contrasting colors. Six rubber wheels. Each in a box.

No.	Retail	L.P.L.	P.L.
EG71-130	$0.98		

Pkd. 12 ea. - 15 lbs.

All Metal Products

ICE TRUCK



All steel, 10 inches long. Litho'd in realistic design. Includes unique miniature ice tongs and two ice cubes. Individually boxed.

No.	Retail	L.P.L.	P.L.
EG71-123	$0.98		

Pkd. 12 ea. - 15 lbs.

Ideal Toy Corp.

XP600 FIX-IT CAR

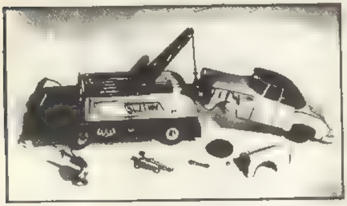
15½ inch model of the latest experimental sports car in handsome plastic. Headlights work with batteries. Horn sounds by a wind-up motor. Hood opens to reveal compartment with spare tire, lug, tire wrench, pry-bar, hammer, screwdriver, gas tank and working jack. All 4 tires are changeable. Attractively boxed.

No.	Retail	L.P.L.	P.L.
EG71-3062	$5.98		

Pkd. 6 ea. - 23 lbs.

Ideal Toy Corp.

FIX-IT TOW TRUCK AND CAR WITH DENTED FENDER



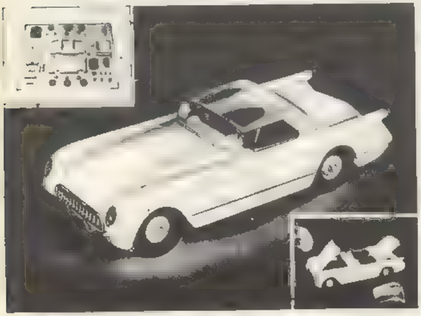
Truck of high-impact plastic with metal base. Side panels, bumper and tow crane are aluminum. Die cast windshield, steering wheel, elevating mechanism and ratchet jack. The vinyl truck tires and wheels of sedan can be changed with the jack and wrench. Battery-power searchlight on truck rotates, raises and lowers. Three utility compartments can be opened and closed. Portable fire extinguisher. Towing crane operates by a hand crank. Plastic sedan has dented fender which can be removed, good fender installed. 6¼ x 6¼ x 20½ inches. In a display carton.

No.	Retail	Packed	L.P.L.	P.L.
EG72-3001	$9.95	3 each		

P.L. weight 20 lbs.

Ideal Toy Corp.

CORVETTE ASSEMBLY KIT



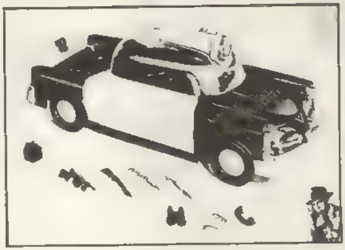
This finely detailed 16 inch model can be assembled and taken apart again and again; no glue or cement necessary, screws used throughout. 61 metal and plastic pieces; including chassis, body, 2-piece engine, hood, trunk, plastic top, 5 vinyl tires, 5 wheels etc. Parts and instructions in a colorful display box.

No.	Retail	Packed	L.P.L.	P.L.
EG72-3083	$3.98	6 each		

P.L. weight 9 lbs.

Ideal Toy Corp.

DRAGNET TALKING POLICE CAR



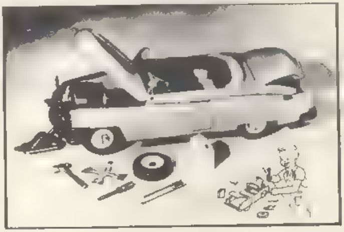
14½ inch plastic car with metal base. Trunk compartment contains plastic crank-operated phonograph with unbreakable record which plays police calls. Dome has removable searchlight which operates on battery and bulb. Complete details; grille, radiator, rear lights, 2 front seats, miniature radio phones, steering wheel that turns, compartment with 2 pistols, camera, riot gun, tommy gun, binoculars, rifles and other pieces of equipment. Official Los Angeles Police insignia on side. Colorful box features Jack Webb.

No.	Retail	Packed	L.P.L.	P.L.
EG72-3006	$3.98	6 each		

P.L. weight 13½ lbs.

Ideal Toy Corp.

FIX-IT SPORT CONVERTIBLE

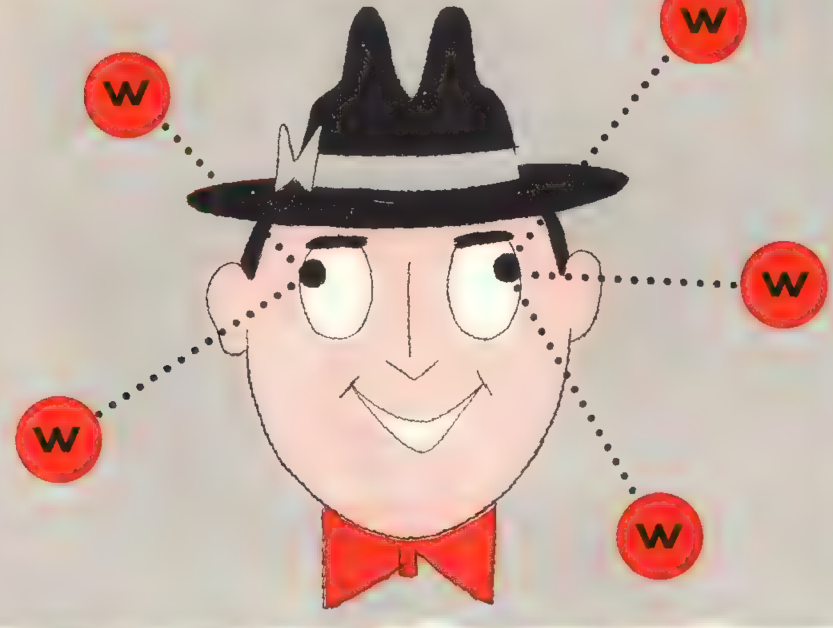


Streamlined car of sturdy plastic in varied color combinations. Vinyl tires, aluminum hub caps, metal axles, one-piece plastic windshield. Hood opens to reveal simulated motor with battery which can be filled with water. Cap of radiator removes to permit filling radiator. Gas tank on side has cap for filling with water. All four tires can be changed with tools. Luggage compartment holds jack, spare tire, gas can, wrench, tire wrench, screwdriver, hammer. Car is completely detailed. Handsomely boxed.

No.	Retail	Packed	L.P.L.	P.L.
EG72-3012	$2.98	6 each		

P.L. weight 12 lbs.

WyanDOTte's New National Advertising Campaign WILL HELP YOU SELL MORE WyanDOTte TOYS!



America will be seeing dots before its eyes ... 60,000,000 of 'em!

You'll be seeing DOTS, too ... in the shape of dollar signs ($-$-$-$) when the powerful national advertising on WyanDOTte hits the eyes of 60,000,000 readers. Strong ads in Life, Saturday Evening Post, This Week, Woman's Day, Family Circle, New York Times Magazine, Parents' Magazine and Child Life. This is part of All-Metal's "5-Year Accelerated Promotion Plan" which includes TV and radio tie-ins, newspaper mat service, point-of-purchase displays and other dealer helps. Yes, it will pay you in many ways to stock 'em ... display 'em ... because everybody will

LOOK FOR THE DOT ON WYANDOTTE TOY

No. 1021 — All Steel, Semi-Trailer Fire Truck

Another WyanDOT'e Hobby and Fix-it Toy packed with play fun .. and "SELL"! Has complete set of tools: miniature jack that actually works, tire iron, screw driver, hammer and tire wrench for removing rubber tires and wheels from truck. Six rubber wheels. Mechanical crank operated extension ladders make realistic noise. Individually boxed. Half dozen to shipping container. Size: 22½" x 4" x 4½". Weight 20 lbs.

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE, 112 E. 19th ST., NEW YORK 3, N.

GEE, POP!...
THAT'S
THE
TRUCK
I
WANT...
POST

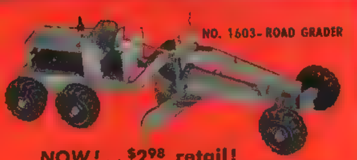
And kids all over the country will be demanding that truck, too. It is one of the WyanDOTTe Quality Toys priced for volume selling and being nationally advertised in Life, Saturday Evening Post, Woman's Day, Family Circle, New York Times Magazine, Parents' Magazine and Child Life. You'll sell more, you'll make more, as these strong, forceful ads reaching 60,000,000 readers, urge them to LOOK

FOR

THE DOT

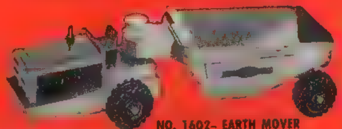
W [illegible]

[illegible] – Get the facts today on
WyanDOTTe's special
IN STORE-PROMOTION PLAN



NO. 1603- ROAD GRADER

NOW! .. $2.98 retail!



NO. 1602- EARTH MOVER

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.

NEW YORK SALES OFFICE 200 FIFTH AVENUE, NEW YORK 10, NEW YORK

COMMENDED PARENTS

CHILD LIFE

ADVERTISED IN LIFE

WOW! POP...
THAT
WYANDOTTE
FIRE TRUCK'S
GOT
EVERYTHING!
WYANDOTTE FIRE DEPT.

NO. 1704—RIDER FIRE TRUCK

You're right, son . . . EVERYTHING!

LOADS OF THRILLING PLAY VALUE! . . . Youngsters actually ride and steer it!

That's what thousands of youngsters say about their Wyandotte Toys! And . . . most important . . . WYANDOTTE TRUCKS are built like 6-ton trucks . . . of heavy auto body steel to take endless hours of punishment . . . to provide longer-lasting fun. You sell greater value . . . build more good will . . . when you sell deluxe quality Wyandotte Toys!

NATIONALLY ADVERTISED! To the 60,000,000 readers of Life, Saturday Evening Post, Woman's Day, Family Circle, New York Times Magazine, Parents' Magazine and Child Life. And you'll SELL 'em, 'cause we TELL 'em to—

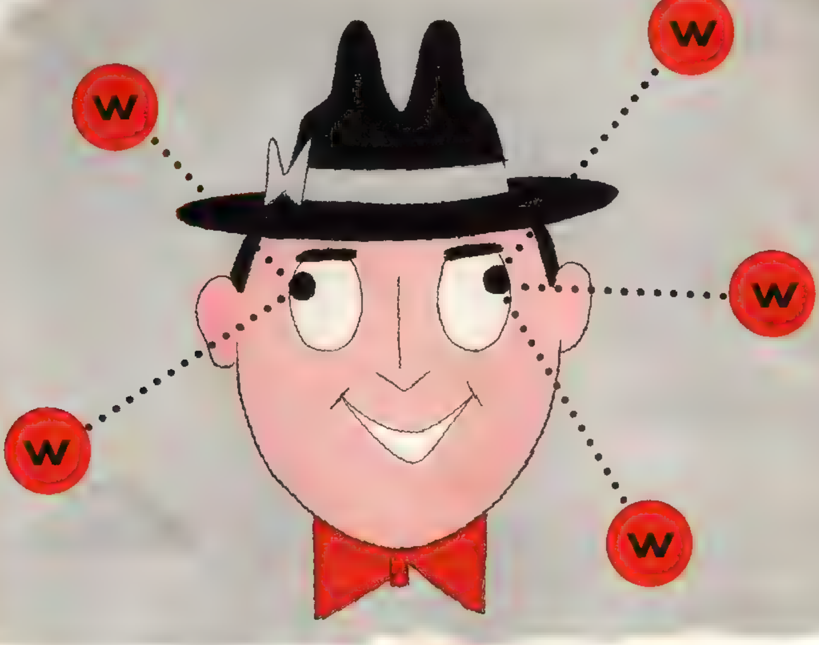
NO. 6000—DELUXE SCALE MODEL
GRAY VAN TRUCK

LOOK FOR THE DOT W ON WYANDOTTE TOYS

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVE., N. Y. 10

PARENTS
CHILD LIFE
ADVERTISED IN LIFE

WyanDOTte's New National Advertising Campaign WILL HELP YOU SELL MORE WyanDOTte TOYS!



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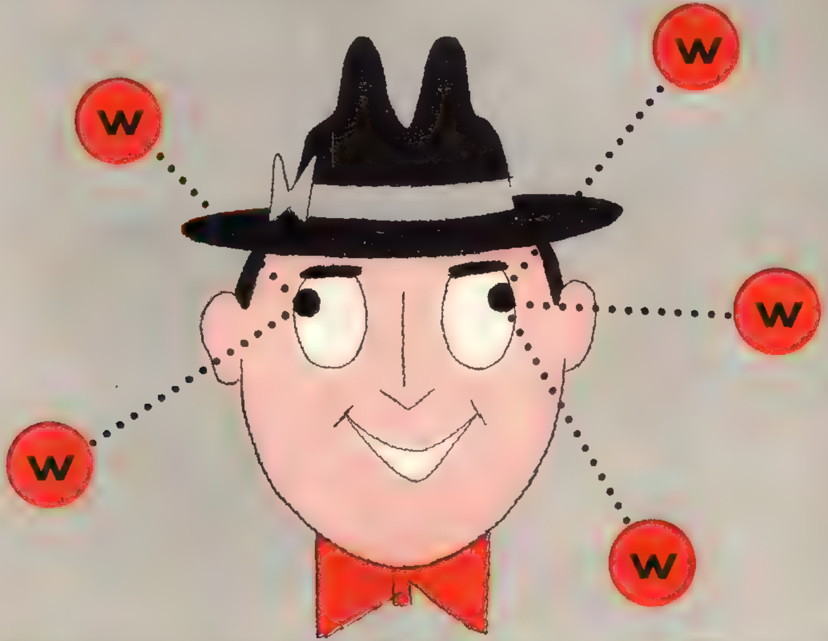
No. 1021 — All Steel, Semi-Trailer Fire Truck

Another WyanDOTte Hobby and Fix-it Toy packed with play fun .. and "SELL"! Has complete set of tools: miniature jack that actually works, tire iron, screw driver, hammer and tire wrench for removing rubber tires and wheels from truck. Six rubber wheels. Mechanical crank operated extension ladders make realistic noise. Individually boxed. Half dozen to shipping container. Size: 22½" x 4" x 4½". Weight 20 lbs.

LOOK
FOR
THE
DOT ON WYANDOTTE TOY

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE: 112 E. 19th ST., NEW YORK 3, N.

WyanDOTte's New National Advertising Campaign WILL HELP YOU SELL MORE WyanDOTte TOYS!



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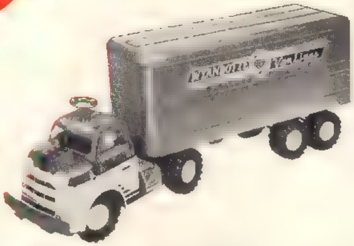
LOOK FOR THE DOT ON WYANDOTTE TOYS

CHILD LIFE SEAL OF SELECTION



No. 1605—Semi-Van Truck with Automatic Steering

"California, here we come,' and this big, rugged van truck looks like it could actually make the trip. Made completely of heavy gauge steel with automatic steering which can be controlled by steering wheel on roof of cab. Rear doors open for extra play fun. Each in individual shipping container.

Weight: 9 lbs.

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE: 112 E. 19th ST., NEW YORK 3, N.

The Greatest CHRISTMAS ATTRACTION
For Your Store in 1955!

Disneyland

THE

WALT DISNEY

CHARACTER MERCHANDISING DIVISION

ANNOUNCES THE APPOINTMENT OF

W. L. STENSGAARD AND ASSOCIATES, INC.

AS

EXCLUSIVE designers and producers

of the *Greatest* **RETAIL STORE CHRISTMAS ATTRACTION EVER!**

Disneyland

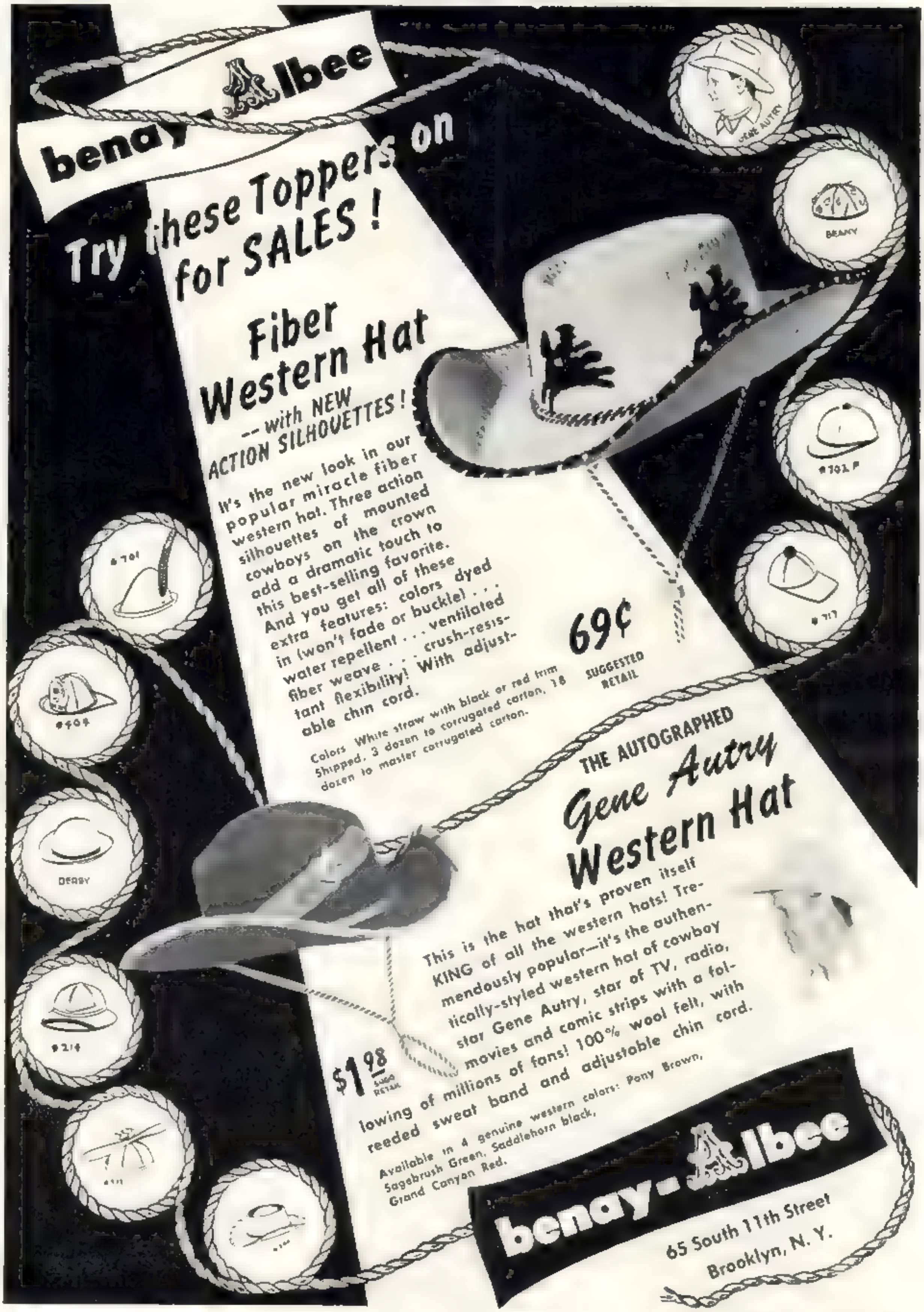
- will be done in small and large scale sizes with animation
- will open in August
- will be the source of all Disneyland television programs
- will be watched by 40,000,000 parents and children each week
- will be photographed and publicized in all leading magazines and newspapers
- will be the greatest merchandising attraction the world has ever seen

Designed to help you sell more Disneyland Character Merchandise in every section of your store.

This attraction will be ready to show and discuss in April . . . if interested . . . write us now!

24th YEAR

W. L. STENSGAARD AND ASSOCIATES, INC.
346 NORTH JUSTINE ST., CHICAGO 7, ILLINOIS
Merchandising Arts . . . Sales and Distribution plans



benay-Albee

Try these Toppers on for SALES!

Fiber Western Hat

-- with NEW ACTION SILHOUETTES!

It's the new look in our popular miracle fiber western hat. Three action silhouettes of mounted cowboys on the crown add a dramatic touch to this best-selling favorite. And you get all of these extra features: colors dyed in (won't fade or buckle) . . . water repellent . . . ventilated fiber weave . . . crush-resistant flexibility! With adjustable chin cord.

69¢ SUGGESTED RETAIL

Colors White straw with black or red trim. Shipped, 3 dozen to corrugated carton, 18 dozen to master corrugated carton.

THE AUTOGRAPHED

Gene Autry Western Hat

This is the hat that's proven itself KING of all the western hats! Tremendously popular—it's the authentically-styled western hat of cowboy star Gene Autry, star of TV, radio, movies and comic strips with a following of millions of fans! 100% wool felt, with reeded sweat band and adjustable chin cord.

$1.98 SUGG RETAIL

Available in 4 genuine western colors: Pony Brown, Sagebrush Green, Saddlehorn black, Grand Canyon Red.

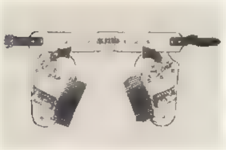
benay-Albee

65 South 11th Street
Brooklyn, N. Y.

New Toys on parade

DALE EVANS DOUBLE HOLSTER SET Featured in the 1955 line of Classy Products Corp., 38-25 54th st., Woodside 77, L. I., N. Y., is the Dale Evans Double Holster Set, Model 2517.

Made of genuine leather, the holsters feature the Dale Evans signature and fringe on the pockets. The adjustable belt has simulated jewels, four bullets and the Dale Evans signature. The entire belt and holsters are backed in contrasting colored felt.



SPEEDFLITE MODELS L-50 AND L-51 are new bicycles in the 1955 line of The Murray Ohio Mfg. Co., 115 E. 152nd st., Cleveland, Ohio.

The Speedflites are available in 26" and 24" sizes with red finish for boys and blue for girls, and combine the best features of the lightweight and balloon type bicycles. Pedaling ease, multiple speed and longer coasting, as well as powerful coaster brakes and hydrogen brazed steel frame with joints reinforced for double strength, appeal both to play-minded youngsters and to safety-minded parents.

"YARDBIRD," a hand-car with track for the small-fry, is manufactured by Chas. Wm. Doepke Mfg. Co., Rossmoyne, Ohio. Riding on tracks which measure 8" between rails, the "Yardbird" will carry one or two children. A hand crank turns the chain drive connected to the rear wheels, and will move the car forward or backward.

The 40' track has a diameter of 12'; additional track may be purchased in either curved or straight sections. Price of the toy complete with 40' of track is $34.95. Additional track packages are $7.95 and include four sections of track, each 5' long. A "flat-car" (trailer) is available for $15.95.

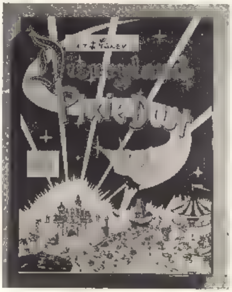
Jack in the Bank

JACK IN THE BANK rises and makes a "Thank You" sound when a quarter, dime nickel or penny (separate slots for each) is deposited. The unit is 6⅛" high with Jack up; money container is 3⅞" high, 3⅞" wide, 2⅞" long and provides ample space for approximately $10 in savings. Trick lock permits contents to be removed without a key.

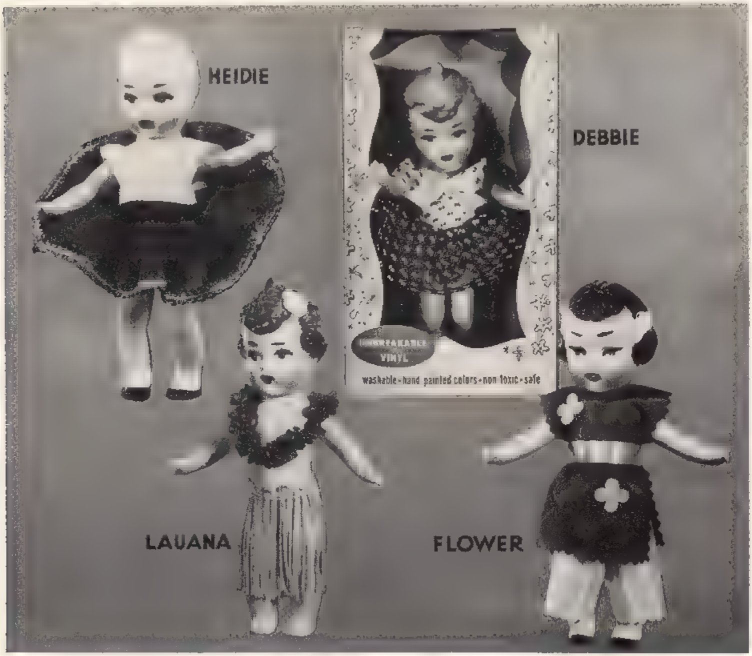
This brightly finished plastic bank retails for 98c and is manufactured by Topic Toys, 1432 W. Van Buren st., Chicago, Ill. Minimum shipment of two dozen includes a free space-saving display.

DISNEYLAND PIXIE DUST, a new development in the educational toy field, is a set of materials for making colorful, glittery pictures of the Disneyland characters. Each box contains complete instructions with crayons, artist brush, water soluble adhesive, six packages of non-tarnishable aluminum glitter (Pixie Dust), and four outlined pictures ready for coloring and glitter.

Disneyland Pixie Dust, which retails at $1.50 per box, is for boys and girls 6-12. It is manufactured by Glitter Products Co., 1224 Lawrence st., Denver, Colo.



READY FOR HOLIDAY STOCKING



Get set now for the big Christmas doll selling season ahead. Young Novelties makes it easy for you with a beautiful array of sure-fire sellers. Every one a sales sizzler. Write us today for prices and particulars.

DOLLS for the Young at heart

Size: 7½ inches. These outstanding features: all vinyl; non toxic; hand-painted; movable and removable head and arms; washable, indestructible, removable clothes.

Seasonal style changes, assorted styles, colors and materials. Colors: red, blonde, brunette hair, styled in braids, curls, oriental.

#100—New highly designed acetate window box, excellent counter mover.

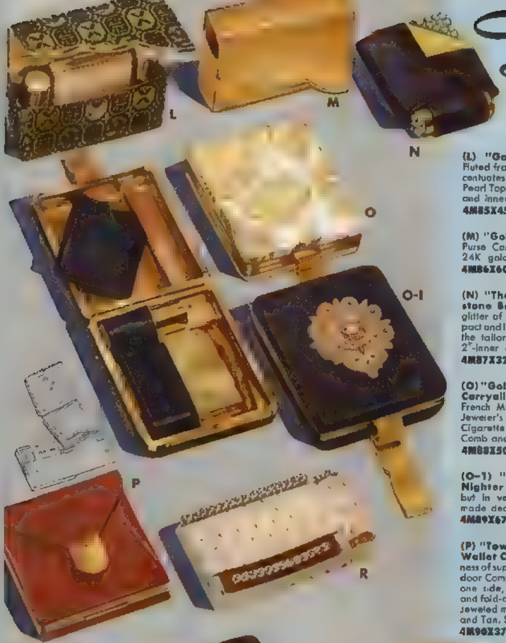
#80 Series—Learn to Sew doll in Poly bag with pattern and pre-cut, assorted colored materials.
Suggested Retail 79c.

#50 Series. Undressed, Poly bag, colorful header.
Suggested Retail 50c.

All Series 2 dozen carton pack
36 to 40 dozen, 100 pounds, freight allowance.

YOUNG NOVELTIES, INC.

4208 Ocean Park Avenue
Venice, California



Bell

Luxurious leather and lustrous metals add a fashion-important note of prestige to your smartest ensemble . . .

(L) "Gothic" Purse Carryall. Fluted frame of Jeweler's Bronze, accentuates luxury of rich fabric. Comb, Pearl Top Perfume dispenser, Lipstick and inner door Compact. 5% Tax.
4M85X450...............List **$8.95**

(M) "Golden" Purse Pact. Same Purse Carryall as above except in 24K gold lame fabric. 5% Tax.
4M86X600...............List **$11.95**

(N) "The Enchantress" Rhinestone Bordered Ensemble. The glitter of rhinestone touches on compact and lipstick contrasts smartly with the tailored decorative faille case, 2"-inner door compact. 10% Tax.
4M87X325 ....List **$6.50**

(O) "Golden Leaf" First Nighter Carryall. White lame, imported French Metallic Brocade framed in Jeweler's Bronze with mesh handle Cigarette Case, Lipstick, Compact, Comb and Purse. 5% Tax.
4M88X500...............List **$9.95**

(O-1) "India Romance" First Nighter Carryall. Same as above but in velvet with imported hand made decorative bullion. 5% Tax.
4M89X675 ... ...List **$13.95**

(P) "Town and Country" Purse Wallet Compact. The warm loveliness of superb leather! Ultra thin inner door Compact in Jeweler's Bronze on one side, Expandable gusset Purse and fold-over Wallet on reverse side Jeweled metal tab. Red, Navy, Green and Tan. Specify color. 10% Tax.
4M90X375...............List **$7.50**

(R) "Trio" Ensemble. Rhinestone gems adorn inner door compact, comb and lipstick. An "Oh so Smart" case in gold brocade encases this superbly fashioned trio. 10% Tax.
4M91X400...............List **$7.95**

(S) "Sophisticate" Fitted Handbag. Beautifully lined imported metallic ribbon white brocade Jeweler's Bronze Compact, Lipstick, Comb. Snake chain handle doubles as glove holder White. 5% Tax.
[illegible]........ ..List **$9.95**

(S-1) "SOPHISTICATE" in black. 5% Tax.
[illegible].... .. . ..List **$9.95**

(T) "Madrid" Two-sided Clutch Handbag. On one side, mirrored compact cover permits "making up" without opening handbag. Attached cigarette case accommodates King or Regular Size. On other side, Comb and Purse and ample room for all essentials. Distinctively fashioned metal frame in Jeweler's Bronze. Double purpose slide handle. Black Faille 10% Tax.
4M94X925........ . ..List **$18.50**

(T-1) "Madrid Luxury." As above but in Genuine Morocco Leather Red, Black or Navy Specify color. 10% Tax.
4M95X1125 .. ..List **$22.50**

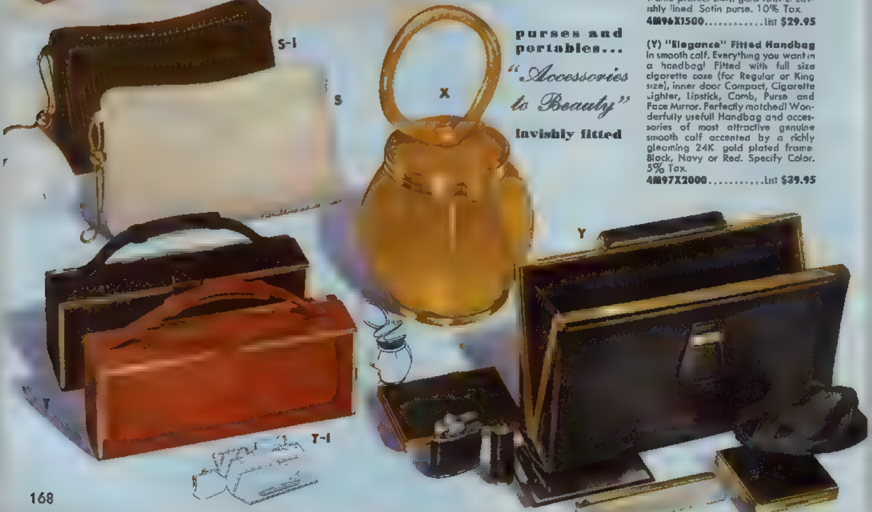
(X) "Seville" Lantern Shaped Handbag. A smartly distinctive Handbag. Superbly practical! Ingenious single lock opens both handbag compartment and compact. Jeweler's Bronze sunburst pattern top and frame protect 24K. gold fabric. Lavishly lined. Satin purse. 10% Tax.
4M96X1500...............list **$29.95**

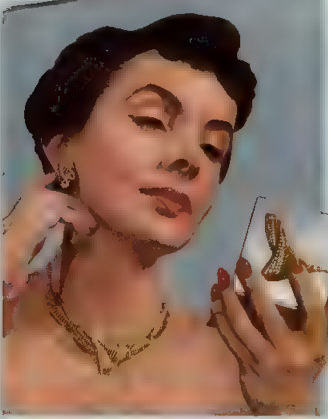
(Y) "Elegance" Fitted Handbag in smooth calf. Everything you want in a handbag! Fitted with full size cigarette case (for Regular or King size), inner door Compact, Cigarette Lighter, Lipstick, Comb, Purse and Face Mirror. Perfectly matched! Wonderfully useful! Handbag and accessories of most attractive genuine smooth calf accented by a richly gleaming 24K. gold plated frame. Black, Navy or Red. Specify Color. 5% Tax.
4M97X2000...............List **$39.95**

purses and portables...

"Accessories to Beauty"

lavishly fitted

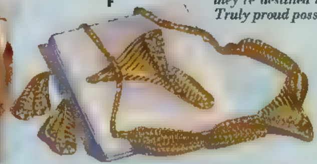


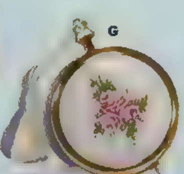


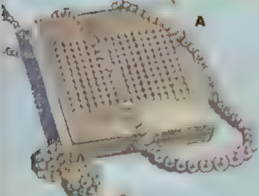
Zell

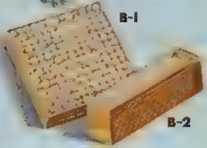
The name that's a shining symbol of elegance in lovely ladies' accessories . . .

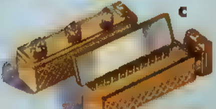
Superbly fashioned . . . lovely and gay as the first refreshing breath of spring . . . Wisely feminine gems that are wonderfully crafted from the finest of materials . . . Caressingly finished until they have the high luster of precious metals . . . Romantic as dreams—yet so thoroughly practical So—completely appropriate for any occasion . . . they're destined to bring beauty into your life . . . Truly proud possessions of particular women. . . .











(A) "Oyster Pearl Compact," Necklace, Earring Set. Single-strand pearl necklace with filigree clasp. Pearl studded silver plated compact, matching earrings. Gift boxed. 10% Tax.
[redacted] . . . . .List **$4.95**

(B-1) "Royale" Compact. Jeweler's Bronze. Paved in glittering rhinestones, alternately hand-set seed pearls. 10% Tax.
4M74X450. . . . . .List **$8.95**

(B-2) "Royale" Lip-Flip Mirror Lipstick Case. Matches "Royale" Compact. Mirror pops up when lipstick is in use. Swivel action fits all standard refills. 10% Tax.
4M75X300. . . . . .List **$5.95**

(C) "Dew Drops" Lip-Flip Mirror Lipstick Case. Lovely dewdrop motif on shining case of pure Jeweler's Bronze. Pop-up mirror. Convenient swivel action Lipstick. 10% Tax.
4M76X180 . . . . List **$3.50**

(D) "Florentine" Cigarette Case, Compact Set. Rich 24K gold-tooled metallic leather effect. King and Regular size cigarettes. Matching inner lid compact. No Tax.
4M77X375. . . . . . . .List **$7.50**

(E) "Bridal Book Compact." White, Jeweler's Bronze combined with genuine Calf [tooled in 24K Gold! Features an inner "can't spill" door, 3¼x2½". Gift Appeal. No Tax.
4M78X250 . . . List **$4.95**

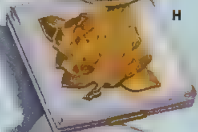
(F) "Waldorf" Compact, Necklace and Earring Set. Wonderfully thin, inner door compact with glittering Austrian Rhinestone gems to highlight gold finish, matching earring-necklace motif. Gift boxed. 10% Tax
4M79X750 . . .List **$14.95**

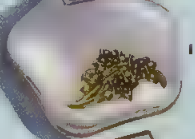
(G) "Cafe Society" Compact. Unique watch case Compact with "stem-winder" lock. Charmingly handpainted Cloisonne. Decorative black tassel, 2¼" diameter. No Tax.
[redacted] . . List **$3.95**

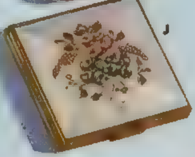
(H) "Golden Rose" Compact. Enchantment at your fingertips! Richly golden colored Rose highlighted by contrasting silver plate background. 'Can't leak' inner door 2¾". No Tax.
4M81X150. . . . . .List **$3.00**

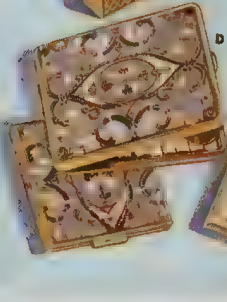
(I) "Palmer" Jewelled Compact. A five-sided beauty styled to fit your palm! Skillfully crafted in Jeweler's Bronze and finished in Silver Plate. Sleek Spray Jewel highlighted in gold tone. 10% Tax.
4M83X340. . . . . .List **$6.95**

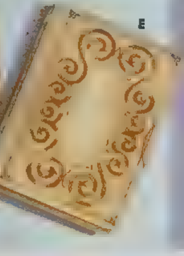
(J) "Seashell" Compact. Bewitching Cloisonné top for this ultra-feminine, striking compact. Hand applied Cloisonné plaque, hand-colored, selected imported Malayan seashells, 2¾". No Tax.
4M82X375. . . . . .List **$7.50**







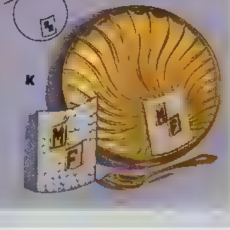




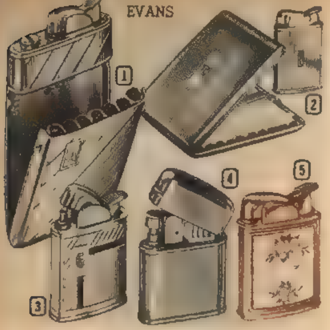
"Initially Yours"

Monogram Compact

Dial your Monogram with the Flick of a Finger



(K) This beautifully fashioned, unique new Compact discreetly conceals a magical monogram dial ingeniously built into the smartly styled top of lustrous Jeweler's Bronze. Simply turn the dial and set any two initials in professional jeweler fashion. Monogram windows are framed by the splendor of glowing Rhinestone paving. Luxurious puff. Gift packaged with handy powder spoon. 10% Tax.
4M84X400. . . . . List **$7.95**



Smokers Will Appreciate

1 LIGHTER and Case Combination. Holds 14 cigarettes. Sunburst design, rhodium plate Automatic lighter. State Regular or King Size; 1 initial.
54 J 2543. Ppd . . .3.95

2 TAILORED Case and Lighter. Engraved in rhodium plate Holds reg or king size. Matching lighter State 1 initial
V54 J 2514 Ppd. Set 4.95

3 "STANDARD." Chrome plate. Engraved ribbed sides and shield State 1 initial Postpaid.
V54 J 2547.. ... 2.95
GOLD tone State 1 initial
V54 J 2546. Postpaid. 2.95

4 WINDPROOF. Brush chrome. Automatic flint wheel action. Windproof shield for outdoor lighting Shpd Postpaid.
54 J 2542. ... ..3.50

5 "CLOISONNE" for ladies Beautiful floral design on White enamel. Gold trimmed. Postpaid.
54 J 2513 ....3.95

ROGERS POUCHES

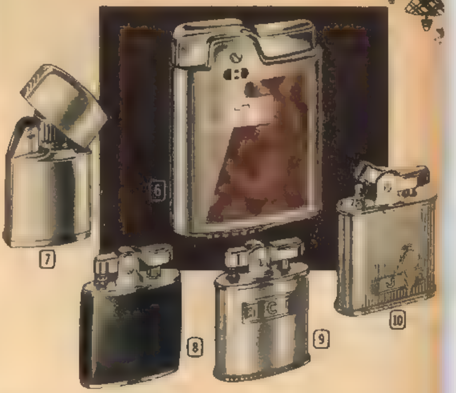
11 STANDARD POUCHES. "Seal tite" lips to insure freshness. Postpaid.
DELUXE CALFSKIN.
54 J 2810. Brown. 2.49
SIMULATED LEATHER
54 J 2809. Brown... 1.49

12 OUR BEST. Alligator finish, top grain cowhide. 2-in-1 . . . holds pipe and tobacco. Stay-fresh inner rubber molded pouch. Zipper. Brown.
54 J 2813. Ppd.....3.98

13 "FILL-EASY" Leather Pouch. Bottom tobacco release. Brown.
ALLIGATOR GRAIN
54 J 2815. (6 oz.) .1.95
MOROCCO GRAIN
54 J 2816. (6 oz.)....1.25

14 2-IN-1 POUCH. Holds pipe, tobacco. Air-tite inner rubber Ppd.
DELUXE SHEEPSKIN
54 J 2811 Brown 2.98
GENUINE COWHIDE.
54 J 2814. Brown... 1 98

Famous Ronsons



6 "ESSEX" Makes a delightful gift for any smoker on your list. New, delicately engraved streamline design. New float action gives instant lights everytime Swivel base for quick refueling Postpaid. State 1 initial.
V54 J 2536 Lustrous Tortoise and Chrome finish 8.95
V54 J 2535. Genuine Oriental Lizard leather cover; chrome trim........ 8.95

7 "WINDLITE." Lowest priced Ronson Perforated windshield. Streamlined case Fill-flip bottom filling. Brush chrome finish.
54 J 2510. Postpaid 3.95

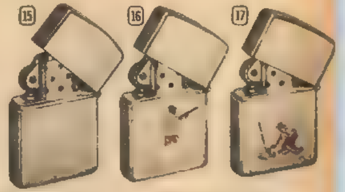
8 "WINDSOR." Chrome plated frame; plastic contour sides. Color Black Onyx or Green State color and 1 initial for personalizing
V54 J 2506. Postpaid 4.95

9 "TRIUMPH" For men or women. Smart chrome butler finish Engraved sport design Fill-flip bottom State 1 initial
V54 J 2501. Postpaid. 6.95

10 "WHIRLWIND." 2-in-1 design . . . disappearing windshield gives you positive lighting. Large fuel capacity. State 1 initial.
V54 J 2538. Postpaid 8.95

ZIPPO LIGHTERS

"Windproof Feature" for outdoor lighting

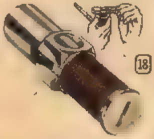


DEPENDABLE 1-FINGER "ZIP" LIGHTING ACTION

15 CHROME plated Zippo. Brush satin finish Windproof shield for outdoor use. 1-finger flint wheel action. Tight fitting hinged lid.
54 J 2523 Postpaid 3.50

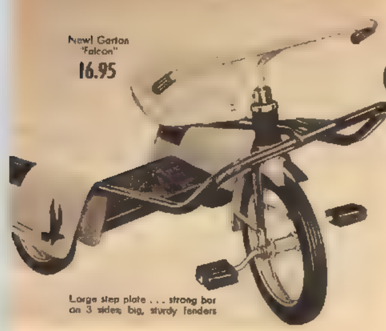
16 HUNTER'S Lite. Features 4-color deeply engraved picture of hunter and pointer on face. Highly polished chrome plated case. Postpaid.
V54 J 2524..4.75

17 FISHERMAN'S Lite Features deeply engraved 4-color picture of fisherman with rod and reel on face Highly polished chromed case Ppd.
V54 J 2525 .4.75

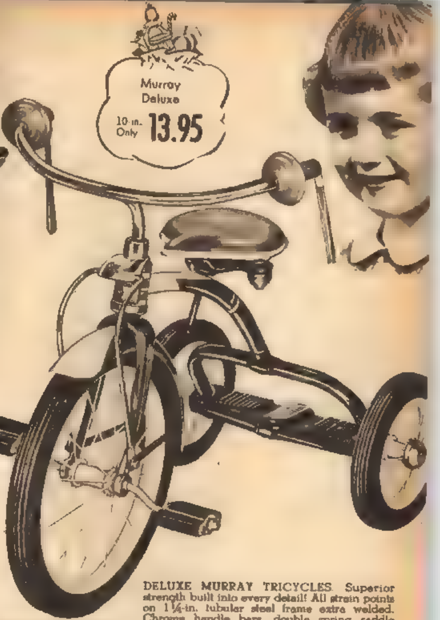


18 NEW NIMROD PIPE LIGHTER Special pipe lighter with exclusive down-draft action . . . lights directly above the bowl Will not burn or char pipe edges. Lights easily without tiresome, hard puffing Fiber glass wick lasts indefinitely. Tool steel sparking wheel Polished chromed case covered with genuine leather.
54 J 2522. (6 oz.) 3.95

BRAND NEW STREAMLINED "FALCON"



Large step plate . . . strong bar on 3 sides; big, sturdy fenders



Streamlined Speedsters!

NEW! GARTON "FALCON" TRICYCLE

- Flashy and speedy—a brand new model!
- Protective tubular steel bar on 3 sides
- Two large safety fenders on rear wheels

Sturdily constructed ⅞-in. tubular steel frame, reinforced fork with new bronze bearings. Handlebars adjust. Safety-type bucket seat, 1-pc. rubber pedals. Large ridged non-slip step plate. Wire spoked wheels 12-in. front, 7-in. rear. Semi-pneumatic tires 1¾-in. front, 1½-in. rear. Bright Red with Ivory.
E35 J 3110. Mailable. (32 lbs.) 16.95

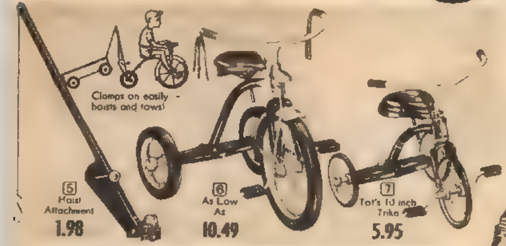
DELUXE MURRAY TRICYCLES. Superior strength built into every detail! All strain points on 1¼-in. tubular steel frame extra welded. Chrome handle bars, double spring saddle adjusts. Ball bearing wheels 1¾-in. semi-pneumatic tires 5-in. wide step-plate; rubber pedals. Maroon and White baked enamel. See "How to Order" below. Mailable.

E35 J 3250. 10-inch. (25 lbs.)	13.95
E35 J 3251. 12-inch. (28 lbs.)	14.95
E35 J 3252. 16-inch. (30 lbs.)	16.49
E35 J 3253. 20-inch. (36 lbs.)	17.95

HOW TO ORDER VELOCIPEDES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right

FRONT WHEEL	LEG REACH
10 inch	14 ½ to 17 in.
12 inch	17 ½ to 19 in.
16 inch	19 ½ to 21 in.
20 inch	21 ½ to 23 in.



RUGGED THREE WHEELERS FOR FUN 'N FAST ACTION

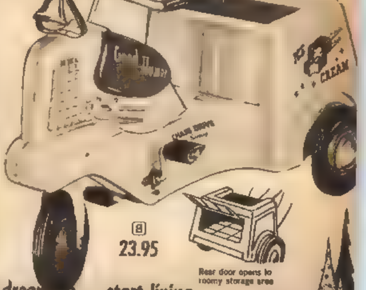
5 **ATTACH HOIST** to any standard tricycle, wagon or in a stationary position . . swivel, raise and lower just like a real boom! Sturdy steel construction. Crank operates strong tow line with heavy plated hook. Youngsters love to hoist and tow friends' "cars". Measures about 26-in. long. Mailable.
R35 J 3100. (3 lbs.) 1.98

6 **RUGGED MURRAY TRIKE.** Reinforced brazed 1¼-in. steel frame. Ball bearing front, sleeve bearing rear wheels. 1¾-in. rubber front tires. Vinyl covered seat. Adj. handle bars. Dk. Blue with Red trim. "How to Order" above. Mailable.

R35 J 3261. 10 in. (20 lbs.)	.10.49
E35 J 3262. 12 in. (25 lbs.)	11.49
F33 J 3263. 16 in. (29 lbs.)	12.98

7 **TOT'S 10-IN. TRIKE.** Ideal for beginners . . "grows" with the child! Adjust steel handle bar and bucket seat to desired height. Ball bearing front, sleeve bearing 7-inch rear wheels. 1¼-in. sturdily constructed tubular steel frame. Rubber pedals, ⅝-in. tires. Red and White baked enamel. Mailable.
R35 J 3108. (17 lbs.) 5.95

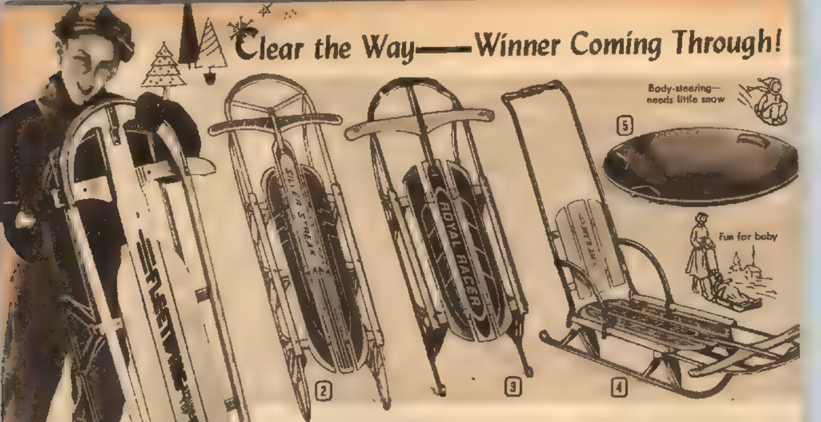
8 **MURRAY GOOD HUMOR Truck.** Brand new kids will love it! Heavy auto-type steel, embossed grille, gas tank; plated bell. Ball bearing pedal chain drive. 8-in. dble. disc wheels. Semi-pneumatic 1¾-in. front tire. 1½ in. solid rubber rear tires. Baked White enamel. Red, Blue trim. 22x36x20 in. high. (42 lbs.)
E35 J 3183. Mailable . . .23.95

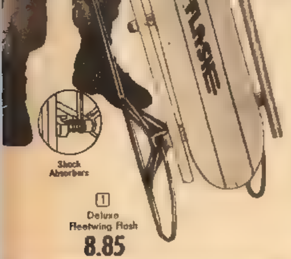


Rear door opens to roomy storage area

See Page 287 for Spiegel Budget Power . . . stop dreaming . . . start living

Clear the Way——Winner Coming Through!





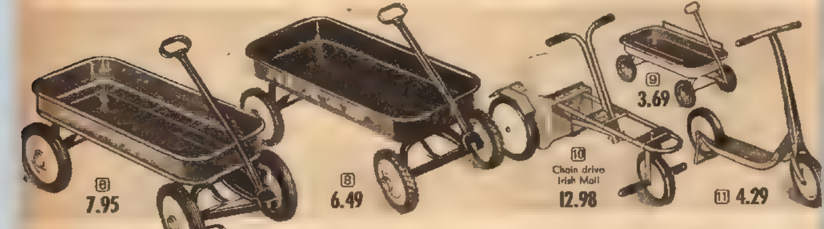
[1] **DELUXE FLEETWING FLASH** whizzes down hills, floats over bumps, turns "on a dime." Sharp, instant steering. 4 shock-absorbent springs between top and runners give smooth, shock-free ride. Grooved spring steel safety runners, reinforced steel front Natural-finish Hardwood top. Red enameled steel. Mailable.
E35 J 3285. 47-in. 4 knees (15 lbs.) 8.85
E35 J 3286. 51-in. 4 knees (17 lbs.) 9.95

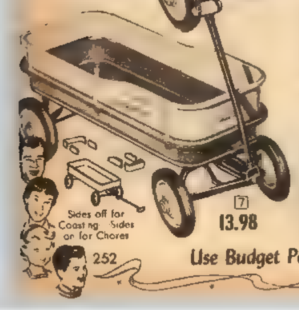
[2] **SILVER STREAK** with lightning-fast, easy turning "Y" steering. Streamlined steel safety runners, heavy-gauge steel knees. Red and Blue enameled and varnished hardwood body. Silver color enameled metal parts. Mailable
R35 J 3287 40-in. 4 knees (10 lbs.) .4.39
E35 J 3288. 46-in. 4 knees (11 lbs.). . 5.39
E35 J 3289. 52-in. 6 knees (13 lbs.) . . .6.39
E35 J 3290 58-in. 6 knees (14 lbs.) 6.79

[3] **ROYAL RACER**—speed king. Grooved steel runners, curled safety ends. Selected hardwood top. Mailable
R35 J 3291 40-in. 4 knees (8 lbs.) 3.39
E35 J 3292. 45-in. 4 knees (10 lbs.) . . .4.39
E35 J 3293. 54-in. 6 knees (13 lbs.) . . .5.59

[4] **SLED HANDLE** converts any conventional sled to pusher. Arm rests keep baby, small child, or groceries on sled 31-in. high; wood handles . . . easy to attach to your sled.
R35 J 3294 Mailable. (6 lbs.) . 3.49

[5] **SNO-FLAKE DISC**—A bowlful of fun! Scoots over snow like a flying saucer 27-in. heavy-gauge steel disc, turned edges, braking studs. Canvas web steering handles. Red enamel finish
E35 J 3299. Mailable. (11 lbs.) . . . 4.49




Sides off for Coasting · Sides on for Chores
7
13.98

[6] **POPULAR "RADIO FLYER."** Steel body, 10-in. double disc wheels. 2-in. rubber tires. Congo lifetime bearings. Red, White enamel 16x5x34 in. long. Mail.
E35 J 3131. (36 lbs.). 7.95

SMALL FLYER. (Not shown). 7-inch wheels. 13x4x28 inches long. Mailable
R35 J 3160. (20 lbs.) 4.79

[7] **"RADIO RANCHER"** Reposition sides, converts to any use. Heavy steel, Red enamel, Gray panels. 10-in. wheels, Congo lifetime bearings 1¾ in. tires. 18x10x42 in. long. Mailable.
E35 J 3141. (40 lbs.) 13.98

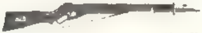
[8] **RADIO "REX 100"** Double disc 8½-in. ball bearing wheels. Heavy gauged stamped steel body, undercarriage. 1½-in. tractor-tread tires. Maroon enamel White trim. Tubular steel handle. 16x4x33 in. long. Mailable.
E35 J 3164. (32 lbs.).6.49

[9] **TOT'S WAGON** Durable steel body with bright steel handrails. 5½-in. wheels, ½-in. rubber tires. Bright red enamel inside. White sides with Red circus animal design. Durable steel handle. 10x3x25 in. long Mailable.
R35 J 3114 (11 lbs.).3.69

[10] **"IRISH MAIL."** Pump the handle, steer with feet on front axle. Enclosed chain drive, seat adjusts to legs 19 to 29-in. Steel body. 9-in. back wheels, 1½-in rubber tires. Ball bearings rear wheels. 18x34 in. long. Mailable.
E35 J 3145. (30 lbs.)12.98

[11] **DELUXE SCOOTER** Heavy gauge steel. 10-in. double disc wheels, 2-in. rubber tires. Congo lifetime bearings. Steel handle, rubber hand grips Non-slip platform, stand, brake. Red enamel. 38x34-inches long Mailable
R35 J 3126. (20 lbs.).4.29

GUARANTEED FOR A FULL YEAR


No. M-1

No. 2-A

No. 4

No. M-23

(M-23 Clicker Model Does Not Shoot)

Improved manufacturing methods and new double strength shooting mechanism enable Parris to make this amazing offer! Every TraineRifle guaranteed a full year. Authentic Army models.

Any returns go direct to factory. Genuine wood stocks. Live rubber bayonets optional. Write for prices and discounts.

PARRIS
MANUFACTURING COMPANY
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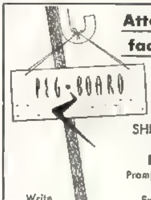

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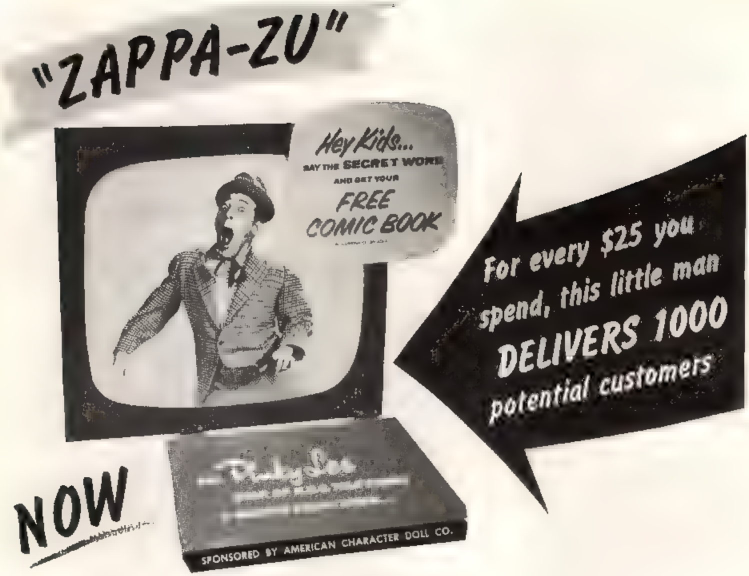
Though [illegible] old [illegible] Teddy Bear and [illegible] animal [illegible] compete with [illegible] popularity [illegible] the doll remains [illegible] quote Mrs. [illegible] Early [illegible] English [illegible] Puppets [illegible] the illustrations on this page are reproduced [illegible] From [illegible] we find [illegible] dolls similar [illegible] when we are [illegible] in the dark [illegible] we grow [illegible] Sculptures [illegible] Mrs. Early [illegible] under [illegible] dolls [illegible] important [illegible] buried with an Egyptian child [illegible] years ago [illegible] book published by Batsford [illegible] the [illegible] over a wide field, including dolls [illegible] and [illegible] in trade. The [illegible] Dolls [illegible] Indian and [illegible] a delightful [illegible] doll is an interesting [illegible] public were very much interested in [illegible] photographs [illegible] demand [illegible] portrait dolls [illegible] Among these are the portrait doll of Queen Adelaide [illegible] London Museum and [illegible] Queen Victoria's eldest daughter, the Princess Royal.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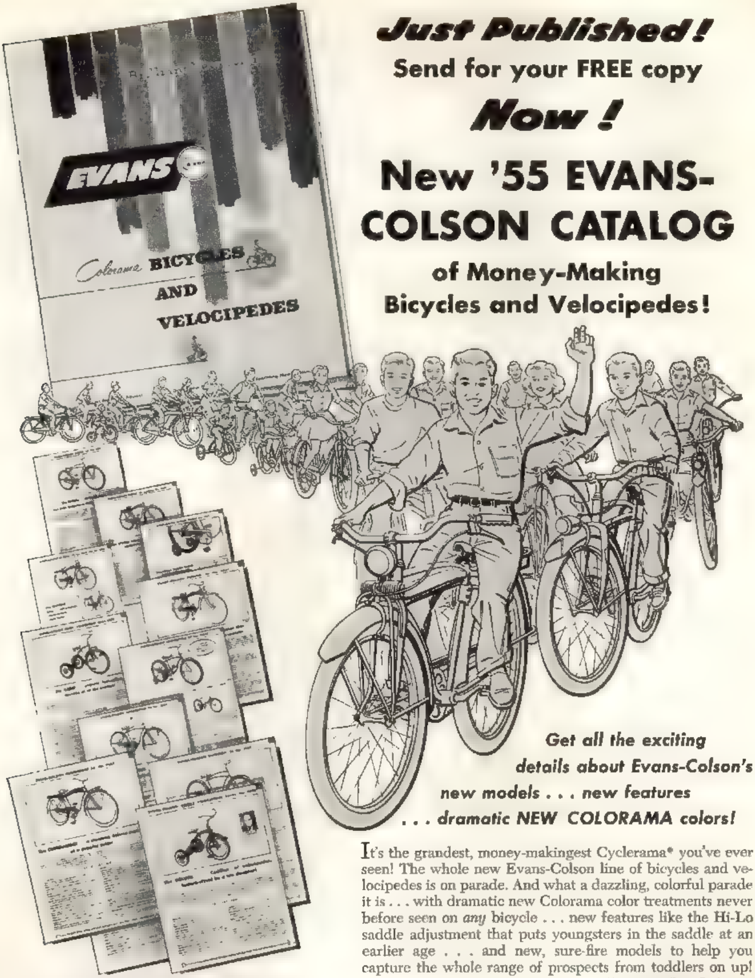

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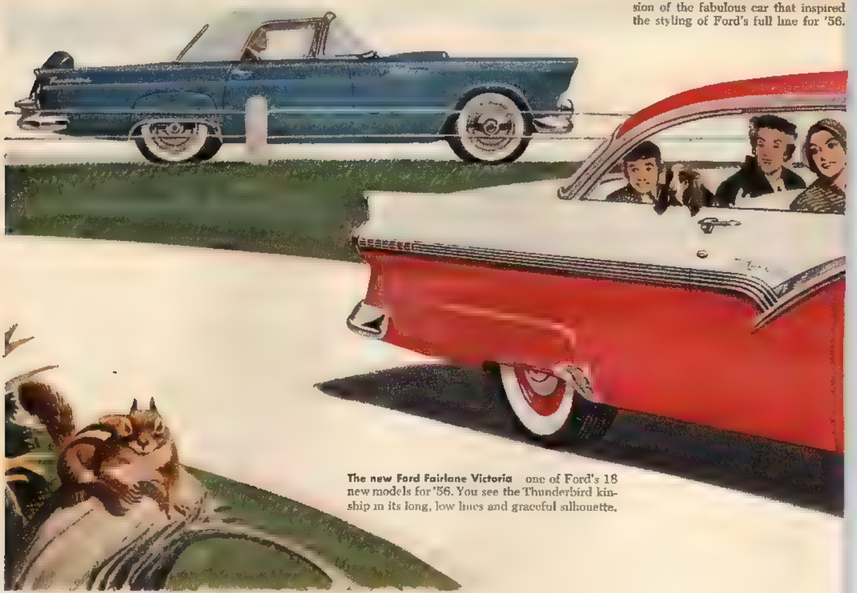


The '56 Ford Thunderbird—latest version of the fabulous car that inspired the styling of Ford's full line for '56.

The new Ford Fairlane Victoria one of Ford's 18 new models for '56. You see the Thunderbird kinship in its long, low lines and graceful silhouette.

The NEW '56 FORD...with new and exclusive new LIFEGUARD DESIGN

New ***Thunderbird styling*** is your first clue that something new and wonderful has happened to Ford in '56. All 18 new models have the long, low lines—the exciting silhouette—made famous by the fabulous Ford Thunderbird.

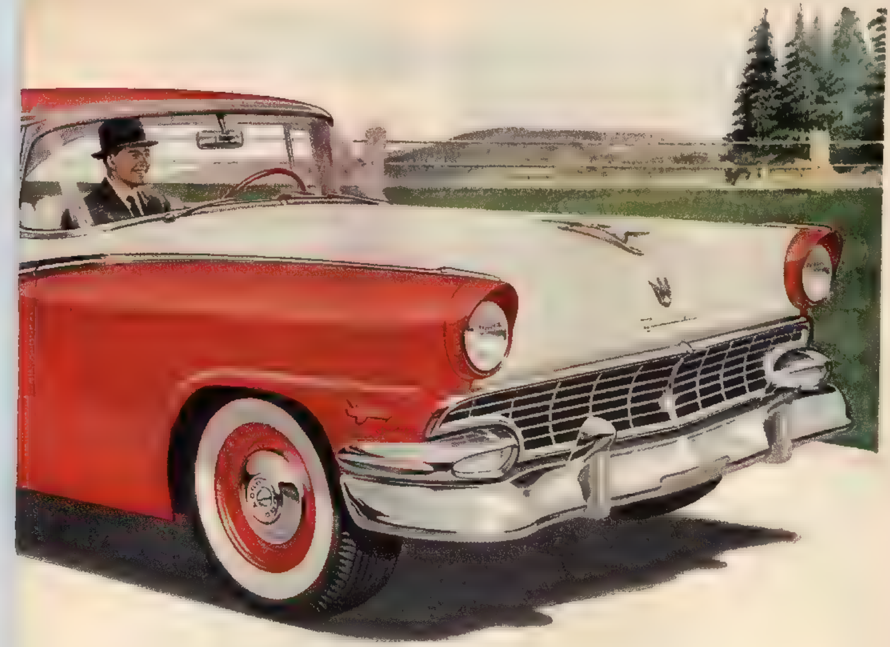
But, this is only the beginning of Ford's news for '56. Beneath that low, flat hood you may have the same basic engine that made the Thunderbird the performance star of the American road—the new 202-h.p. Thunderbird Y-8. You'll pass with added confidence—you'll go places as you've never gone before.

Exclusive new Lifeguard Design, however, is Ford's most important news for you and your family. It is the first major contribution to driver and passenger safety in accidents . . . the result of more than two years of Ford testing and research so that a safer car could be built.

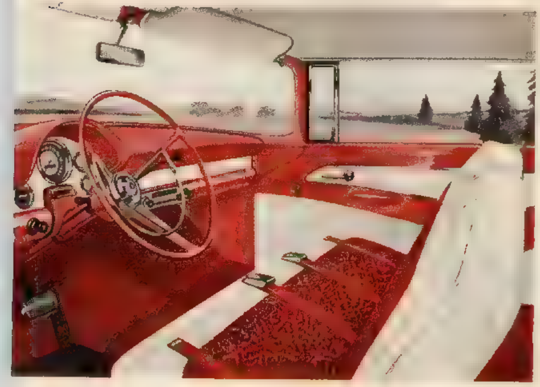
With the co-operation of leading universities, medical associations and safety experts, it was found that most serious injuries in accidents were caused by the driver being thrown against the top of the steering post . . . occupants being thrown forward against hard surfaces within the car . . . or occupants being thrown outside of the car.

To give you added protection against these three major areas of danger, Ford developed a new Lifeguard steering wheel with a deep-center structure to act as a cushion in the event of accident . . . Lifeguard double-grip door locks to giv added protection from doors springing open under shock . . . optional Lifeguard cushioning for instrument panel and sun visors, to help lessen injuries from impact . . . and there are optional nylon seat belts that help keep occupants securely in their seats for added safety.

But there's more! Your Ford Dealer can show you luxurious new interiors . . . fine exterior finishes . . . quality throughout . . . *everything* that makes Ford the *fine* car at half the fine car price.



202-h.p. Thunderbird Y-8 engine



Ford 8's are more than V-8's . . . they are Y-8's . . . engines designed to run smoother, last longer.

The confidence and enjoyment you get from the split-second "Go" of all the new Ford engines is only part of the story. They have a rigid, extra-deep block to make them run smoother, quieter, last longer. This deep, Y-like design works its smooth magic in Ford's new 202-h.p. Thunderbird Y-8 (available in Fordomatic Fairlane and Station Wagon models) and the new 176-h.p. Y-8 (available in Fordomatic Customline and Mainline models)! Ford's new 137-h.p. Six also has deep-block build.

robot to the ground, grunts in Morse code, flashes defiance from light-bulb eyes.

¶ A plastic-covered shooting arcade ($4.98) with moving ducks for targets.

¶ A 7,500-piece kit ($9.98) from which skilled children and patient parents can make a 2½-ft. clipper ship with bellying plastic sails. Assembly time: 100 hours.

Hot Dolls & Thunderbirds. This year, for the first time in history, more than $1 billion worth of toys will be sold in the U.S. Few industries have soared so high so fast. Until 1914, inexpensive German toys reigned unchallenged in the U.S. When World War I pinched off European imports, U.S. makers, who had specialized in expensive dolls and ingenious metal playthings, whirred ahead with a legion of low-priced toys. American production methods proved more than a match for postwar foreign competition. Since 1919, when 644 domestic toymakers produced goods with a retail value of $150 million, U.S. toydom has grown to include some 2,000 manufacturers.

Under U.S. Christmas trees this year there will be such high-priced items as a 5-ft., battery powered Thunderbird ($395) that whisks two children along at 5 m.p.h.; a monkey ($250) that puffs cigarettes; a lion-sized lion ($300) with a man-eating roar; a 9-ft. giraffe ($250); an 8-ft. marionette ($300) that hangs from the ceiling and shimmies like sister Kate. Lionel Corp., No. 2 toymaker (1955 sales: $23 million), has a $100 model of the crack *Congressional.* A. C. Gilbert ($12.5 million sales) has a fork-lift truck and driver ($12.95) that swings oil drums from loading platform to flatcar. There are Teddy bears in storm coats ($24.95); a robot-driven bulldozer ($9.98) that backs up when it hits an obstacle; a mamma whale ($2.49) that swallows a baby whale; a remote-control Continental ($6.98); a Playskool lockup garage ($6); and aluminum armor for $125.

Ideal Toy Corp. ($20 million sales) has a "Magic Lips" doll ($15) that purses its mouth for kissing, and a 13-in.-long rocket car that blasts off at 20 m.p.h.; Lynn Pressman has a "Fever" doll ($5) that turns a sickly scarlet.

Ladder for Children. Toymaker Marx discovered early that children like to play with the things they see around them, and most of his toys are as realistic as he can make them, whether they are trains or cars carpet sweepers, miniature stoves or boats. But he has little patience with psychologist-blessed "educational" toys that are sold not as playthings but as "combinations of coordination influences." Snorts Marx: "The ones who buy them are the spinster aunts and spinster uncles and hermetically sealed parents who wash their children 1,000 times a day."

There is an increasing demand, however, for build-it-yourself toys that develop a child's imagination and dexterity. Marx, for example, has a station wagon whose transparent-plastic V-8 engine comes in 64 colored parts for the child to assemble himself. To teach his own children about the human body, Marx this year imported from Japan life-size lifelike male and female papier-mâché figures that can be taken apart, organ by organ. Next year Marx plans to make smaller versions (probable price: $14.98).

Toydom's Ford. Even his competitors admit that Louis Marx is the Henry Ford of the toy industry. Like Ford, Marx has used mass production and mass distribution to turn out cheap toys, *e.g.*, electric trains had seldom been sold for less than $10 before Marx brought out a sturdy $3.98 train in the early '30s. Today, some

Er N nc

MARX'S ERIE ASSEMBLY LINE

BATTERY OPERATED ROBOT ($5.98)

Martha Holmes

LOCK-UP GARAGE ($6)

Walter Daran

FRICTION CONVERTIBLE ($2.98)

Martha Holmes

Martha Holmes

EIGHT-FOOT MARIONETTE ($300)

BUSINESS

RETAIL TRADE

The Little King

(See Cover)

Through the swinging glass doors of Manhattan's "21" Club one night last week popped a roly-poly, melon-bald little man with the berry-bright eyes and beneficent smile of St. Nick touching down on a familiar rooftop. Louis Marx, America's toy king and café-society Santa, was arriving at his favorite workshop. With his beautiful blonde wife Idella—who looks the way sleigh bells sound—59-year-old Lou Marx toddled regally toward a table in the center of the downstairs room. The table is always reserved for Millionaire Marx by the divine right of toy kings—and the fact that he has never been known to let anyone else pay the check.

While most celebrities go to "21" to play, Lou Marx also goes to ply. From the enlarged pockets of his $200 suits flows a tantalizing trickle of toys for his friends, who seem to include the entire world, and number such cronies as Baseballer Hank Greenberg (best man at his wedding), Comedian Edgar Bergen, Lieut. General Emmett ("Rosie") O'Donnell, Boxer Gene Tunney, and Netherlands Prince Bernhard. For them, there are walking penguins and tail-twirling Donald Ducks, statuettes of the Presidents and lightly clad miniature nymphs, tiny cars and pistol-shaped flashlights, lapel buttons urging "Sit Tight with Ike" or "I Like Lou."

While other toymakers spend millions of dollars each year to promote their wares, Toycoon Marx is his own walking ad agency; he spent only $312 for advertising in 1955. He collects the famed and the publicized as though he were following the slogan on all his toy boxes: "One of the many Marx toys—have you all of them?" Marx, who still has a few notables to go, scrupulously includes those he knows in his endless fund of anecdotes and puts their children's names on his Christmas list. Among the thousands of gifts going out this week from Marx's toy shop are a 20-in. convertible coupé and a remote-control walking puppy for President Eisenhower's grandchildren. Altogether, Marx is a real-life Santa to more than 100,000 children. To the children of cops and waiters and charwomen, boys and girls in orphanages and other institutions, he gives a million toys a year.

Synthetic Security. Marx considers toys one of the higher forms of human ingenuity, and thinks a lot of the world's problems can be solved through them. "Apart from being good business," he intones, "it's important to buy children a lot of toys. When you keep a child supplied with toys, it gives him security, like an Indian woman gives her child by carrying him on her back. Toys give children love and attention synthetically."

Lou Marx, whose toys spread synthetic love as well as old-fashioned fun from Hamburg to Hiroshima, can well afford his lavish standard of giving. This year he will gross more than $50 million (and net $5,000,000), produce some 10% of all toys sold in the U.S. Marx's output includes every type of plaything (except bicycles and dolls), from plastic baby beakers to $2.98 toy sports cars that can be assembled by a seven-year-old. More than 10% of the 5,000 items made by Marx are mechanical, *e.g.*, a clockwork Bonny Braids, who ambles realistically across the floor, an electric bingo game, a xylophone-playing Mickey Mouse. His 1955 best-sellers include

¶ A battery-powered robot ($5.98) that clanks forward and backward, hurls a baby

ITALIAN TEDDY BEARS ($24.95 EACH)

Tommy Weber

CONTINENTAL MARK II ($6.98)

Walter Doran

CHILD'S SUIT OF ARMOR ($125)

Tommy Weber

met Marx at a party the next day. Idella, who is Ecdysiast Lili St. Cyr's half sister, married Marx. When Marx took Idella, who is two inches taller and 28 years younger, to meet General Gruenther on a European trip, Gruenther greeted Idella with: "What on earth did you marry him for?" Declared Marx "I'm the one with the brains." Although some acquaintances had predicted that the marriage would not last two minutes, Lou and Idella are now the happy parents of four sons. Each son has two generals as godfathers. The "second shift," as Marx calls them (to distinguish Idella's offspring from the four children by his first wife), boasts a total of 35 sponsoring stars. The eldest boy, six-year-old Spencer Bedell (the only second-shift Marx with a nonmilitary first name) is a godchild of President Eisenhower and Bedell Smith. Ike volunteered again when Emmett Dwight, now five, came along; his other godfather is Rosie O'Donnell. The other sons: Bradley Marshall, 3, and Curtis (for Curtis LeMay) Gruenther, 1.

Marx says he has never received one good idea for a toy from the generals. But Marx was one of the many who kept telling Ike about his political future. "You're on pages one, two and three of every newspaper," Lou told Ike in 1946. "You're the political Coca-Cola." His proudest possessions: an oil painting of the West Point chapel—Ike's first picture—and a portrait of Marx in a frame inscribed "Dwight D. Eisenhower—American-Born."

The first- and second-shift Marxes occupy a rambling, white-pillared Georgian mansion on a 20-acre estate in suburban Scarsdale, just off the Hutchinson River Parkway. Marx bought the red brick house for his first wife during World War II, but before they could move in, Renee Freda Marx died of cancer. After that, says Rosie O'Donnell, "Lou was both father and mother" to his children: Barbara, now 26, wife of Artist-Writer Earl Hubbard; Louis Jr., 24, a Princeton graduate, now a Marine lieutenant; Jacqueline ("Jackie"), a pretty, dark-haired Vassar graduate who joins New Jersey Republican Senator Case's Washington staff next month; and Patricia ("Patty"), 17, a freshman at Stanford.

Says O'Donnell: "Lou did a wonderful job with the kids. I'd go to his place, and we'd be having breakfast and the six dogs would be running all over the place. And he'd be telling his daughter, right in the middle of it: 'White is the color of purity, so if you want to get married in white, be sure that you live morally. Otherwise, get married in Reno or something. Or don't wear white.' "

Bedtime Chillers. Roughhousing with the second shift, Lou Marx likes to pummel and chase them frantically up and down the three-story house, allows the boys to squirt water guns and smash toys to their hearts' content. (Idella feels the boys are working off their aggressive instincts.) Once a week the Marx brothers pile into their parents' 13-ft.-wide bed for the night. There they are treated to a bedtime-story session in which Marx spins chiller-dillers about such bad guys as a deformed villain who sautés children's eyeballs for supper. The "mean-man stories," as the children call them, are intended, says Marx, to "immunize them against fear." Like the first shift before them, the boys are also being treated to Idella's digests of the classics, bedtime concerts of Brahms, Beethoven, etc. piped into their rooms, French lessons and word-building.

Led by Lou and Idella, the family swoops down periodically on a new branch of learning, *e.g.*, for months they smothered visitors with I.Q., vocabulary and personality tests. Although Marx is an agnostic, both shifts belong to the Episcopal Church. Marx stays at home when the family attends services, but ships argosies of toys to the annual bazaar of Scarsdale's Church of St. James the Less.

Marx, a fresh-air fiend as well as culture fan, likes to bask in the sun on winter days at the bottom of his swimming pool, which is drained in September. There he sits puffing six-inch cigars (Jack & Charlie's "21" Selection), dictating letters to his Audiograph or reading a dictionary and marking the words and phrases he wants to transfer to his vocabulary. These are later typed by a secretary in a series of black books that Marx carries everywhere, studies in idle moments. For an hour, three or four times a week, he dons sneakers, a grey sweat suit and a Mother Hubbard bonnet that ties under his chin. With a black book in hand, he trots briskly around his driveway or the roof of his office building on lower Fifth Avenue as he memorizes new words. "After a stiff workout," says a friend, "Lou's breath comes in polysyllables."

Marx has puffed his way through Webster in twelve years. Now, on the second time around, his favorite expression is *Dum Vivimus, Vivamus*, which can be freely translated as "Live It Up." He found the exhortation so appealing that he had it embroidered on a batch of silk neckties that he gives away. His newest

TIME CLOCK

LABOR SHORTAGE is pinching industry. Business is so good that the Labor Department lists only 19 labor surplus areas (*e.g.*, Philadelphia, Fall River, Mass.) around the U.S., the lowest number since 1953. In Chicago, Los Angeles and half a dozen other cities, good jobs in such industries as shipbuilding, aircraft and farm machinery are going begging.

STOCK-SPLITTING WAVE is rolling higher. Montgomery Ward proposes a 2-for-1 of its 6,502,378 shares (now selling around $100), will also boost its quarterly dividend from 75¢ to $1 on present shares, and hand out a year-end extra of $1.25. Other splits last week: Federated Department Stores (Boston's Filene's, Manhattan's Bloomingdale's, etc.), which will split 3,598,067 common shares 2-for-1; Phillips-Jones Corp. (shirts, men's wear), which wants to split 263,805 shares 3-for-1.

THEATER BUSINESS is good. For the first six months of the 1955-56 season, Broadway theaters have grossed $15.2 million, 16% better than the previous peak, in 1954-55.

JET TRANSPORT RACE between Boeing and Douglas is getting hotter. Braniff Airways has given Boeing a boost with a $30 million order for five 707s packing Pratt & Whitney J75 engines (*v.* smaller J57s on earlier 707s), will use them on both overseas and domestic runs. Sales score to date: 69 of Douglas' DC-8s, 60 of Boeing's 707s, including an option for five from Belgium's Sabena Airlines.

WESTINGHOUSE STRIKE, already in its eighth week, will probably be a fight to the finish. Negotiations between Westinghouse and electrical workers are still snarled, and 40 of 98 plants are shut down. Westinghouse is clearing the decks by chopping executive salaries 40% to 50%, cutting purchases and research to the bone; company will also lay off large numbers of white-collar and nonstriking workers.

MACHINE-TOOL PRODUCTION will be stepped up under a new Air Force program. Instead of buying tools for stockpiling, the Air Force will buy $52.9 million worth of tools for immediate installation to replace obsolete equipment.

COLOR TV SALES, currently lagging because of high prices, will get a boost from a new CBS trade-in plan. To promote its big-screen—and high-priced ($895)—color set, CBS will credit buyers with the full purchase price of their old black and white receiver.

FLOYD ODLUM'S ATLAS Corp., already one of the biggest uranium miners, is growing still bigger. For $7,250,000 Atlas bought more than 50% of the Almar uranium mine through purchase of Almar Minerals Inc., which owns about 15,000 acres with at least 600,000 tons of ore in the Big Indian area of Utah. Total Atlas uranium investment: $37 million.

ALUMINUM EXPANSION will put Henry J. Kaiser in second place in the industry, bumping Reynolds back to third spot. Kaiser will spend $280 million on two new plants, one at Ravenswood, W. Va., and another at Gramercy, La., boost capacity 50% to 654,000 tons annually, right behind No. 1 producer Alcoa.

GUIDED MISSILES will soon become one of Denver's biggest industries. Baltimore's Glenn L. Martin Co., at work on a 5,000-mile ICBM (intercontinental ballistic missile), will move its entire missile division to Denver, put up a $5 million plant by 1957. In addition, Los Angeles' Ramo-Wooldridge Corp., which makes the electronic brains to guide the missiles, will also move in, build another $5 million plant.

75% of Marx's toys sell for less than $5.

In the highly competitive toy industry, where piracy is almost second nature, the race is to the swift, the daring and the shamelessly self-imitating. Marx is all three. "There is no such thing as a new toy," he says. "There are only old toys with new twists." With a new mechanical twist, last year's submarine becomes next year's rocket ship; a flop may be face-lifted to stardom. After a 25¢ truck had saturated the market in the mid-'30s, Marx loaded it with plastic ice cubes (then a new product), called it an ice truck and had a new hit. With a new twist on an old friction motor, Marx three years ago was able to redesign an old firehouse so that it catapulted a hook and ladder through closed doors. He used the same motor last year for a heliport that shoots a helicopter to the ceiling.

In 1928 Marx got the greatest idea in toydom's history. Rounding a corner in Los Angeles one day, he stopped to watch a Filipino whittle away at a circular block of wood, attach it to a string and then bounce the block up and down the string—as his fellow-countrymen had been doing for as long as anyone could remember. The Yo-Yo, transformed by Marx from a primitive, island plaything into a universal preoccupation, sold more than 100 million and is still going strong.

Since most toymakers "knock off" (*i.e.*, copy) their competitors' products, new toys are as elaborately guarded—and as inevitably filched—as Detroit's new car designs. Doll manufacturers solemnly lead buyers to a vault and there show them a Betsy Wetsy or a Tiny Tears. At Manhattan's Toy Fair last March, one manufacturer chained his gun to a radiator so no one could make off with it. The Ideal Toy Corp. sequesters its 18 designers in a closely guarded room that can only be reached by a secret passageway.

Robot Knock-Off. The gentle art of toy piracy consists of changing a competitor's successful design just enough to evade paying royalties to its originator. "When they copy you, it's piracy," cracks Lou Marx, who pays no royalties in the the U.S. "When you copy them, it's competition." When Marx "competes," he often cuts the price, but he always makes small improvements, *e.g.*, when he "knocked-off" Ideal's bestselling mechanical robot, he put in a battery motor.

With the best idea in the world, a toymaker still takes a tremendous gamble. To put a new narrow-gauge train under Christmas trees two years from now, Marx will invest $500,000 in dies and materials. Unlike most toymakers, Marx finances his operation out of capital, thus can push a toy into production faster than anyone in the industry.

Marx is out ahead in other ways. His production lines are among the smoothest and most fully automatic in the business. Marx constantly analyzes machine layouts to cut wasteful operations. "When we find a machine that will do a 30-second job in 25," he says, "we'll scrap the old one, even if it's new." Marx was one of the first U.S. toymakers to switch to plastic. Though the first plastic toys broke too easily, he now makes most small toys of polyethylene, a durable material that can be turned out up to 64 times faster than metal. Unlike most toy manufacturers, who virtually close down for six months when the Christmas lights go off, Marx sells 90% of his output to the big chains, *e.g.*, Woolworth and Walgreen's, which do a brisk year-round toy business, and Sears, Roebuck and J. C. Penney, which order in huge quantities early in the year. Thus he cuts costs, keeps his plants humming and most of his work force busy three shifts a day all year.

From Toys to Toynbee. When Marx goes off the day shift at 5:30 p.m., he switches from manual output to intellectual intake. In 1942, after his first wife died, Marx enrolled in a night course on Western civilization at the New School for Social Research. "I'd get to feeling morose," he explains, "and hit the bottle." He and Idella now attend five or six classes a week at the New School and New York University in such courses as "American Political Parties" and "Psychology of Religion." He finds that being a night-school student at N.Y.U. gives him a formidable fund of information with which to confound his friends, many of whom are experts in their own lines.

He is also quick to convert night-school theory into practical business use. Two department-store buyers who were moaning about discount-house competition in Marx's office one day were flabbergasted when the toymaker interrupted them: "It's like this guy *Toy*-nbee says. It's a question of challenge and response. These discount houses are the challenge that is going to make department stores into merchants again."

Brass, Beauty, Brains. In addition to collecting culture, Marx is frequently accused by competitors of "collecting" generals. Actually, he has known most of his brasshat friends since they were young officers. His love affair with the military started in the early '30s, when he was able to give a hard-to-get toy-train switch to the late Air Force General H. H. ("Hap") Arnold, who was then a major at Bolling Field. Arnold introduced Marx to General Walter Bedell Smith, now vice chairman of the American Machine & Foundry board, who was then a captain. Said "Beedle" Smith recently: "If anyone had asked me then if I would trade my chance at making brigadier general for a quarter, I would have grabbed the money."

When Marx sent Beedle Smith some caviar, Smith, who had no taste for caviar, passed it on to his next-door neighbor at Fort Myer, Brigadier General Eisenhower. Later, Ike dropped in to thank Marx. The toymaker's other military friends include NATO's General Alfred Gruenther, Strategic Air Command's General Curtis LeMay, General Omar Bradley, now a Bulova top executive, and General George Catlett Marshall. Even after they leaped into the headlines in wartime, Marx says, he was sure that the generals would be "forgotten like Bliss and Pershing," worried about the generals' financial future. In 1946, when he formed a cosmetic company called Charmore, Marx decided to help out some of his military friends by selling them shares in the profitable company at a nominal price.

Political Coca-Cola. About the same time that the generals were returning from the war, Idella Ruth Blackadder, then 21 and an RKO starlet, came back from an overseas stint with a U.S.O. troupe and

MARXES & GENERALS get together in 1953 at Fort Myer, Va. In front: Jackie, Barbara and Patty Marx. Godfathers Eisenhower, Bedell Smith and Marshall sit with Godsons Spencer Bedell, Emmett Dwight and Bradley Marshall. Standing: Idella, Godfathers Bradley, O'Donnell and Marx. Born since: Curtis Gruenther Marx.

favorite word is "charismatic," a theological adjective pertaining to one who has a divine endowment to carry on the work to which he was called. Understandably, Marx caused a sensation when he applied the word to Ike at a White House dinner before Ike's heart attack.

Perhaps one reason Marx is so anxious to expand his English vocabulary is that he spoke only German until the age of six. He was born (Aug. 11, 1896) in Brooklyn, where his Berlin-born parents, Jacob and Clara Lou, owned a small drygoods store and left most of the job of raising young Louis to a German maid. By the time Louis reached P.S. 11, he was known derisively as "The Dutchman." Marx still speaks with a guttural rasp and nurses a distrust for German. On annual toy trips to Germany, Marx hires an interpreter, although, as he admits, "I understand like mad."

How to Make $5,000. As a boy Marx excelled at baseball, basketball, ice-skating and shoplifting. "Everyone stole," he recalls complacently. "You weren't anyone if you couldn't steal." When he was nine, Lou proved he was someone by recruiting an accomplice and going to Brooklyn's Abraham & Straus department store. There they picked out a canoe, hefted it over their heads and walked out through the delivery exit unchallenged. The rest of that summer Louis and friends spent boating on Prospect Park Lake nearby.

The Marx parents shifted their little store from neighborhood to neighborhood with scant success, and there were few luxuries for Louis, his elder sister Rose and younger brother Dave. "But I don't remember feeling my life was tough," says Louis. "People in Brooklyn were warm and understanding, and I learned a lot about democracy. The class struggle? Someone sold that idea. We never felt it."

Lou studied hard to get ahead. He graduated from elementary school at twelve and finished Fort Hamilton High in three years. At nights he pored over books "on how to become a $5,000-a-year man." After a short-lived job with a druggists' syndicate, Marx stumbled "by sheer happenstance" into an office-boy's job with Ferdinand Strauss, whose Zippo the Climbing Monkey and Alabama Coon Jigger (a clockwork minstrel) were the first mechanical toys mass-manufactured in the U.S. Within four years, Marx had been promoted to manage the company's East Rutherford, N.J. plant, and soon afterward he had his first idea for a toy. One of Strauss's products was a toy horn that bleated "Mamma, Papa." Marx amplified the sound effects, redesigned the horn to resemble a carnation and brought it out as a paper lapel flower that doubled as a noisemaker at parties.

Zippo Climbs Back. The horn sold well, and Marx was made a Strauss director. One day the directors discussed whether the company should continue to manufacture and sell in its four retail stores in New York or give up selling. Marx alone urged Strauss to get out of the retail field. Instead of getting rid of the stores, Strauss got rid of Marx.

Walter Doran

Toymaker Marx in Training

"It's like this guy *Toy-nbee* says."

In his next job, as salesman for a Vermont wood-products company, Marx redesigned a line of wooden toys, and sales soared from 15,000 to 1,500,000 in two years. At the same time, Louis and brother Dave set themselves up as middlemen. Their specialty was to figure out how to cut costs on a 10¢ toy. Then they would land an order, farm out the manufacturing and pocket the profit. Before he was 21, Lou Marx had served a hitch in the Army, risen from private to sergeant, and, back in civilian clothes, realized his ambition of making $5,000 a year.

In 1921 brothers Louis and Dave started in to make toys themselves. They bought the dies for Zippo and the Coon Jigger after Strauss had gone bankrupt. The monkey and the minstrel had been on the market for more than 20 years, but Marx gave them bright new colors, brought out bigger models, and sold 8,000,000 of each. By the time he was 26, Marx was a millionaire and convinced that, in the toy industry, there is nothing new under the sun. To prove his point, he brought Zippo back this year, redesigned, rechristened (Jocko) and repriced.

Hard-driving Louis and easygoing brother Dave (known to friends as "Mako" and "Spendo") now have six U.S. factories, wholly owned British and Canadian subsidiaries, and toy-manufacturing interests in Germany, France, Mexico, South Africa, Japan, Australia, and Brazil. Peak U.S. employment: 8,000.

This year, while U.S. toymakers clamored for higher tariffs to keep out Japanese imports (current share of U.S. toy sales: about 6%), Marx provided Tokyo toymakers with the cash and know-how to turn out toys that he contracted to sell in the U.S. as well as in foreign markets such as South Africa. This Christmas Japanese toys make up 5% of the Marx line and include many items, *e.g.*, a $2.98 remote-control model auto that Japanese toymakers can turn out with 10¢-an-hour labor for less than half as much as it would cost to produce in the U.S. Marx bargained so closely with the crafty Japanese toymakers that Tokyo newspapers accused him of trying to ruin the industry. Marx was unabashed. "When in Rome," he shrugged, "shoot Roman candles."

As Christmas anticipation began to spread across the U.S. last week, Toy King Marx was busy wrapping up ideas for the presents that Santa Claus will be bringing two and three years from now. For Lou Marx, Christmas doesn't come just once a year, or even on Dec. 25. "When you come out with a real great hit," he says, "that's Christmas."

PERSONNEL

Changes of the Week

¶ William C. Whitehead, 61, moved up from executive vice president to president of fast-growing, widely diversified Garrett Corp., of Los Angeles, which does a $100 million-a-year business manufacturing aircraft and industrial equipment. Utah-born Whitehead, a World War I Navy pilot, ran his own flying service in Cleveland, then worked briefly for an aircraft-parts distributor before joining the infant Garrett organization's industrial-tools division in 1938. Four years later he was named manager of Garrett's Airsupply Co., in 1952 became the Garrett Corp.'s executive vice president. He replaces Founder John Clifford Garrett, who moves up to board chairman.

¶ Ross Rizley, 63, was reappointed to a second one-year term as chairman of CAB. A onetime small-town Oklahoma lawyer, Republican Congressman and Assistant Secretary of Agriculture, CAB Chief Rizley has done a notable job cleaning up CAB's backlog of cases. He has also worked to liberalize the regulations governing irregular air carriers to enable them to better compete with established airlines. President Eisenhower also reappointed Democrat Joseph Adams, another champion of competition, as CAB vice chairman.

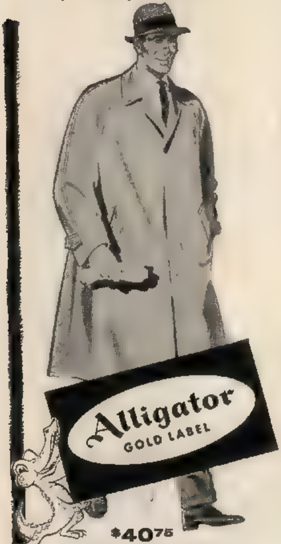
AUTOS

Attack on G.M.

From a publicity standpoint, Senator Joseph C. O'Mahoney's four-week investigation of General Motors was turning out to be a dismal flop. Finally, last week, Joe O'Mahoney landed his antitrust hearings on Page One. To a packed Senate hearing room he brought 14 G.M. dealers (out of 17,000) who charged that they had been badly used by G.M. Among their complaints:

¶ J. Ed Travis Jr., a St. Charles, Mo. Buick, Pontiac and G.M.C. truck dealer, said that three years after he was awarded a silver tray for sales achievements, all three of his franchises were suddenly

THIS is the coat you'll live in... *rain, sun, cold*



$40.75

America's most wanted gabardine

You just can't mistake that Alligator elegance . . . in the richness of Gold Label's fine all wool worsted fabric . . . in the luxurious flare, drape and full-cut sweep. And for comfort, you can't beat its "just-right-weight." Being water repellent, you'll enjoy living in it . . . rain, sun, cold. See Gold Label and other Alligator coats in smart fabrics, patterns and colors . . . all great values from $8.50 to $49.75.

Galecloth Rainwear . . . Here's lightweight luxury for rain, wind and chill. Fashioned of Dacron* and fine combed Egyptian cotton. Resists wrinkles, holds shape, wash or dry clean. Single breasted **$24.75.** Coachet **$25.75,** Trench **$28.75.**

Better Stores Everywhere Feature **Alligator** *the Best Name in Rainwear*

The Alligator Company • St. Louis • New York • Chicago • Los Angeles
*DuPont's Polyester Fiber

sprang to their telephones in a wild effort to rally Faure's supporters. The opposition did likewise. Ailing Communist Chief Maurice Thorez, making his first appearance since he suffered a stroke in 1950, limped in on a cane to cast a vote against Faure. But the dominant fact of the present Assembly is that it fears a return to power by Pierre Mendès-France more than it dislikes Edgar Faure. By threatening the Gaullists with loss of all right-wing support in the next elections, Faure's backers pressured a dozen or so Gaullist deputies into abstaining rather than voting against him. When the ballots were counted, the government squeaked through by twelve votes, 271 to 259.

Grudging or not, it was a decision the Assembly could not easily go back on. This week, as Faure called a full-dress debate on the election issue itself, all parties knocked themselves out protesting their ardent approval for the idea of consulting the beautiful, sovereign people.

ITALY

Keep Out

The economic bloom on Italy's face was not put there by Italians alone. Uncle Sam has paid most of the doctor's bills since war's end—nearly $5 billion worth.

And what happens after U.S. aid falls off? Beneath Italian soil lies the promise of rich oil deposits, perhaps enough to fulfill Italy's own needs and to save her expensive imports. Oil is not the answer to all of Italy's economic problems, but it is a good place to make a start. The question before Premier Antonio Segni's Cabinet last week was whether to entrust the big job of finding and exploiting the oil to the U.S. companies who have the capital and the experience to do the job, or to leave it in the hands of a state monopoly.

For three years U.S. oil companies (among them Gulf, Jersey Standard, Socony-Vacuum, Caltex) have been urging the Italians to modify their restrictive 1927 mining law, passed under the Fascists. The companies hoped for the prevailing 50-50 split of profits after taxes—the successful formula in Saudi Arabia and booming Venezuela. They also wanted the opportunity to compete on an equal basis with E.N.I., the government's oil monopoly, a swiftly growing octopus directed by a smart and aggressive apostle of state socialism named Enrico Mattei.

Decision: Monopoly. Premier Segni's government last week decided to amend the outmoded laws, but in such a way as clearly to favor state monopoly. It was a major defeat for the oil companies, and a severe setback to the U.S. efforts to help stabilize Italy politically by helping it to stabilize itself economically.

The government's proposal, likely to become law in a few months, specifies a 60% cut of oil profits for Italy, affirms E.N.I.'s monopoly in the potentially rich Po Valley, and grants E.N.I. such fat advantages over private competitors that in a matter of a few years E.N.I., without even half trying, ought to have the lion's share of the oilfields in continental Italy.* Example: oil exploration concessions to private companies are to be limited to 123,000 acres each. Should a company strike oil, its "exploitation concession" will then be limited to 25,000 acres; the government takes over the other 98,000 acres for E.N.I.

Holy's News Photos

OILMAN MATTEI

A trickle from the underground.

"Look, It's Simple." On the basis of past performance, E.N.I. is ill equipped to exploit its great privileges. Under Enrico Mattei and with the inherent advantages of a monopoly, the corporation has become in the past two years a huge enterprise (15,000 employees), with holdings in 35 other companies, and has so much money to spend that it wields a potent influence on Italy's press and among its politicians. In the development field, it has expanded Italy's production of methane to almost 100 times the prewar total, a noteworthy achievement. But as an oil producer, E.N.I. has been a bungling flop. Where it has bored only dry holes and left, private explorers later found oil, so far, E.N.I. has raised only one gusher—in the promising Abruzzi area—and that by edging up close and spudding into a pool found months before by a private U.S.-Italian company.

But if E.N.I. has produced only a trickle, it is an Italian trickle. That simple appeal has been sufficient to gather public opinion behind the government's position. "If these amendments become law," said a U.S. oilman in Rome, "no major U.S. oil company will do any further exploration or production in Italy. We couldn't afford to." Said an Italian official with unintended ambiguity: "Look, it's simple. We don't want to become a Saudi Arabia or a Venezuela."

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* Not affected: semi-autonomous Sicily, which, by letting in private oil companies, is already far ahead of the mainland in developing its oil wealth.

CINEMA

First Choice: 1955

Game of Love. Two French adolescents drift in the warm round of young love: a modern vegetation mystery made from a novel by Colette (Time, Jan. 24).

Wages of Fear. The year's most terrifying film. France's Henri-Georges Clouzot watches four rats die in a Latin American trap (Time, Feb. 21).

Marty. The year's best U.S. picture: the love story of "a very good butcher"; with Ernest Borgnine, Betsy Blair (Time, April 18).

The Great Adventure. Arne Sucksdorff's camera glides like a serpent through an Eden in Sweden, and the natural world like an Eve reveals her tender, terrible secrets (Time, June 20).

Summertime. Just one of those things, but it happens in lustered Venice to Katharine Hepburn and Rossano Brazzi, and Britain's Director David Lean is one of the best (Time, June 27).

The Desperate Hours. Hell, in the persons of an infernal trinity of criminals, breaks loose in a suburban home, and Director William Wyler enthusiastically fans the flames, with the help of Fredric March and Humphrey Bogart (Time, Oct. 10).

Umberto D. The camera sips, more in sorrow than in anger, the dregs of old age; Vittorio De Sica writes a fine finis to the neorealist era in Italian cinema (Time, Dec. 12).

The Man with the Golden Arm. Nelson Algren's tale of a hot dealer who deals himself a cold card: heroin. A painful, powerful story of human bondage, in which Frank Sinatra is unforgettable (*see below*).

The New Pictures

The Man with the Golden Arm (Otto Preminger; United Artists). All that glitters is not necessarily tin foil. In this picture the moviegoer is offered the prospect of a hoppy ending, in which the hero gets the heroin. The Johnston office, standing to the Production Code ("The illegal drug traffic and drug addiction must never be presented"), has stamped its official nix on the picture—the sort of thundering knock that usually brings a lightning boost at the box office. On the screen, however, the picture provides much more than the cheap thrill it promises. The hero is a man who gets lost on the West Side of Chicago and does not bother to go looking for himself. The script, mild enough in comparison with Nelson Algren's cruel, powerful novel (Time, Sept. 2, 1949) on which it is based, has nevertheless the crudeness of a thing scraped off some metropolitan sidewalk. But it has a human splendor, too—as the story of what happens to a man who cannot bear to let life itself happen to him.

Frankie Machine (Frank Sinatra) is the dealer for Schwiefka's poker game and a very good dealer he is, with "an arm of pure gold," an eye like an ice pick, and a nylon line that pays out smooth and hauls the suckers in. But Frankie is a man who carries "a 40-lb. monkey on [his] back," and the only way to knock the monkey off is to get a shot of joy in the main vein. He kicks the habit when he does a stretch in stir, and swears off cards, too, when he comes out; he has learned the drums in prison, and he has a chance to try out with a commercial band. But Schwiefka (Robert Strauss) is not letting go, and neither is Frankie's wife (Eleanor Parker), a demented leech who is systematically eating his heart out. While the wife bleeds him white, Schwiefka sets up a frame. Frankie finds himself in jail on a bum rap. In return for one night in the dealer's slot, Schwiefka bails him out. Frightened and discouraged, Frankie is an easy mark for the needle of Louie, the dope peddler (Darren McGavin), who suggests that just one little fix is all he needs to get him round the bend. One fix leads to another, and another to another, until one day he is sitting in a cheap hotel with a price on his head and nothing to stop the pain of being alive. He begs a blonde tramp (Kim Novak) who loves him to get him just one fix. She refuses and pleads with him to give it up. He says he can't. It's easier to roll all the pain up into one big ball and then kill it with a needle.

This, and not the hypo of sensationalism, is the point of the movie, and the point strikes deep. The picture is sometimes a penny dreadful, because the scriptwriters have seldom consulted their hearts as carefully as they have calculated their effects; and sometimes it is an old-fashioned, hell-fire sermon against moral indolence. At its best, though, the story lays bare the naked truth of human bondage, and this truth shines like a sword.

The heroic theme gets severely heroic treatment. Director Otto Preminger has dulled the sociological backdrop that Author Algren daubed so brilliantly, has edged his major characters more starkly against the mass. As a result, the picture is no intellectual slumming party but a hard-eyed study of human character, and the actors serve this end with a well-directed will. Arnold Stang, as Sparrow the dog stealer, looks as woebegone and unhealthy as a tenement tom just starting his ninth life on the garbage-can circuit, but he seldom hides the human quality of his part behind his television false face. Kim Novak is the type of the neighborhood frill, and she gives her big scene all she's got. Frank Sinatra, in particular, does a hurting job. Weary, weak, bewildered, battered, Frank's dogged Frankie is a creature who comes bitterly to understand that fate is character, fate is the thing a man can't give up.

Kismet (M-G-M) on Broadway looked like a Hollywood camel opera; as a Hollywood camel opera, it looks and sounds like the late hours of a Shriners' convention, *i.e.*, fun in an overloaded fashion. Howard Keel, as the poet who goes from verse to better at the Wazir's court, cuts a tolerable fine figure in Mesopotamian laundry, and he sings like a baritone bulbul. Ann Blyth (*see* Milestones) is the girl and Vic Damone the boy. The music is borrowed din from Borodin, and except for *Stranger in Paradise*, it sounds like routine Tin Pan Allah. The incidental decorations are eye-filling, though —particularly an albino peacock that holds his end up with more style than most of the chorus girls show.

The Court-Martial of Billy Mitchell (Warner). On July 21, 1921, nine clumsy biplanes crossed the Virginia coast and rumbled out to sea like tired June bugs. Eight of them were loaded to limit with a 2,000-lb. egg of destruction. Below, on the deck of the transport *Henderson*, a crowd of U.S. admirals, generals, Cabinet members and Congressmen milled for vantage with a score of newsmen and

Frank Sinatra as Frankie Machine
To the hero, the heroin.

watches sell for $22.95 or under because, says Lehmkuhl, "since there are more Chevvies and Fords on the road than Cadillacs and Lincolns, the well-made, low-priced watch will be dominating the market for some years."

The Ingersoll Man. It has been dominating Lehmkuhl's company for about 60 years. Founded in the mid-19th century as the Waterbury Clock Co., it ticktocked along comfortably in Connecticut's Naugatuck River Valley until 1892. Then a mail-order promoter named Robert H. Ingersoll picked up a doughnut-sized (1 in. thick) Waterbury pocket watch, decided that it could be mass-marketed for a dollar. It was so gigantic a success that Theodore Roosevelt, hunting in Africa, found himself identified not as U.S. President but as "the man from the land where Ingersolls are made."

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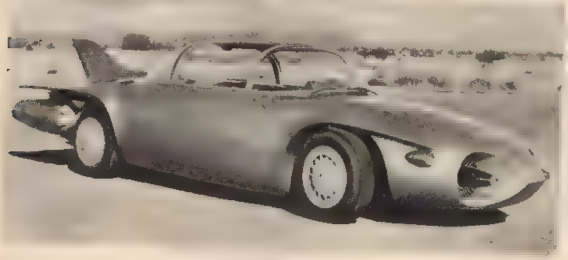
In 1942 Lehmkuhl became the company's president, and two years later changed its name to U.S. Time Corp. U.S. Time now has five plants, including one in Dundee, Scotland, to take advantage of cheaper European labor for competition in European markets. But Lehmkuhl, now 60, has not forgotten Ingersoll's lesson on mass-marketing. Says he: "How happy we all would be if everything we needed could be bought for one-third the price we have become used to."

GOODS & SERVICES

New Ideas

Turbine Auto. General Motors Corp. has built a four-passenger successor to its experimental gas-turbine car, the Firebird. The Firebird II's engine, said President Harlow Curtice, "gives promise of being able to operate with substantially the same economy as present-day automotive piston engines." Instead of wasting the tremendous blast of heat that comes out of the back of the engine, the Firebird recaptures about 80% of it by means of a heat exchanger, uses it to raise the temperature of intake air and thus improve combustion. G.M. does not plan to produce the titanium-bodied Firebird II, but it will be exhibited at G.M.'s Motorama, which starts its tour next month in Manhattan.



G.M.'s Gas Turbine Firebird II
A kick from the rear.

Steel Inspector. To find microscopic holes in strip steel before it is made into tin cans, General Electric Co. has developed a gadget that shines a powerful light on the strip to make pinholes show up. The detector can find holes less than the diameter of a human hair while the strip runs by at 2,000 ft. a minute.

Chocolate Straws. A drinking straw that turns plain milk into chocolate milk has been put on the market by Los Angeles' Frontier Foods Corp. The Flav-r Straw contains a strip of sugarless chocolate that dissolves in the milk passing through. Frontier Foods plans soon to add strawberry and root-beer flavors. Price: 23¢ a dozen.

Meat Preserver. To keep poultry, beef and other meats fresh for several days without refrigeration, American Cyanamid Co. has developed a product called Acronize. It contains a minute amount of aureomycin, an antibiotic. Applied to meat, it stops the early growth of bacteria, main cause of food spoilage.

MILESTONES

Born. To Lewis Hoad, 21, Australian Davis Cup star, and Jennifer Staley, 21, one of Australia's topflight women tennis players: their first child, a daughter; in Melbourne. Name: Jane.

Born. To Ann Blyth, 27, cinemactress (*Kismet*), and Dr. James McNulty, 37, obstetrician: their second child, first daughter; in Los Angeles. Name: Maureen Ann. Weight: 7 lbs. 3 oz.

Married. Hironoshin ("The Flying Fish of Fujiyama") Furuhashi, 27, Japan's onetime record-breaking long-distance swimmer, holder of the world's 1,500-meter mark (Time, Aug. 29, 1949); and Keiko Okada, 21; in Tokyo.

Died. Major General (ret.) Frank Dow Merrill, 52, leader of World War II's jungle-fighting "Merrill's Marauders"; of a heart attack; in Fernandina Beach, Fla. (*see* National Affairs).

Died. Dorothy Park Benjamin Caruso, 62, U.S.-born widow of great Tenor Enrico Caruso, author of *Enrico Caruso, His Life and Death*; of cancer; in Baltimore.

Died. Homer ("The Musical Missionary") Rodeheaver, 75, trombone-playing musical director for 22 years for the late Evangelist Billy Sunday, composer of gospel songs (*Then Jesus Came*); of a cerebral hemorrhage; in Winona Lake, Ind.

Died. George Herbert Hyde Villiers, 78, sixth Earl of Clarendon, Lord Chamberlain to the late King George VI, Governor General of South Africa, 1931-37, chairman of the board of governors of the BBC, 1927-30; in London.

Died. Charles Edwin Mitchell, 78, onetime top financier who lost an estimated fortune of $30 million in 1929, disclosed in testimony before the Senate Currency and Banking Committee in 1933 that he owed the U.S. Government $850,000 in back taxes; of a circulatory ailment; in Manhattan. Mitchell refused to declare himself bankrupt, as an investment banker (Blyth & Co.) made a startling financial comeback which enabled him to pay off his reported $12 million debts.

Died. Antônio Caetano de Abreu Freire Egas Moniz, 81, Portuguese neurologist, co-winner of the Nobel Prize for medicine in 1949 as the first man to devise an operation for the treatment of mental disorders (the prefrontal lobotomy), Portuguese Foreign Minister from 1918-19; in Lisbon.

Died. Archer Milton Huntington, 85, multimillionaire founder, with his family, of 13 U.S. museums, including Newport News's Mariners' Museum, Manhattan's Hispanic Society, son of Collis P. H. Huntington, builder of the Southern Pacific railway; in Bethel, Conn.

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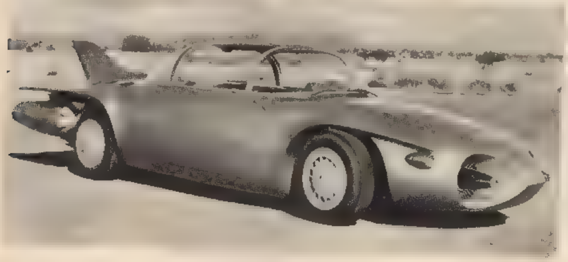

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Steel Inspector. To find microscopic holes in strip steel before it is made into tin cans, General Electric Co. has developed a gadget that shines a powerful light on the strip to make pinholes show up. The detector can find holes less than the diameter of a human hair while the strip runs by at 2,000 ft. a minute.

Chocolate Straws. A drinking straw that turns plain milk into chocolate milk has been put on the market by Los Angeles' Frontier Foods Corp. The Flav-r Straw contains a strip of sugarless chocolate that dissolves in the milk passing through. Frontier Foods plans soon to add strawberry and root-beer flavors. Price: 23¢ a dozen.

Meat Preserver. To keep poultry, beef and other meats fresh for several days without refrigeration, American Cyanamid Co. has developed a product called Acronize. It contains a minute amount of aureomycin, an antibiotic. Applied to meat, it stops the early growth of bacteria, main cause of food spoilage.

MILESTONES

Born. To Lewis Hoad, 21, Australian Davis Cup star, and Jennifer Staley, 21, one of Australia's topflight women tennis players: their first child, a daughter; in Melbourne. Name: Jane.

Born. To Ann Blyth, 27, cinemactress (*Kismet*), and Dr. James McNulty, 37, obstetrician: their second child, first daughter; in Los Angeles. Name: Maureen Ann. Weight: 7 lbs. 3 oz.

Married. Hironoshin ("The Flying Fish of Fujiyama") Furuhashi, 27, Japan's onetime record-breaking long-distance swimmer, holder of the world's 1,500-meter mark (Time, Aug. 29, 1949); and Keiko Okada, 21; in Tokyo.

Died. Major General (ret.) Frank Dow Merrill, 52, leader of World War II's jungle-fighting "Merrill's Marauders"; of a heart attack; in Fernandina Beach, Fla. (*see* National Affairs).

Died. Dorothy Park Benjamin Caruso, 62, U.S.-born widow of great Tenor Enrico Caruso, author of *Enrico Caruso, His Life and Death*; of cancer; in Baltimore.

Died. Homer ("The Musical Missionary") Rodeheaver, 75, trombone-playing musical director for 22 years for the late Evangelist Billy Sunday, composer of gospel songs (*Then Jesus Came*); of a cerebral hemorrhage; in Winona Lake, Ind.

Died. George Herbert Hyde Villiers, 78, sixth Earl of Clarendon, Lord Chamberlain to the late King George VI, Governor General of South Africa, 1931-37, chairman of the board of governors of the BBC, 1927-30; in London.

Died. Charles Edwin Mitchell, 78, onetime top financier who lost an estimated fortune of $30 million in 1929, disclosed in testimony before the Senate Currency and Banking Committee in 1933 that he owed the U.S. Government $850,000 in back taxes; of a circulatory ailment; in Manhattan. Mitchell refused to declare himself bankrupt, as an investment banker (Blyth & Co.) made a startling financial comeback which enabled him to pay off his reported $12 million debts.

Died. Antônio Caetano de Abreu Freire Egas Moniz, 81, Portuguese neurologist, co-winner of the Nobel Prize for medicine in 1949 as the first man to devise an operation for the treatment of mental disorders (the prefrontal lobotomy), Portuguese Foreign Minister from 1918-19; in Lisbon.

Died. Archer Milton Huntington, 85, multimillionaire founder, with his family, of 13 U.S. museums, including Newport News's Mariners' Museum, Manhattan's Hispanic Society, son of Collis P. H. Huntington, builder of the Southern Pacific railway; in Bethel, Conn.

N70700
PAN AMERICAN WORLD AIRWAYS
PAA
N70700
PAA

Pan American World Airways has ordered 20 Boeing 707 Stratoliners, for delivery late in 1958, and scheduled service the following spring. Here are some of the proposed flight times:

New York-Paris, 6 hrs. 35 mins.
Chicago-London, 6 hrs. 45 mins.
San Francisco-Tokyo, 12 hrs. 45 mins.
N. Y.-Buenos Aires, 11 hrs. 15 mins.

FIRST jet transocean service!

N AIRLINES
AMERICAN

American Airlines has ordered 30 of the new Boeings. Delivery is to begin early in 1959 and regular service in June, 1959. Here is how American's Stratoliners will shrink United States distances:

Los Angeles-New York, 4 hrs. 15 mins.
Los Angeles-Chicago, 3 hrs. 10 mins.
Chicago-New York, 1 hr. 25 mins.

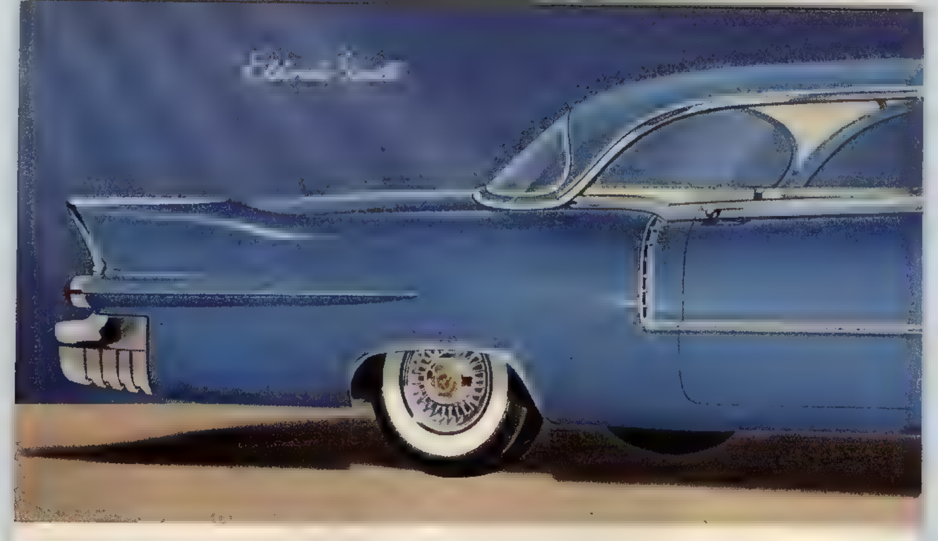
FIRST jet transcontinental service!

There is only one *first* jet transport in America. It is the Boeing Stratoliner—an airplane with brilliant performance that has already been proved in more than a year of flight-testing. On a recent routine test flight, the Boeing Jet made history by flying from coast to coast *and back* in 8 hours and 6 minutes!

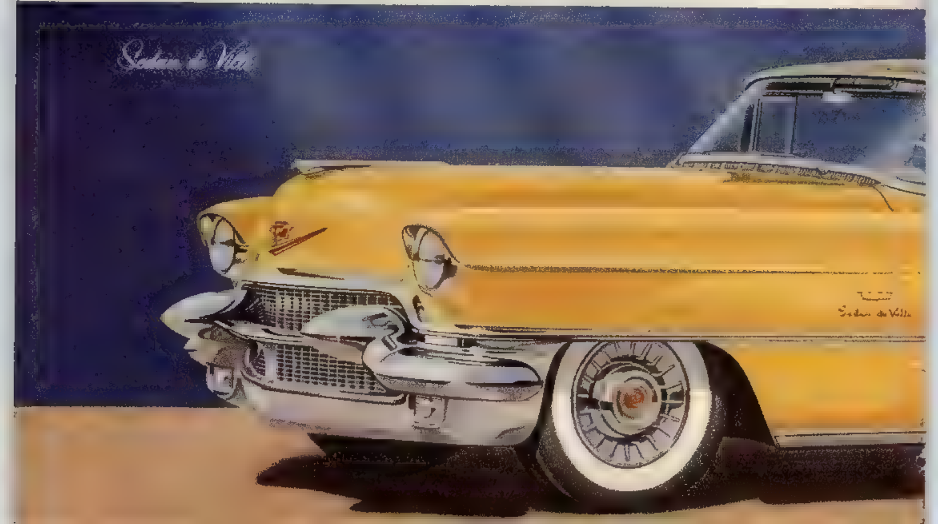
You will be flying in Boeing jet airliners *first* because Boeing was the one manufacturer with the faith and foresight to build a prototype—the "707"—with its own funds.

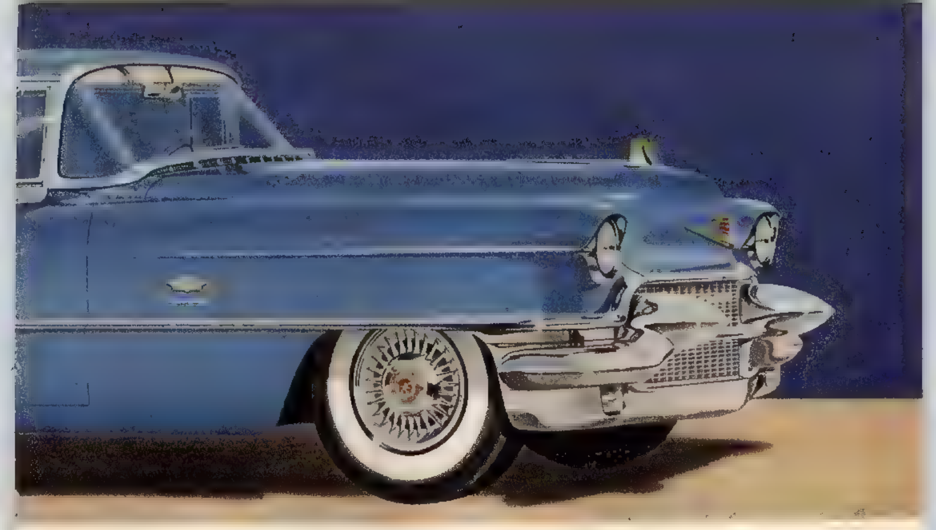
Behind the Stratoliner is 39 years of leadership in aviation—20 years of building high-altitude pressurized planes—and finally the vast experience Boeing has gained in producing and flying more big multi-jet, high-altitude aircraft than any other company in the world.

BOEING Jet Stratoliner



The most inspiring motor cars
the world has ever seen!


Sedan de Ville
Sedan de Ville



You are looking at two entirely new and exciting additions to Cadillac's royal family of motor cars.

These spectacular new Cadillacs in company with the other brilliant Cadillac models for 1956—introduce a standard of automotive excellence that will find no counterpart on the highways of the world.

Where, for instance, could you find anything to match them for beauty and elegance? Their long, low, sweeping lines . . . their jewel-like grille and rear-fender designs . . . their brilliant new color combinations . . . all combine to create a beauty that is truly unique.

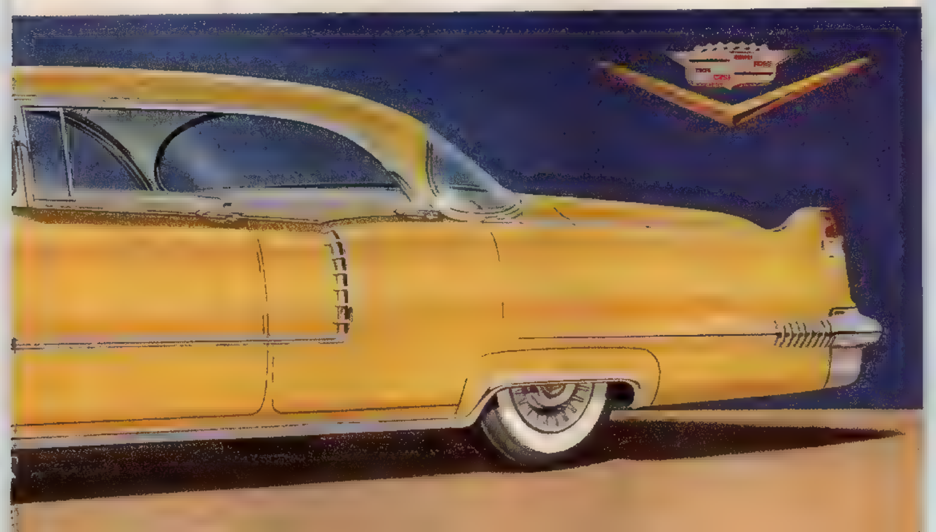
Where could you find anything to equal them in luxury? Inside are fabrics and appointments that are beautiful and regal beyond description.

And where could you find anything to rival them in performance? There's a completely redesigned Cadillac engine developing 285 and 305 horsepower . . . an entirely new, controlled-coupling Hydra-Matic Drive . . . and advanced Cadillac Power Steering and Power Braking.

This great new Cadillac beauty, luxury and performance have been interpreted in four separate series and in nine individual body styles.

We sincerely urge you to visit your Cadillac dealer soon for a personal inspection and demonstration. We know you will agree that they are *the most inspiring motor cars the world has ever seen!*

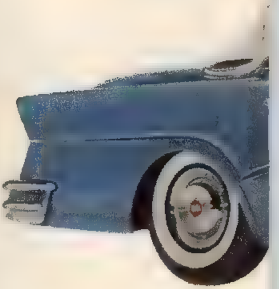
CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



fashion foreword for '56

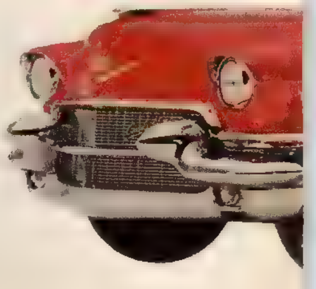
They've done it again!

These photos make it pretty clear that our finger-on-the-future stylists—originators of the hardtop, the panoramic windshield and, most recently, the 4-door hardtop—have advanced automotive design many a fashion furlong further in our '56 Oldsmobiles, Buicks and Cadillacs.



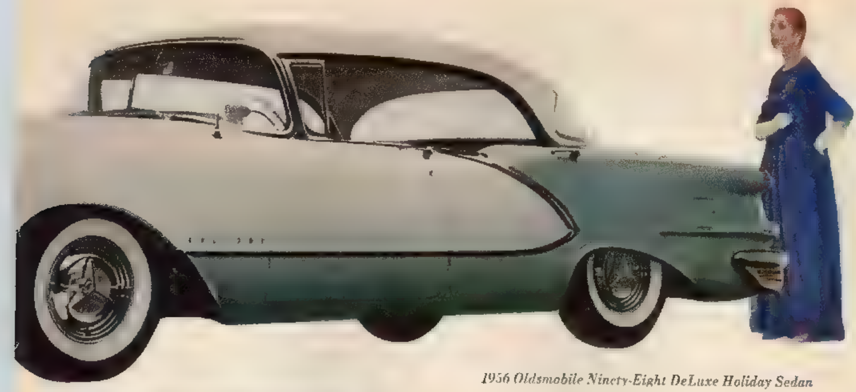
And our engineers have also topped their former triumphs—as you'll discover when you visit your General Motors dealer to look these beauties over. They have come through for you with even more powerful, more economical high-compression engines, even smoother, more efficient automatic transmissions—plus a wealth of improvements in Safety Power Steering, Power Brakes and all the other GM-engineered contributions to car performance, safety and comfort—including air conditioning.

CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC
All with Body by Fisher GMC TRUCK & COACH

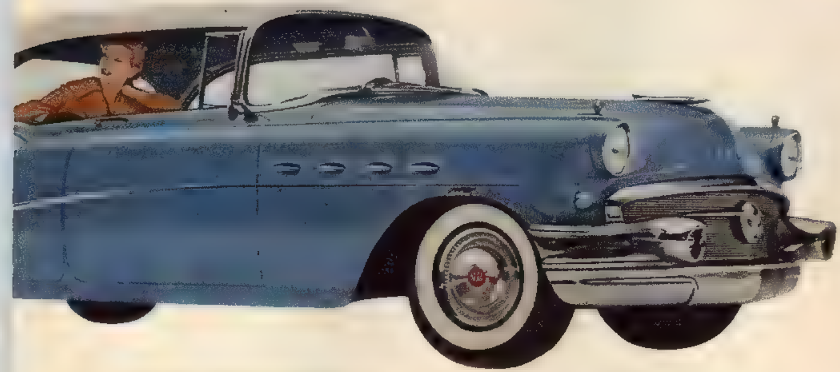


GENERAL MOTORS

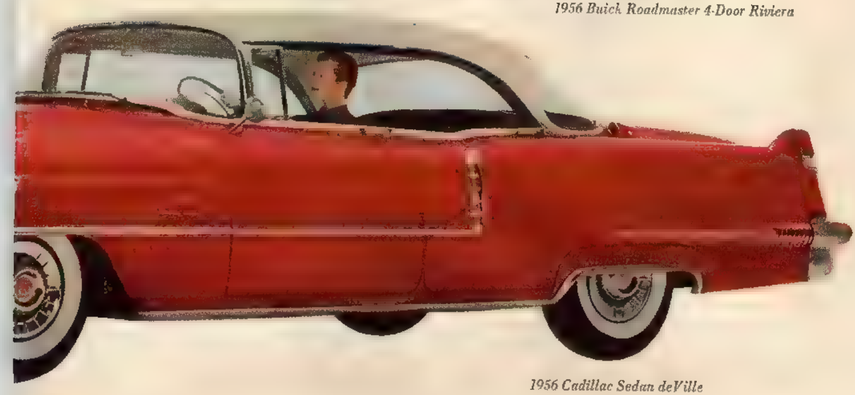
leads the way



1956 Oldsmobile Ninety-Eight DeLuxe Holiday Sedan

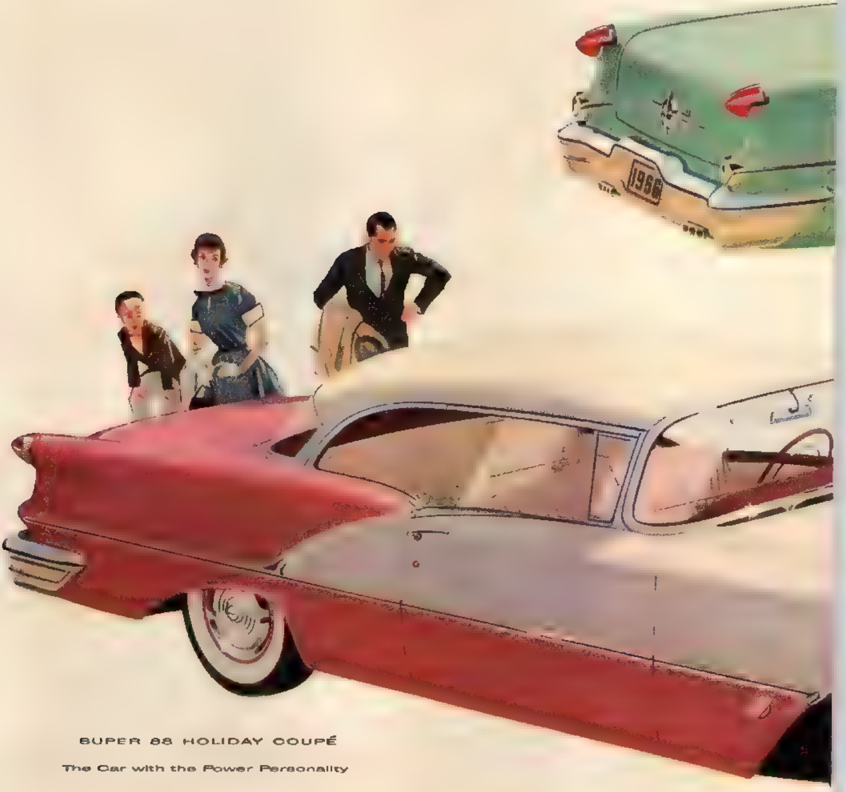


1956 Buick Roadmaster 4-Door Riviera



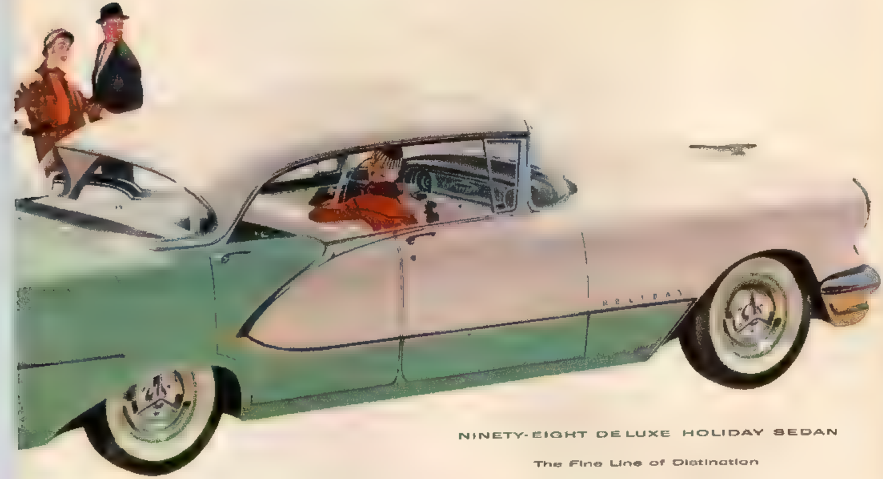
1956 Cadillac Sedan deVille

Oh-h-h! THOSE '56 OLDSMOBILES!



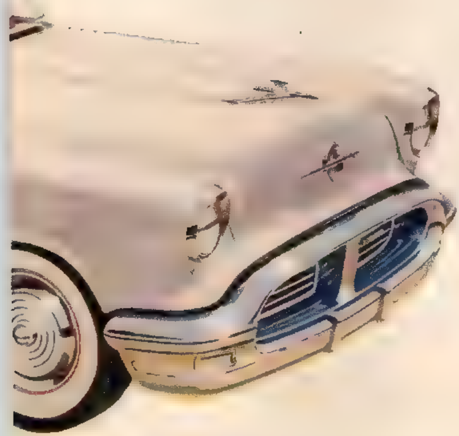
SUPER 88 HOLIDAY COUPÉ

The Car with the Power Personality

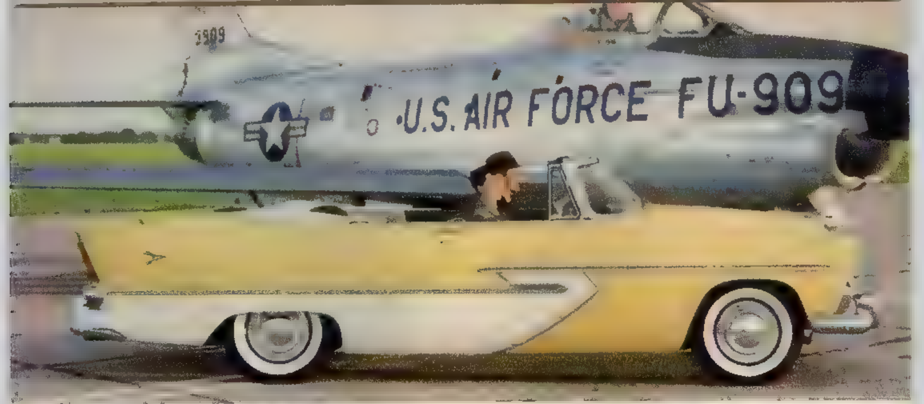


NINETY-EIGHT DE LUXE HOLIDAY SEDAN

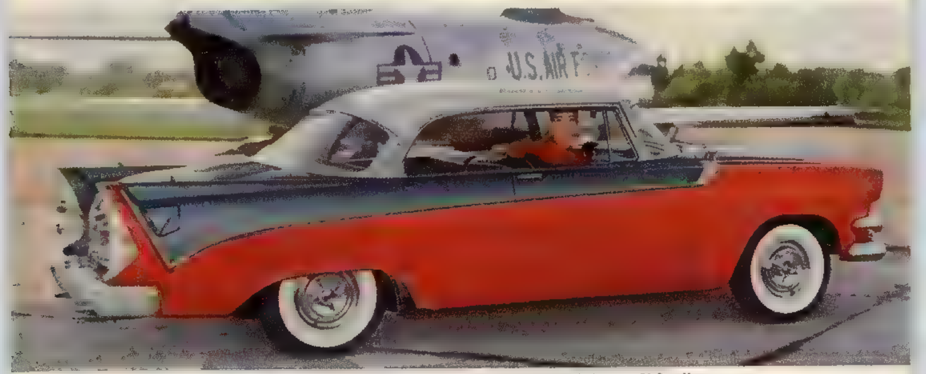
The Fine Line of Distinction



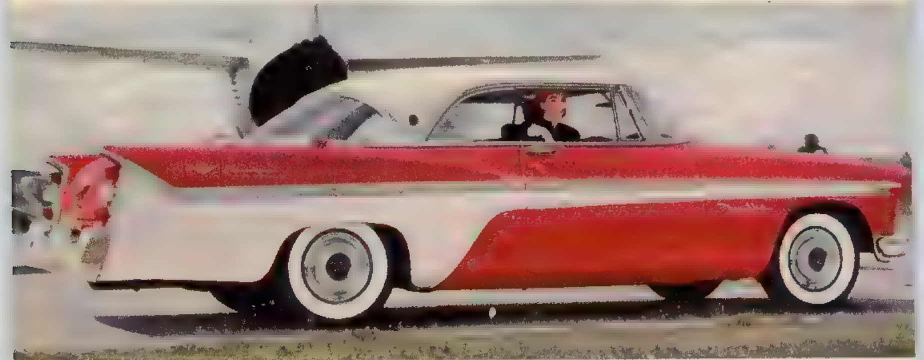
Suddenly it happens! Suddenly a new car flashes into the scene to capture America's heart! *This is it!* This is Oldsmobile for '56 . . . a daring, dazzling Oldsmobile—*brilliantly new from every point of view! New* . . . with inspired Starfire Styling—fresh, radiant beauty that is Oldsmobile's alone! *New* . . . with revolutionary Jetaway Hydra-Matic for liquid-smooth, lightning action . . . a new concept in smoothness and performance! *New* . . . with Rocket T-350—a Rocket to top all Rockets in torque, compression, horsepower action! Come see America's future favorites . . . *the magnificent new Oldsmobiles for 1956!*



YOUTHFUL AERODYNAMIC STYLING *emphasizes the long, low grace of this new 1956 Plymouth Belvedere Convertible. This is the magnificent, all-new, jet-age car that's going places with the young in heart.*



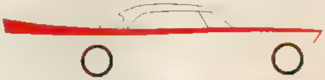
THE SUCCESS CAR OF THE YEAR *is Dodge—and this sleek Custom Royal Lancer V-8 tells you why. See how the bold, front-to-back stroke of THE FLIGHT-SWEEP wraps up the whole idea of GO!*



DESIGNED FOR THE SUPER HIGHWAY AGE: *the 1956 De Soto. This Fireflite V-8 Sportsman hugs the road like a swallow skimming the grass. Like all the cars of* THE FORWARD LOOK, *it has a great sense of forward motion.*

FU-960 U S AIR FORCE

HERE'S WHAT POWER LOOKS LIKE! *From the headlight visor to the flight-swept rear fender, this Chrysler New Yorker 4-Door Newport says action. Here's a car that looks . . . and is . . . impatient to get going!*



THE FIVE ALL-NEW CARS WITH *THE FLIGHT-SWEEP*

One vivid stroke from headlight to upswept tail . . . . . the freshest note in car design you'll see this year!

THE FLIGHT-SWEEP is the brand new 1956 dramatization of the long, low, forward-thrusting modern design concept of THE *FORWARD* LOOK.

With one bold front-to-back stroke, THE FLIGHT-SWEEP emphasizes in a new way the essential purpose of a car: *forward motion.* The almost wedge-shape silhouette—like that of a jet plane—conveys *motion* and *power.*

This is the direction in which car design of the future will go—for it is in tune with tomorrow. This year you will see THE FLIGHT-SWEEP only in the five cars of THE *FORWARD* LOOK—Plymouth, Dodge, De Soto, Chrysler and Imperial.

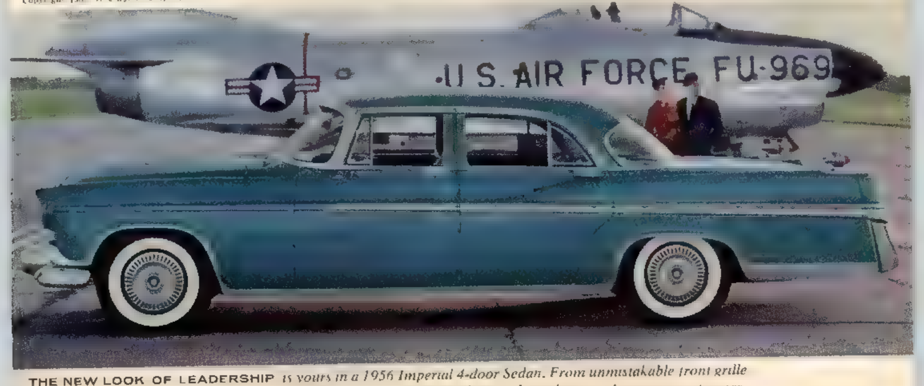
Visit your dealer *now.* See for yourself how THE *FORWARD* LOOK for 1956 widens its advantages over other cars—in safety, in beauty, in performance, in ride and in *lasting value!*

CHRYSLER CORPORATION ➤ THE *FORWARD* LOOK

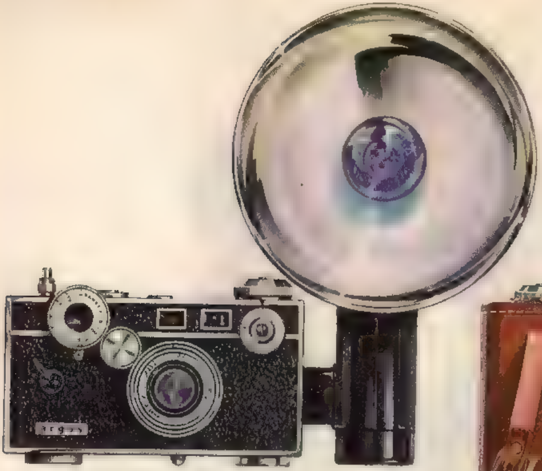
PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

Copyright 1955 by Chrysler Corporation

See Chrysler Corporation's Great TV Shows "Shower of Stars" and "Climax" Thursday nights, CBS-TV



THE NEW LOOK OF LEADERSHIP *is yours in a 1956 Imperial 4-door Sedan. From unmistakable front grille to distinctive gun-sight taillights, never before has such elegance been achieved in an American motor car.*



Two interchangeable lenses make the C-3 as versatile as cameras costing hundreds of dollars more. Argus C-3 Telephoto Lens, Argus C-3 Wide Angle Lens. Only $49.50 each.

Argus C-3: There are lots of *inside* reasons why the C-3 is the world's favorite 35mm camera. It has a hard-coated, color-corrected f:3.5 Cintar lens. Shutter speeds, up to 1/300 second, are gear-controlled for fast, precise action. The rangefinder is lens-coupled for sharp focusing. The flashgun plugs right into the camera, and flash synchronization is completely automatic. Color-matic settings let you make lens and shutter adjustments quickly and easily simply by lining up the red or yellow markers.

Only **$66.50,** *complete with case and flash.*

argus has a gift for making people happy!

Big people, small people . . . men people, women people . . . they all become *happy people* when the gift is an Argus!

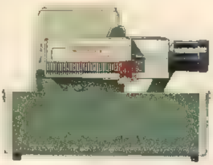
An Argus camera will let them take wonderful pictures on beaches or in caves . . . in houses where Washington slept or in hotels where they slept . . . anywhere the mood strikes them . . . See these Argus gifts at your dealer's—soon. Someone's going to be awfully happy you did!

argus

Manufacturers of precision photographic
and optical instruments

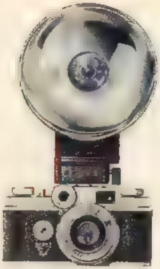
Argus "instant-reading" light meter: Gives direct setting data instantly and accurately. The pointer tells you the correct f-stop and shutter speed. A full range of readings for both incident and reflected light

Only **$16.95,** *complete with carrying case.*



Argus automatic projector: Shows, changes, stores your color slides automatically. An easy push pull of the changer lever does it.

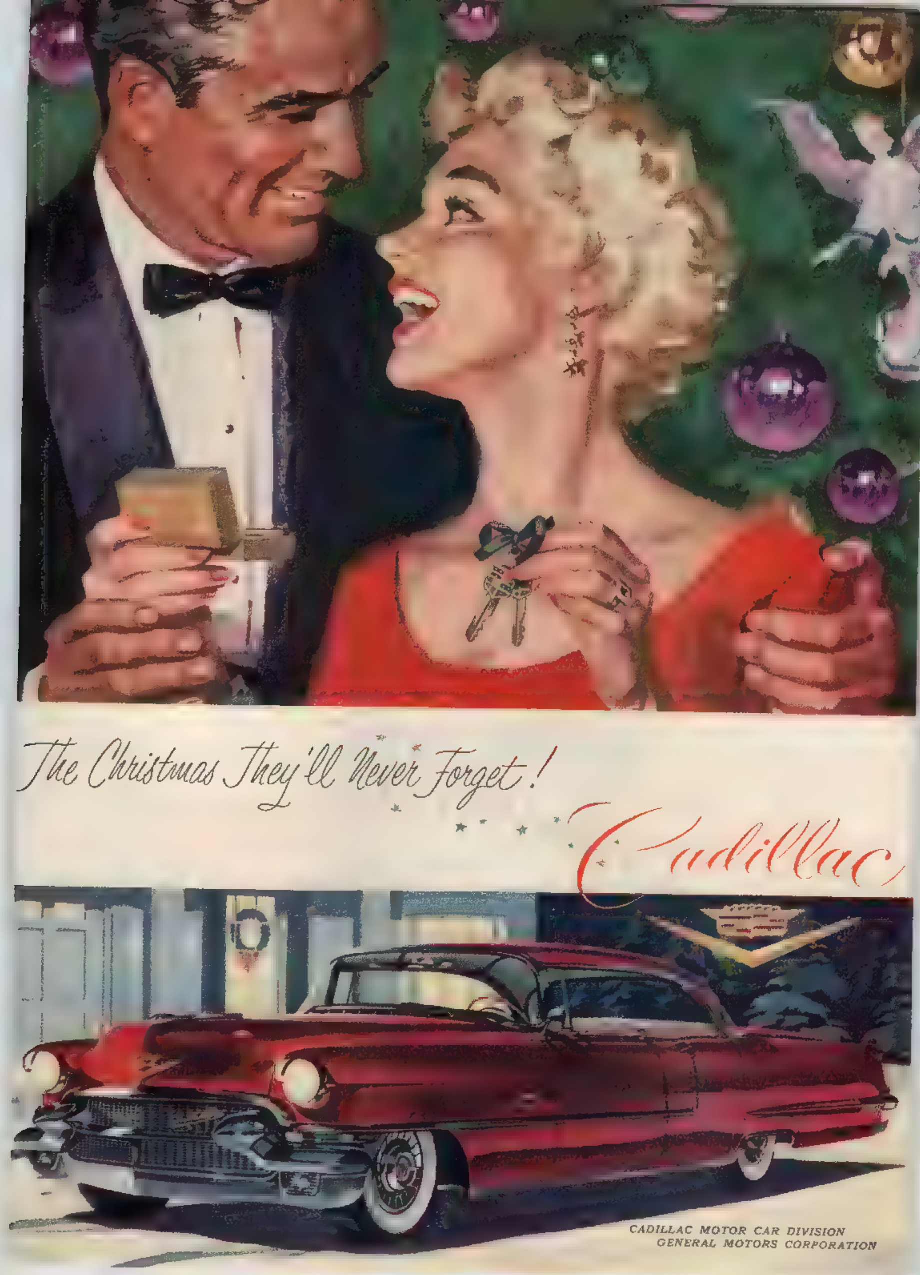
Only **$66.50,** *with carrying case.*



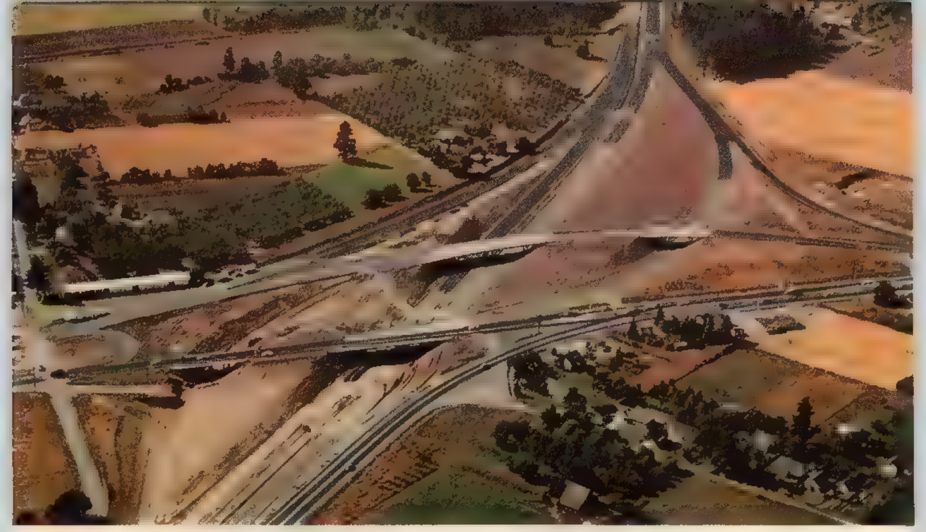
Argus C-4: America's most distinguished 35mm camera. Cintar f:2.8 lens gets the picture even in dim light.

Only **$84.50** *Case: $7.50 Flash: $7.50*

Copyright 1955 Argus Cameras, Inc., Ann Arbor, Michigan. (Canadian address: Toronto 1, Ontario.)
Prices include Federal Excise Tax where applicable, and are subject to change without notice.


The Christmas They'll Never Forget!
Cadillac

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION



This road will save Bill Wood $150 a year

Oregon's Five-Year Plan for better highways will pay its own way in time and money saved. How is your state meeting the growing highway problem?

Bill Wood is a lumber salesman in Salem, the state capital. Once a week he drives through green and rolling Oregon countryside to Portland. Traffic is painfully slow on U. S. 99. The 52-mile drive is costing Bill Wood heavily in gas, wear-and-tear, and his own time.

Soon this heavily traveled portion of U. S. 99 will be a four-lane ribbon, five miles—and half an hour— shorter. Bill Wood will save an hour a week—*six full working days a year*. He'll make more calls on customers, and his expenses will be reduced. Oregon state highway officials estimate that each motorist will save $2.96 on a round trip between Portland and Salem. In Bill Wood's case, that will be a saving of more than $150 a year *on this one stretch of highway alone!*

By 1957, 145 miles of U. S. 99 will be entirely new. By then, too, 80 beautiful miles of U. S. 30, the Columbia River Highway, will be completed between The Dalles and Portland. These are two important projects in Oregon's Five-Year Plan, begun in 1952, to build 530 miles of new highway and rebuild or modernize 330 additional miles of existing road.

Oregon is accomplishing much, and doing it at a cost to the average car owner of about half a cent a mile—one of the lowest-cost items in operating a car! But much remains to be done: about 5600 miles of modernization and new construction, according to the latest official estimate.

Like Oregon, your state is working hard to improve its roads. Give it the support of your voice and your vote. After all, it's your money, your time, your life that your state's highway program saves.

Caterpillar Tractor Co., Peoria, Illinois, U. S. A.

CATERPILLAR
REG. U. S. PAT. OFF.

DIESEL ENGINES • TRACTORS • MOTOR GRADERS
EARTHMOVING EQUIPMENT

THE WORLD'S NO. 1
ROAD BUILDING EQUIPMENT

Wherever you see big yellow machines working on your roads, you can be sure your state is getting its money's worth.

A GLEAMING FEAT OF POWER...
EAGER TO CALL YOU MASTER

THE WINDSOR NEWPORT IN STARDUST BLUE AND CLOUD WHITE

THE NEW "PowerStyle" CHRYSLER FOR 1956

You can actually see the thrilling power in this breathtaking new Chrysler.

See it in every fresh, sleek "PowerStyle" line.

See it in the dynamic, pulse-quickening look that says clearly and unmistakably, "Here is the world's greatest performing car!"

And how brilliantly just a few moments behind the wheel bear out that promise. Instantly, you discover a brand-new sense of driving mastery. A new and exciting feeling of complete control never before possible in any car. *You're the boss!*

For here you command the surging power of Chrysler's exclusive airplane-type V-8 engine with the ultra-efficient hemispherical combustion chamber . . . *plus* new Pushbutton PowerFlite automatic transmission which you control simply by *pushing* a button on the dash! You get a full-time power-assist from Chrysler's new PowerPilot Steering — a constant, positive, *predictable* feel-of-the-road. And you get the safest, most velvety braking with still another "Forward Look" advance—new Power-Smooth Brakes that last twice as long as any others.

We invite you now to enjoy this never-to-be-forgotten experience in driving mastery. We invite you to take your first ride in the magnificent new "PowerStyle" Chrysler. See your Chrysler dealer today!

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR

Drink
Coca-Cola
ICE COLD

COSTUME CLARE POTTER

Drink
Coca-Cola

Almost everyone appreciates the best

. . . and the extra-bright refreshment of Coke brings you back so quickly.

TASTE its extra-bright tang—so bracing, so distinctive, the liveliest sparkle of them all.

FEEL its extra-bright energy, a fresh little lift that comes through in seconds.

ENJOY its extra-bright *quality*—the unmatched goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always—ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

"COKE" IS A REGISTERED TRADE-MARK   See Eddie Fisher on "Coke Time"—NBC Television twice each week   COPYRIGHT 1955, THE COCA-COLA COMPANY

Presenting the Continental — *mark II*

With the introduction of the Continental *Mark–II*, we dedicate ourselves, our skills, and our resources to the continuing task of making this a motor car finer than any that America has yet known.

Naturally, so distinguished a car can be produced only in somewhat limited numbers. The Continental *Mark–II* is now on display. We cordially invite you to see it.

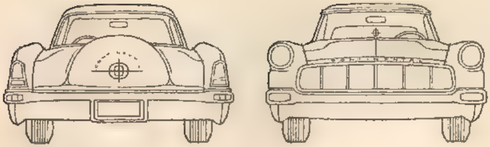
Continental Division • Ford Motor Company

An experience awaits you—the excitement of being conservative

The simple, straightforward lines of the new Continental *Mark II* are almost formal in their quiet elegance. To this extent, it is a conservative motor car.

But observe how long and low and truly exciting a conservative car can be! It is an excitement you can actually *sense*—in owning it and driving it and knowing that it is your own personal possession.

And always there will be the inner satisfaction of knowing that neither time nor craftsmanship has been stinted to make the Continental *Mark II* as fine a car as America has yet known.



Continental

Mark II

Continental Division · Ford Motor Company

Announcing...the forward look DESOTO for 1956
designed for the super-highway age
1956

De Soto Fireflite Sportsman

An exciting new beauty... designed for today's and tomorrow's roads... quick and nimble in city driving... safer, more comfortable at super-highway speeds... new push-button drive selector ... new and mighty V-8 engines (up to 255 hp) with sizzling "high torque take-off"... new super-highway brakes...85 exterior color combinations...luxurious interiors...new forward look! See and drive the glamorous **1956 DE SOTO... designed for the super-highway age!**

De Soto Division, Chrysler Corporation

This is your reward for the great Dodge advance—the daring new, dramatic new '56 Dodge

The Magic Touch of Tomorrow!

The *look* of success! The *feel* of success! The *power* of success!

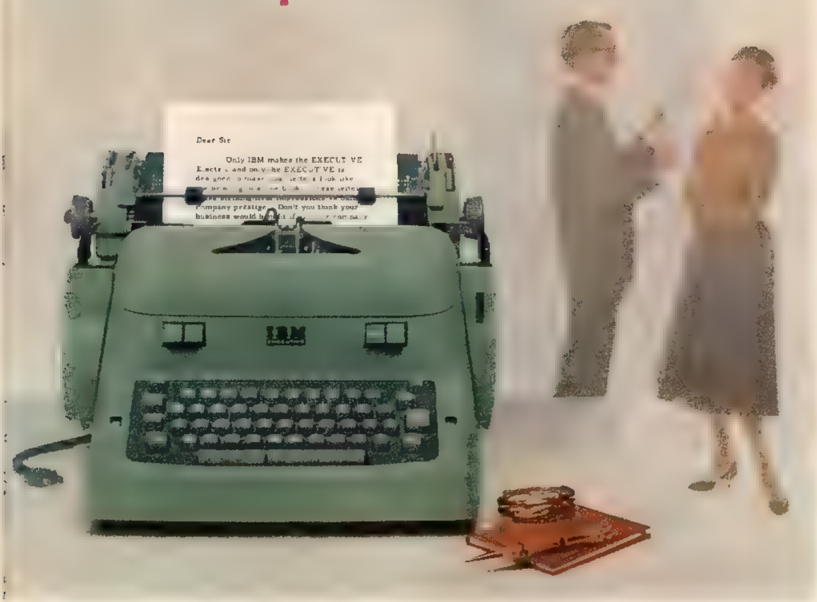
They come to you in a dramatically beautiful, dynamically powered new Dodge that introduces the ease and safety of push-button driving—the Magic Touch of Tomorrow! It is a truly great value.

New '56 DODGE

VALUE LEADER OF THE FORWARD LOOK

SECRETARY AND BOSS AGREE...

The IBM Executive* Electric types America's most distinguished letters!



TO THE MEN WHO SIGN THE LETTERS:

Only IBM makes the EXECUTIVE Electric and only the EXECUTIVE is designed to make your letters look like the printing in a fine book. These letters make striking first impressions -- build company prestige. Don't you think your business would benefit if all your company correspondence were typed on IBM EXECUTIVE Electrics?

TO THE GIRLS WHO TYPE THE LETTERS:

Every secretary who types on an IBM Electric says she just couldn't go back to any other typewriter. That's because the lightest touch produces beautiful, even typing on the IBM -- with less time, with less effort. Once you set finger to the IBM Electric, you'll agree it does more for you than any other typewriter.

THIS STANDARD AND THE "EXECUTIVE" shown in green are just 2 of the 32 IBM Electric models. They all come in many varying type faces and 7 handsome colors. When you replace your out-dated manual, consider the IBM Electric. It gives you more for your money—yet it costs no more than other electrics. Call your nearest IBM office for more information.

IBM ELECTRIC TYPEWRITERS ...OUTSELL ALL OTHER ELECTRICS COMBINED!

Copr., International Business Machines Corp.

Only you and Esterbrook can make this gift so personal —
ESTERBROOK
2668 General writing
1551 Student
9556 Fine writing
1555 Shorthand
9550 Extra fine

More than 30 different points...one just right for every writing style

Esterbrook makes the pens—in all the right sizes and colors. They make the points, too—more than 30 different styles, for every kind of writing. You do the choosing—of point, size and color—for every pen you give. And you get the thanks—for a thoughtful gift with the personal touch.

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THREAD THE POINT OF YOUR CHOICE . . INTO THE BARREL

Esterbrook
Esterbrook

MATCHING PEN AND PENCIL SETS

Standard Pocket Set—beautiful pearlescent colors.

Deluxe Pocket Set—handsome deep-toned barrels, lustrous metal caps.

Petite-Pak—purse pen and pencil in case. Pastel colors.

ESTERBROOK PUSH-PENCILS—a style and color to match every Esterbrook Fountain Pen. Write for months without reloading. Push the cap to feed up to 360 new sharp points—one right after the other.

Esterbrook

THE WORLD'S MOST PERSONAL FOUNTAIN PEN

to be equally quick to compliment you most highly for your farm-income article in the Nov. 7 issue; it is factual and written with the clear-cut seriousness which the subject deserves.

J. H. FLOREA

Mount Morris, Ill.

Sir:

The U.S. seems to be pretty statistical-minded when it comes to the U.S. farmer and his howl. Our receipts are up but our operating expenses are up also. How can we buy the items needed and economize? We can—by working 18 hours a day, as many do who show the 11% profit, and use 12- and 13-year-old children to work as unpaid labor. Your city labor is working for shorter hours. Mr. Benson tells the farmer to work longer hours for less hourly wage. The farm situation is dangerous because the farmer and his family are damn mad

DONALD S. CONKEY

Caseville, Mich

Calling the Moose

Sir:

That Nov. 7 feature, "Big Game in the U.S.," scored a real hit. Photographer Joern Gerdts' skill in shooting game far surpasses that of any hunter—whether he be the weekend small-townsman in Levis or the big-city boy in his "pure cashmere long underwear from Abercrombie & Fitch" Gerdts' photos should make some readers still the itching trigger finger instead of arousing the desire to kill.

STANLEY A. SPRECHER

Fort Wayne, Ind.

Sir:

The big game pictures are marvelous, but some of the statements in the article are not realistic It should be against the game law for anyone to talk about shooting moose with as light a rifle as a 30-30, and you don't need a birchbark horn to call moose. A cheerleader's megaphone or a rolled up copy of TIME will do just as well

EDISON MARSHALL

Augusta, Ga.

Sir:

Shame on TIME for trying to pass off a sloppily stuffed sack of fur as a live elk. All your bugling hunter is going to lure out of that glass-eyed mount are moths.

TOM MCHUGH

Banff, Alberta

¶ Let Reader McHugh look again. Photographer Gerdts' elk was of no stuffed ilk.—ED.

Sir:

Would like to advise TIME readers who might be contemplating the long trek into the wilderness of northern Maine for a moose hunt to be prepared to pay the fine [of up to $400] which accompanies the act.

JAMES RICHARDS JR.

Orono, Me

Who for '56?

Sir:

From the list of prospective G.O.P. nominees to succeed Ike, you omitted one who I feel sure would carry more weight and inspire more confidence than any other. I refer to Herbert Hoover Jr.

JAMES R. BAILEY

Winter Park, Fla.

Sir:

How about reversing the ticket? "Nixon and Eisenhower" should still make a sure winner. Ike could specialize in Foreign Affairs with the Secretary of State working

Now, in America, a refreshing new concept in fine motor cars

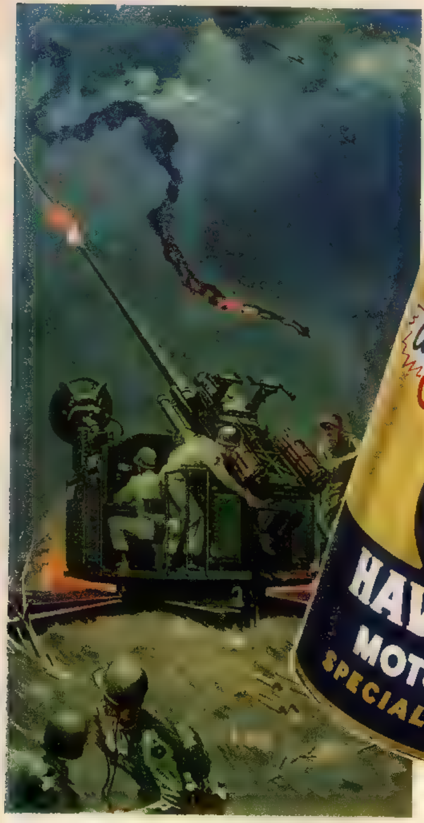
The excitement it stirs in your heart when you see the Continental *Mark II* lies in the way it has dared to depart from the conventional, the obvious.

And that's as we intended it. For in designing and building this distinguished motor car, we were thinking, especially, of those who admire the beauty of honest, simple lines . . . and of those who most appreciate a car which has been so conscientiously crafted.

The man who owns a Continental *Mark II* will possess a car that is truly distinctive and will *keep* its distinction for years to come.

Continental
Mark II

Continental Division • Ford Motor Company



THE SKYSWEEPER, designed to combat high-speed, low-flying aircraft, thinks for itself with an electronic device. Automatically loads, tracks and fires at attacking jets.

THINKS FOR ITSELF!

HD
10W-30
Advanced
CUSTOM-MADE
HAVOLINE
REG. T.M.
MOTOR OIL
SPECIAL 10 W-30

New Havoline Special 10W-30 thinks for itself . . .

No longer must you choose between winter and summer grade oil. Here's an *all-year* motor oil that thinks for itself. It's "light" for quick cold starts, has "body" to withstand engine heat. Guards against wear, exceeds "mil sup one" specifications — most rigorous industry standard devised!

it's "light" for cold starts
has "body" to withstand heat

Tests prove pickup of even NEW cars can be increased

Tested against leading 10W-30 oils in road trials by an independent research organization, Havoline Special 10W-30 proved decisively best for today's high compression engines. After 15,000 miles of grueling tests, pickup and pep of *new* cars using Havoline Special 10W-30 actually increased up to 15 per cent . . . as much as 18 per cent greater than test cars using other 10W-30 oils. Oil and gasoline consumption dropped. Wear was negligible.

Why this superiority? Because Havoline Special 10W-30 has an exclusive balanced-additive formula . . . *barricades* vital parts with a wear-repellent film. It keeps engines clean, *fully* protected despite temperature changes. For livelier starts, more engine stamina, get Havoline Special 10W-30. See your Texaco Dealer, *the best friend your car has ever had.*

TEXACO
REG. T.M.

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

TUNE IN . TEXACO STAR THEATER starring JIMMY DURANTE on TV Saturday nights, NBC. See newspaper for time and station.

THE TEXAS COMPANY

When the eye is filled with scenic loveliness and the ear vibrates with South Sea music . . . when aromatic trade winds play among the palms and lithe Polynesians ride the surf . . . when pleasure is the order of the day and romance of the night . . . there slips into the soul a joy of heart that is Hawaii's gift to every visitor.

It dwells with you through all the exciting things you do . . . enjoying the colorful beach life of Waikiki . . . sight-seeing among nature's masterpieces . . . shopping in smart shops and Oriental bazaars

Hawaii

for new joy of heart come this fall to these alluring isles

EASY TO REACH . . . LOW IN COST

ONLY 8-9½ HOURS BY PLANE
VANCOUVER
SEATTLE
PORTLAND
SAN FRANCISCO
LOS ANGELES
HAWAII
A 4½ DAY CRUISE BY LUXURY LINER

Leis express Hawaii's heartfelt welcome

Surprise the homefolks by learning the hula.

Spend magic hours at famous Waikiki

Practical Facts — Hawaii is Polynesian in tradition, modern American in living standards, language and currency. No passport necessary. Excellent hotel accommodations at reasonable rates. Restaurants to fit every taste and budget. Travel light. It's always summer and Hawaii's smart shops feature exciting Island-styled fashions and accessories.

Visit All Major Isles — Daily air flights from Honolulu on Oahu to Maui, the Valley Isle—world's largest volcanic crater . . . Kauai, the Garden Island—spectacular canyons and magnificent beaches . . . Hawaii, the Orchid Island—soaring volcanoes and picturesque Kona Coast. There are fine hotels on each of these islands—a complete inter-island tour will add surprisingly little to your vacation's cost. Your Travel Agent will give you full information or write

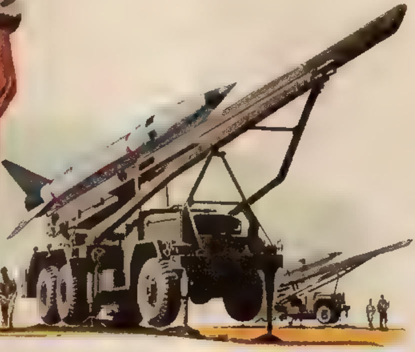
HAWAII VISITORS BUREAU
2051 Kalakaua Ave., Honolulu, T.H.
A non-profit organization maintained for your service by the People of Hawaii

No 3 in a new series

New missile marches with the infantry

Modern foot soldiers do more riding than walking. Trucks, tanks and parachutes give the infantry high-speed mobility that calls for equally mobile support weapons.

One such weapon is Honest John. Developed by Douglas in co-operation with Army Ordnance, this new missile is a free-flight rocket without complicated guidance system. It moves quickly into position on a special truck that serves both as transport and launcher. Highly accurate, Honest John can handle either a nuclear warhead or a single explosive round of enormous power.



The U.S. Army's Douglas-Designed HONEST JOHN Artillery Rocket

Defense is everybody's business. Development of Honest John by Douglas is an example of industry's role in U.S. defense. But weapons need people to make them work. The Army needs young men and women who agree that "defense is *everybody's* business."

Depend on DOUGLAS **First in Aviation**

SECRETARY AND BOSS AGREE—

the IBM Electric
does more for you
than any other
typewriter!

She's got to hand it to the Boss . . .

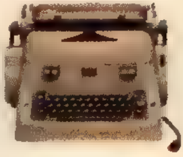
the IBM Electric was the best buy he ever made! With the lightest touch she turns out the most beautiful typing ever And she's doing more work in less time and with less energy. That's because the IBM Electric requires 95.4% less energy than her manual. Every day, more secretaries agree that the IBM does more for them than any other typewriter.

He says the IBM Electric

has already paid for itself. Because his secretary's work output has increased, he is now able to handle additional new business without additional secretarial expense . . . that's why his office is going 100% IBM Electric! IBM Electrics outsell all other electrics combined because they increase efficiency—help reduce office expense—yet cost no more than other electrics.

Only IBM makes the EXECUTIVE® Electric . . .

and this exclusive IBM Executive is the only typewriter in the world that makes typing look like the printing in a fine book. Letters typed on the Executive build company prestige . . . make striking first impressions . . . open doors. For more information and a demonstration, call your nearest IBM office *today.*



IBM **ELECTRIC TYPEWRITERS** . . . **OUTSELL ALL OTHER ELECTRICS COMBINED!**

Copr International Business Machines Corp.

GREAT IDEAS OF WESTERN MAN . . . ONE OF A SERIES

de Tocqueville

on the progress
of democracy

The progress of democracy seems irresistible, because it is the most uniform, the most ancient, and the most permanent tendency which is to be found in history.

(*Democracy in America*, 1835

artist: jacques nathan

CONTAINER CORPORATION OF AMERICA

LA CORONA
35¢
CORONAS
FLOR
FIN
In boxes of
25 and 50

PRODUCT OF CUBAN TOBACCO CO., INC

LA CORONA® CORONAS

...the finest

HONORIS
CAUSA
CUM LAUDE

● *Because curing and aging count for so much in a cigar made of all-Havana tobacco, we emphasize this all-important source of your pleasure: LA CORONA CORONAS tobaccos are "worked in their time". That is, each leaf is individually aged—for however long is required—to bring its particular type to the peak of finest flavor and aroma.*

Supreme the world over!

MANUFACTURED IN BOND

frenzied warnings, all through that threatened day hardly a breeze was stirring north of Maryland. At Hatteras, N.C., the Weather Bureau's radar (which shows rain-filled air) watched Ione approaching with measured tread. She had a clear little eye in her center (the signature of a hurricane), and around it were elaborate swirls like a spiral nebula (*see cuts*). But Ione lingered; her eye grew dim; her spirals dissolved in a structureless blob of rain. Then she streaked off over the Atlantic as if she had seen a ghost. The apprehensive Northeast states got only drops of local rain and fitful puffs of wind.

Policy Problem. Far from being grateful, the delivered victims felt let down, and Eastern editorial writers turned in fury on the unhappy weathermen. A Princeton professor, Astronomer-Hurricane Fancier John Q. Stewart, 61, who predicted that Ione would "not be bad at all," denounced the U.S. Weather Bureau for its hysterical warnings. He advised it to play down its radars and rely on old-fashioned barometers. About the only people who were happy about Ione's behavior were the promoters of the Marciano-Moore fight. They postponed it because of Ione—and sold more than $150,000 worth of extra tickets.

The Weather Bureau had no defense except to explain plaintively that the behavior of a hurricane is extremely hard to predict. When a hurricane crosses the shore line, as Ione did, it generally loses its vigor. But sometimes it does not. Hurricane Hazel in 1954, roared all the way to Canada, doing serious damage north of Toronto. A hurricane's path is capricious, too It generally curves toward the east, pushed by the westerly winds of north temperate latitudes. But some hurricanes, for no apparent reason, move northwest.

Ione's sudden flight across the Atlantic was caused by a southerly veering of the 'jet stream,' the great, high altitude wind that blows around the earth. The Weather Bureau says it came unexpectedly down to Virginia, arriving just in time to stop Ione's northward progress and push her toward Newfoundland.

Next time a hurricane threatens the U.S. coast, the Weather Bureau will have a serious policy problem. Should it predict the worst—and be denounced if the worst does not happen? Or should it be soothing—and be denounced even more furiously if the hurricane hits? Even if the weathermen predict just right, radio, TV and press hysterics can be counted on to feed the public's apprehension.

SeaMaster

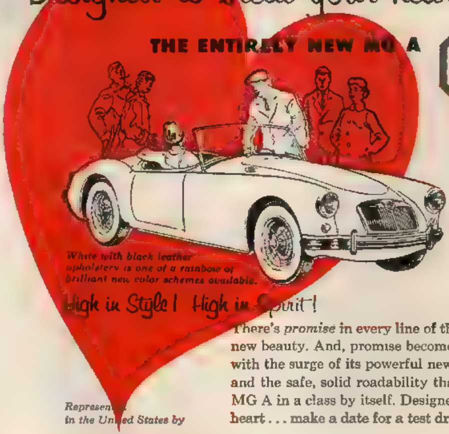
With bated breath and crossed fingers, the Navy has been watching the flight tests of the Martin XP6M-1 SeaMaster, the world's first multi-jet sea bomber. This week it authorized Glenn L. Martin Co. to say that it considers the SeaMaster "unusually promising." Behind the development of the SeaMaster is a vigorous bid by the Navy to capture an important chunk of the military flying business.

Seaplanes have important advantages, they can take off from water runways that

Designed to steal your heart!

THE ENTIRELY NEW MG A

MG


White with black leather upholstery is one of a rainbow of brilliant new color schemes available.
High in Style! High in Spirit!

There's *promise* in every line of this new beauty. And, promise becomes *reality* with the surge of its powerful new engine and the safe, solid roadability that puts the MG A in a class by itself. Designed to steal your heart . . . make a date for a test drive today.

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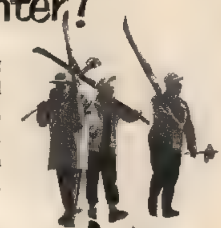
hambro
AUTOMOTIVE CORPORATION
27-29 W. 57TH ST., NEW YORK 19, N. Y.
Sold and serviced by a nationwide network of distributors and dealers.
Product of THE BRITISH MOTOR CORPORATION, LTD.
Makers of MG, AUSTIN-HEALEY, MAGNETTE, MORRIS, AUSTIN AND RILEY CARS

Wonderful Winter!

There's a bright new meaning to the season, high up in this land of snow and sun fun. The climate, the snow, the fine facilities and service make the perfect picture in your vacation book of memories.



Sun Valley
IDAHO

reservations?

Contact Mr Winston McCrea, Mgr., Sun Valley, Idaho or Union Pacific Railroad, Room 2140, Omaha 2, Neb., or see your local travel agent.

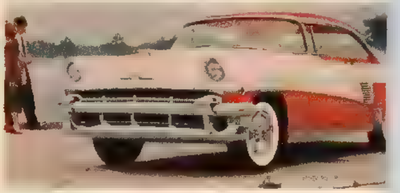
OWNED AND OPERATED BY UNION PACIFIC RAILROAD

Front, back, inside, and out — there's no mistaking THE BIG M

ANY WAY YOU LOOK AT IT—there's big news in THE BIG M. For 1956 Mercury offers fresh new color styling, with new Flo-Tones (illustrated), as well as two-tones and solids, to suit every taste. Mercury's all new 210 and 225-horsepower V-8 SAFETY-SURGE engines deliver that extra margin of power where and when you need it—for split-second pickup, safer passing, easier hill climbing. Another mark of Mercury leadership is Mercury's 10 new Safety-Engineered features for added driver and passenger safety.

NEW TAIL-LIGHTS SAY "MERCURY" As it glides ahead with all its quiet, smooth new "go," THE BIG M's new look is wide, low and lovely

NEW INTERIOR DESIGNS SAY "MERCURY" Rich, colorful nylons and vinyls add the look of luxury to the feel of spaciousness everybody wants to have.



BIG M CREST, GRILLE, HEAD LAMPS—ALL SAY "MERCURY" There's so much to see! 12 magnificent new models in 3 exciting series! And a new fleet of low-silhouette hardtops!

MERCURY DIVISION • FORD MOTOR COMPANY

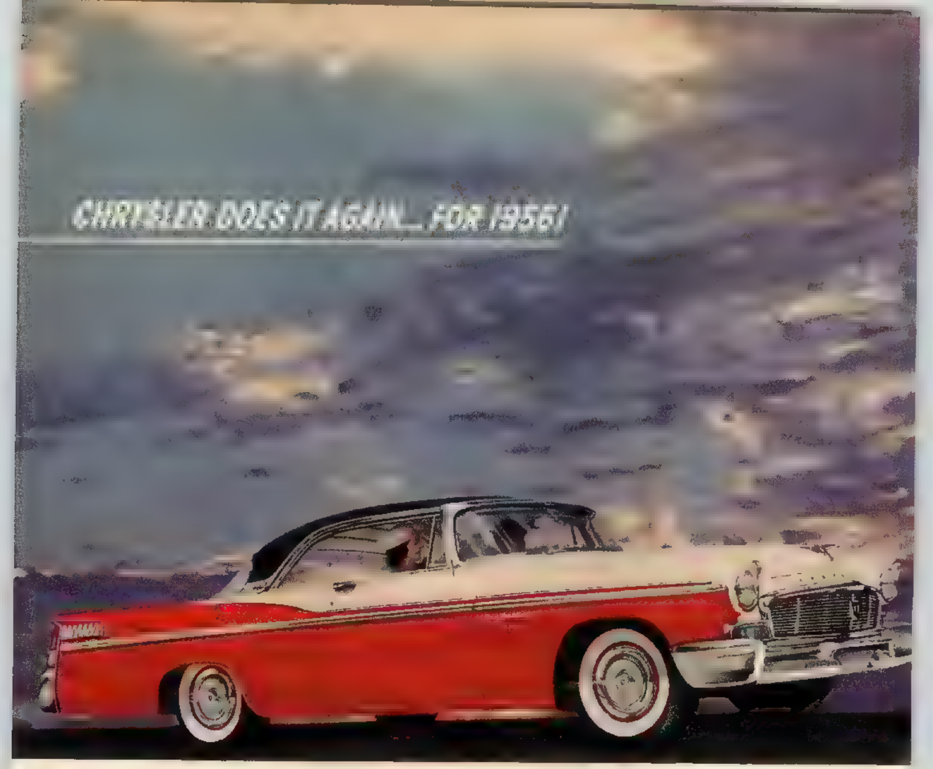
For 1956—the big move is to THE BIG MERCURY

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

Born 1820 . . . still going strong

MEET A GREAT SCOT! Johnnie Walker gets a hearty welcome after the shoot because he's good company in field or clubhouse. In fact, Johnnie Walker *everywhere* is the toast of people of good taste. They hail this matchless Scotch for its superb flavour, for its wholehearted mellowness, for its natural lightness. And so will you. *Red Label—Black Label—Both 86.8 Proof. Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer.*

JOHNNIE WALKER *Blended Scotch Whisky*



ANNOUNCING THE NEW "PowerStyle" CHRYSLER

SEE IT . . . THEN GET THE THRILL OF PILOTING IT YOURSELF!

New Pushbutton PowerFlite

World's most automatic transmission. Operated by pushbutton on dashboard.

New FirePower V-8 Engine

Higher powered version of the first airplane-type V-8 engine used in any car.

New PowerPilot Steering

Its power assist works all the time to give you a positive feel-of-the-road.

New PowerSmooth Brakes

Safest, most velvety braking of all. Outlast the next best brakes 2 to 1

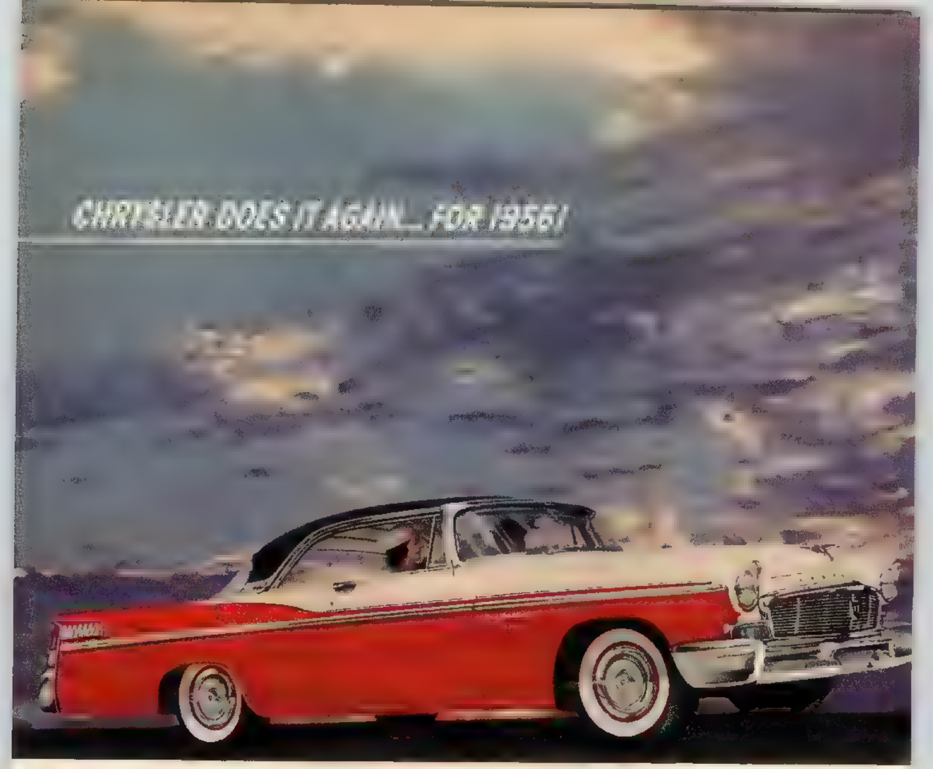
You're going to see and hear a lot about this new "PowerStyle" Chrysler. It brings you so much that's new . . . from the unusual outrigger front bumper to the dramatic flight-swept rear fenders. Here is a car deliberately designed to draw cheers and second glances. This is how power *looks!*

When you drive this new Chrysler, you will feel the greatest sensation of freedom any motorist ever knew . . . the sensation of commanding all of Chrysler's newest "Forward Look" power features.

Stop by your Chrysler dealer's today and discover the many wonderful things in store for you in the new "PowerStyle" Chrysler for 1956.

TWO MORE FABULOUS CHRYSLER "FIRSTS!"* • High-fidelity long-playing record player • Instant airplane-type heating system. Warms your car in seconds. (*Both optional)

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR



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TWO MORE FABULOUS CHRYSLER "FIRSTS!"* • High-fidelity long-playing record player • Instant airplane-type heating system. Warms your car in seconds. (*Both optional)

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR

The new Director 21. UHF-VHF tuner. Two extra large speakers. Blond tropical hardwood finish. Also in mahogany finish (model 21CT662), **$895.**

BIG COLOR BY RCA VICTOR

The final touch of beauty in TV—ready for you now in your choice of two new 21-inch Color TV sets.

Your guests arrive. One of them notices your handsome new TV set. You turn it on, not saying a word. Then . . . "Oh, it's *Color* TV!" someone exclaims.

Listen to their excited comments. How big the picture is! (It's *big* 21 inch TV – in color.) How true the colors are! (This is the special meaning of Big Color by RCA Victor.)

Then you tell them about the wonders you watch in brilliant color. Spectaculars . . . stirring plays . . . college football. And because this is Compatible Color, pioneered and developed by RCA, you see black-and-white programs in black-and-white, too!

This is a picture that can come to life for you now. The first step: phone your RCA Victor dealer. He is holding an invitation for you – to see an actual colorcast on RCA Victor Color TV some evening soon!

Worry-Free! With an RCA Victor Factory Service Contract (optional, extra) you get expert installation and maintenance. Available in most TV areas but only to RCA Victor TV owners.

See Milton Berle, Martha Raye on NBC-TV alternately, 2 out of every 3 Tuesdays. Don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or black-and-white. NBC-TV. Now . . . KIDS! Enter Colgate's big "Name the Tugboat" contest. See "Howdy Doody" in Color on NBC-TV at your RCA Victor dealer's.

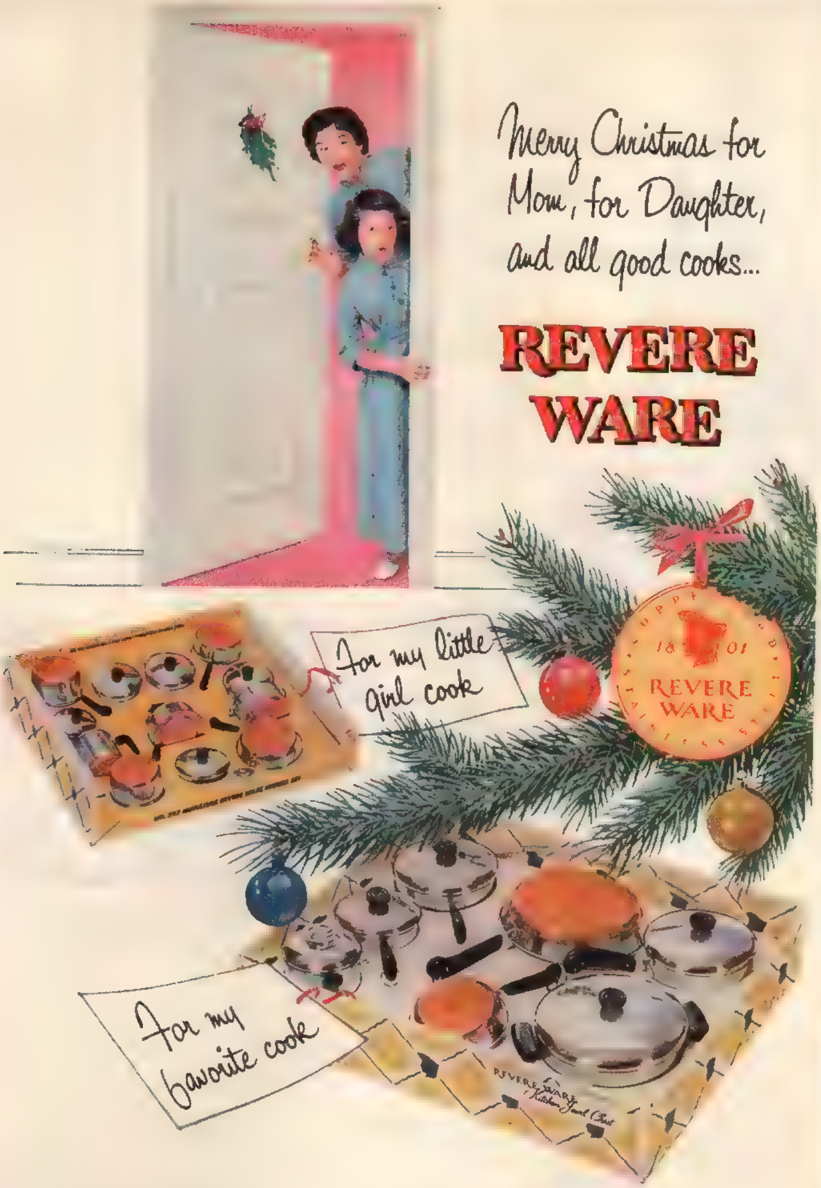
Manufacturer's nationally advertised UHF-VHF list prices shown subject to change.

The new Saville 21. UHF-VHF tuner. Mahogany or blond tropical hardwood finish (21CT661), **$795.**

RCA VICTOR

Tmk ® RADIO CORPORATION OF AMERICA

FIRST IN BLACK-AND-WHITE TELEVISION • FIRST IN COMPATIBLE COLOR TELEVISION


Merry Christmas for Mom, for Daughter, and all good cooks...
REVERE WARE
For my little girl cook
1801
REVERE WARE
For my favorite cook
REVERE WARE Kitchen Jewel Chest

ROYAL
OFF
ON

Why does this empty glove promise you more work per typist?

Two ounces is the weight of this empty glove.

It takes less weight than this for your secretary to depress one key of the new Royal Electric. It takes only three ounces for her to press down the carriage-return key.

In fact, it's 13 times easier for her to do these everyday typing operations on a new Royal Electric than on a non-electric typewriter. Think of the energy she saves! Think of the extra quota of work she can do!

Talk to your Royal Representative.

When he has the information on secretaries' salaries, days worked per year, hours typed per day and increased production, he can tell you the savings you may expect to enjoy when you change over to new Royal Electrics.

ROYAL
electric
standard • portable
Roytype® business supplies

Royal Typewriter Company, *Division of Royal McBee Corporation*

ROYAL
OFF
ON

A baby chick,

the new Royal electric and more work per typist

The baby chick weighs only about two ounces.

It takes less weight than that for a typist to depress one key on the new Royal Electric! And it takes only three ounces to push down the carriage return lever.

It's 13 times easier for her to do these jobs on the new Royal Electric than on a non-electric typewriter. *This means more work per typist.*

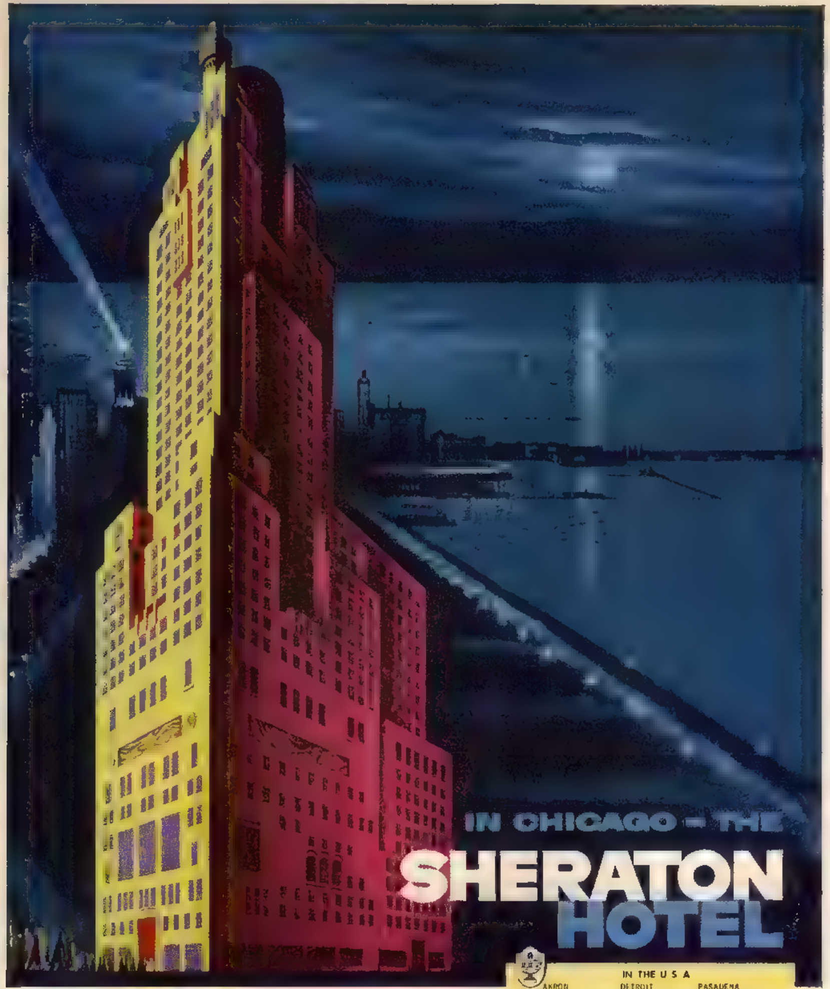
Talk to your Royal Representative. He's in the classified telephone directory. When he has the facts on your typists' salaries, days worked per year, hours typed per day, and increased production, you and he will be able to figure out the savings you may expect from installing new Royal Electrics.

Your typewriters are the only everyday business machines that aren't electrified.

Right there is food for money-saving thought.

ROYAL® electrics *standards • portables • roytype® business supplies*

The Royal Typewriter Company, *Division of Royal McBee Corporation*



ALL QUIET! You're in the heart of roaring Chicago—yet all's serene at the Sheraton Hotel. You dine regally in the Camelot Grill, where steaks are three fingers thick. You sleep in quiet comfort—every bedroom above the 13th floor. As at Detroit's Sheraton-Cadillac, New York's Park Sheraton, and throughout the Sheraton family—here you enjoy the best of everything. For Teletype reservations, call the Sheraton nearest you. No room charge for children under 14, except in New York and Los Angeles.

Another of the world's great hotels in Chicago—the Sheraton Blackstone

SHERATON *the proudest name in* **HOTELS**

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AKRON
Sheraton-Mayflower
ALBANY
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BOSTON
Sheraton Plaza
BUFFALO
Sheraton Hotel
CHICAGO
Sheraton
Blackstone
Sheraton Hotel
CINCINNATI
Sheraton Gibson

DETROIT
Sheraton Cadillac
FRENCH LICK IND
French Lick
Sheraton
INDIANAPOLIS
Sheraton Lincoln
LOS ANGELES
Sheraton-
Town House
NEW YORK
Park Sheraton
Sheraton-Astor
Sheraton McAlpin
Sheraton-Russell

PASADENA
Huntington Sheraton
PROVIDENCE
Sheraton Biltmore
ROCHESTER
Sheraton Hotel
SAN FRANCISCO
Sheraton Palace
SPRINGFIELD,
MASS
Sheraton Kimball
ST LOUIS
Sheraton Hotel
WASHINGTON
Sheraton Carlton
Sheraton Park

PHILADELPHIA Sheraton Hotel under construction

IN CANADA

MONTREAL
Sheraton Mt Royal
The Laurentien

TORONTO
King Edward

NIAGARA FALLS
Sheraton-Brock
HAMILTON
Royal Connaught

Ten new ways THE BIG M provides you with advanced motoring safety

1. **New impact-absorbing safety steering wheel,** with deeply recessed hub, offers greater protection for the driver during quick stops. The wheel is also positioned for better visibility.

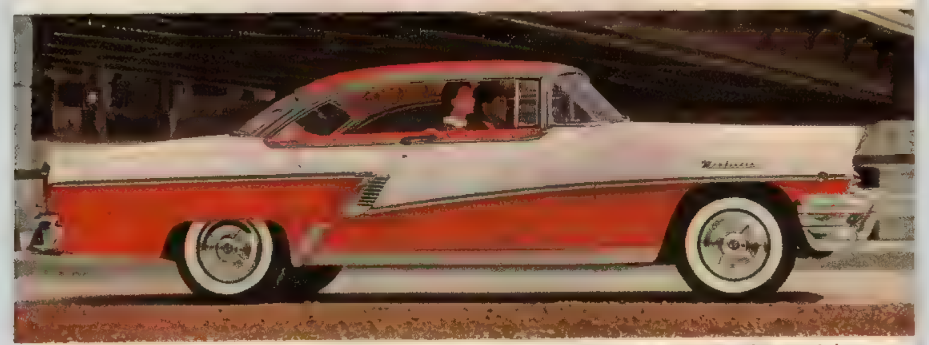
2, 3. **New triple-strength safety door locks** give extra protection against doors springing open upon sudden impact. Child-proof safety-locking device for rear doors is also available.*

4. **New safety-beam head lamps** increase effective seeing distance up to 80 feet; improve visibility in fog, dust, rain, sleet or snow; and greatly reduce the glare for oncoming drivers.

5, 6, 7. **New instrument panel pad*, padded sun visors*** have a special plastic impact-absorbing filler for your protection. Full-swivel Safety Rearview Mirror minimizes shattering.

8. **New safety seat belts***—bolted to floor supports—are available for driver and passengers. Made of durable high-strength nylon, they are designed for easy one-hand adjustment.

9. **New 225- or 210-HP safety-surge V-8** gives you more *usable* power—an extra reserve for greater safety in passing, hill climbing; faster acceleration where you need it most.



10. **Improved safety-grip brakes** provide quicker, smoother stopping action, last longer. But—besides these new safety features, you'll want to see *all* the big, new things THE BIG M offers this year—in beauty, power, performance. Best place to start looking: your Mercury dealer's.

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

For 1956—the big move is to THE BIG MERCURY

*Optional at extra cost

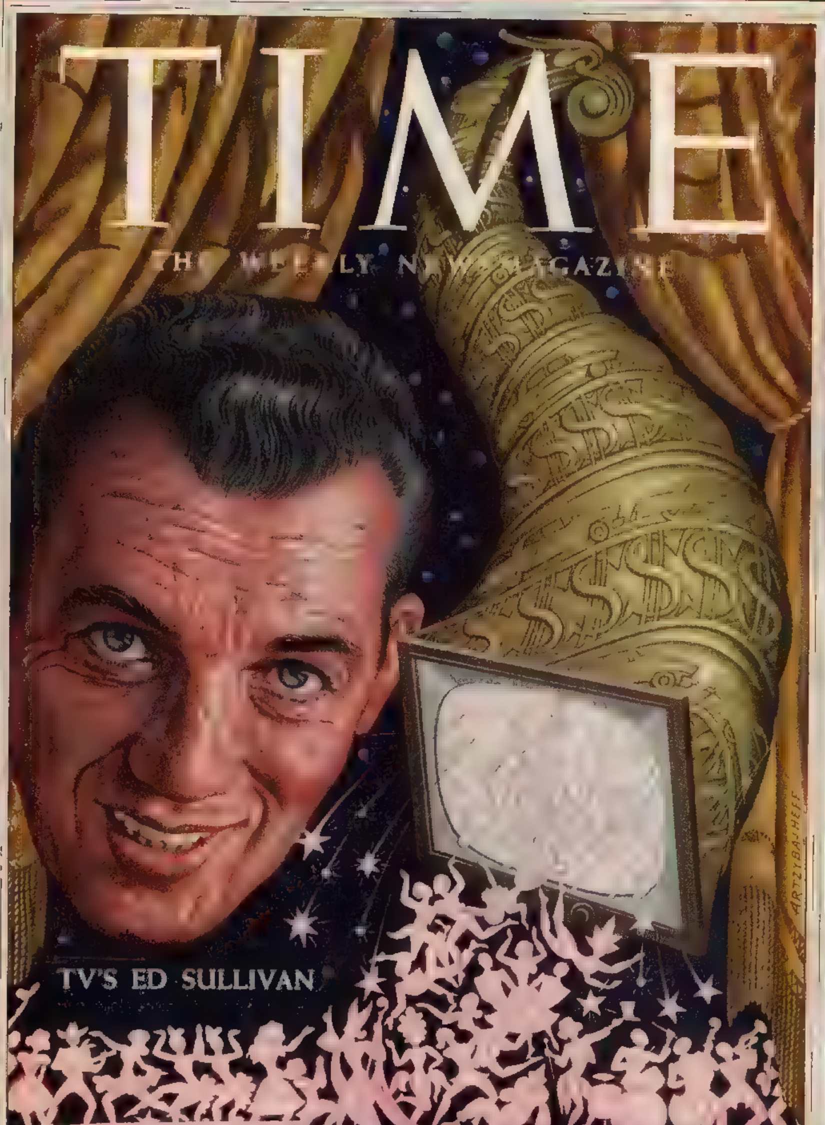
MERCURY DIVISION • FORD MOTOR COMPANY

TWENTY CENTS OCTOBER 17, 1955

Circulation begins
LIBRARY
COLLEGE OF CHARLESTON

TIME

THE WEEKLY NEWSMAGAZINE



TV'S ED SULLIVAN

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VOL. LXVI NO. 16

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NOVEMBER 7, 1955

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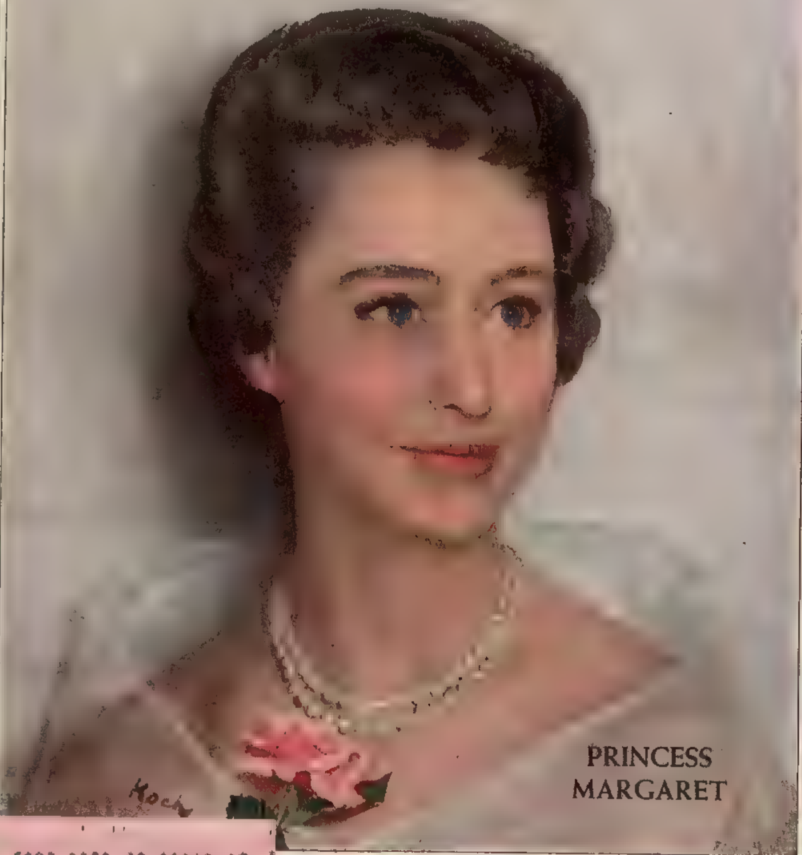
TIME

THE WEEKLY NEWSMAGAZINE



PRINCESS
MARGARET

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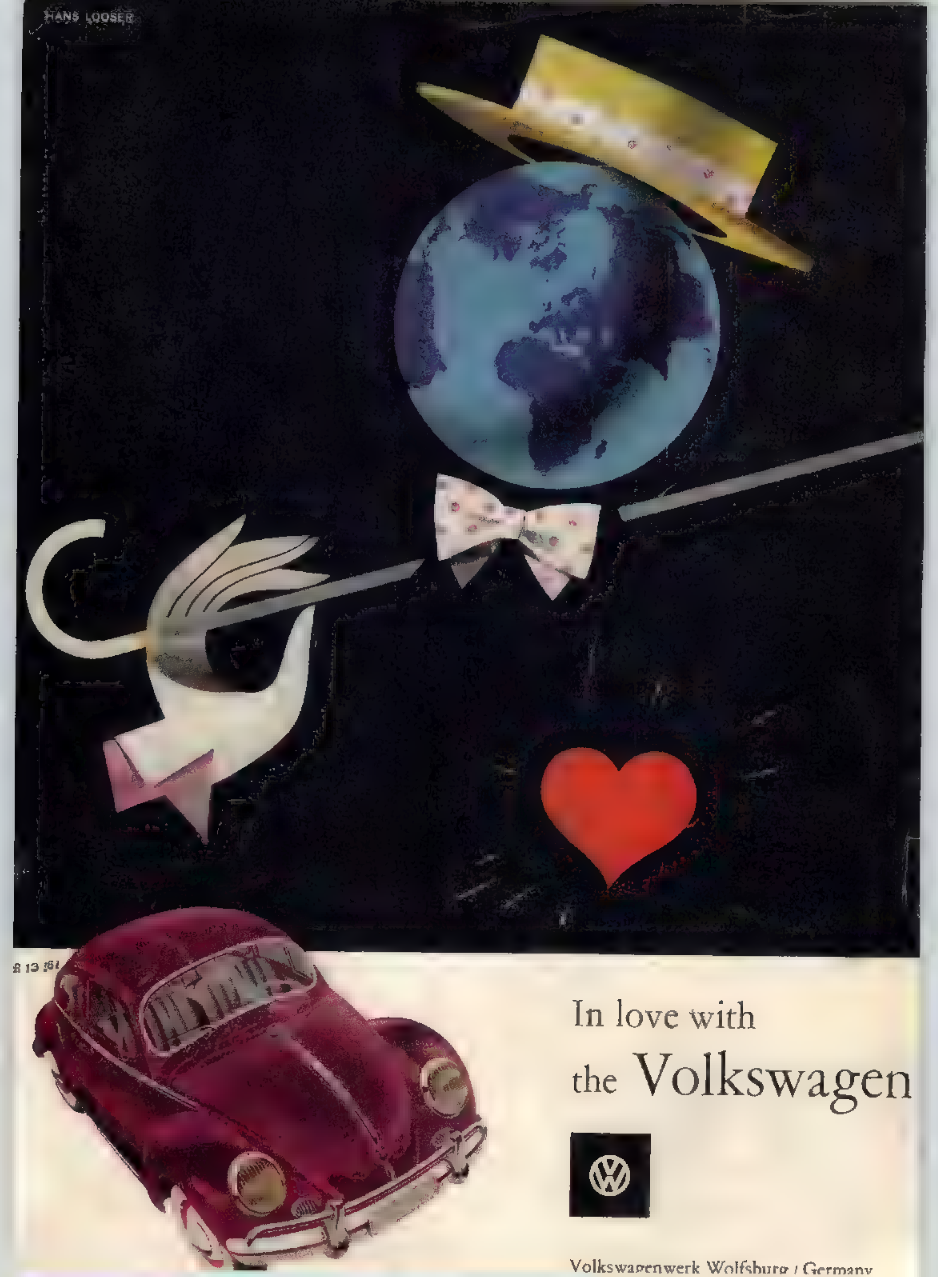

HANS LOOSER
8 13 /61

In love with
the Volkswagen

Volkswagenwerk Wolfsburg / Germany

Take a tip from the tropics on termites!

If you're planning to build a new home, or an industrial structure, you should give some thought to termites. For every year, these saboteurs ruin millions of dollars' worth of wood. They chew the bottoms out of buildings from Panama to Portland, Maine or Oregon.

Termites feast on cellulose, the vital part of wood. They usually attack buildings through the foundations. They are relentless in their search for food. Like animated drills, termites will even bore through plaster and mortar to get to the wood they want.

Discouraged? Don't be! For chemistry provides wood with effective termite protection. This treated wood is called Wolmanized® lumber. Deep, thorough pressure-treatment with a chemical preservative protects this wood. If termites try to eat Wolmanized lumber, they sign their own death warrants.

This protection is lasting, too. Long ago, the tropics gave us the tip-off on the permanence of Wolmanized lumber. In the hot, humid tropical climate, which is custom-made for wood-destroying insects and fungi, Wolmanized lumber *stays* sound and serviceable.

Wolmanized lumber is clean, odorless, easy to paint. And chemical treatment is not expensive. Why don't *you* "take a tip from the tropics" and use Wolmanized lumber when you build or repair. Send for free descriptive literature. Koppers Company, Inc., Wolman Preservative Department, Pittsburgh 19, Pennsylvania.

Wolmanized®
PRESSURE TREATED
Lumber
Chemically-Treated for Permanence

KOPPERS®

KOPPERS COMPANY, INC., PITTSBURGH 19, PENNSYLVANIA

New Director 21—Big Color Television console with two speakers. Mahogany finish. Also blond tropical hardwood finish (21CT662) $895. Not shown **New Seville 21** (21CT661) $795.

BIG COLOR BY RCA VICTOR

This Christmas, give your whole family new 21-inch Color TV by RCA Victor.

Christmas morning . . . The family rushes into the living room. Next to the tree is your wonderful gift to them – a new RCA Victor TV set. You turn it on . . . and watch Color come into their lives.

Eyes widen . . . faces light up. And no wonder – for this is new 21-inch Color Television by RCA Victor.

The year around – day and night – they'll enjoy the wonders of Color TV. Of course, because RCA pioneered and developed Compatible Color, the same set brings you all your favorite black-and-white programs in black-and white, too.

So visit your RCA Victor dealer this week. There's still time to give your family Big Color by RCA Victor!

WORRY-FREE! With an RCA Victor Factory Service Contract (optional, extra), your Color TV set is installed and serviced by RCA's own technicians. Only RCA Victor TV owners can buy this contract

See Milton Berle, Martha Raye alternately on NBC-TV, 2 out of every 3 Tuesdays. And don't miss NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday Dec. 2

Manufacturer's nationally advertised UHF-VHF list prices shown, subject to change.

FIRST IN BLACK-AND-WHITE TELEVISION

RCA VICTOR

Tmk ® RADIO CORPORATION OF AMERICA

FIRST IN COMPATIBLE COLOR TELEVISION

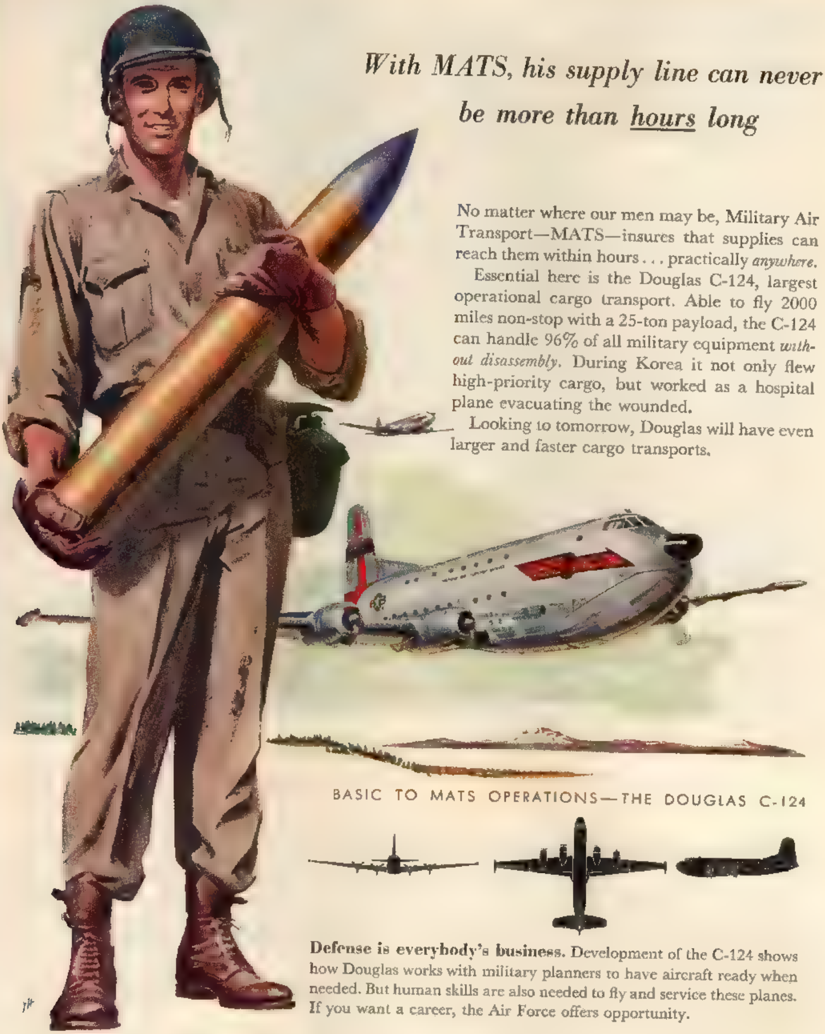
No. 2 in a new series

With MATS, his supply line can never be more than hours long

No matter where our men may be, Military Air Transport—MATS—insures that supplies can reach them within hours . . . practically *anywhere.*

Essential here is the Douglas C-124, largest operational cargo transport. Able to fly 2000 miles non-stop with a 25-ton payload, the C-124 can handle 96% of all military equipment *without disassembly.* During Korea it not only flew high-priority cargo, but worked as a hospital plane evacuating the wounded.

Looking to tomorrow, Douglas will have even larger and faster cargo transports.



BASIC TO MATS OPERATIONS—THE DOUGLAS C-124

Defense is everybody's business. Development of the C-124 shows how Douglas works with military planners to have aircraft ready when needed. But human skills are also needed to fly and service these planes. If you want a career, the Air Force offers opportunity.

Depend on *DOUGLAS* First in Aviation

Big difference in THE BIG M —more usable horsepower!

New 225-horsepower Montclair hardtop coupe in persimmon and classic white.

Look again at THE BIG M coming up that mountain.

Its gas pedal is still far from the floor. Yet THE BIG M actually gains speed as it points its nose skyward. No mere mountain stands in its way *for long!*

THE BIG M is powered big. Its new SAFETY-SURGE V-8 engine is the mightiest in all Mercury history—225 horsepower*! And not just for razzle-dazzle. It gives you far more *usable* power—for pickup, passing and effortless hill-climbing.

THE BIG M is agile—to cope with today's stop-go traffic. It has new stamina, new efficiency—to roll up mile after mile of dependable, economical motoring. It takes curves as if on tracks, thanks to further improvements in ball-joint suspension.

Why not get acquainted with this miles ahead BIG M today at your Mercury dealer's? See bold new styling! 12 stunning models! New fleet of low-silhouette hardtops! 10 new Safety-Engineered features! New Flo-Tone Color Styling!

And remember—BIG M prices start below many models in the low-price field!

MERCURY DIVISION · FORD MOTOR COMPANY

For 1956—the big move is to THE BIG MERCURY

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

*Available in Montclairs and Montereys with Merc-O-Matic Drive (optional)

IT'S HERE!

Capehart COLOR TELEVISION

The **Capehart "Apollo"** Color Television Set.

To bring you the colorful world you live in

This color television receiver is the brilliant achievement of an outstanding group of scientists and technicians working in the laboratories of the International Telephone and Telegraph Corporation and its Capehart division. For out of this cooperative effort in electronic research came the perfected "Apollo"—designed, engineered and manufactured by Capehart. The Capehart "Apollo" is a proven receiver, incorporating all the newest developments in color reception, with matchless performance and dependability. It's a major example of the imaginative thinking, technical proficiency and production skills that have made IT&T a world leader in electronics.

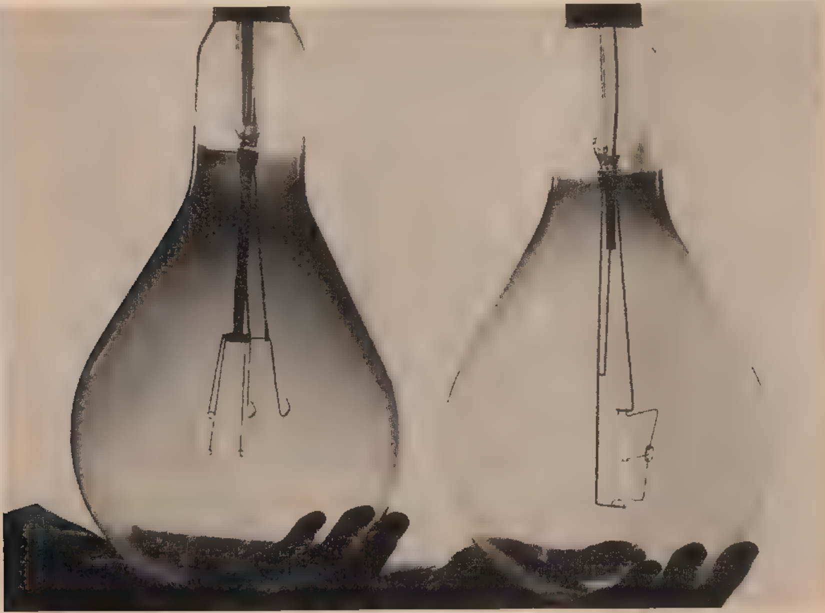
For full information on Capehart products,
write Capehart-Farnsworth Company, Fort Wayne 1, Indiana.

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York 4, N. Y.

Announcing: New G-E Bonus Line of lamps, incorporating the most important development in light bulb filaments since 1913!

New G-E discovery uses revolutionary stand-up filament to give you 15% more light from a bulb



Compare standard crosswise filament, left, with new G-E stand-up filament, in bulb on right. Note reduction in bulb blackening after same hours of use

Promises America a Yearly Light Bonus of Over $100,000,000

General Electric announces the most important development in light bulb filaments in 42 years—a filament that stands on end. It gives up to 15% more light at no increase in cost to you for current consumed.

The 750 and 1000 watt Bonus Line G-E Lamps are available now, at same list price. Other sizes from 60 to 500 watts are being redesigned to use the new stand-up filament.

FOUR YEARS OF RESEARCH

Four years of intensive research were required to solve the technical problems involved in changing from the usual crosswise position to a vertical position.

The light gain achieved by the new stand-up positioning is a minimum of 6%. The new positioning makes it practical for the first time also to use a specially designed coiled-coil filament in bulbs of 300 watts and over. In these larger bulbs, the two improvements combine to bring the light increase to 15% during the life of the bulb—*extra light worth the entire purchase price of the bulb itself!*

LIGHT INCREASED, BLACKENING REDUCED

The new stand-up filament increases light output in two ways.

First, the hotter a filament burns the more light it gives, and the vertical position allows the filament to burn hotter without burning out any sooner.

Second, the effect of bulb blackening on light output is cut to a minimum. Blackening is concentrated in the stem of the bulb when it burns base up, or in a small spot at the opposite end when burned base down. Safely out of the way in either case.

$100,000,000 LIGHT BONUS

G-E incandescent bulbs using the new filament are called the G-E Bonus Line. The value of the light bonus they will ultimately deliver is estimated at over $100,000,000 a year. For more information write General Electric Large Lamp Department, Nela Park, Cleveland 12, O.

Progress Is Our Most Important Product

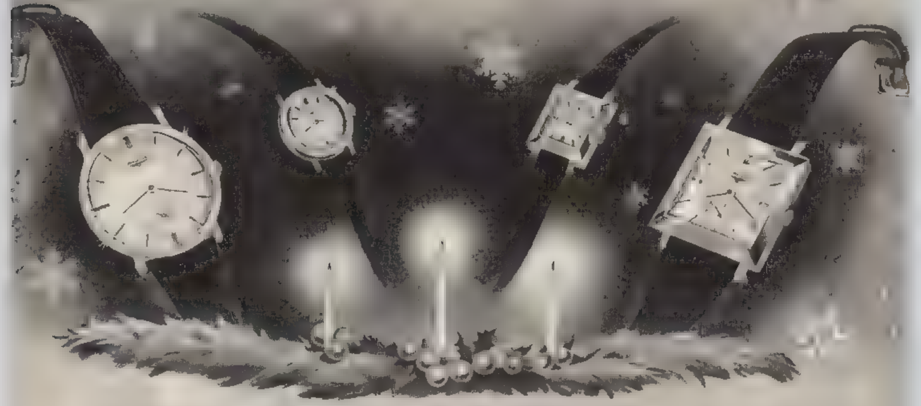
GENERAL ELECTRIC

The World's Most Honored Christmas Gift

Longines

THE WORLD'S *Most Honored* WATCH

TEN WORLD'S FAIR GRAND PRIZES · 28 GOLD MEDAL AWARDS
HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES
OFFICIAL WATCH FOR TIMING CHAMPIONSHIP SPORTS THE WORLD OVER
THE FIRST WATCH OF AVIATION AND EXPLORATION



Consistently, for close to a century, Longines watches have been made to the ultimate limit of perfection. As a matter of fact, the public record of Longines achievements and honors is equally a progress report on the art of watchmaking. ¶ This Christmas, for as little as $71.50, you may buy and proudly give the horological achievement of our time — a Longines. Yes, whether the Longines you select costs as little as $71.50 or as much as $1,000 — in quality and in style it will be uniquely Longines, *the world's most honored watch, the world's most honored Christmas gift.* Your Longines-Wittnauer Jeweler will be *honored* to help you in your selection.

Illustrated — Longines Christmas Gift Watches of unparalleled splendor. Left to right: Chancellor, 18K white gold, 44 diamonds, $475; Diamond Coronation, 18K white gold, 34 diamonds, $375, Jessica, 14K gold, $125; Pres. Jackson II, 14K gold, $135. F.T.I.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

The Standard of Excellence on Five Continents

Longines

THE WORLD'S *Most Honored* WATCH

TEN WORLD'S FAIR GRAND PRIZES · 28 GOLD MEDAL AWARDS
HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES
OFFICIAL WATCH FOR TIMING CHAMPIONSHIP SPORTS THE WORLD OVER
THE FIRST WATCH OF AVIATION AND EXPLORATION

Buying a watch is a serious business. You'll expect to wear it and trust it for many years. Look before you leap. Buy the best watch you can afford—and you *can* afford a *Longines*. ¶ Since a *Longines* is just about the finest watch in all the world, it does cost more. But if the *Longines* you want costs even *twice as much* as some other make, it would still be your best buy in the long run. Do you know, for instance, that the *Longines* watch you buy today will be actually *better than new* 10 or even 20 years from now? Given reasonable care, of course. That is one tangible result of *Longines* workmanship. In fact, the pleasure and satisfaction which comes from owning a *Longines* is priceless. ¶ There is a *Longines* watch for every taste, for every need, for every purpose. Your Longines-Wittnauer Jeweler will be *honored* to help you choose your *Longines, the world's most honored watch. Watches illustrated—left, Starlight Elegance E-A 36, 14K gold, 28 round and 8 baguette diamonds, $550; right, Pres. Wilson R, 14K gold, $150.*

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

TEN WORLD'S FAIR GRAND PRIZES
28 GOLD MEDAL AWARDS

Longines announces the world's most advanced Automatic Watch

World-wide acclaim greeted the debut of the *first* Longines Automatic Watch—the product of a million dollar, ten-year research program. Now, a decade later, Longines announces still further improvement in this distinguished timepiece—the most advanced self-winding watch in the world today.

You should know that adding a self-winding mechanism to a watch requires many extra parts. An Automatic is, in fact, a *complicated* watch, and in that field the experience of Longines is unique. As example, Longines complicated watches include chronographs and timing watches that are regarded as the finest in the world.

Thanks to this experience, the harmonization of watch movement and automatic driving power in the Longines Automatic has been achieved with astonishing simplicity and precision. Wear and strain have been virtually eliminated. These Longines Automatics can provide in full measure all of the accuracy, the ruggedness and long life for which Longines watches have been world honored.

If you would like the convenience of an Automatic watch, Longines has made a style – just for you. There are many ultra-thin models for dress and business wear. Longines Automatics are shock-resistant, anti-magnetic, with unbreakable mainsprings; many are waterproofed*. These outstanding Longines Automatics are priced from $75. to $295. Your Longines-Wittnauer Jeweler would be *honored* to serve you.

**as long as crystal, back and stem are intact*

Illustrated
Longines Milan Sweep Automatic, 14K gold, [illegible]. Specifications, *movement diameter* [illegible] mm; *thickness*, 6mm; *automatic winding mechanism*, rotor system, silent, two directional; *oscillating mass*, scientifically designed balance - coefficient of friction = 0.05, coefficient of wear = 0.00; *spring*, stainless, unbreakable; *winding control*, stable thanks to patented Longines [illegible] which eliminates banking and loss of running time; *running time*, at rest 36 hours. Other Longines Automatic Watches with same specifications from [illegible]

Available in Canada at slightly higher prices.

LONGINES

THE WORLD'S MOST HONORED WATCH

Mido
Mido
MULTIFORT
Superautomatic
Powerwind
Mido Powerwind

Makers of the famous Mido Multifort Superautomatic Powerwind watch for men, now presents... the world's smallest self-winding waterproof watch for ladies.*

- 17 JEWELS
- SELF-WINDING
- WATERPROOF*
- SHOCK-RESISTANT
- ANTIMAGNETIC
- UNBREAKABLE MAINSPRING

Priced from $89.50 up Fed. Tax Incl. Models for men from $59.75 up Fed. Tax Incl. Sold and serviced the world over. Write for descriptive booklet No. T105.

MIDO WATCH COMPANY OF AMERICA, INC., 580 FIFTH AVE., NEW YORK 36, N. Y.
410 PETER ST., MONTREAL, CANADA. FACTORY: BIENNE, SWITZERLAND

attorney arrested Mrs. Silver, the dead girl's mother. A few days later the accused abortionists were arrested.

We are proud of the way the case was handled and the results achieved to date.

There was no "political stone wall" in the case. Mr. Brunt never suggested to the mayor that "covering up the scandal will cost the Democrats the election." Mr. Brunt never "went after District Attorney Samuel Dash, convinced him also that the cover-up would be a hot political issue." The Philadelphia *Bulletin*, for which Mr. Brunt works, never printed any such story.

On behalf of the loyal employees who work for us, we resent the implication in this article that, but for the persistence of a reporter, we and our subordinates would have violated our duty to the public.

MAYOR JOSEPH S. CLARK JR.
SAMUEL DASH
District Attorney
Philadelphia

¶ Newsman Brunt stands by TIME's account of his part in the case.—ED.

East Side, West Side (Contd.)

Sir:

Mayor Wagner may blow his own horn [Sept. 19], and he may fool many New Yorkers, most of whom will probably not realize how dirty the city is until the debris has reached eye level. However, he does not fool the thousands of visitors, especially if they are fortunate enough to be ex-citizens of the city . . .

MURRAY H. SCHEFER
Washington, D.C.

Sir:

. . . As a native New Yorker myself, now residing in sunny California, I can readily attack any criticism of N.Y.'s public service departments. I have never seen a city with such a well regulated rubbish or cleaning service. As for clean air, if New York ever had Los Angeles' smog problem, believe me, it would have been rectified long ago . . .

MRS. MARIE McCARTHY
Glendale, Calif.

Delightful Roll

Sir:

Britons and Test Pilot Roland Falk may be aloft [Sept. 19], but are no loftier than Boeing's top test pilot, Alvin M. ("Tex") Johnston.

During the 1955 Gold Cup Hydroplane race Johnston brought the handsome gold-and-crimson jet transport over the race course, gained a reassuring bit of elevation and proceeded to roll the craft in a delightful 360° arc . . .

GEORGE I. THOMAS, M.D.
Seattle

Name Dropping

Sir:

Mr. Charles P. Taft, a deputy to the Episcopal convention, was quoted [Sept. 19] as saying, "Our church is a Reformation church in fact." It would seem that Mr. Taft is a bit confused if he meant that his church was conceived in the Reformation. A study of English church history and Anglican theology would inform him that the Episcopal Church is in fact a reformed Catholic Church. There is a difference.

(THE REV.) C. EDWARD SHARP
St. Paul's Episcopal Church
Beaufort, N.C.

Sir:

. . . I am just waiting for the letters to roar in from unthinking Roman Catholics who will endeavor to point out that because we left the word "Protestant" in the legal soluble and feasible. We have our despots and the vindictive, but we also have far more of the brave, just and good. There is hope for solution and an amicable and happy one here, with sympathy and understanding to spare for those in other countries where the despotic outnumber the just.

LOIS BEDFORD
Los Angeles

Sir:

. . . Had we not waited until now to give the Negro equal educational and recreational facilities, the Southern Negro would be perfectly satisfied. In fact, I think that if we would now speed up our program of equal but separate facilities, they would be perfectly happy, provided that the N.A.A.C.P. and a few of the people from the so-called white states kept their hands off. If the people from the "less than 50%" states could change places with us from the "more than 50%" states for a year or two, they would fight the Supreme Court decision, too.

ARTHUR L. ALLEN
Moss Point, Miss.

Sir:

. . . We, the sixth- to ninth-generation Anglo-Saxons in the South, feel that we belong to the real persecuted minority in the country today, *i.e.*, the descendants of the original colonists . . .

Incidentally, we're a little tired of being TIME-portrayed as magnolia-scented, bull-whip swinging, red-faced illiterates. Most of that prototype were our overseers, who have with their descendants returned to the North whence they came and are now writing learnedly for the press.

THOMAS M. DAVIS, M.D.
Manning, S.C.

Sir:

It seems that all the discussion about segregation has failed to mention the one and only thing that can be done to rectify this injustice done by the Supreme Court—and do it legally.

We must give the court an opportunity to reverse its opinion on segregation. I have great respect for our Supreme Court, but this is not the first time that this learned body has been in error, nor would it be its first time to reverse a decision . . .

I feel certain that a national vote on this question would not be in accord with the court's ruling.

FORREST C. WEBB
Lubbock, Texas

Death of a Boy

Sir:

The Till trial [Oct. 3] made us realize as never before how fortunate we were to be born with white skins. Our conscience makes the way of life in Mississippi as nauseating as the way of life in Russia. And what difference is there between the two?

Any group of people that permits this despicable thing to exist does not deserve the freedoms and privileges which constitute our American heritage. What a sad, sad commentary on this supposedly free and just country.

MR. & MRS. D. E. HANSEN
Evanston, Ill.

Sir:

. . . Before we Southern Protestants send missionaries to Catholic countries, we had better put our own house in order.

For the first time in my life, I am really ashamed to admit that I am a Southerner and a Protestant.

ROBERT BERTRAND
San Miguel, Calif.

Longines announces the world's most advanced Automatic Watch

TEN WORLD'S FAIR GRAND PRIZES
28 GOLD MEDAL AWARDS

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In the Longines Automatic, harmonization of watch movement and automatic driving power has been achieved with astonishing simplicity and precision. The Longines Automatics promise in full measure all of the accuracy, the ruggedness and long life for which Longines watches are world honored.

If you would like the convenience of an Automatic watch, Longines has made a style just for you. Longines Automatic watches are priced from $75 to $295. Your Longines-Wittnauer Jeweler would be honored to serve you.

Illustrated: Longines Milan Sweep Automatic, 14K gold, $175. Specifications: *movement diameter*, 25.30 mm; *thickness*, 6 mm; *automatic winding mechanism*, rotor system, silent, two directional; *oscillating mass*, scientifically designed balance—coefficient of friction = 0.05; coefficient of wear = 0.00; *spring*, stainless, unbreakable; *winding control*, stable; patented Longines spring clamp eliminates banking and loss of running time; *running time*, at rest 36 hours.

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Watches illustrated—left, Starlight E-A 36, $550; right, Pres Wilson R $150.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

reasoning that our founding fathers perceived, so that tomorrow our emotions may be more fully controlled by the intellect

HARRY MASS

Burbank, Calif.

Sir:

. . . Your eulogy to desegregation-with-a-club [reveals] that where the Negro population is less than 10%, segregation is no problem, but as the percentage increases so does the problem. So-o-o-o, the Negro is most liked where he least is . . .

MILES HAMMOND

Williston, Fla.

Sir:

I believe that the following is sufficient to show that we Southerners agree 100% with our Northern friends:

If anyone, North or South, says that the Negro *is* his equal—the Southerner agrees!

If anyone, North or South, says that the Negro *is not* his equal—the Southerner agrees also!

This should be a fine start toward general peace and quiet.

FREDERICK A. STEINER

New Orleans

Sir:

. . . Your report card was not only most timely, but truly took courage to print . . .

HARRY FARKAS

Cleveland Heights, Ohio

Sir:

. . . TIME's political viewpoint is pretty stupid, but your coverage of humanity and those who fight for its basic principles more than compensates for that.

JUDITH E. GROSSE

Toledo

Church Credit

Sir:

The estimate of "that old village atheist", Sinclair Lewis, erred only in regard to height. Whereas some of these new "churches" [Sept. 19] reflect a Middle Dow-Jones influence, or what's new in well-designed factories, others resemble surrealistic storm cellars . . .

DAVID E. WILLIAMS

Long Beach, Calif.

Sir:

. . . Editors delight in pictures of paintings with the painter named, in sculptures with the sculptor named; in articles on trials with the lawyer named; in music with the composer named, in books with the author named, etc., etc. But the poor architect . . . must, alas, take a back seat to the photographer who snaps his masterpiece . . .

Who designed those eleven churches?

ALFRED D REID

Pittsburgh

¶ No snub intended. The architects and churches: San Francisco's Corpus Christi Roman Catholic Church, Mario J. Ciampi; Clifton, N J.'s St Philip the Apostle, Arthur Rigolo; Columbus, Ohio's St. Stephen's Episcopal Church, Brooks and Coddington; Edmond, Okla.'s Hopewell Baptist Church, Bruce Goff; St. Louis' Church of the Resurrection of Our Lord, Murphy and Mackey; Springfield, Mass.'s Congregation Beth El, Percival Goodman; Tucson's Faith Lutheran Church, Arthur T. Brown; Pacific Palisades, Calif.'s St. Matthew's Episcopal Church, A. Quincy Jones and Frederick E. Emmons; Midland, Mich.'s

Left 14K gold with 22 flawless diamonds, $275 Other diamond watches . . . . from $125

Right SEAMASTER CALENDAR, self winding, watertight, shock protected, $125 to $300 Without date indicator. . . . . .from $95 to $225.

Both models have 18K gold applied figure dials.

Christmas Dream Come True

When the family gathers around the tree on Christmas morning, every gaily-wrapped package holds a promise. But one special package holds a dream come true!

An Omega watch.

For all over the world, discriminating men and women feel a rare pride in giving and wearing the one watch accepted as the ultimate in classic beauty, the ultimate in high-precision.

In competitive contests at the great international timing observatories, Omega accuracy has consistently outperformed the field.

Nothing else you give this Christmas will express your feelings as eloquently, as enduringly, as an Omega watch. At fine jewelers everywhere, from $71.50, Federal tax included.

This is the coveted Olympic Cross, conferred upon Omega for unvarying accuracy as the Official Watch of the Olympic Games.

Ω

OMEGA

THE WATCH THE WORLD HAS LEARNED TO TRUST

NOW!
a Complete Compact Office Typewriter

The Remington
Office-riter

Here's the perfect, new, low cost typewriter for the modern business or professional office...a beautifully designed typewriter with every feature needed for general office typing! This unique typewriter not only gives you clear, sharp, *easy-to-read* printwork and smooth, responsive typing action, but also provides you with the extra advantages of compact size and low price!

The Office-riter has an 11-inch paper capacity with a 10-3/10 inch writing line and a standard 44-key keyboard. It produces up to 10 good carbon copies, cuts clean stencils and, with Exclusive Miracle Tab, sets up easily for all tabular work.

Call your local Office-riter dealer or Remington Rand Branch Office for a demonstration today... you'll see how well the Office-riter can meet the typing requirements of your office, and save you money, too! Ask about our convenient terms!

ONLY
$1.25
A WEEK
after a small down payment

A PRODUCT OF Remington Rand DIVISION OF SPERRY RAND CORPORATION

Cork. Author Hawley has a knowing way with business lingo. While Cash and Lory's vapid love scenes tax patience as well as belief, the vitality of *Cash McCall* rests in its forceful portrait of a venture capitalist who is as remote from a backslapping booster as Reinhold Niebuhr is from Norman Vincent Peale.

Gouge-as-Gouge-Can. *The Giant's House* is an old-fashioned gouge-as-gouge-can story of business success. An immigrant boy from Ireland, John Horgan has clobbered his way to the top of a chain of supermarkets. Brutal, foul-mouthed, yet strangely charming in his roguish, broguish way, he keeps his junior executives underpaid and forever conscious that they must undersell the rival A & P. Horgan's law is that "you never know where bottom is until you probe for it." In one hilariously horrible probing match with Horgan Co., a pudgy little enamelware dealer seems lucky to leave with his ribs, let alone his shirt.

Ailing and aging, John Horgan casts about for an heir apparent and lays his heavy hand of approval on Paul Marrow, his bright, personable sales-promotion manager. At the last moment, Paul decides he would rather write his own newspaper column and spend quiet evenings at home with a blonde than be the big knife in a stiletto gang. Before his novel peters out in this implausible way, Author Laing shows enough savvy about supermarkets to have been born and bred in one. Though it is fuller of outmoded caricatures than characterizations. *The Giant's House* does capture one last tycoon going his dinosaury way.

Marine Demimonde

THE EDGE OF THE SEA (276 pp.)—*Rachel Carson—Houghton Mifflin* ($3.95).

Author and Marine Biologist Rachel Carson has moved in from the vasty deeps of *The Sea Around Us* and made a beachhead on the ground roughly bounded by the rise and fall of the tides—the evolutionary home of man.

Roaming the Eastern U.S. coast from Maine to Key West, Author Carson covers the marginal world of the seashore with more than a specialist's curiosity. She evokes that sense of private peace and mystical wonder that Anne Lindbergh brought to her *Gift from the Sea*. She explores and celebrates a world of ferment and vitality, from the humble mole crab to the dog-whelk snail, from submarine forests to rock pools.

Lashed by the surf, lacerated by shore ice, alternately drenched and desiccated, the tiny inhabitants of the marine demimonde learn to live dangerously and adapt to the challenges of intertidal life. From a thousand examples, Author Carson evokes all the moods of the edge of the sea and of its inhabitants—strange, ugly, beautiful, bizarre. Nature's grace, order and mystery flow through her book like an underwater ballet. Again Author Carson has shown her remarkable talent for catching the life breath of science on the still glass of poetry.

virtuoso at the keyboard!

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Ask about our convenient Monthly Payment Plan a blues-loving customer and talk; her stories pack almost as much wallop as her songs. When she was six or seven in New Orleans Lizzie recalls she started to sing with the band jointly run by Kid Ory and King Oliver—songs with words like

Don't do that dance, I tell you, Sadie
That's no dance for a lady.

She was married at 16, but left her husband a year later and then joined the Cole Bros. Circus, singing with the side-show band. "I saw the whole country," she says. "I saw America like the millionaires didn't see it!"

The Gangsters Were Quiet. In the 1918 flu epidemic, she was seriously ill "I promised the Blessed Lady that if God made me better, I'd never get on a stage again. I got better all right. And one night, a boy friend come around and took me to a club in Bucktown. When we got there, he told the bandleader, ooooh could I sing. Well, it wasn't any stage, so I got up and sang *Dardanella*, and they paid me $25 a week."

For years after that, in New York and Chicago, Lizzie was something of a favorite. Those were heady days, with the big gamblers at the ringside. ("I remember Little Augie, he always wanted to hear *Prisoner's Song*—you know, 'If I had the wings of an angel . . .' Most of those gangsters were the nicest, quietest people.") In the Depression years, the blues were too real for comfort: Lizzie thought she was through. She worked as a housemaid, later as a barmaid. Even in World War II, she could not find a singing job. "Showfolks, gamblers and sportin' people have no loyalty. I was too fat and too old." Finally, four years ago, she persuaded a New Orleans disk jockey called Poppa Stoppa to put her on his program. Soon after that, she had singing jobs again, swept along by the huge current jazz boom. "I dug up my old antique gowns—crepe and satin—and my long beads and fancy combs and shoes with rhinestones on the heels."

The Music Was Different. Today, billed as vocalist with the Scobey combo, Lizzie is playing some of the country's better-known jazz spots (including, last month, Chicago's Blue Note). Everywhere, she becomes the favorite as soon as she opens her generous mouth.

But Lizzie's new success has not made her forget the beauties of the good old days. "I remember here come Jelly Roll Morton passing our house, on the way to play in Storyville," she muses. "I recollect Ory and Oliver. It used to be it was so hot they'd drop one suspender, open their shirts and their pants so's they'd be comfortable, and would they play! The music then was different. Everybody played close. They listened to each other. They played a strong melody and pretty, pretty chords. Nowadays, they play before the beat, after the beat, everything but on the beat."

Not only the music has changed. "New Orleans isn't the same any more either. It's gettin' so fancy with tourists and all. I hope I die before they make a Northern city out of New Orleans."

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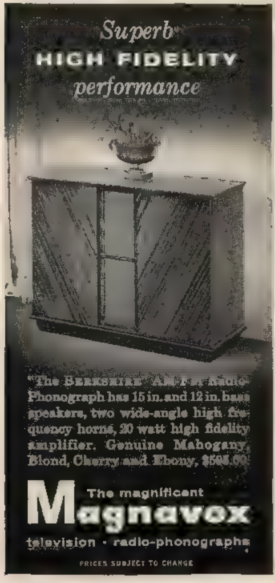

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LETTERS

Who for '56?

Sir:

Of course, it goes without saying that we aren't particularly interested in having De Sapio run the country with Harriman as regent; Stevenson may have his faults and quirks, but we independents feel he is basically honest and never opportunistic.

MRS. C. E. EADY

Towson, Md.

Sir:

Adlai Stevenson can turn an apter phrase than anyone else in sight. It is easier to make epigrams, though, than to make the decisions required of a President. Stevenson does not give the impression of being particularly decisive. He might weigh his decisions so carefully as never to make any; our late foreign policy on China seemed to be conducted in this way. We "waited for the dust to settle" for so long that in the end we did nothing. Stevenson seems to have no clear idea of how far the American people will follow political leadership.

The fact is that there are better qualified men of the same political persuasion and same party. There is even one from Stevenson's own state—Senator Paul Douglas.

W. W. CLENDENIN

Austin, Texas

Ave's Way

Sir:

Averell Harriman [Nov. 14] can do his country his greatest service by getting the Democratic presidential nomination in 1956. This will ensure a Republican victory with or without Eisenhower.

LYNN STEWART

Hastings, Neb.

Sir:

Do you believe that there is a remote possibility that what helped "Honest Ave" achieve "one of the longest and most varied records in the administrative branch of the U.S. Government" was not his personal

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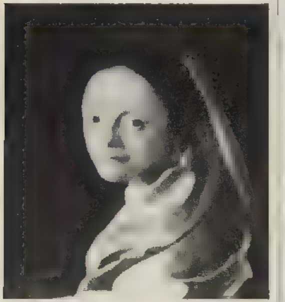
TIME
December 5, 1955

Volume LXVI
Number 23

scarce precious commodities. As more and more new bidders, ranging from newly prosperous Europeans to newly rich Texans and Brazilian millionaires, start cutting themselves into art for both prestige and speculation, the supply of currently approved classics is drying up. Older masterpieces have all but disappeared from the market—either by "cold socialization," *i.e.*, being declared "national treasures," or by winding up in art museums. As one London dealer sadly remarked: "Museums don't die."

Prospective collectors who still want to deal themselves in at the big auctions must be willing to pay up to $25,000 for a painting. When the really big collectors decide to show their hands, the price can go over the $100,000 mark, as it did when France's Mme. Jean Walter paid $113,000 to outbid Swiss Gun Manufacturer Emil Buhrle for a Cézanne still life *Pommes et Biscuits*, at the 1952 Gabriel Cognacq sale in Paris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VERMEER'S "YOUNG GIRL"

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For the average collector, willing to pay from peanuts to $3,000 for a painting he likes, the best bets are the "speculative growth issues," the moderns. Here the buyer pays now, collects later. If he bets wrong he at least has his wall covered. If he is right, he can boast to his grandchildren and take a nice capital gain on his investment.

Guest Artist

To give an added fillip to its annual luncheon, France's Goncourt Academy (which meets this week to bestow its award and bestsellerdom on a French author) has invited an artist to come make its family portrait. When news of the artist's name was announced *Le Figaro Littéraire* issued a warning. "Under the circumstances, it will be necessary to banish the bottles and partridges from the tables, for the painter honored by the Goncourt does not like rosy cheeks, but prefers gaunt figures bent over plates garnished with fish vertebrae." The guest artist: Bernard Buffet, 27, France's most popular painter (TIME, March 21), whose portraits depict the leanest and hungriest figures since Picasso's *Frugal Repast*.

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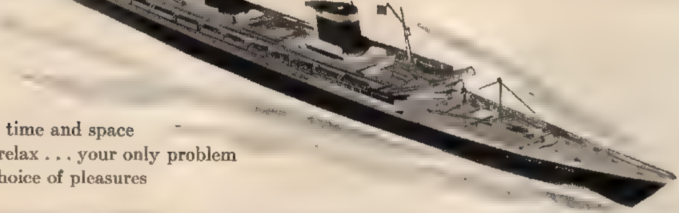

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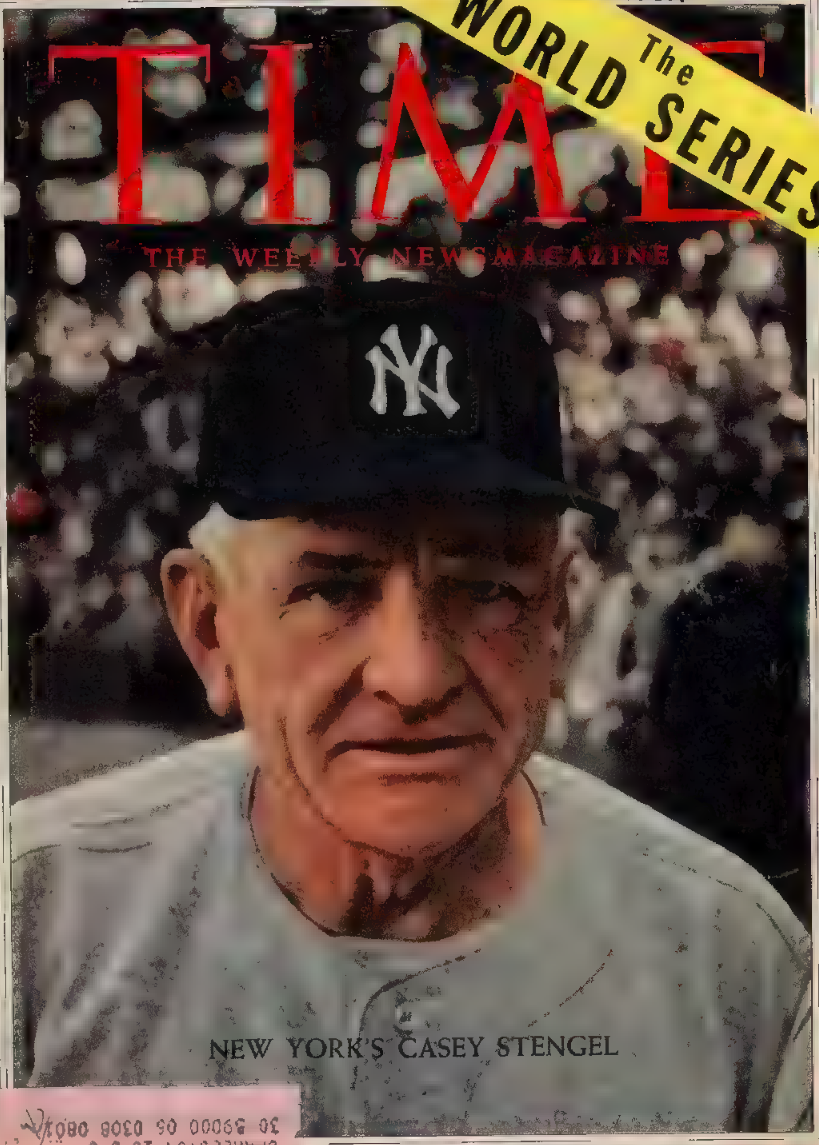

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MILESTONES

Born. To Kirk Douglas (real name: Issur Danielovitch), 38, Hollywood hard guy (*Champion, Ulysses*), and his second wife, Anne Buydens Douglas, 32: their first child, a son; in Hollywood. Name: Peter Vincent. Weight. 8 lbs.

Married. Yvonne de Carlo, 33, sultry cinemadventuress (*Salome, Where She Danced, The Captain's Paradise*); and Robert Drew Morgan, 40, Hollywood stunt man; she for the first, he for the second time; in Reno.

Married. Nancy Kelly, 34, actress of stage (*The Bad Seed*) and screen; and Warren Caro, 48, Theatre Guild executive; she for the third, he for the second time, in Manhattan.

Married. Fleur Fenton Cowles (real name Florence Freedman), 45, associate editor of *Look* magazine from 1947 to November 1955; and Tom Meyer, 37, director of a British timber firm; she for the fourth time, he for the first one month after her divorce from her third husband, *Look* Publisher Gardner Cowles; in Bel Air, Calif.

Died. Louis Lachenal, 35, French mountaineer who with Maurice Herzog in 1950 scaled the 26,493-ft. Himalayan peak, Annapurna, and had to have his toes amputated; after a fall into a 120-ft. crevasse while skiing on Mont Blanc.

Died. Herman Steiner, 50, Czech-born U.S. chess champion (1948-51), member of the ten-man U.S. chess team that played in Moscow last summer, of a heart attack following a game for the California State Championship; in Los Angeles.

Died. Vera Buchanan, 53, Democratic Congresswoman from Pennsylvania who was elected in July 1951 after the death of her husband, Congressman Frank Buchanan, and was twice re-elected; after long illness, in McKeesport, Pa.

Died. Prince Artchil Gourielli-Tchkonia, 60, husband of Cosmetician Helena Rubinstein, head of the House of Gourielli, manufacturers of cosmetics for men; of a heart attack; in Manhattan.

Died. Lieut. General (ret.) Stafford LeRoy ("Red") Irwin, 62, onetime (1950-52) commander of U.S. forces in Austria, commander of the 5th Division, which formed the southern arc of the pincer that captured the French city, Metz in World War II; of a coronary occlusion; in Asheville, N.C.

Died. Lionel George Curtis, 83, scholarly British world federalist, author (*Evading a Revolution*), one of the founders of the Union of South Africa, early (1916) advocate of a self governing India, a founder of the Royal Institute of International Affairs, near Oxford, England.

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sent his son Seydou N'jimoluh Njoya off to learn French in a Protestant mission school. In time, Seydou himself became Sultan and decided to outdo his father in progress. Though he surrounded himself with the traditional swarms of wives and concubines (59 in all), and wore the heavy cloaks and turbans of his ancestors, Sultan Seydou had picked up a few modern ideas at school.

Seydou decided to get some service out of the ancient feudal officers at his father's court. The royal Master of Ceremonies was put in charge of street cleaning; the Keeper of the Weapons was made health commissioner; the general of the nonexistent army was made chief truant officer. With French government help, a new industry, coffee culture, was introduced, and—in direct answer to the newly literate demands of the Sultan's people—a postal service was begun. "With tradition as the father and modernization, brought by the French, as mother," said the Sultan, "we shall produce a healthy child."

SULTAN-MAYOR SEYDOU
"Election has its good sides."

Last January energetic French High Commissioner Roland Pré instituted some reforms of his own. Anxious to cut down the top-heavy local administrative setup in the Cameroons, he began looking for likely natives to serve in local municipal offices. When he canvassed the natives of Foumban on their choice for mayor, the answer was a landslide for Sultan Seydou.

Last week, a portly 40 (in the tradition of aldermen as well as sultans), the first native mayor to be elected in the Cameroons beamed happily over the switch in his status. "Election has its good sides," Sultan Seydou told a friend, "because you always know that you have to do the right thing because otherwise you'll be fired by the voters. Acting as absolute ruler is like sitting in a dark, iron kettle with the lid on."

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Communist, Sun played at best a dupe's role. In the commission's view, Sun "could not have been entirely ignorant of the conspiracy" planned by the major and broken up last summer by counterintelligence.

In letting Sun off with little more than a reprimand, the commission said it took account of his distinguished fighting record and his "admission of past mistakes and self-censure." Leniency toward Sun also served to reassure U.S. and overseas Chinese opinion, which holds Sun in high esteem and might have wondered at the implications for Nationalist China's future had so able, senior and "Western-minded" a leader been tossed overboard. Much cheered by the verdict, General Sun called last week on Vice President Chen Cheng, the commission chairman, to offer his thanks and to remind the Vice President that he is an engineer (Purdue '23) as well as a military man (V.M.I. '27). Sun's likely next assignment: Formosa's new Shihmen dam project, of which Chen Cheng is also chairman.

ASIA

Atomic Good Will

Representatives of 17 nations gathered in Singapore's blue-columned Victoria Hall last week to take stock of the Colombo Plan's first five years and to chart a course for the next six.

Started as a mutual self-help scheme among British Commonwealth nations, the Colombo Plan has since expanded to nearly all free Asian nations, produced in five years an interchange of $2 billion worth of economic development. Donor nations, *e.g.*, Britain, Canada, Australia, have poured in capital and know-how, while recipient nations have exchanged such experts and such know-how as they have, *e.g.*, India has sent four aeronautical engineers to Indonesia; Singapore is teaching timber grading to a Nepalese trainee; two Japanese rice physiologists are scattering seed in Ceylon.

The U.S. was not represented when the Colombo Plan (named for the Ceylon capital where the plan was hatched) began, but the U.S. began to mesh its aid programs to the plan, by last week had spread almost $1 billion of help beneath the Colombo Plan's broad canopy.

In Singapore last week, the Asians, including many who regarded direct U.S. aid as somehow "immoral" but found it acceptable when distributed through the Colombo machinery, sought out the U.S. delegate, Foreign Aid Chief John B. Hollister, to learn what fresh U.S. contributions might be expected.

Britain had promised to double its contribution (to nearly $20 million). Hollister had news even more pleasing to the Asian ear. Proposing that the Colombo powers set up an atomic energy research and training center, he announced that the U.S. is ready to give a nuclear research reactor and later, a nuclear power reactor. Said one Asian delegate: "For more than a decade, Asians have looked to the atom as a symbol of terror. Now, perhaps, it may become for us a symbol of hope."

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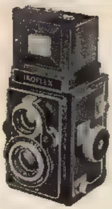

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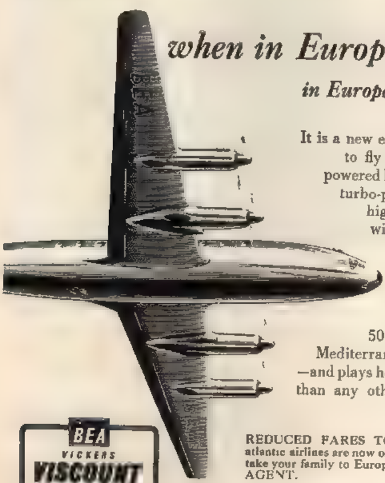
They are precision made in West Germany



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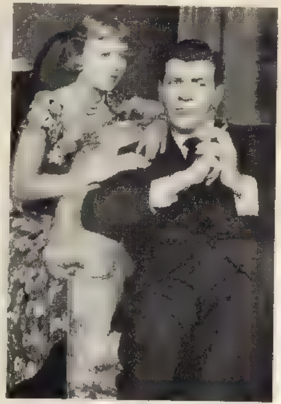
THE THEATER

New Play in Manhattan

Janus (by Carolyn Green) calls for somewhat faint praise but need not be damned by it. A pleasant enough, light sex farce that brings an American touch of wackiness to a French-style exercise in sin, it concerns the wife of a shipping tycoon and the schoolmaster husband of a librarian. Each summer, while the tycoon is in South America and the librarian apparently buried in the stacks, their spouses put slipcovers over their morals and spend two secret months together in New York. United by authorship as well as ardor, they write bestsellers under the name of Janus. His flat is on the floor above hers; when she wants him, she bangs on the ceiling with a broom, and he sneaks down through the dumbwaiter. Then one day her husband sails in through the door.



Vandamm

MARGARET SULLAVAN & ROBERT PRESTON
In the summer, she hits the ceiling.

By making all three act and react in agreeably unbourgeois fashion, Playwright Green whips the situation into a nice comic froth. Then an Internal Revenue man arrives, finds that secret joint authorship leads to curious joint tax returns, and stirs up some fiscal commotion. After that, though in a rather graceful way, *Janus* goes downhill.

If never the least bit brilliant, the play is never just silly or frantic either. What is perhaps nicest about it is its prevailingly playful tone. What is weakest is its dialogue, which is too seldom really bright and too often near-neighbor to the gag. Fortunately, a number of lines that were not born witty achieve a certain wit through the adroitness of the cast. Margaret Sullavan, Claude Dauphin, and Robert Preston as the tycoon, lend a certain airy charm, provide a certain steady carbonation.

The ultimate in precision made 35 mm cameras. Choice of ten interchangeable lenses on bayonet mount, plus shutter speeds to 1/1250 sec. This great camera masters every possible photographic problem—telephoto or wide angle shots or scientific macrographs. $261 up. Your dealer will gladly demonstrate Contax. Send for Booklet DT.

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Above shows the Zeiss Ikon Contax with Universal finder and a 135 mm Sonnar telephoto lens.

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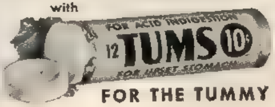


Acid Indigestion? Heartburn? Gas?

Wherever you are, whatever you're doing—you can Fix it On The Spot! with

FOR THE TUMMY

off nightclubs but the demand for warmed-over café gossip as well. Columnist Sylvester was too pessimistic. When busy Telecaster Ed Sullivan cut his columns to two-a-week last May, the *News* upped "Dream Street" to five-a-week. By last week, it was syndicated in 30 papers.

Four Parts Fun. "Dream Street" is booming because Columnist Sylvester un like most of his competitors lays no claim to omniscience, peddles no phony inside dope, and conducts no esoteric feuds. He cheerfully admits that "I have no pipe line to the Kremlin and no idea wha Congress is going to do." He thinks Broadway column should be "enterta ing, give people a laugh." To do so, h serves his readers a dry Manhattan—four-parts fun to one-part reporting. Nov

Martha Ho

COLUMNIST SYLVESTER
Gone fission.

a balding 48, Sylvester covers a brig light beat that ranges from the E Side Chinese Laundromat called "Hel Selfee" to the West Side gypsy who adv tises "all fortunes guaranteed," from Bowery tattoo parlor which offers "p sonalized monograms" to the swank S ton Place apartment building which p hibits "beggars, baby carriages, bicy or foreign cars in the lobby."

The freshness of Sylvester's appro stems from innate curiosity, a versa talent (he has written six novels movie script, is collaborating on a m cal) and a sharp ear for the irrever crack and the offbeat anecdote. Sc Sylvesterisms

¶ On progressive schools

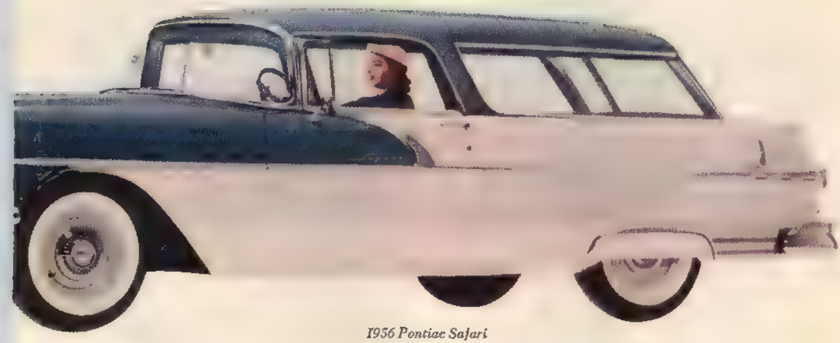
"Johnny, stop playing with Joseph'

"Johnny, I said stop playing with seph's ear.

"Johnny! Give me Joseph's ear!"

¶ On the Russian farm delegation ing a tour of a California factory Russian asked a foreman how many h U.S. workers put in weekly. Amaze hear about the 40-hour week, the Rus

with the family work wagon



1956 Pontiac Safari

GENERAL MOTORS *leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH

at working wonders

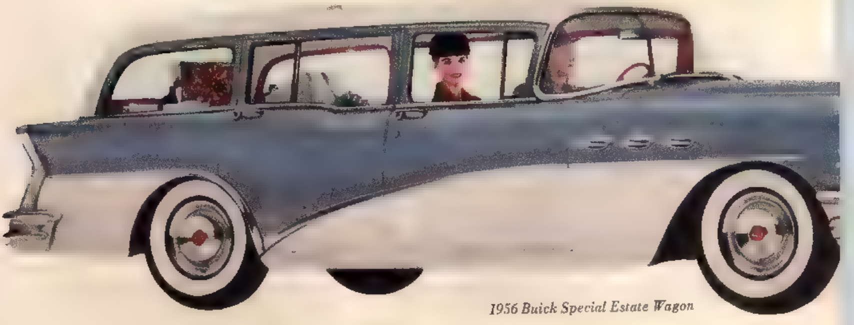
1956 Chevrolet Bel Air Beauville

Our General Motors designers — as these pictures show—have just about revolutionized the appearance of that popular family car-of-all-work — the station wagon.

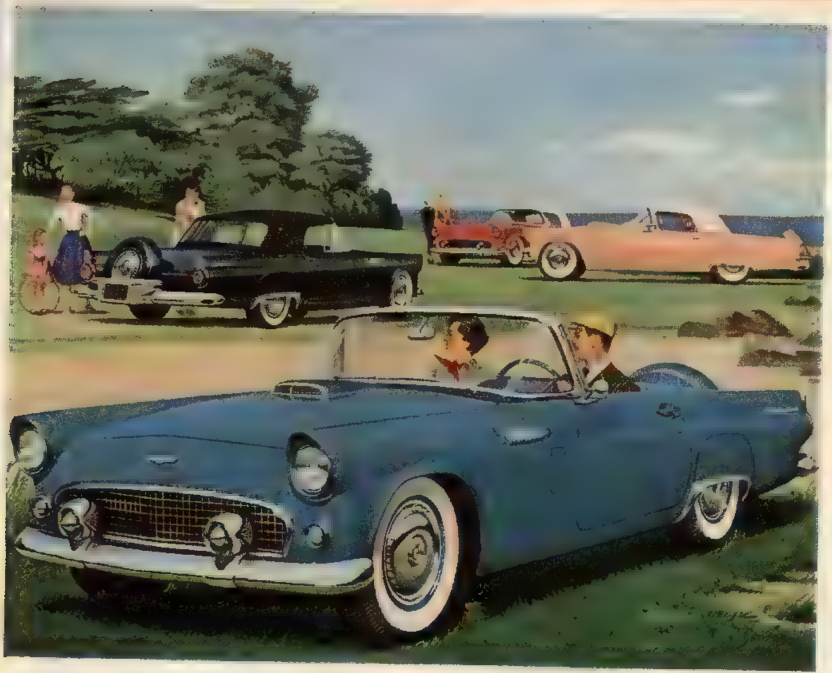
And they've done so without losing any of its practical features. Its roominess. Its ruggedness. Its adaptability as a family carryall for everything from crates to cats, groceries to Great Danes.

So now you can enjoy all these benefits — of such particular importance to suburban family life—and at the same time possess a car second to none in styling beauty — from panoramic windshield to wider-vision rear window.

Yes — as your dealer will be delighted to demonstrate — in station wagons, as in 4-door hardtops and all the other General Motors style leaders for '56 — your key to greater value is the key to a General Motors car.



1956 Buick Special Estate Wagon



Hard top, soft top or open—the Thunderbird is the star in *any* setting!

And now: the latest version of America's most exciting car:

Ford THUNDERBIRD for '56

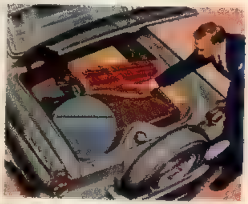
Ready to give you a new lease on driving fun, this newest version of America's favorite dream car is more stunning in style . . . more thrilling in power . . . more luxurious in comfort.

Here poised for flight, you see what many people hardly dreamed possible: a more beautiful, more powerful, more distinctive Thunderbird.

The graceful contours of its long, low lines . . . the unique flair of its new spare-tire mounting . . . the dazzling sheen of its new two-tone colors are but a hint of its newness.

It is when you put the selector in drive position and nudge the gas pedal of a Fordomatic model that the Thunderbird will really take you by the heart. Beneath the hood is a new 225 h.p. Thunderbird Y-8, to revise your ideas of how a car should respond.

Now, you may choose hard top, soft top or both. There's a glass-fibre hard top and a foldaway fabric top. Now, the interiors are richer—more beautiful than ever. Now, you get the added protection of Ford's exclusive Lifeguard design. And, as always, you may have optional power steering, brakes, windows and seat. Ask your Ford Dealer just how soon *you* can start enjoying the better things of driving.



The Thunderbird's brand-new, rear spare-tire mounting folds back handily as quick as a wink. It adds as greatly to your luggage space as it does to the over-all beauty of the car.

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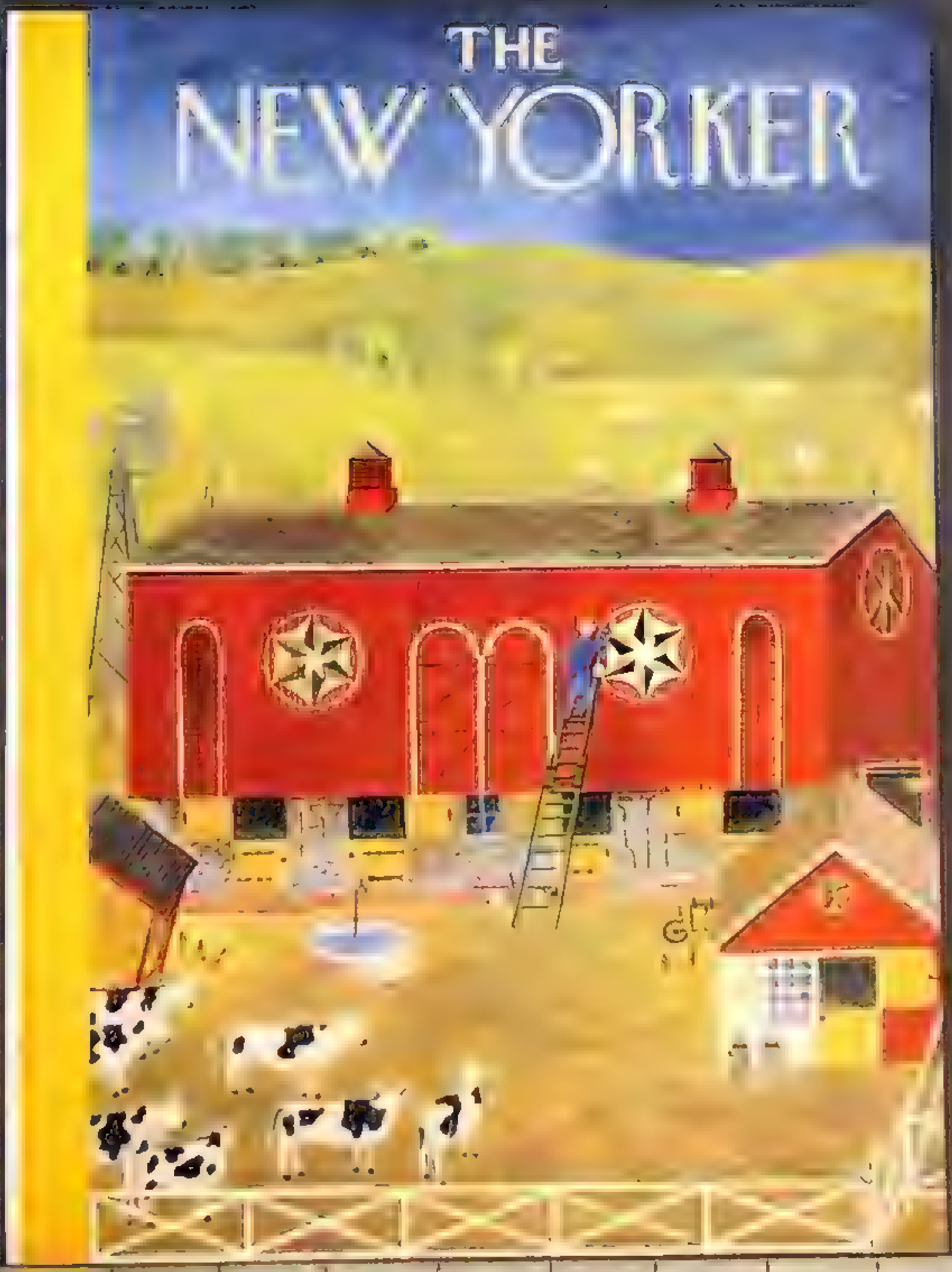
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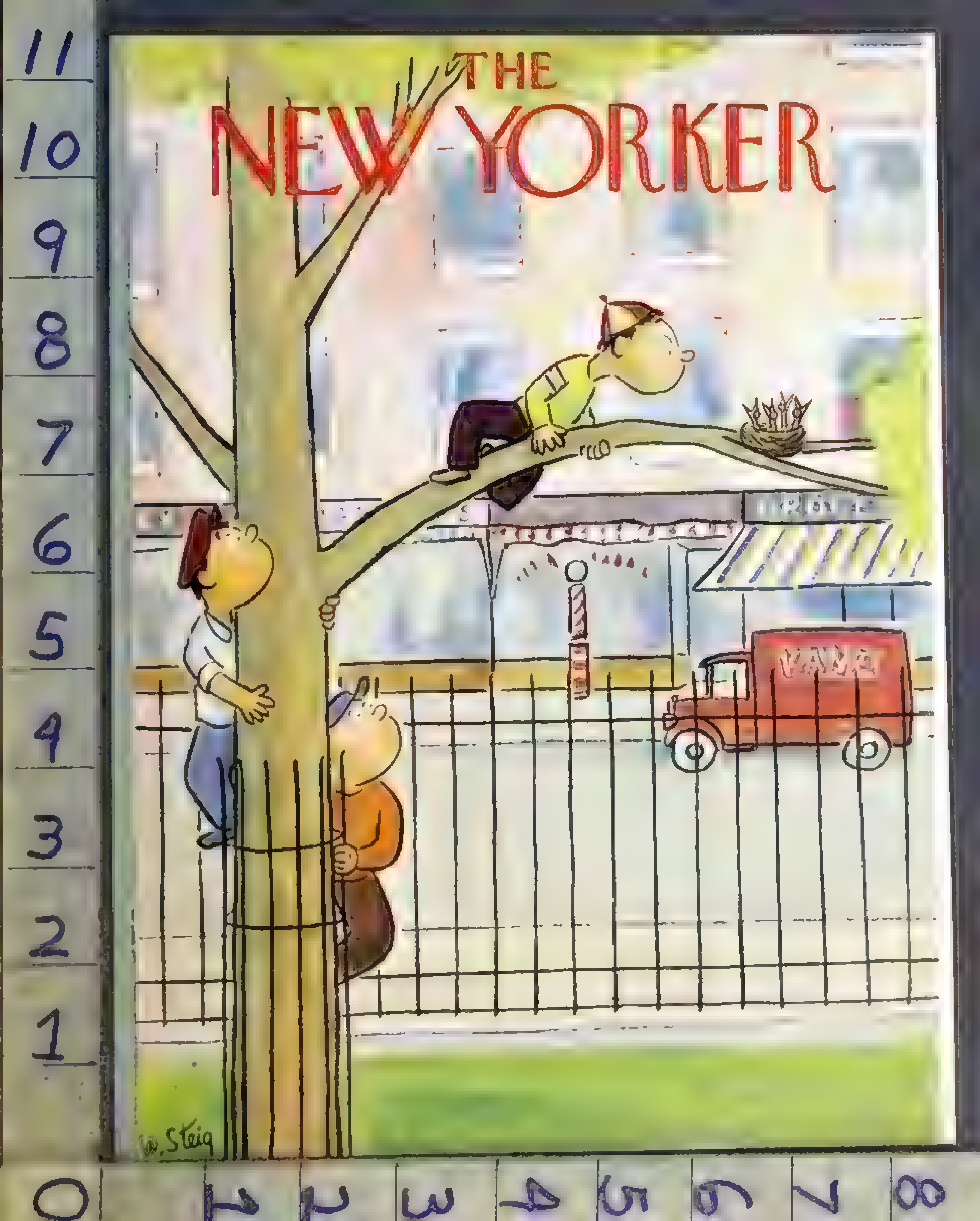
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Planning a Western Trip?

TRY S.P.'s CALIFORNIA STREAMLINER

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CHICAGO • ARIZONA • LOS ANGELES

Your vacation starts when you step aboard the *Golden State*. It's the smoothest train between Chicago and Southern California. You go the low-altitude way—via Kansas City, El Paso, Tucson, Phoenix, Palm Springs. Stop over for fun, sun and relaxation in the Southwest resort and guest ranch country. Choice of Pullman rooms, or economical reclining Chair Cars. Coffee Shop-Lounge for Chair Car passengers.

We're the people to see about any Western trip. Southern Pacific has more streamliners, serving more of the West, than any other railroad. Mail coupon for free, full-color book, "Wonderful Ways West." It tells you how to combine two, three or even more of these famous "name" trains on your roundtrip to California—how you can *see twice as much*—for little or no additional rail fare.

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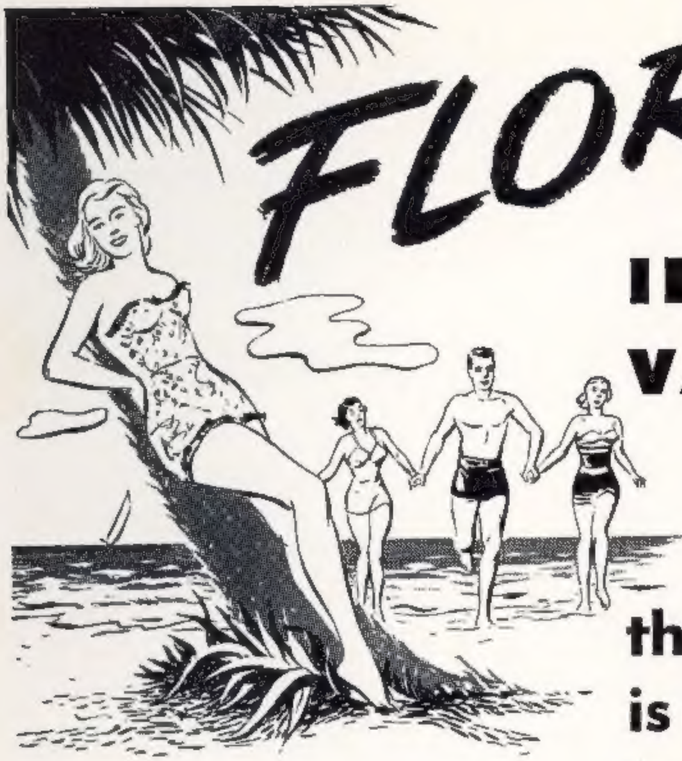

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"The Southern Serves the South" is more than a slogan. It is a simple statement of fact.

Southern Railway System's 8,000-mile network of lines serves every state but one south of the Potomac and Ohio Rivers and east of the Mississippi. It connects almost every major city in the Southland to traffic gateways leading to the rest of America.

It takes a combination of *all kinds* of economic advantages to bring about industrial growth such as the South has seen in recent years. One of these advantages is the modern, dependable, ever-improving transportation service of the railway that "Serves the South."

"Look Ahead — Look South!"

Harry A. DeButts
President

LOOK SOUTH
LOOK AHEAD

SOUTHERN RAILWAY SYSTEM
WASHINGTON, D.C.
The Southern Serves the South

spread. In the bridge wing by the splinter shield the admiral looked grim.

"Why did he attack, Dave? Was he just trigger-happy?"

"Sir, I doubt it. I judge his contact this trip is of great importance. He is not a fool. He attacked deliberately. If he missed, he estimated we would make a time-consuming search. He won't be here. He is on the surface, running at high speed for rendezvous." Commander Jones was frowning at the night. "If we find him, sir, I'll have to take him under fire."

"Affirmative. You find him, Dave."

"There'll be some moonlight in the morning watch," the Watling's captain murmured, "and I think he'll use it. I mean to be up near the Pescadores by then. He must make his transfer on the surface, and the islands will fuzz up the radar. He'll use that too. If we want a shot, we will probably have to get it fast. If we should catch him dead astern, he'd dive before I could turn to unmask the battery. I intend to put local control on the after guns. I've got a smart mount captain back in Number Three. My gunnery officer has the plan already. He'll split main battery at oh-four-fifty hours."

That's how it happened in the USS James Watling, prowling dark and narrow water off Formosa in the morning watch. And Russ, mount captain back in No. 3, was waiting for the word he knew would come. The men were murmuring in there, their shadows huge, light glinting weirdly from the battle lamps along the breeches of the twin five-inchers. Russ was quieting the squirm he felt inside. It always started when he knew the guns would soon be his. When he felt like that, he started thinking about Julie Jones. It always helped. And he was thinking of her now before the quick voice from the main director sounded in his earphones.

"Mount Number Three! Control!"

Russ pressed the button on his mouthpiece. "Mount Three, aye!"

"You will go to local control according to plan." The gunnery officer's voice was clear and sharp. "Keep a sharp lookout in your sector astern. Use the glasses! If you see that sub, you cry it up here if there's time. If there isn't, shoot! Be plenty sure it's a submarine you're shooting at or your tail is in an awful sling. Understand?"

"Yes, sir, I understand."

"And keep an ear glued to that squawk box! When I want those guns up here again, I want them quick. O.K. Go to local control. You're on your own."

So Russ, on the mount captain's platform, had his head and shoulders above the open little hatch. Wind rushed against him. He could see the thin flakes of moonlight on dark water. Glasses against his eyes, he swept his sector and swept back. The Watling kept on probing, sound gear pinging. She was close against the Pescadores, near Hatto Retto now, land echoes bouncing on the radarscope. If radar or the topside lookouts couldn't pick up surface contact, how could Russ? The squirming twisted in his belly now. He thought of Julie Jones. . . .

Julie gave that funny little hop on one foot, the very first time he met her in Bolari's down on Geary Street off San Francisco's Union Square. Someone was in her way. She was skipping lightly to one side and didn't make it. She slammed into Russ and fell. He remembered how she looked, dark-headed, dainty and very mature, sitting on Bolari's floor and smiling up at him.

"Well, for heaven's sake," her low voice said, "don't stand there grinning, sailor. Help me up. I'm very glad it was you. You're the one, all right. I can tell. You give me the wibbledey-wobs inside."

"I do?" Russ still was grinning. He reached down. She took hold of his hand and bounced lightly to her feet. Somehow they were sitting down for coffee together. "What do you mean, I'm the one?"

"Well, I'm Julie. Who are you?"

"Russ. Russ Jones."

"Oh, no, not that! Then I'll never even change my name!"

"What are you talking about?"

"Us. I'm Julie Jones. I was always sure I'd know the minute I saw him. But I thought when I got married I'd be somebody else. Not Jones. Shows you, I guess. I ——"

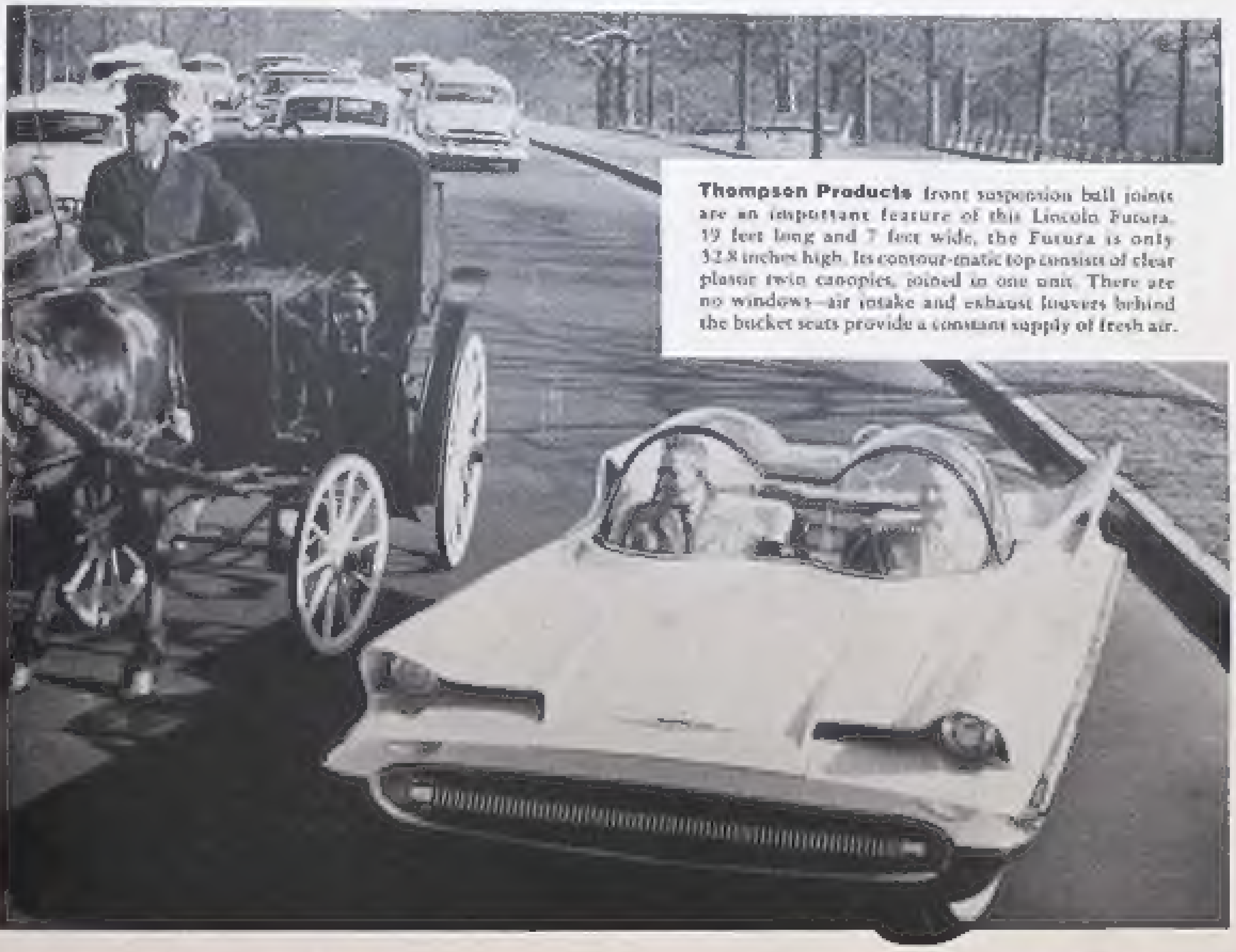
"Married? Are you nuts?"

"No." She sighed. She was very serious. "I just think when you see a thing and you know for sure that it's true, you've got to speak it out. You're not much good if you don't. I know it's you. I was always sure that I'd know."

"You really are nuts, aren't you?" Russ grinned. He was puzzled, though. He felt very funny inside. Maybe it was the wibbledey-wobs. "I don't intend to get married," he said flatly. "Not until I make chief at least."

"Oh, that's all right. I'll wait."

She kept on looking at him with her fine, wide eyes. Russ frowned at her and shook his head. But he didn't go away. He saw her often after that. And that's what he was thinking about in the USS James Watling, just before dawn twilight thinned the night. . . .



Thompson Products front suspension ball joints are an important feature of this Lincoln Futura. 19 feet long and 7 feet wide, the Futura is only 52.8 inches high. Its contour-matic top consists of clear plastic twin canopies, joined in one unit. There are no windows—air intake and exhaust louvers behind the bucket seats provide a constant supply of fresh air.

You'll find Thompson Products ball joints TODAY on Lincoln's "CAR OF TOMORROW"!

- Revolutionary styling and advanced mechanical design mark the $250,000 "Futura"
- Ball joint front suspension permits "Dream Car" to hug road, steer easier and safer

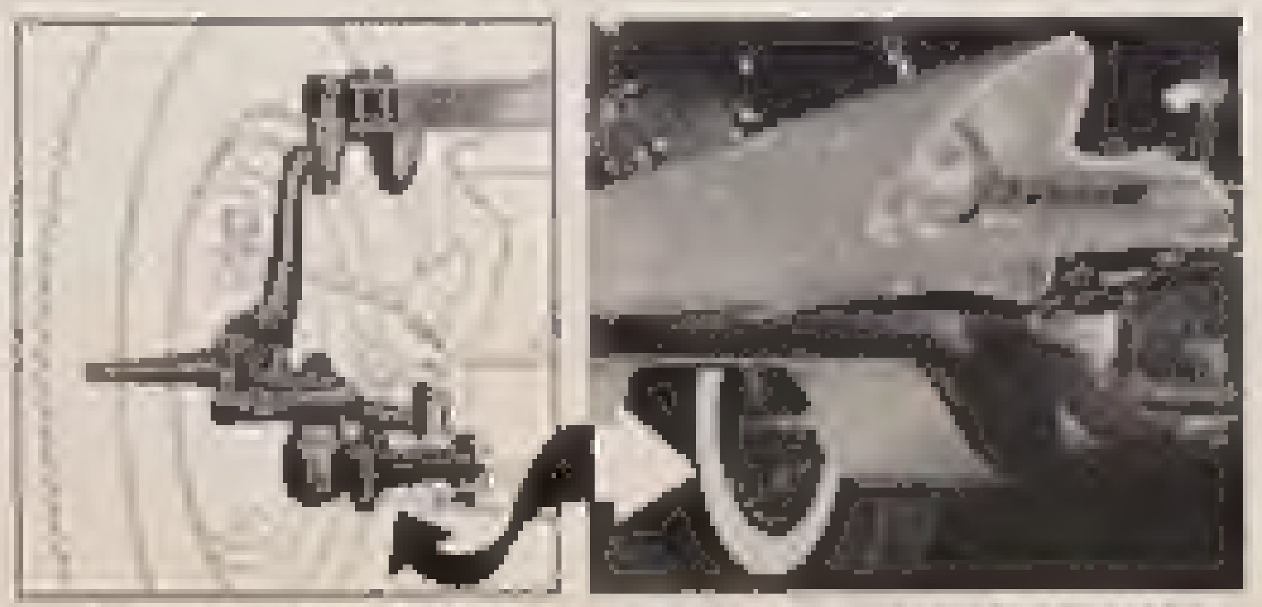
Lincoln's aptly-named "Futura" gives you an exciting peek into America's automotive future.

This quarter-million-dollar 330 HP beauty, a one-of-a-kind "laboratory on wheels", was launched to test radical drawing-board engineering theories *on the road* . . . also to test public reaction to its ultra-advanced styling.

But this astonishing new car is not built entirely of "laboratory" innovations. Incorporated in it are several advanced features that you may have now when you buy a new car. Among them are power-steering, power brakes and Thompson front suspension ball joints.

Three years ago the revolutionary Thompson-engineered front suspension ball joints made headlines as the first major improvement in front suspension in 20 years. It was found to help cars hug the road and make steering easier and safer. Already several of America's top passenger cars have adopted it.

The development and mass production of this revolutionary product is a typical example of Thompson's side-by-side cooperation with the automotive industry. For more than 50 years Thompson has been a leading original equipment and replacement parts manufacturer for the automotive and aircraft industries. *Other* industries, too, have grown to *"count on Thompson"* ...agriculture, home appliances, metallurgy, electronics and many others. Thompson Products, Inc., General Offices, Cleveland 17, Ohio.



Thompson ball joints *(as shown at left)* permit both right-and-left steering on ball bearings and up-and-down motion on spherical bearing surfaces. This advanced front suspension principle not only makes steering safer and easier . . . it also allows valuable extra space for larger, more powerful engines, for more functional chassis design, for more dramatic body lines (as shown at right in the closeup of the Futura's front end.)

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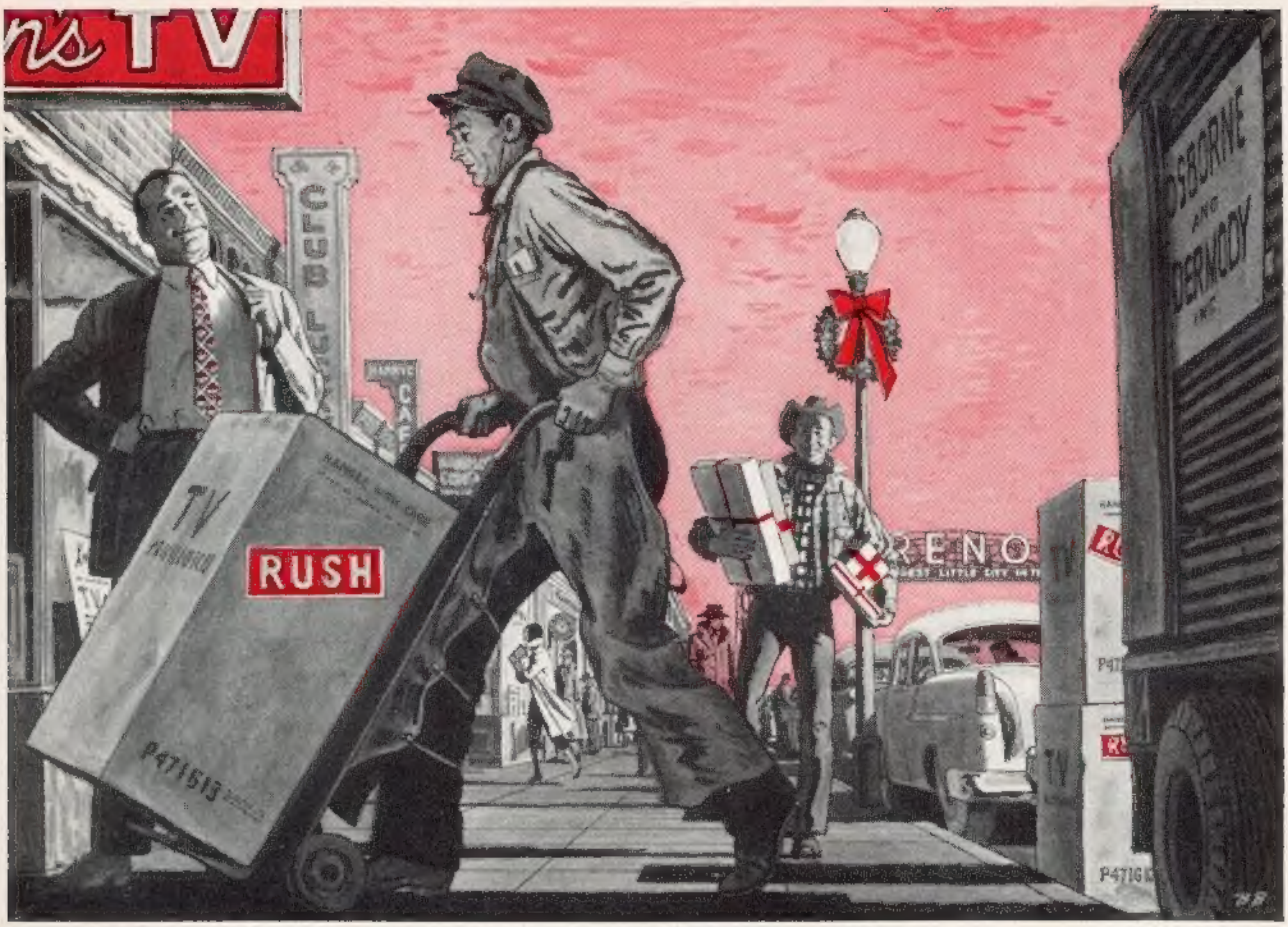
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Reno TV Distributor hits Jackpot!

(Thanks to Western Pacific's PERSONAL SERVICE!)

TV dealers in Nevada and eastern California were frantically calling John Dermody, Osborne & Dermody, Reno, begging for more sets to supply the last-minute Christmas rush. A carload was on the way, but would it arrive in time?

Mr. Dermody, a longtime Western Pacific customer, knew where to turn for help. He called Frank Rowe, the WP's General Agent in Reno, who teletyped the dispatcher and learned that the car had just been turned over to Western Pacific and was on its way West as part of a fast freight. It would be delivered at noon the next day. Rowe, however, figured out a way to beat this by four important hours, representing thousands of dollars in Christmas sales of TV sets. He called the Trainmaster and arranged a special stop at Osborne & Dermody's warehouse as the train came into Reno early the next morning, rather than handle the car as part of the normal switching operation.

So impressed was Mr. Dermody by this example of personal service that he included a "credit line" for Western Pacific on his company's TV show that evening!

PERSONAL SERVICE makes the difference!

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